

ABSTRAK

IDENTIFIKASI ATRIBUT KEPUASAN KONSUMEN DAN PELAYANAN RUMAH MAKAN OLAHAN AYAM DI KOTA BANDAR LAMPUNG

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Atribut yang digunakan dalam penelitian sebelumnya tentang kepuasan konsumen rumah makan sangat bervariasi. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi atribut kepuasan konsumen dan pelayanan rumah makan. Penelitian ini dilakukan di wilayah Kota Bandar Lampung. Pengambilan data dilakukan pada bulan September 2015. Teknik penentuan sampel yang digunakan adalah metode *accidental sampling* dengan jumlah responden sebanyak 130 responden dengan kuesioner. Nilai kuesioner dari atribut kepuasan konsumen dan pelayanan rumah makan dianalisis menggunakan uji validitas dan reliabilitas. Metode analisis yang digunakan adalah analisis deskriptif dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa identifikasi atribut diantaranya adalah rasa, harga, keragaman menu, kesesuaian menu, gizi, kebersihan rumah makan, kecepatan pelayanan, pemahaman produk, ketepatan menulis pesanan, keramahan, kenyamanan, ketelitian kasir, kemudahan pembayaran, keamanan parkir, keadilan pelayanan, konsistensi waktu pelayanan, ketanggapan saran, kelengkapan alat makan, penyejuk ruangan, tempat cuci tangan, lokasi, musholla, toilet, tempat parkir, dan hiburan. Atribut kepuasan konsumen dan pelayanan rumah makan yang telah diidentifikasi dapat diterapkan di rumah makan olahan ayam, namun terdapat beberapa atribut yang perlu ditingkatkan oleh rumah makan seperti ketelitian mencatat, keamanan tempat parkir, tempat cuci tangan, musholla, dan area parkir.

Kata kunci: atribut, kepuasan konsumen, dan pelayanan.

ABSTRACT
IDENTIFICATIONS OF THE ATTRIBUTES OF CONSUMERS'
SATISFACTIONS AND THE PROCESSED CHICKEN
RESTAURANTS' SERVICES IN BANDAR LAMPUNG CITY

By
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The attributes used in the previous studies of the restaurants' consumer satisfactions were very varied. Therefore, this study aims to identify the attributes of the consumers' satisfactions and restaurants' services. This research was conducted in Bandar Lampung. City Data were collected in September 2015. The technique used for sampling was accidental sampling of 130 respondents by using questionnaires. The questionnaires included the scores of attributes of consumers' satisfaction and restaurants' services the validity and reliability tests were conducted. The analysis method used was descriptive analysis and Importance Performance Analysis (IPA). The results showed that attributes identified were taste, price, menu diversity, menu suitability, nutrition, cleanliness of the restaurant, service speed, waitress' understanding of the products, hospitality, comfort, cashier thoroughness, ease of payment, security of parking, fairness of service, responsiveness of suggestion, completeness of eating utensils, air conditioning, wastafel, location, mosque, toilet, parking area, and entertainment. The attributes of consumers' satisfactions and restaurants' services that have been identified can be applied in processed chicken restaurants, but there are some attributes that need to be improved such as the accuracy of writing order, security of parking, wastafel, mosque and parking area.

Key words : attributes, consumers' satisfactions, and services.