

ABSTRACT

INFLUENCE OF SERVICE QUALITY CUSTOMER SATISFACTION "WAROENG STEAK AND SHAKE" IN KEDATON Bandar Lampung

By

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Waroeng Steak and Shake is a restaurant that is more on the meat dishes which aims to provide its own satisfaction for the community in terms of food berkhass europe. To improve customer satisfaction Waroeng Steak and Shake provides services quality of service and product quality. As assessment materials and information for Waroeng Steak and Shake in making decisions and policies related to the quality of service to customers satisfaction. Is a means to practice theory - the theory that acquired during the lectures as well as a requirement to obtain a bachelor's degree in the Faculty of Economics and Business, University of Lampung.

Problems faced by Waroeng Steak and Shake is not fully determine the quality of the Waroeng Steak and Shake and the extent of its influence on consumer satisfaction. With the achievement of the expected high quality sales Waroeng Steak and Shake will be better in order to support customer satisfaction and will further support its customers in maintaining continuity. Through good quality care, Waroeng Steak and Shake can increase sales, provide satisfaction to consumers and the market.

This study aimed to identify factors - factors that affect customer satisfaction on Waroeng Steak and Shake and provide input for improvement and strategies for Waroeng Steak and Shake is based on research results. Hypothesis affect service quality on customer satisfaction Waroeng Kedaton Steak and Shake in Bandar Lampung

Waroeng Steak and Shake are advised to continue to maintain the quality of service that can satisfy the consumer. Steak and Shake waroeng also need to fix the weaknesses that exist primarily physical facilities in order to create comfort. then the attitude of the employees in serving customers who are less friendly and less rapid.

Sampling using non-probability sampling method with convenience sampling technique. The number of respondents in this study were 100 respondents. Testing the validity of using factor analysis and reliability testing using Cronbach alpha formula. independent variables consisting of Tangible (tangible / direct evidence), Empathy, Responsiveness (responsiveness), Reliability (reliability), Assurance (security) jointly affect customer satisfaction WSS Bandar Lampung for 65.8% of the values obtained significant f of 0.002 is smaller than the value of α of 0.05 or $0.002 < 0.05$. From the results of these calculations prove the hypothesis proposed in this study is a positive influence on the quality of service and proven customer satisfaction.