

# **IDENTIFICATION SERVICE'S ATTRIBUTES AND CONSUMER SATISFACTION OF MEATBALL RESTAURANT SURROUNDING THE UNIVERSITY OF LAMPUNG**

**By**

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## **ABSTRACT**

The aims of this research are to analyze customer's characteristics, attributes of meatball and services, customer satisfaction; in addition to application of attributes and services of meatball restaurant. The data was collected in Januari-Maret 2018. The research location was determined purposively at Restaurant A, B and C, surrounding The university of lampung (Unila). The technique used for sampling was accidental sampling, involving 99 students as respondents. Data were analyzed descriptively by *Customer Satisfaction Index*(CSI) and *ImportancePerformance Analysis* (IPA). The result showed that the consumers were mostly women students at Unila, 21-23 years old of age, having pocket money of Rp500,000 to 1,000,000 per month. The identified meatball attributes were taste, aroma, size of bowl, display of meatball, price, product guarantee, service alertness, service justice, availability of parking area, accessibility of location, cleanliness and employee hospitality. Consumer satisfaction value at Restaurant A, B, C was 70.20%; 71.80% and 67.80% respectively; it meant that customers were satisfied. The attributes needed to be improved at Restaurant A was product guarantee and employee hospitality, while at Restaurant B was price, service justice, service alertness, and employee patience.

Key words: attributes, CSI, IPA, meatball, satisfaction.

**IDENTIFIKASI ATRIBUT PELAYANAN DAN TINGKAT KEPUASAN  
KONSUMEN RUMAH MAKAN BAKSO DI LINGKUNGAN  
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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis karakteristik konsumen, atribut bakso dan atribut pelayanan, kepuasan konsumen serta penerapan atribut bakso dan pelayanan Rumah Makan (RM) bakso. Pengumpulan data dilakukan pada Januari-Maret 2018. Lokasi penelitian ditentukan dengan sengaja (*purposive*) di Rumah Makan Bakso A, B, dan C di lingkungan Universitas Lampung. Pengambilan sampel dilakukan dengan cara *accidental sampling*, melibatkan 99 responden mahasiswa yang ditemui di RM Bakso. Data dianalisis deskriptif dengan analisis *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa sebagian besar konsumen merupakan mahasiswi Unila, berumur 21-23 tahun dengan uang saku Rp500.000-1.000.000 per bulan. Atribut yang diidentifikasi adalah cita rasa, aroma, porsi, tampilan penyajian, harga, jaminan produk, kesigapan pelayanan, keadilan pelayanan, ketersediaan area parkir, kemudahan akses lokasi, kebersihan dan kesabaran karyawan. Tingkat kepuasan konsumen di RM Bakso A, B, dan C masing-masing adalah 70,20%; 71,80%; dan 67,80% yang artinya konsumen sudah merasa puas. Atribut bakso yang perlu ditingkatkan pada RM Bakso A adalah jaminan produk dan kesabaran karyawan, RM Bakso B adalah harga, keadilan pelayanan, kesigapan karyawan dan kesabaran karyawan.

Kata kunci: atribut, bakso, CSI, IPA, kepuasan.