ABSTRACT

DIFFERENCES IN ASSESSMENT OF ATTRIBUTES OF PADANG PUTI MINANG RESTAURANT SUMUR BATU BANDAR LAMPUNG BETWEEN LUNCH BUYERS AND DINNER BUYERS

By

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This study aimed to analyze differences in assessing between lunch buyers and dinner buyers on the attributes of a Padang restaurant, as well as to analyze what attributes need to be improved and maintained. This study used a survey method by interviewing 35 samples of lunch buyers and 35 samples of dinner buyers on 16 attributes. Sampling was determined by probability sampling technique. The data collection used a questionnaire which before the research had been tested for validity and reliability. Both the level of importance and the level of attribute performance were measured using a Likert scale of 1-5. Research data were analyzed using the Mann Whitney test and Importance Performance Analysis (IPA). The results of the Mann Whitney test showed that there was a significant difference between the ratings of lunch buyers and dinner buyers on the importance level for the completeness of cutlery and prayer room attributes; and on the level of performance attributes for taste, waitress friendliness, waitress appearance, and comfort. The IPA results for lunch buyers and IPA for dinner buyers showed that there were quadrant differences for the four attributes. The results of combining the IPA for the two types of buyers showed that there were three attributes that need to be improved and five attributes that need to be maintained.

Keywords: Attributes, IPA, importance, performance, buyer's assessment of lunch and dinner, assessment, Mann-Whitney
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ABSTRAK

**PERBEDAAN PENILAIAN ATRIBUT RUMAH MAKAN PADANG
PUTI MINANG SUMUR BATU BANDAR LAMPUNG
ANTARA PEMBELI MAKAN SIANG DAN PEMBELI MAKAN MALAM**

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Penelitian ini bertujuan untuk menganalisis perbedaan penilaian antara pembeli makan siang dan pembeli makan malam terhadap atribut rumah makan Padang, serta menganalisis atribut-atribut apa saja yang perlu ditingkatkan dan dipertahankan kinerjanya. Penelitian ini menggunakan metode survei dengan mewawancarai 35 sampel pembeli makan siang dan 35 sampel pembeli makan malam pada 16 atribut. Pengambilan sampel ditentukan dengan teknik *probability sampling*. Pengumpulan datanya menggunakan kuesioner yang sebelum penelitian telah diuji validitas dan reliabilitasnya. Baik tingkat kepentingan maupun tingkat kinerja atribut diukur dengan menggunakan skala likert 1-5. Data penelitian dianalisis dengan menggunakan uji *Mann Whitney* dan Importance Performance Analysis (IPA). Hasil uji *Mann Whitney* menunjukkan bahwa terdapat perbedaan yang signifikan antara penilaian pembeli makan siang dan pembeli makan malam terhadap tingkat kepentingan atribut kelengkapan peralatan makan dan mushola; dan terhadap tingkat kinerja atribut cita rasa, keramahan pramusaji, penampilan pramusaji, dan kenyamanan. Hasil IPA untuk pembeli makan siang dan IPA untuk pembeli makan malam menunjukkan bahwa terdapat perbedaan kuadran untuk empat atribut. Hasil penggabungan IPA untuk kedua jenis pembeli menunjukkan bahwa terdapat tiga atribut yang perlu ditingkatkan dan lima atribut yang perlu dipertahankan kinerjanya.

Kata Kunci : Atribut, IPA, kepentingan, kinerja, penilaian pembeli makan siang dan makan malam, *Mann-Whitney*.