

## **ABSTRACT**

### **DIFFERENCES IN ASSESSMENT ATTRIBUTES BETWEEN LUNCH AND DINNER BUYERS IN THE SEDERHANA RESTAURANT IN BANDAR LAMPUNG**

**By**

**Nurul Denisa**

*Padang restaurants that are widely spread across Indonesia are generally open from morning to night. Therefore, their consumers can be divided into two categories, namely lunch buyers and dinner buyers. In order to compete with competitors, businesses must have a strategy to gain customer loyalty by maximizing the performance of various attributes that are considered important by their customers. This study aims to analyze differences in the ratings of lunch and dinner buyers on restaurant attributes based on their level of importance and performance and then to analyze attributes whose performance needs to be improved and maintained. The survey method was used in this study by interviewing 35 lunch and dinner buyers each on 16 attributes. Sampling was determined by the probability sampling technique. The data were collected using a questionnaire which had previously been tested for validity and reliability. Consumers assessed restaurant attributes using a Likert scale of 1-5. The data were analyzed using the Mann Whitney test and the Importance Performance Analysis (IPA). Based on the results of the Mann Whitney test, there were significant differences in the level of importance and performance of the two attributes, namely the comfort and friendliness of the waitress. Based on IPA, there are two different quadrant attributes between lunch and dinner buyers. Furthermore, based on the combined IPA's lunch buyers and IPA's dinner buyers, there were 3 attributes whose performance must be improved and there were 8 attributes whose performance must be maintained.*

*Keywords: Consumer evaluation, lunch and dinner, importance performance analysis (IPA), Mann Whitney*

## ABSTRAK

### PERBEDAAN PENILAIAN ATRIBUT ANTARA PEMBELI MAKAN SIANG DAN MAKAN MALAM DI RUMAH MAKAN SEDERHANA BANDAR LAMPUNG

Oleh

**Nurul Denisa**

Rumah makan padang yang banyak tersebar di Indonesia pada umumnya buka dari pagi hingga malam. Oleh sebab itu, konsumennya bisa dibedakan dalam dua kategori, yakni pembeli makan siang dan pembeli makan malam. Agar dapat bersaing dengan kompetitor, pebisnis harus memiliki strategi untuk memperoleh loyalitas konsumen dengan memaksimalkan kinerja berbagai atribut yang dinilai penting oleh konsumennya. Penelitian ini bertujuan untuk menganalisis perbedaan penilaian pembeli makan siang dan makan malam terhadap atribut-atribut rumah makan berdasarkan tingkat kepentingan dan tingkat kinerjanya dan selanjutnya menganalisis atribut-atribut yang kinerjanya perlu ditingkatkan dan dipertahankan. Metode survei digunakan dalam penelitian ini dengan mewawancarai masing-masing 35 pembeli makan siang dan makan malam pada 16 atribut. Pengambilan sampel ditentukan dengan teknik *probability sampling* dan pengumpulan data menggunakan kuesioner yang sebelumnya diuji validitas dan reliabilitasnya. Konsumen menilai atribut restoran menggunakan skala likert 1-5. Data penelitian dianalisis dengan menggunakan uji *Mann Whitney* dan *Importance Performance Analysis* (IPA). Berdasarkan hasil uji *mann whitney*, terdapat perbedaan tingkat kepentingan dan kinerja yang signifikan pada dua atribut, yakni atribut kenyamanan dan keramahan pramusaji. Berdasarkan IPA, terdapat dua atribut yang berbeda kuadran antara pembeli makan siang dan makan malam. Selanjutnya, berdasarkan gabungan IPA pembeli makan siang dan IPA pembeli makan malam, terdapat 3 atribut yang harus ditingkatkan kinerjanya dan terdapat 8 atribut yang kinerjanya harus dipertahankan.

Kata kunci: Penilaian konsumen, makan siang dan makan malam, *importance performance analysis* (IPA), *mann whitney*