

PENGARUH TINGKAT PELAYANAN TERHADAP KEPUASAN KONSUMEN DI RESTORAN YUUKI AUCE (All You Can Eat) YOGYAKARTA

**Muhammad Galang Rambu Anarkhi
15/378425/PT/06916**

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh tingkat pelayanan terhadap kepuasan konsumen. Lokasi penelitian di Restoran Yuuki AUCE (*all you can eat*) yang terletak di Jl. Magelang, Kutu Tegal, Sinduadi, Kecamatan Mlati, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian dilaksanakan pada bulan April s.d Mei 2021. Penetapan sampel sebanyak 60 responden yang dilakukan secara *purposive sampling* dengan pertimbangan konsumen yang berusia minimal 17 s.d 60 tahun dan pernah mengunjungi restoran Yuuki AUCE (*all you can eat*) minimal sekali dalam satu bulan. Analisis tingkat pelayanan dan tingkat kepuasan menggunakan skala *Likert* dengan range Sangat Puas (5), Puas (4), Ragu - Ragu (3), Tidak Puas (2), Sangat Tidak Puas (1) dan *item* pernyataan telah diuji validitas dan reliabilitasnya. Analisis pengaruh tingkat pelayanan terhadap kepuasan konsumen digunakan regresi linier sederhana dan pengujian hipotesis digunakan uji koefisien determinasi (R^2), uji F, dan uji t. Hasil analisis menunjukkan bahwa tingkat pelayanan dari aspek bukti fisik menunjukkan kategori sedang, sedangkan dari aspek keandalan, daya tanggap, jaminan, dan empati menunjukkan kategori tinggi. Tingkat kepuasan konsumen di Restoran Yuuki AUCE (*all you can eat*) berada pada kategori tinggi. Variabel tingkat pelayanan berpengaruh positif dan nyata ($P < 0,05$) terhadap kepuasan konsumen dengan nilai R^2 sebesar 0,808% yang berarti bahwa 80,80% variabel kepuasan konsumen dipengaruhi oleh variabel tingkat pelayanan sedangkan 19,20% dipengaruhi oleh variabel lain yang tidak masuk dalam model. Secara keseluruhan dapat dikatakan bahwa tingkat pelayanan di Restoran Yuuki AUCE (*all you can eat*) dapat memuaskan konsumen.

Kata kunci: tingkat pelayanan, kepuasan konsumen.

THE INFLUENCE OF SERVICE LEVEL ON CUSTOMER SATISFACTION AT YUUKI AUCE (All You Can Eat) RESTAURANT YOGYAKARTA

**Muhammad Galang Rambu Anarkhi
15/378425/PT/06916**

ABSTRACT

This study aims to analyze the effect of service level on customer satisfaction. The research location is at Yuuki AUCE Restaurant (all you can eat) which is located on Jl. Magelang, Kutu Tegal, Sinduadi, Mlati District, Sleman Regency, Special Region of Yogyakarta. The study was conducted from April to May 2021. The sample was determined by purposive sampling, taking into account consumers who are at least 17 to 60 years old and have visited Yuuki AUCE (all you can eat) restaurant at least once a month. Analysis of service level and satisfaction level using a Likert scale with a range of Very Satisfied (5), Satisfied (4), Doubtful (3), Dissatisfied (2), Very Dissatisfied (1) and the statement items have been tested for validity and reliability. Analysis of the effect of service level on customer satisfaction used simple linear regression and hypothesis testing used coefficient of determination test (R^2), F test, and t test. The results of the analysis show that the level of service from the aspect of physical evidence shows the moderate category, while from the aspects of reliability, responsiveness, assurance, and empathy it shows the high category. The level of customer satisfaction at Yuuki AUCE Restaurant (all you can eat) is in the high category. The service level variable has a positive and significant effect ($P < 0.05$) on customer satisfaction with an R^2 value of 0.808% which means that 80.80% of the customer satisfaction variable is influenced by the service level variable while 19.20% is influenced by other variables that are not included in models. Overall, it can be said that the level of service at Yuuki AUCE Restaurant (all you can eat) can satisfy consumers.

Keywords: service level, customer satisfaction.