

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis kepuasan mahasiswa terhadap kafetaria yang ada di Fakultas Ekonomika dan Bisnis dan Fakultas Ilmu Sosial dan Politik Universitas Gadjah Mada. Setiap kafetaria memiliki jumlah penyedia(provider) yang berbeda, kurangnya pemahaman mengenai kepuasan mahasiswa FEB UGM terkait kafetaria menimbulkan rasa keingintahuan peneliti untuk melakukan penelitian ini. Oleh karena itu, penelitian ini bertempat di kafetaria Fakultas Ekonomika dan Bisnis dan kafetaria Fakultas Ilmu Sosial dan Politik serta menggunakan sampel mahasiswa sarjana Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada.

Dalam penelitian ini, peneliti memperhatikan variabel kualitas makanan, variasi makanan, suasana/atmosfer, interaksi, kesesuaian harga, kepuasan pelanggan dan perilaku untuk membeli kembali di kalangan mahasiswa. Peneliti menemukan bahwa mahasiswa FEB UGM lebih puas dan memilih untuk kembali membeli di kafetaria Fakultas Ilmu Sosial dan Politik dibandingkan di kafetaria Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada. Meskipun demikian, kualitas makanan, suasana dan interaksi di kafetaria FEB dinilai lebih baik dibanding kafetaria FISIPOL Universitas Gadjah Mada.

Kata kunci: *Kualitas Makanan, Variasi Makanan, Suasana/Atmosfer, Interaksi, Kesesuaian Harga, Kepuasan Pelanggan, Perilaku untuk Membeli Kembali.*

ABSTRACT

The purpose of this research is to analyze student satisfaction toward cafeteria in Faculty of Economics and Business and Faculty of Political and Science Universitas Gadjah Mada. Each cafeteria has a different number of providers. FEB cafeteria only has a single provider whereas FISIPOL cafeteria has multiple providers, hence why there is a difference between the variant of menu offered by both cafeterias. It is assumed that the faculty only possesses little understanding regarding the students' behavior toward the food service cafeteria. Therefore, it has risen the researcher interest to conduct this research. The research took place in FEB and FISIPOL cafeteria Universitas Gadjah Mada using samples from FEB undergraduate students.

The research take a look at the variables consist of food quality, food variety, ambience, interaction, price fairness, customer satisfaction and behavior intention to repurchase. Based on the comparison of two cafeterias above, the researcher found that the students of the Faculty of Economics and Business are more satisfied and prefer to go to FISIPOL cafeteria than to FEB cafeteria. However, students think that food quality, food ambience and interactions in FEB cafeteria is better than that in FISIPOL cafeteria Universitas Gadjah Mada.

Keywords: *Food Quality, Food Variety, Ambience, Interaction, Price Fairness, Customer Satisfaction, Behavior Intention to Repurchase.*