ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas makanan dan kualitas pelayanan terhadap kepuasan pelanggan di The Sand Bar and Restaurant Sanur, sebuah restoran populer yang berlokasi di Sanur, Bali. Metode penelitian kuantitatif digunakan, dan kuesioner skala Likert dibagikan kepada 66 pelanggan menggunakan convenience sampling. Kuesioner dirancang untuk mengukur pendapat pelanggan tentang kualitas makanan, kualitas layanan, dan kepuasan keseluruhan dari pengalaman mereka di restoran. Data dianalisis menggunakan regresi linier berganda dengan software SPSS. Hasil penelitian menunjukkan bahwa kualitas makanan dan kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara khusus, pelanggan yang menilai makanan dan layanan lebih tinggi melaporkan tingkat kepuasan yang lebih tinggi. Temuan ini menunjukkan bahwa The Sand Bar and Restaurant Sanur dapat meningkatkan kepuasan pelanggan dengan berfokus pada kualitas makanan dan pelayanan. Misalnya, mereka dapat berinvestasi pada bahan berkualitas lebih tinggi, meningkatkan pelatihan staf, atau meningkatkan suasana restoran. Secara keseluruhan, penelitian ini memberikan wawasan yang berharga bagi industri restoran, khususnya dalam meningkatkan kepuasan dan loyalitas pelanggan. Temuan penelitian ini mungkin juga memiliki implikasi yang lebih luas bagi bisnis di industri jasa yang ingin meningkatkan kepuasan pelanggan dengan memprioritaskan kualitas dalam penawaran mereka.

Kata Kunci: Kualitas Makanan, Kualitas Pelayanan, Kepuasan Pelanggan.

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ABSTRACT

This study aims to analyse the effect of food and service quality on customer satisfaction at The Sand Bar and Restaurant Sanur, a popular restaurant located in Sanur, Bali. Quantitative research methods were used, and 66 customers were given Likert scale questionnaires as a point of convenience. The purpose of the questionnaire was to find out how customers felt about the quality of the food, the service, and their overall experience at the restaurant. Data were analysed using multiple linear regression with SPSS software. Based on the research results, food and service quality have a positive and significant impact on customer satisfaction. Customers who gave higher ratings to food and service, in particular, reported higher levels of satisfaction. These results show that The Sand Bar and Restaurant Sanur can improve customer satisfaction by putting more effort into the quality of its food and service. For example, they could invest in higher-quality ingredients, improve staff training, or improve the atmosphere of the restaurant. Overall, this research offers valuable insights for the restaurant industry, particularly in terms of increasing customer satisfaction and loyalty. The findings of this study may also have broader implications for businesses in the service industry that wish to increase customer satisfaction by prioritizing quality in their offerings.

Keywords: food quality, service quality, and satisfaction.