

ABSTRACT

This study aims to examine the effect of service quality, Food and beverage quality, and facilities on customer satisfaction at Montana Del Cafe Kintamani Bali. The population in this study were consumers who visited Montana Del Cafe Kintamani Bali whose numbers were unknown, therefore sampling used Accidental sampling with a total of 90 people. Data collection using a close questionnaire. Data analysis using Descriptive Analysis, Validity Test and Reliability Test, Classical Assumption Test and statistical analysis techniques, namely Multiple Linear Regression, Partial Correlation Analysis, Multiple Correlation, Determination, T-test and F-test. Hypothesis testing uses a significant level of 95% (5%). The results showed that partially Service Quality (X1) has a positive and significant effect on customer satisfaction with t count of 0.257 which is positive with t test = 2.253. Partially, the quality of the Food and beverage quality (X2) has a positive but insignificant effect on customer satisfaction with a t count of 0.213 which is positive with a t - test = 1.797. Partially, Facilities (X3) have a positive and significant effect on customer satisfaction with a T Count of 0.534 which is positive with a t-test = 4.980. Simultaneously Service Quality (X1), Food and beverage quality (X2), and Facilities (X3) have a positive and significant effect on Customer Satisfaction (Y) at Montana Del Cafe Kintamani Bali. This is evidenced by multiple linear regression analysis $Y = 0.286 + 0.257X1 + 0.213X2 + 0.534X3$. In addition, it is confirmed by the F test = 60.076 where F Count is greater than F table = 2.711, with a significant <0.05 , which means H_0 is rejected and H_a is accepted. In addition, through Determination Analysis, Service Quality (X1), Food and beverage Quality (X2), and Facilities (X3) contributed 67.7% to Customer Satisfaction (Y) at Montana Del Cafe Kintamani Bali. Conclusion Service Quality (X1) and Facilities (X3) have a positive and significant effect on Customer Satisfaction (Y), while Food Quality (X2) has a positive but insignificant effect on Customer Satisfaction.

Keywords: Service Quality, Dishes Quality, Facilities, Customer Satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, hidangan, dan fasilitas terhadap kepuasan konsumen di Montana Del Cafe Kintamani Bali. Populasi dalam penelitian ini merupakan konsumen yang berkunjung ke Montana Del Cafe Kintamani Bali. Pengambilan sample menggunakan *Accidental sampling (non probability sampling)* dengan jumlah 90 orang. Pengumpulan data menggunakan kuisioner. Analisis data menggunakan Analisis Deskriptif, Uji Validitas dan Uji Reliabilitas, Uji Asumsi Klasik serta teknik analisis statistik yaitu Regresi Liner Berganda, Analisis Korelasi Parsial, Korelasi Berganda, Determinasi, Uji T-test dan Uji F-test. Uji hipotesis menggunakan taraf signifikan 95 % (5%). Hasil penelitian menunjukkan secara parsial Kualitas Pelayanan (X_1) berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan t_{hitung} sebesar 0,257 yang bernilai positif dengan $t - test = 2,253$. Secara parsial Kualitas Hidangan (X_2) berpengaruh positif tetapi tidak signifikan terhadap kepuasan konsumen dengan T_{hitung} sebesar 0,213 yang bernilai positif dengan $t - test = 1,797$. Secara parsial Fasilitas (X_3) berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan T_{hitung} sebesar 0,534 yang bernilai positif dengan $t - test = 4,980$. Secara simultan Kualitas Pelayanan (X_1), Kualitas Hidangan (X_2), dan Fasilitas (X_3) berpengaruh positif dan signifikan terhadap Kepuasan Konsumen (Y) di Montana Del Cafe Kintamani Bali. Hal ini dibuktikan melalui analisis regresi linier berganda $Y = 0,286 + 0,257X_1 + 0,213X_2 + 0,534X_3$. Selain itu, dipertegas dengan uji F test = 60,076 dimana F_{hitung} lebih besar dibandingkan $F_{tabel} = 2,711$, dengan signifikan $< 0,05$ yang berarti H_0 ditolak dan H_a diterima. Selain itu melalui Analisis Determinasi Kualitas Pelayanan (X_1), Kualitas Hidangan (X_2), dan Fasilitas (X_3) memberikan kontribusi sebesar 67,7% terhadap Kepuasan Konsumen (Y) di Montana Del Cafe Kintamani Bali. Kesimpulan Kualitas Pelayanan (X_1) dan Fasilitas (X_3) berpengaruh positif dan signifikan terhadap Kepuasan Konsumen (Y), Sedangkan Kualitas Hidangan (X_2) berpengaruh positif tetapi tidak signifikan terhadap Kepuasan Konsumen.

Kata Kunci : Kualitas Pelayanan, Hidangan, Fasilitas , Kepuasan Konsumen.