

ABSTRAK

Rizki Insan Arif, 0907432, Analisis Persepsi Kepuasan Konsumen Terhadap Kualitas Produk Berbasis *Standard Operating Procedure* dan *Sanitation Standard Operating Procedure* di *Food and Beverage* The Amaroossa Hotel Bandung. (Survei Pada Konsumen dan Karyawan The Amaroossa Hotel Bandung) di bawah bimbingan Agus Sudono, SE, MM. dan Wendi Adriatna, STP, M.si

Sektor pariwisata memegang peranan penting dalam perekonomian Indonesia baik sebagai salah satu sumber pendapatan maupun sebagai pencipta lapangan kerja serta kesempatan berusaha. Seiring dengan perkembangan globalisasi, banyak dari beberapa hotel Kagum Management menambahkan fasilitas-fasilitas yang dapat menarik perhatian wisatawan juga untuk meningkatkan pendapatan dan kualitas hotel. Subjek dari penelitian ini The Amaroossa Hotel Bandung yang tepatnya di daerah R.E Martadinata. Objek dari penelitian ini yaitu, sistem keamanan makanan dan kualitas produk berbasis *Standard Operating Procedures* (SOP) dan *Sanitation Standard Operating Procedures* (SSOP) yang menjadi variabel independen, sedangkan variabel dependen adalah kepuasan konsumen. Penelitian ini menggunakan teknik analisis regresi linier sederhana terhadap orang yang telah merasakan produk *food and beverage* dari Amaroossa Hotel sebagai responden dan metode yang digunakan yaitu metode deskriptif verifikatif. Dari hasil penelitian, secara simultan variabel independen memiliki korelasi yang tinggi positif dengan kepuasan konsumen, sementara itu, *Performance and Importance Matrix* digunakan untuk memperkuat hasil penelitian. Oleh karena itu, sangat disarankan terhadap *Food and Beverage Department* untuk menerapkan standar bahan baku untuk menghasilkan kualitas standar dari *Food and Beverage product*.

Kata Kunci : Kepuasan Konsumen, Keamanan Makanan, Kualitas Produk, The Amaroossa Hotel

ABSTRACT

Rizki Insan Arif, 0907432, Perception Analysis of Consumer Satisfaction Concerning of Quality Product Based on Standard Operating Procedure and Sanitation Standard Operating Procedure at Food and Beverage Department The Amaroossa Hotel Bandung. Mentored by Agus Sudono, SE, MM. and Wendi Adriatna, STP, M.si

The tourism sector plays an important role in the Indonesian economy both as a source of revenue and as a creator of jobs and business opportunities. Along with the development of globalization, many of the hotels in Kagum Management adds several facilities that can attract the attention of tourists to increase revenues and hotels quality. The subject of this research is The Amaroossa Hotel Bandung located at R.E. Martadinata. As the object of this research are food safety system and quality of product based on Standard Operating Procedure (SOP); and Sanitation Standard Operating Procedure (SSOP) which become independent variable while dependent variable is customer satisfaction. This research used simple linear regression analysis techniques on people who have experienced food and beverage product in Amaroossa Hotel as respondents and the method used is descriptive verification method. The result shows, independent variables simultaneously have a high positive correlation on customer satisfaction, meanwhile Performance and Importance Matrix was applied to strengthen the result of this research. In summary, it is strongly suggested that Food and Beverage Department puts standard of raw materials to order to produce standard quality of food and beverage product.

Keyword : Customer Satisfaction, Food Safety, Product Quality, The Amaroossa Hotel

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