

ABSTRAK

Riksa Restu Rahayu, 110608, Pengaruh *Meal Experience* Terhadap Kepuasan Pelanggan di d'Riam Riverside Resto and Resort Bandung, dibawah bimbingan Hp. Diah Setiyorini, MM dan Drs. Hery Ryana, M.Pd.

Kota Bandung adalah salah satu kota yang perkembangan restorannya begitu pesat. Jenis restorannya pun beragam mulai dari *western, speciality restaurant*, dll. Bandung sangat identik dengan cita rasa sunda yang khas sehingga di Bandung banyak ditemukan restoran-restoran sunda salah satunya adalah d'Riam Riverside Resort.

Jumlah pembelian di d'Riam Riverside Resort mengalami fluktuatif atau naik turunnya revenue (Pendapatan kotor) di setiap tahunnya mulai dari tahun 2012-2014. Pengelolaan yang baik diperlukan untuk meningkatkan kunjungan konsumen ke d'Riam Riverside Resort. Tujuan penelitian ini adalah (1) Untuk memperoleh temuan penelitian tentang tanggapan konsumen terhadap meal experience di d'Riam Riverside Resort, (2) Untuk memperoleh temuan penelitian tentang kepuasan pelanggan di d'Riam Riverside Resort, (3) Untuk memperoleh temuan penelitian tentang pengaruh meal experience terhadap kepuasan pelanggan. Metode penelitian yang penulis gunakan di sini yaitu deskriptif dan verifikatif, sedangkan teknik pengumpulan data dengan menyebarkan kuisioner kepada 100 responden. Hasil dari penelitian menyimpulkan bahwa dari ketujuh sub variabel meal experience tidak semua variabel berpengaruh positif dan signifikan terhadap kepuasan pelanggan seperti variabel *interior design* dan enam lainnya yaitu *Food and Beverage, Variety in menu choice, Level of service, Price and value for money, Atmosphere, Location and accessibility* sangat berpengaruh positif dan signifikan antara *meal experience* terhadap kepuasan pelanggan.

Kata Kunci: *Meal Experience*, Kepuasan Pelanggan.

ABSTRACT

Riksa Restu Rahayu, 110608, *Effect of Meal Experience Customer Satisfaction at d'Riam Riverside Resto and Resort Bandung*, under the guidance of Hp. Diah Setiyorini , MM and Drs.Hery Ryana,M.Pd.

Bandung is one of the city's rapid development of its restaurant. Restaurant types ranging from the western, specialty restaurant, etc. Bandung is synonymous with a distinctive flavor that Sunda in Bandung are found restaurants of Sundanese one is d'Riam Riverside Resort.

The number of purchases at d'Riam Riverside Resort or the ups and downs experienced fluctuating revenue (gross revenue) in each year starting in 2012-2014. Good management is needed to boost consumer visits to d'Riam Riverside Resort. Aims this study are (1) To obtain research findings about consumer response to meal experience in d'Riam Riverside Resort, (2) To obtain research findings on customer satisfaction in d'Riam Riverside Resort, (3) To obtain research findings on the effect of meal experience on customer satisfaction. The research method used is descriptive and verificative, while the data collection techniques with questionnaires to 100 respondents. Results of the study concluded that of the seven sub-variables meal experience not all variables are positive and significant impact on customer satisfaction as a variable interior design and the other six are food and beverage, variety in menu choice, level of service, price and value for money, atmosphere, location and accessibility are very positive and significant effect between meal experience of customer satisfaction.

Keywords: Meal Experience, Customer Satisfaction.