

## ABSTRAK

**Dhyta Yuni Lestari, 1202914, Pengaruh Menu Tablet Restoran Terhadap Kepuasan Pelanggan** (Survei terhadap pelanggan Mujigae Resto Cihampelas Walk Bandung). Di bawah bimbingan Gitaswhara, SE., Par., MM. dan Taufik Abdullah, SE., MM., Par.

Mujigae Resto Cihampelas Walk Bandung merupakan restoran yang berlokasi di Mall Cihampelas Walk Bandung. Dari tahun ke tahun tingkat jumlah pelanggan yang membeli produk ke restoran mengalami ketidakstabilan, dan juga masih ada beberapa pengunjung yang merasa tidak puas. Ketidakpuasan pelanggan timbul akibat sering terjadinya daftar tunggu yang mengharuskan pelanggan menunggu giliran untuk makan di restoran. Mujigae Resto Cihampelas Walk Bandung menerapkan *restaurant tablet menu* (menu tablet restoran) dalam upaya untuk meningkatkan kepuasan pelanggan. Penelitian ini bertujuan untuk mengetahui gambaran menu tablet restoran dan kepuasan pelanggan serta pengaruh menu tablet restoran terhadap kepuasan pelanggan. Jenis penelitian yang digunakan deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 100 responden yaitu pelanggan Mujigae Resto Cihampelas Walk Bandung dengan teknik penarikan yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Variabel bebas dalam penelitian ini adalah menu tablet restoran (X) yang memiliki dimensi sebagai berikut *order information quality* ( $X_1$ ), *usability* ( $X_2$ ), dan *ordering experience* ( $X_3$ ) sedangkan variabel *dependent* penelitian ini adalah kepuasan pelanggan (Y) memiliki indikator yaitu *perceived* (tingkat kenyataan) dan *expectation* (tingkat harapan). Tanggapan pelanggan terhadap menu tablet restoran di Mujigae Resto Cihampelas Walk Bandung dinilai tinggi. Dimensi *usability* memperoleh nilai tertinggi sedangkan dimensi *ordering experience* memperoleh nilai terendah. Tanggapan pelanggan terhadap kepuasan pelanggan yang diperoleh melalui perbandingan antara persepsi dan ekspektasi memperoleh nilai yang tinggi. Indikator *usability* memperoleh nilai tertinggi dan *order information quality* memperoleh nilai terendah. Berdasarkan pengujian SPSS 20.0 *for windows* menunjukkan adanya pengaruh yang simultan antara menu tablet restoran dan kepuasan pelanggan. Sedangkan untuk pengujian pengaruh secara parsial didapati hasil yang menunjukkan adanya pengaruh secara parsial antara *order information quality* dan *ordering experience*.

Kata Kunci: Menu Tablet Restoran, Kepuasan Pelanggan, dan Mujigae Resto Cihampelas Walk Bandung

## ABSTRACT

**Dhyta Yuni Lestari, 1202914, “The Effect of Restaurant Tablet Menu Toward Customer Satisfaction (Survey Toward Customer of Mujigae Resto Cihampelas Walk Bandung). Under guidance of Gitaswhara, SE., Par., MM. and Taufik Abdullah, SE., MM., Par.**

*Mujigae Resto Cihampelas Walk Bandung is a restaurant which located in the Cihampelas Walk Bandung Mall. From year to year the number of customers is unstable, and also there are still visitors who are not satisfied. The dissatisfaction appears because waiting list often happens which makes customers have to wait for their turn to dine in the restaurant. Mujigae Resto Cihampelas Walk Bandung is implementing restaurant tablet menu as an effort to increase the customer satisfaction. This research aims to reveal restaurant tablet menu and customer satisfaction as well as restaurant tablet menu's influence on customer satisfaction. The used type of this research were descriptive and verification and the used method were explanatory survey and cross sectional approach. The sample in this research were 100 respondents, who were customers of Mujigae Resto Cihampelas Walk Bandung with the used sampling technique was systematic random sampling. Data analysis technique used in this research was multiple regresion. The independent variable in this research is restaurant tablet menu (X), which are consist of order information quality ( $X_1$ ), usability ( $X_2$ ) and ordering experience ( $X_3$ ) while the dependent variable is customer satisfaction (Y) which composed by perception and expectation. Customers' responses to restaurant tablet menu in Mujigae Resto Cihampelas Walk Bandung considered high. Usability dimension obtained the highest value while ordering experience dimension obtained the lowest value. Customers' responses on customer satisfaction in Mujgiae Resto Cihampelas Walk Bandung which obtained by comparing the perception and expectation is also considered high. Indicators of usability has the highest value while indicator of order information quality obtained the lowest value. Based on SPSS 20.0 for windows testing showed the simultaneous effect between restaurant tablet menu and customer satisfaction. In the other hand, the test of partial effect result showed the partial effect between order information quality and ordering experience toward customer satisfaction.*

**Keyword:** *Restaurant Tablet Menu, Customer Satisfaction, and Mujigae Resto Cihampelas Walk Bandung*

