

ABSTRAK

Bayu Eka Putra (1001626), “Pengaruh *reputation* dan *innovation* sebagai dimensi *distinctive capabilities* terhadap *customer satisfaction* di OOPEN Restaurant Hotel IBIS Trans Studio Bandung”. Dibawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM dan Taufik Abdullah, SE., MM. Par.

Pariwisata merupakan salah satu industri yang mempunyai peranan penting dalam meningkatkan pertumbuhan ekonomi bagi suatu negara. Pariwisata selalu berkaitan erat dengan berbagai unsur penunjang pariwisata seperti *food & Beverage*, dimana dewasa ini berbagai macam *restaurant* berlomba-lomba untuk memberikan kepuasan sebagai salah satu cara bersaing dalam ketatnya persaingan saat ini. Tuntutan persaingan yang baik akan selalu terikat terhadap kepuasan pelanggan sebab kepuasan adalah evaluasi tentang seberapa banyak pengecer bisa memenuhi atau melampaui harapan pelanggan (Levy dan Weitz dalam Emel Kursunluoglu, 2014:529). Memberikan hal unik dan berbeda adalah salah satu cara untuk memberikan kepuasan. OOPEN *Restaurant* hotel IBIS Trans Studio Bandung melakukan strategi *distinctive capabilities* dimana didalamnya terdapat *reputation* dan *innovation* (Walters,2002:203) Jay Prakash Mulki & Fernando Jaramilo (2011:362) “ Reputasi secara positif memiliki hubungan keterikatan antara nilai yang diterima konsumen dan kepuasan konsumen”, begitu pula dengan *innovation* dan kepuasan pelanggan yang telah menjadi strategi pengatur dan meningkatkan produktifitas dan kinerja perusahaan (Nemati et al dalam Alexandra Simon, Luc Honore Petniji Yaya, Stanislav Karapetrovic, Marti Casadesus, 2014:183).Jenis penelitian yang digunakan adalah deskriptif verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 106 responden yaitu wisatawan yang berkunjung ke OOPEN *Restaurant* Hotel IBIS Trans Studio Bandung dengan penarikan sampel yang digunakan yaitu *proportionate stratified random sampling*. Teknik analisis data dan uji hipotesis yang digunakan adalah Regresi Berganda. Hasil penelitian menunjukkan bahwa penilaian terhadap kepuasan, *reputation* dan *innovation* memiliki penilaian kepuasan yang tinggi dan *innovation* sebagai dimensi dengan penilaian kepuasan tertinggi dibandingkan dengan *reputation*,berdasarkan uji hiipotesis secara simultan *reputation* dan *innovation* memiliki pengaruh yang signifikan sedangkan secara parsial *innovation* merupakan dimensi yang berpengaruh terhadap *customer satisfaction*.

Kata Kunci: *Distinctive Capabilities, Reputation, Innovation, dan Customer Satisfaction.*

ABSTRACT

Bayu Eka Putra (1001626), "The effectt of reputation and innovation as distinctive capabilities dimension to customer satisfaction at OOPEN Restaurant IBIS Hotel Trans Studio Bandung, under the guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM andTaufik Abdullah, SE.MM.Par.

Tourism is one of industry that has an important role in promoting economic growth of a country. Tourism is always closely associated with various supporting elements of tourism such as food & beverage, whichis a lot variety of restaurant competing to provide Satisfaction as one of the way being pompeten on competitive envirointment.Demands better competition will always be tied to customer satisfaction because satisfaction is an evaluation of how much retailers can meet or exceed customer expectations (Levy and Weitz in Kursunluoglu Emel, 2014: 529). Providing unique and different things is one way to give satisfaction. OOPEN Restaurant IBIS hotel Trans Studio Bandung doing some strategy that was distinctive capabilty there has reputation and innovation as a dimension to provide uniqueness and give satisfaction to visitors. In this study, the independent variable (X) used distinctive capabilities consisting of reputation and innovation(Walters, 2002:203)., Jay Prakash Mulki & Fernando Jaramilo (2011: 362) "The reputation positively has hubunganketerikatan between the value received by consumers and consumer satisfaction", as well as the Innovation and customer satisfaction have be a regulatory strategy and increase the productivity and performance of the company (Nemati et al in Alexandra Simon, Luc Honore Petniji Yaya, Stanislav Karapetrovic, Marti Casadesus, 2014: 183). Type of research is descriptive verification method is explanatory survey and cross sectional approach. The sample in this study were 106 respondents, the tourists who visiting OOPEN Restauran IBIS hotel Trans Studio Bandung, technique of sampling used proportionate stratified random sampling. Data analysis techniques and test hypothesis is multiple regression. The results showed if scorning of customer satisfaction, reputation and innovation has a high score of satisfaction, and innovation is the most dimension within highest scoring of customer satisfactionon than reputation, the resuly on simultan hypothesis showed if the reputation and innovation give effect to customer satisfaction. The result on parsial hypothesis , innovation is dimension give effect to customer satisfaction.

Keywords: Distinctive Capabilities, Reputation, Innovation, and Customer Satisfaction.