

ABSTRAK

Rengga Yan Irawan. 1005840, Pengaruh *Dining Experience* Terhadap Kepuasan Konsumen Di The Peak *Resort Dining* Bandung. Di bawah bimbingan Gitasiswhara, SE.,Par.,MM dan Rini Andari, S.Pd.,SE.,Par.,MM.

Persaingan yang semakin ketat di masa sekarang ini terutama di industri kuliner kota Bandung sangatlah tinggi. *Dining Experience* merupakan salah satu faktor penting bertahannya satu perusahaan dalam industri yang kompetitif, “*Posit that food, service and fundamental variablestha make the dining experiences, and that contribute to customers satisfaction in the restaurant sector,* (Kasapila, 2006:7) Tujuan dari penelitian ini adalah untuk memperoleh temuan mengenai implementasi *dining experience* terhadap kepuasan konsumen. Jenis penelitian ini adalah deskriptif dan verifikatif dengan metode jangka waktu penelitian *cross sectional method*. Responen dalam penelitian ini berjumlah 100 responden yang merupakan konsumen dari The Peak *Resort Dining* dengan menggunakan teknik pengambilan sampel *systematic random sampling*. Variabel bebas (X) dalam penelitian ini adalah *dining experience* yang terdiri dari *food quality, service quality, dan physical environment*, sedangkan variabel terikat (Y) adalah kepuasan konsumen yang terdiri dari *expected dan perceived*. Teknik analisis yang digunakan adalah analisis regresi liner berganda dengan menggunakan *software SPSS 22 for windows*. Hasil penelitian berdasarkan uji hipotesis secara simultan pengaruh *dining experience* terhadap kepuasan konsumen *memiliki* pengaruh yang signifikan, sedangkan secara parsial *food quality* merupakan dimensi yang paling berpengaruh terhadap kepuasan konsumen, diikuti *physical environment dan service quality*.

Kata Kunci : *Dining Experience, Kepuasan Konsumen, The Peak Resort Dining*

ABSTRACT

Rengga Yan Irawan. 1005840, Influence Dining Experience Against Consumer Satisfaction At The Peak Resort Dining Bandung. Under the guidance of Gitasiswara, SE., Par., MM and Rini Andari, S.Pd., SE., Par., MM.

Increasingly tight competition in the present, especially in the culinary industry of Bandung is very high. Dining experience is one of factor who make company still stand on their capablity in this competitive industry “Posit that food, service and fundamental variablestha make the dining experiences, and that contribute to customers satisfaction in the restaurant sector, (Kasapila, 2006:7). The purpose of this study is to obtain findings on the implementation of dining experience on customer satisfaction. The type of this research is descriptive and verification with cross sectional method research method. Respoden in this study amounted to 100 respondents who are kinsmen from The Peak Resort Dining by using sampling systematic random sampling technique. The independent variable (X) in this research is dining experience consisting of food quality, service quality, and physical environment, while the dependent variable (Y) is consumer satisfaction consisting of expected and perceived. The analysis technique used is multiple linear regression analysis using SPSS 22 for windows software. The results depend on simultan hypotheses is describing both sub variable have a good contribution to the customer satisfaction, meanwhile depend on parsial hypotheses, food quality is the most influence sub variable to the customer satisfaction, following by physical environment and service quality.

Key Word : *Dining Experience, Custoer Satisfaction, The Peak Resort Dining*