

ABSTRAK

Cyndiana Bidasari (1306565), “Pengaruh *Venue Quality* Terhadap *Customer Satisfaction* di Balai Sidang Jakarta Convention Center” dibawah bimbingan Gitasiswhara, S.E.,Par.,MM dan Taufik Abdullah, S.E., MM.Par

Balai Sidang Jakarta Convention Center merupakan salah satu *venue* tempat mengadakan suatu *event*. Masalah yang dihadapi oleh Balai Sidang Jakarta Convention Center adalah adanya jumlah pengadaan *event* yang fluktuatif dan memiliki jumlah pengadaan *event* yang cenderung menurun. Berdasarkan hasil pra penelitian hal ini disebabkan oleh ketidakpuasan klien dalam mengadakan *event* pada *venue* tersebut. Karena itu Balai Sidang Jakarta Convention Center harus memiliki strategi untuk mengatasi permasalahan tersebut. Dengan demikian peneliti memilih *venue quality* sebagai solusi yang dapat diterapkan untuk mendapatkan kepuasan klien untuk menaikkan jumlah pengadaan *event* dalam menggunakan *venue* di Balai Sidang Jakarta Convention Center. Variable independen (X) yang digunakan yaitu *venue quality* terdiri dari *interaction*, *environment* dan *value*. Variable dependen (Y) yaitu *customer satisfaction*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dengan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 108 responden, yaitu klien yang menggunakan *venue* di Balai Sidang Jakarta Convention Center dengan teknik penarikan yang digunakan yaitu *simple random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pengaplikasian *venue quality* di Balai Sidang Jakarta Convention Center berada pada kategori tinggi, pada penilaian pada variabel *venue quality (expected)* adalah *environment* yang mendapatkan penilaian paling tinggi sedangkan dimensi *value* mendapatkan penilaian terendah. kemudian tanggapan mengenai *venue quality (perceived performance)* di Balai Sidang Jakarta Convention Center berada pada kategori tinggi, dimensi *interaction* mendapatkan penilaian tertinggi dan dimensi *value* mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *venue quality* dan *customer satisfaction*.

Kata Kunci : *Venue Quality*, *Customer Satisfaction*, Balai Sidang Jakarta Convention Center, *event*, *venue*

ABSTRACT

Cyndiana Bidasari (1306565), “The Effect of Venue Quality on Customer Satisfaction at Balai Sidang Jakarta Convention Center” under the supervision of Gitasiswhara, S.E.,Par.,MM and Taufik Abdullah, S.E., MM.Par

Balai Sidang Jakarta Convention Center is one of the venues where events are held. The problems faced by Balai Sidang Jakarta Convention Center are the fluctuating and declining of the number of events held. Based on the results of pre-research, they are caused by the dissatisfaction of the clients in holding events at the venue. Therefore, Balai Sidang Jakarta Convention Center should have strategies to overcome these problems. Thus, the researcher chose the venue quality as a solution which can be applied to get client satisfaction to raise the number of event to be held at Balai Sidang Jakarta Convention Center. The independent variable (X) used is the venue quality consisting of interaction, environment, and value. The dependent variable (Y) is customer satisfaction. The type of research used is descriptive and verificative with explanatory survey method with cross-sectional approach. The sample in this study are 108 respondents, who are the clients who used the venue of Balai Sidang Jakarta Convention Center with simple random sampling as the sampling technique. Data analysis technique used is multiple regression. The application of venue quality at Balai Sidang Jakarta Convention Center is in the high category. In the variable assessment of venue quality (expected), environment has the highest rating while value dimension has the lowest rating. Furthermore, the response about venue quality (perceived performance) at Balai Sidang Jakarta Convention Center is in the high category, where interaction dimension has the highest rating and value dimension has the lowest rating. The results show a significant effect of venue quality on customer satisfaction.

Keywords : *Venue Quality, Customer Satisfaction, Balai Sidang Jakarta Convention Center, Event, Venue*