

ABSTRACT

This study aims to determine whether there is a significant influence between food quality on customer satisfaction in Junior Steak & Ribs restaurant. Food quality assessed based on seven dimensions: flavor, consistency, texture/form/shape, nutritional content, visual appeal, aromatic appeal, and temperature. In this study, there were 100 respondents from customers of Junior Steak & Ribs in 2012. Analysis of the influence between variables by using simple regression analysis. From the analysis of the data, it was found that the food quality influence significantly by 38.1% on customer satisfaction in Junior Steak & Ribs. (PA)

Keywords: Food Quality, Customer Satisfaction

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh secara signifikan antara kualitas makanan terhadap kepuasan pelanggan di *Junior Steak & Ribs*. Kualitas makanan dinilai berdasarkan tujuh dimensi: rasa, kemantapan, susunan/bentuk/potongan, kandungan gizi, daya penarik lewat mata, daya penarik lewat aroma, dan suhu. Dalam penelitian ini, terdapat 100 responden dari pelanggan *Junior Steak & Ribs* pada tahun 2012. Analisis data pengaruh antar variabel dengan menggunakan analisis regresi sederhana. Dari hasil analisis data, didapatkan bahwa kualitas makanan berpengaruh secara signifikan sebesar 38.1% terhadap kepuasan pelanggan di *Junior Steak & Ribs*. (PA)

Kata Kunci : Kualitas Makanan, Kepuasan Pelanggan