ABSTRACT

The Dapoer Steak Restaurant in Sukabumi town is one of the companies that engaged in culinary in Sukabumi is located at Jalan Suryakencana No. 37 Sukabumi. Based on the research, it is noted that there are problems with respect to the quality of services. They are as follows: 1) the slow pace of the service provided, 2) lack of customer satisfaction for their social value or prestige when enjoying the service. The problems allegedly because of: 1) the lack of willingness and ability to serve or to help customers and responding to their requests immediately, 2) physical appearance services, equipment or supplies, human resources and corporate communications material.

The research method used is descriptive analysis method. Where that becomes the variable X is the quality of service and that being a variable Y is customer satisfaction. The data collection techniques used was observation nonparticipant, structured interviews, questionnaires and literature study. Data analysis technique used is the method successive interval; test the validity of measuring instruments, reliability testing, hypothesis testing, correlation coefficient of X on Y, simple linear regression testing and coefficient of determination.

Based on data obtained from the research results, contributing to or influence on the Quality of Service Customer Satisfaction by 82.8%, or it can also be said that the variance that occurs in Customer Satisfaction (Y) 82.8% is determined by the variance that occurs in Quality of Service (X ). The remaining 17.2% is determined by other factors that are beyond the study that was not identified. The communication between the owner and employees of the Dapoer Steak Restaurant is rewards or sanctions given by the owner to employees who excel or abusive.

The obstacles faced by the Dapoer Steak Restaurant of Sukabumi are: 1) lack of human resources, 2) lack of awareness among employees to use uniforms or attribute of the Dapoer Steak Restaurant simultaneously. Efforts that are being made to overcome these barriers are: 1) the Dapoer Steak Restaurant assigning the employees who was being on leave, or who are not in duty to deliver customer orders, 2) the Dapoer Steak Restaurant always reminds and set a schedule for the employees to use the uniforms simultaneously.

Keywords: Service Quality, Customer Satisfaction