BAB V
KESIMPULAN DAN SARAN

Pada bab ini berisi hasil akhir dari penelitian yaitu kesimpulan. Kesimpulan yang dipaparkan akan menjawab tujuan dari penelitian. Selain itu dipaparkan pula saran yang berguna untuk Daydream Food Spot maupun penelitian selanjutnya.

V.1 Kesimpulan

Berdasarkan keseluruhan penelitian, meliputi pengumpulan data, pengolahan data, analisis, dan usulan perbaikan yang dilakukan, diperoleh kesimpulan sebagai berikut.

1. Faktor-faktor yang memengaruhi kepuasan pelanggan pada suatu restoran tematik adalah kualitas makanan, kualitas layanan, lingkungan fisik, dan kewajaran harga. Faktor yang paling besar memengaruhi kepuasan pelanggan pada suatu restoran tematik adalah kewajaran harga, kedua diikuti oleh kualitas makanan, ketiga adalah kualitas layanan, dan keempat adalah lingkungan fisik.

2. Usulan perbaikan diberikan untuk Daydream Food Spot, dengan prioritas berdasarkan *Importance-Performance Map Analysis.* Prioritas I yaitu kewajaran harga dan prioritas II yaitu kualitas makanan. Usulan tersebut meliputi kategori pengaturan harga, pemanfaatan media sosial, peningkatan sumber daya manusia, juga pengendalian menu dan kualitas makanan. Usulan perbaikan untuk meningkatkan kepuasan pelanggan tersebut telah didiskusikan dan disetujui oleh pihak manajemen untuk diimplementasikan di restoran Daydream Food Spot.

V.2 Saran

Saran yang diberikan utuk pihak Daydream Food Spot, saran untuk pihak Daydream Food Spot adalah sebagai berikut.

1. Pihak Daydream Food Spot sebaiknya menerapkan usulan-usulan yang telah didiskusikan agar kepuasan pelanggan dapat meningkat seperti

kewajaran harga, kualitas makanan, dan kualitas layanan. Terutama berfokus pada prioritas I yaitu kewajaran harga, karena memiliki pengaruh langsung paling besar terhadap kepuasan pelanggan, namun performansi pada kewajaran harga masih rendah. Sedangkan pada variabel lingkungan fisik berpengaruh pada kepuasan pelanggan, maka minimal dapat dipertahankan karena dari segi performansi sudah tinggi.

2. Pihak Daydream Food Spot diharapkan melakukan kontrol secara berkala terhadap usulan yang diterapkan, agar hasil dapat terlihat, dipertahankan dan ditingkatkan secara terus-menerus.

Selain saran yang diberikan untuk pihak Daydream Food Spot, diberikan juga saran yang berguna untuk penelitian selanjutnya. Saran untuk penelitian selanjutnya adalah sebaiknya mencari dan menambahkan variabel lain atau butir pengukuran lain agar dapat mengetahui variabel-variabel lain yang memengaruhi kepuasan pelanggan suatu industri restoran.

DAFTAR PUSTAKA

Boyne, S., Williams, F., & Hall, D. (2002). On the Trail of Regional Success:Tourism, Food Production and the Isle of Arran Taste Trail. In *Tourism and Gastronomy*.

Caruana, A. (2002). Service loyalty. *European Journal of Marketing*, *36*(7/8), 811–828. https://doi.org/10.1108/03090560210430818

Day, R. L. (1984). Modeling Choices Among Alternative Responses to Dissatisfaction. *Advances in Consumer Research*.

Ha, J., & Jang, S. (Shawn). (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, *29*(3), 520–529. https://doi.org/10.1016/j.ijhm.2009.12.005

Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*. https://doi.org/10.1108/IMDS-04-2016-0130

Hair, J.F., Anderson, R. E., Tatham, R. L. and, & Black, W. C. (2010). Multivariate Data Analysis: A Global Perspective (7th Edition). In *Pearson Prentice Hall, New Jersey*.

Hair, Joseph F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Pearson New International Edition : Multivariate Data Analysis. In *Pharmaceutical Quality by Design: A Practical Approach*. https://doi.org/10.1002/9781118895238.ch8

Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, *6*(2), 31–40. https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40

Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-014-0403-8

Jones, T. 0. (1996). Why satisfied customers defect. *Journal of Management in Engineering*. https://doi.org/10.1061/(ASCE)0742-597X(1996)12:6(11.2)

Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. Computers in Human Behavior, 25(4), 887–896. https://doi.org/10.1016/j.chb.2009.03.003

Kotler, Philip. (2000). Marketing Management , Millenium Edition. *Marketing Management*. https://doi.org/10.1016/0024-6301(90)90145-T

Lee, C. J., Wang, Y. C., & Cai, D. C. (2015). Physical factors to evaluate the servicescape of theme restaurants. *Journal of Asian Architecture and Building Engineering*, *14*(1), 97–104. https://doi.org/10.3130/jaabe.14.97

Lewis, R. (1997). Price-sensitivity measurement A tool for the hospitality industry. *The Cornell Hotel and Restaurant Administration Quarterly*. https://doi.org/10.1016/s0010-8804(97)81475-9

Lundberg, G. A., & Lewin, K. (1939). The Conceptual Representation and the Measurement of Psychological Forces. *American Sociological Review*. https://doi.org/10.2307/2083779

Mcdougall, G. H. g., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*. https://doi.org/10.1108/08876040010340937

Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. *International Journal of Hospitality Management*. https://doi.org/10.1016/j.ijhm.2017.06.011

Moenir, H. A. . (2005). Manajemen Pelayanan Umum Di Indonesia. *Buletin Plasma Nutfah*.

Namkung, Y., & Jang, S. C. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality and Tourism Research*. https://doi.org/10.1177/1096348007299924

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*. https://doi.org/10.2307/3150499

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Perceived service quality

as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, *30*(3), 335–364. https://doi.org/10.1002/hrm.3930300304

Peri, C. (2006). The universe of food quality. *Food Quality and Preference*. https://doi.org/10.1016/j.foodqual.2005.03.002

Rao, A. R., & Monroe, K. B. (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*. https://doi.org/10.2307/3172907

Reece, J., Kivela, J., & Inbakaran, R. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, *11*(5), 205–222.

Ringle, C.M. and Sarstedt, M. (2016), "Gain more insight from your PLS-SEM results: The importance-performance map analysis", *Industrial Management & Data Systems*, Vol. 116 No. 9, pp. 1865-1886. https://doi.org/10.1108/IMDS-10-2015-0449

Ryu, K., & Han, H. (2010). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *Journal of Hospitality and Tourism Research*. https://doi.org/10.1177/1096348009350624

Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*, *20*(1), 3–11. https://doi.org/10.1108/08876040610646536

Sekaran, U., & Bougie, R. (2003). Research method for business: A skill building approach, 5th edition. In *United States: John Wiley & Sons Inc.*

Shaharudin, M. R., Wan Mansor, S., & Elias, S. J. (2011). Food Quality Attributes among Malaysia's Fast Food Customer. *International Business and Management*.

Sugiyono. (2011). Populasi, Sampel, Pengujian Normalitas Data. In *Statistika Untuk Penelitian*.

Sugiyono. (2012). Metode Penelitian Kuantitatif, Kualitatif dan R &

D.Bandung:Alfabeta. *Metode Penelitian Kuantitatif, Kualitatif Dan R & D.Bandung:Alfabeta.* https://doi.org/10.1017/CBO9781107415324.004

Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly.* https://doi.org/10.1177/0010880404265345

Tjiptono. (2007). *Strategi Pemasaran, edisi kedua.* Edisi Kedua. Yogyakarta: Andi.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services Marketing Strategy. In *Wiley International Encyclopedia of Marketing.* https://doi.org/10.1002/9781444316568.wiem01055