

**1. Judul : ANALISIS TINGKAT KUALITAS PELAYANAN
TERHADAP KEPUASAN PELANGGAN RUMAH MAKAN
(STUDI KASUS PADA RUMAH MAKAN SOTO GALEH
CABANG UNGARAN)**

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3. ABSTRACT

This study has a purpose to find out customer expectation rate, restaurant performance rate, customer satisfaction rate, and gap between perceived service quality and expected service quality at Rumah Makan Soto Galeh Cabang Ungaran.

The study applies an explanatory technique, which examines study variables and tests precluded hypotheses. There are two variables to be studied: service quality performance and customer expectation toward the service provided by Rumah Makan Soto Galeh Cabang Ungaran.

Sampling technique used is an accidental sampling method, in which individuals are accidentally interviewed. All respondents are customers of the Rumah Makan Soto Galeh Cabang Ungaran who visit there at least twice, aged 17 years old, and are available of being interviewed.

The study used two data; qualitative data analysis to describe and explain the data either in table, figure, or relationship between the correlated variables, and quantitative data by means of differential test using Z-test standard value and importance-performane analysis.

The average, total rates of service quality dimensions, which consist of reability, responsiveness, expectation, empathy, and certainty result in 87.22%, or satisfactory rate category. In conclusion, generally customers have shown their satisfaction toward the service quality provided by Rumah Makan Soto Galeh Cabang Ungaran.

The study result in accepted hypotheses. In other words, there is a gap between expected service quality and service quality performance of Rumah Makan Soto Galeh Cabang Ungaran.

Key words : service quality , customer satisfaction.

4. Pendahuluan

a. Latar Belakang Masalah

Rumah makan merupakan tempat atau bangunan yang diorganisasikan secara komersial, yang menyelenggarakan dengan baik kepada semua tamunya baik berupa makanan maupun minuman (Endar Sugiarto, 1996:77). Oleh karena