

## ABSTRAK

Nama : Beatrix Laura Kurniawan  
Program Studi : Kewirausahaan  
Judul : Analisis Kepuasan Pelanggan *Korean Bakery and Eatery*  
Berdasarkan 5 Dimensi Kualitas Pelayanan

Persoalan: Kualitas pelayanan menjadi komponen utama yang menjadi penting dalam sebuah perusahaan atau toko roti. Tujuan penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan *Korean Bakery and Eatery* berdasarkan 5 dimensi kualitas pelayanan. Metode: Penelitian dilakukan dengan metode kuantitatif deskriptif dengan 5 dimensi kualitas yaitu *tangibles, reliability, assurance, responsiveness, empathy*, yang diukur dengan indikator dari setiap dimensi. Pengambilan data dilakukan dengan melakukan survey kepada 125 pelanggan, dimana sampel data diambil dengan metode *convenience sampling, accidental sampling, purposive sampling*, dan juga *snowball sampling* yang hasilnya akan dilakukan pengujian validitas dan realitas untuk kemudian dilakukan analisis dengan teknik regresi berganda dan analisis *Importance Performance Analysis*. Hasil: Diperoleh informasi mengenai kualitas pelayanan *Korean Bakery and Eatery* dilihat dari 5 dimensi kualitas yaitu tingkat kepuasan pelanggan paling tinggi pada kualitas pelayanan dari atribut *assurance* jaminan, selanjutnya tertinggi kedua dalam kualitas pelayanan pelanggan yaitu atribut *tangibles* atau bukti langsung, dilanjutkan ketiga dalam kualitas pelayanan pelanggan yaitu atribut *reliability* atau keandalan, dilanjutkan *emphaty* atau empati di pertengahan, dan atribut *Responsiveness* atau daya tanggap yang harus menjadi pembenahan dalam kualitas pelayanan pelanggan di *Korean Bakery and Eatery*.

**Kata Kunci:** Kualitas Produk, Dimensi Kualitas, *Korean Bakery and Eatery*, *Importance Performance Analysis*

## ABSTRACT

Name : Beatrix Laura Kurniawan  
Study Program : Entrepreneurship  
Title : Analysis of Korean Bakery and Eatery Customer  
Satisfaction Based on 5 Dimensions of Service Quality

Issue: Service quality is the main component that is important in a company or bakery. The purpose of this study aims to determine the level of customer satisfaction of Korean Bakery and Eatery based on 5 dimensions of service quality. Methods: The research was conducted using descriptive quantitative method with 5 dimensions of quality, namely tangibles, reliability, assurance, responsiveness, empathy, which are measured by indicators from each dimension. Data collection was carried out by conducting a survey to 125 customers, where data samples were taken using convenience sampling, accidental sampling, purposive sampling, and snowball sampling methods, the results of which will be tested for validity and reality and then analyzed using multiple regression techniques and Importance Performance Analysis. Results: Obtained information about the quality of service of Korean Bakery and Eatery seen from 5 dimensions of quality, namely the highest level of customer satisfaction in the quality of service of the assurance attribute, then the second highest in the quality of customer service is the attribute of tangibles or direct evidence, followed by third in the quality of customer service, namely the attribute of reliability or reliability, followed by empathy or empathy in the middle, and the attribute of Responsiveness or responsiveness that must be improved in the quality of customer service at Korean Bakery and Eatery.

**Keywords:** Product Quality, Quality Dimensions, Korean Bakery and Eatery, Importance Performance Analysis