

*Karya Ilmiah: tesis, disertasi, makalah non seminar, laporan kerja praktek, laporan magang, dan karya profesi (desain, rancangan, dll.)

ABSTRACT

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Title : Analisis Persepsi Tamu Restoran Che Ah Chi di
Enchantment Resort.

The writing of this scientific paper aims to: (1) find out the purpose of the guest to come to the Enchantment Resort, (2) to know what kind of concept and restaurant the guest wants to come to the Enchantment Resort, (3) find out whether the product and service balanced with the price given at the restaurant Che Ah Chi. The research method used in this research is quantitative-descriptive method. This research began on 30 March 2019 until 30 June 2019. The total population was 154 and was directed to guests who came to the Enchantment Resort especially in the restaurant Che Ah Chi. Data collection methods used are questionnaires, and data collection techniques that are used are written questions or give a set of questions to the respondents to answer. Data analysis was performed using a quantitative analysis program, namely SPSS v.16, and the results obtained were both from food and beverage factors, service, cleanliness and hygiene, price, and atmosphere to get a response from good to very good, after the results are obtained, followed by making observations and the results obtained with the results of observations show the same results.

Keywords: Perception, Restaurants, Services, Consumer Behavior, Tourism.