

ABSTRACT

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Title : Peranan Pramusaji Terhadap Kepuasan Pelanggan
(Studi Kasus di *Le Bistrot Du Potager Gerland*).

Le Bistrot du potager Gerland is a bistrot-style restaurant that has a bar in the middle of the dining room. The atmosphere of the restaurant is unique, comfortable, integrated with music and with an open kitchen concept, allowing customers to see directly the activities in the kitchen. Have a waitress with free clothes, creating a relaxed atmosphere and a chef who has more than 10 (ten) years of experience. This study describes the role of waitresses on customer satisfaction.

The research method used is observation, interview, documentation, and data analyzed to obtain the desired summary results. The results of the study will show the role of servants in providing services to customers, which will affect customer satisfaction.

Keywords: role waiter, service and customer satisfaction.