

## INTISARI

**Wardhani., Frisca., Thania. 2022. Model Kepuasan Pelanggan di Industri Restoran. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, M.M. Pembimbing II Drs.Sugiyarmasto.,MM**

Penelitian ini bertujuan untuk menguji model kepuasan pelanggan. Kepuasan Pelanggan disebabkan oleh kualitas pelayanan. kualitas pelayanan di pengaruhi oleh orientasi pelanggan. Orientasi pelanggan dipengaruhi oleh kepuasan kerja. Kepuasan kerja dipengaruhi oleh motivasi kerja. Sementara orientasi pelanggan juga dipengaruhi oleh motivasi kerja. Data diperoleh melalui kuesioner yang dibagikan kepada pelanggan dan karyawan restoran *Rocket Chicken* Surakarta. Teknik penyampelan yang digunakan yang itu *Purposive sampling* sebanyak 40 untuk responden karyawan dan 100 untuk responden pelanggan. Uji hipotesis menggunakan analisis permodelan analisis regresi sederhana. Hasil penelitian mendapatkan hasil motivasi pelanggan tidak berpengaruh signifikan terhadap kepuasan kerja dan orientasi pelanggan, kepuasan kerja tidak berpengaruh signifikan terhadap orientasi pelanggan, orientasi pelanggan tidak berpengaruh signifikan terhadap kualitas pelayanan, dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan.

Kata Kunci : Kepuasan pelanggan, Kualitas pelayanan, Orientasi pelanggan, Kepuasan kerja, Motivasi kerja.

## ABSTRACT

**Wardhani., Frisca., Thania. 2022. Customer Satisfaction Model in the Restaurant Industry. S1 Management Study Program. Faculty of Economics. Setia Budi University, Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, M.M. Advisor II Drs.Sugiyarmasto.,MM**

This research is purposed to testing the customer satisfaction model. Customer satisfaction is caused by the quality of service. Service quality is influenced by customer orientation. Customer orientation is influenced by job satisfaction. Job satisfaction is influenced by work motivation. Meanwhile, customer orientation is also influenced by work motivation. Data were obtained through questionnaires distributed to customers and employees of Rocket Chicken Surakarta restaurant. The sampling technique used was purposive sampling as many as 40 for employee respondents and 100 for customer respondents. Hypothesis testing using simple regression analysis modeling analysis. The results showed that customer motivation had no significant effect on job satisfaction and customer orientation, job satisfaction had no significant effect on customer orientation, customer orientation had no significant effect on service quality, and service quality had no significant effect on customer satisfaction.

**Keywords:** customer satisfaction, service quality, customer orientation, job satisfaction, work motivation.