INTISARI

Dalam persaingan pasar yang semakin kompetitif, perusahaan berlomba-lomba mempertahankan konsumennya. Karena alasan berdirinya perusahaan adalah adanya pelanggan. Langkah yang ditempuh adalah menciptakan kepuasan pada setiap konsumen

Penelitian ini bertujuan mengukur Pengaruh Kepuasan Konsumen terhadap Loyalitas Pelanggan Pada Restoran *Bambu Steak*, Kepuasan Konsumen diukur melalui *Attribut related to the product*, *Attribute related to the service*, *Atribut related to the purchase*, Loyalitas pelanggan diukur melalui keseringan makan di restoran, merekomendasikan kenyamanan kepada orang lain dan kesukaan dengan pelayanan yang diperoleh.

Penelitian ini menggunakan kuesioner sebagai instrument pengumpulan data primer dan teknik pengambilan 100 sampel dilakukan dengan non probability sampling, teknik pengambilan sampelnya adalah covenience sampling di Restoran Bambu Steak, untuk menguji pengaruh kepuasan konsumen terhadap loyalitas konsumen digunakan analisis regresi berganda

Hasil penelitian mengungkapkan bahwa kepuasan konsumen di restoran *Bambu Steak* mendapat penilaian yang baik, dan terdapat hubungan pengaruh positif yang signifikan antara kepuasan konsumen dengan loyalitas pelanggan, kepuasan terhadap *Attribut related to the service* mempunyai pengaruh paling

ABSTRAK

In market competition which is increasingly competitive, the companies are contesting in retaining their customers as the reason for standing is existing customers. They frequently take an action which is creating satisfaction on every customer.

This is a research which observes the effect of customer satisfaction to their loyalty in Bambu Steak Restaurant. The customer satisfaction is measured through some attributes such as, attributes related to the product, attributes related to the service and attributes related to the purchase. Meanwhile the customer loyalty is measured through intention to re-buying, liking of the service and their intention to recommend.

This research used questioner as an instrument for collecting primary data and the 100 sample selection carried out by non-probability sampling method. The sampling technique is convenience sampling in Bambu Steak restaurant, we used multiple regression analyses to know the influence of customer satisfaction on customer loyalty.

The result of the research reveals the customer satisfaction levels to Bambu Steak Restaurant tens to be good, and there is a positive causal influence that is significant between the customer satisfaction and the customer loyalty, the satisfaction of Attributes related to the service is a dominant influence to the customer loyalty. Thus the results of the research is relevant and the same time supports the theory of customer loyalty.