

Pengaruh service convenience terhadap customer satisfaction dengan perceived service guarantee strength sebagai variabel moderasi: studi pada Mujigae Resto Margo City Depok = The effect of service convenience to customer satisfaction with perceived service guarantee strength as moderating variable: case of Mujigae Resto Margo City Depok

Intan Sri Setyowati, author

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Abstrak

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Pelanggan datang ke restoran tidak hanya untuk makan, melainkan untuk mendapatkan nilai-nilai lain yang diharapkan seperti kenyamanan serta jaminan pelayanan untuk mencapai sebuah kepuasan saat menggunakan jasa. Tujuan dari penelitian ini untuk menjelaskan pengaruh service convenience pada Mujigae Resto Margo City Depok dalam menciptakan customer satisfaction dengan perceived service guarantee strength sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dan metode survei, dengan menyebarkan kuesioner ke 100 responden menggunakan teknik non-probability sampling. Hasil penelitian menunjukkan bahwa perceived service guarantee strength tidak memoderasi hubungan antara service convenience dan customer satisfaction pada Mujigae Resto Margo City Depok.

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**ABSTRACT**

Customers comes to restaurant not only to eat, but to obtain other values that are expected by the customers as service convenience and service guarantee to achieve a satisfaction while using a service. The purpose of this study is to clarify the effect of service convenience at Mujigae Resto Margo City Depok in creating customer satisfaction with perceived service guarantee strength as a moderator. This study used a quantitative approach and survey to 100 respondents with non probability sampling. The results showed that perceived service guarantee strength do not have moderating effect to the relationship between service convenience and customer satisfaction at Mujigae Resto Margo City Depok.