

The Effect Of Customer Perception And Service Quality On Customer Satisfaction At Klappertaart Huize Bogor

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Abstract

The background of this research is that there are many restaurants in Bogor as of now. This phenomenon pushed Klappertaart Huize to increase their service quality that will affect their eventual customer satisfaction. Besides service quality, there's customer perception that also will affect the customer satisfaction. After a brief interview, it's found that many customers send their complaints to Klappertaart Huize through internets. With customer perceptions that always change, research was conducted.

The purpose of this research is to know how much customer perceptions and service quality's influences could be to the customer satisfaction. To achieve said purpose, the writer did a thoroughly literature review, constructed a conceptual, then composed hypothesis. In the process, the writer distributed questionnaire to 50 customers for samples. After the data has been collected, they were analyzed using quantitative data analyzing. The analyses covered; validity, reliability, classic assumption, regression multiple, (t) and (f) tests, as well as Determination Coefficient (R^2).

(t) test showed values for every variable: 3.698 (X1) and 6.516 (X2) with t_{tabel} value 2.012. The result showed that customer perceptions and service quality are partially affecting customer satisfaction. (f) test showed that customer perceptions and service quality are simultaneously affecting customer satisfaction. The result of determination coefficient was 0.69. It explained that 69% of customer satisfaction is influenced by customer perceptions and service quality. Another 31% of it is explained by other variables that weren't conducted by this research.

Keywords: customer perception, service quality, customer satisfaction
