

ABSTRACT

Theme restaurants have become an exciting phenomenon in the culinary industry, offering a unique and different dining experience from conventional restaurants. By creating a distinctive atmosphere through decorations, menus, and services that match a particular theme, these restaurants are able to attract customers and create unforgettable memories. However, behind its appeal, there are a number of challenges and weaknesses that need to be considered by the owners and managers of themed restaurants.

This study aims to analyze the effect of service quality, price, and customer experience on customer satisfaction at themed restaurants in Bandung. Theme restaurants are increasingly popular in big cities, including Bandung, because they offer a unique concept that focuses not only on the food but also the atmosphere and experience provided to customers. In an increasingly competitive culinary industry, customer satisfaction is an important factor in maintaining loyalty and attracting new customers. Therefore, this study seeks to understand how service quality, price, and customer experience contribute to the level of customer satisfaction in themed restaurants.

The research method used in this study is a quantitative approach with multiple linear regression analysis techniques. Data was obtained through distributing questionnaires to customers of themed restaurants in Bandung, with samples selected using purposive sampling method. Variable measurement is carried out using a Likert scale to assess service quality, price, and customer experience on customer satisfaction. The results of this study are expected to provide valuable insights for restaurant owners in designing strategies to increase customer satisfaction as well as the attractiveness of their themed restaurants.

Keywords: service quality, price, customer experience, customer satisfaction