

ABSTRACT

In these days, free trade and global competition is forcing every company, especially in the food business or restaurant should be prepared to face an increasingly tight business competition. Competition is increasingly competitive and the consumers have more demanding for companies or businesses to be more innovative in creating value products or services. These situation encourage existing companies to find creative and innovative solutions in order to survive and win the competition. Some entrepreneur are doing a resto market innovations, not only innovating food or drink on the menu offered, but also the services needed by the consumers. Javana Bistro Bandung is one of restaurant which is attracted more customers to come. The purpose of this study are: (a) to determine the orientation of the market in Javana Bistro Bandung, (b) to determine the value of customers at Javana Bistro Bandung, (c) to determine the influence of market orientation towards customer value simultaneously at Javana Bistro Bandung and (d) to determine the influence of market orientation towards customer value partially on Javana Bistro Bandung.

The method used is descriptive quantitative approach involving 100 consumers Javana Bistro Bandung as a respondent by taking a sample of using incidental sampling technique. Data analysis technique used is multiple linear regression analysis were previously tested with classical assumption of normality test, multicollinearity and heteroskedasititas test. Then do the F test, T test, correlation coefficient, coefficient of determination.

From the results of this study concluded that, in the descriptive analysis of market orientation on Javana Bistro Bandung overall was good with the acquisition of a percentage of the average total score of 67.52%. Descriptive analysis of the customer's overall value by acquiring a percentage of average total score of 68.04%. While simultaneously it can be concluded that the independent variables that have an influence on the market orientation of customer value amounted to 70.4% while the remaining 29.4% are other variables not examined in this study. Partial influence of market orientation towards customer value on customer orientation sub variables (X1) 23.3%, competitor orientation (X2) 26.7%, coordination between functions (X3) of 20.3%.

For variable customer orientation and coordination between functions in Javana Bistro Bandung inclusive in good category. This should be retained by the Javana Bistro Bandung, when the Javana Bistro have better understand what the needs of customers, the customers will be satisfied. For variable Javana Bistro competitor orientation in Bandung included into the category quite well. In this case Javana Bistro Bandung is expected to focus on the actions of other competitors, so they are able to respond to competitors' actions faster and more inovatif.

Keywords: Market Orientation, Customer Value, Multiple Regression.

