

ABSTRACT

The development of the culinary business has enormous potential in the city of Bandung. These developments encourage a very tight competition so that companies are required to have a unique strategy that can attract people to visit the cafe or restaurant. One such strategy is to build a service environment (servicescape) in the restaurant. PSY Steamboat Yakiniku is one of the most popular restaurants degan carrying the unique concept of "Selfcooking". This study was conducted to measure how much the level of customer satisfaction by comparing the level of expectations and the level of performance based on Service Environment PSY Steamboat Yakiniku Bandung restaurant.

In this research there are three dimensions of Servicescape namely Ambient Condition, Spatial Layout and Functionaly, Sign Symbol and Artifact. The sampling of the research was conducted using Non Probability Sampling method, with the sample number of 100 respondents. The results of data from questionnaires distributed using Gap analysis to determine the level of customer satisfaction and then processed again by using Important Performance Analysis (IPA) or also known as Cartesian Diagram Analysis to find out which attributes or dimensions need to be a priority restaurant PSY Steamboat Yakiniku Bandung to be addressed The level of performance and which attributes or dimensions should be maintained by the company.

The conclusion of this study about the expectations of restaurant consumers PSY Steamboat Yakiniku Bandung is very important with a percentage of 87.44%. While consumer perceptions on the performance that has been given restaurant PSY Steamboat Yakiniku Bandung is agree or satisfied with the percentage of 77.76%. The level of customer satisfaction over performance is 3.88 whereas the expectancy level of 4.37 can be interpreted that consumers have not been able to feel satisfied because the value of expectations level is greater than the level of performance given. There are 19 aspects that need to be improved to improve customer satisfaction on servicescape (service environment) restaurant PSY Steamboat Yakiniku Bandung.

Keywords: *Servicescape, Performance, Consumer Expectations, Important Performance Analysis (IPA)*