

ABSTRACT

The rapid industrial growth makes many competitors very tight in the food industry. Restaurants are now competing to improve the quality of their service. Ambrogio Patisserie is a restaurant located in Bandung. Ambrogio Patisserie Bandung Restaurant puts forward the quality of service to support the satisfaction of its guests. Researchers conducted initial research with 6 observations to the restaurant Ambrogio Patisserie to experience the service of the waiters at the restaurant, the authors found deficiencies in the quality of waiter service provided by the restaurant waiters. This study aims to analyze the quality of service and guest satisfaction at the restaurant Ambrogio Patisserie Bandung. The research method used is descriptive quantitative method with data collection using a questionnaire measuring using a Likert scale and interviews with restaurant managers. Measurement of the dimensions of service quality uses five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The research instrument used questionnaires to 100 customers with a random sampling method to guests who were at the restaurant and who had come to the Ambrogio Patisserie Bandung restaurant with statistical data analysis techniques using a continuum line. The final result of the research service quality for waiters got a score of 3,963 and ranged from 3,400 to 4,200 which means that it is in the good category, the service dimension that gets the highest assessment is the tangible dimension with a percentage of 20.98% and the lowest assessment is in the reliability dimension. with a percentage of 19.19%. The level of guest satisfaction is at the level of "satisfied" with a score of 1,633 and ranges from 1,360 to 1,680, which means that the services provided by the waiters at the Ambrogio Patisserie restaurant give satisfaction to guests.

Keywords: Service Quality, Restaurant, Guest Satisfaction, Waiters