

ABSTRACT

Hotel is a type of accommodation that uses part or all of the building to provide lodging services, food and beverages, and other services that are managed commercially. In the hospitality industry, hotel kitchens have an important role in meeting the food and beverage needs of guests. A hotel kitchen differs from a conventional kitchen in that it must be able to produce large quantities of food at a high quality standard, according to the diverse preferences of guests.

This research was conducted to analyze the effect of food quality through the variables of freshness, presentation, well cooked, and type of food on customer satisfaction at the Crowne Plaza Hotel. This type of research is quantitative research, using descriptive analysis techniques and multiple linear regression. The results showed that the four food quality variables partially and simultaneously have a positive and significant impact on consumer satisfaction. While presentation is the most dominant factor in influencing consumer satisfaction.

Keywords: Food Quality, Consumer Satisfaction