

ABSTRACT

Resto X is a popular fast-food restaurant, particularly among young people. Although it offers a well-liked menu at competitive prices, customer-perceived comfort and service quality are still considered suboptimal. Many customers have expressed dissatisfaction with the dining area, citing issues such as poor air circulation due to malfunctioning air conditioning and fans, unclean restrooms, and the lack of accessible power outlets. Additionally, the service provided by staff is often seen as inadequate, especially during busy hours, where staff appear overwhelmed, less friendly, and insufficiently informative in responding to customer inquiries. This study aims to evaluate customer perceptions of the services and facilities provided by Resto X and to offer relevant recommendations for improvement. The research employs a qualitative approach using in-depth interviews with ten respondents who have previously dined at Resto X. The collected data were analyzed thematically to identify recurring and significant patterns in customer responses. The findings reveal that physical comfort significantly influences the overall customer experience. Issues related to temperature control, restroom cleanliness, and supporting facilities such as Wi-Fi and power outlets emerged as key concerns. Moreover, customers highlighted the importance of friendly, responsive staff with good communication skills. Customers reported greater satisfaction when staff were able to clearly explain menu items and proactively respond to their needs without being asked. The study concludes that customer satisfaction at Resto X is not solely determined by food quality, but also by the synergy between excellent service and a comfortable physical environment. Recommended improvements include increasing the number of staff during peak hours, providing customer service training, and conducting regular maintenance of the restaurant's facilities.

Kata Kunci : Service Quality, Model Kano, Customer Satisfaction, True Customer Needs, Voice of Customer