

## ABSTRAK

Perkembangan usaharestoranmemilikipotensi yang cukupbesarbagaipusatindustri.Olehkarenaitupersainganusahadarkompetitor pun semakintinggi, perusahaandituntutuntukmempunyaistrategi yang unikdanbelumbanyakdikenalolehmasarakatyaitudenganmembentuksuatufasilitasfisikorganisasi (*servicescape*).Sierra Cafe & Lounge merupakanrestoran yang cukupterkenal dandiminati yang berlokasi di jalan Dago Pakar.Penelitianinidilakukandenganmenggunakantingkatkepuasankonsumenpadadimensi*servicescape*yaitu*ambient condition, spatial layout andfunctionally, dan sign, symbols and artifact*,

Tujuandaripenelitianiniadalahuntukmengetahuikinerjaservicescape,harapandantingkatkepuasankonsumenterhadapkinerjaservicescapeyang diberikan Sierra Cafe & Lounge dan untukmengetahuiaspek-aspekapa saja yang perludiperbaiki untukmeningkatkan*servicescape*Sierra Cafe & Lounge.

Jenispenelitian yang digunakanadalahpenelitiandeskriptifdenganmetodepenelitiankuantitatifdengancaramenyebarkan kuesioner kepada 100 orang responden yang menjadisampeldalam penelitianinidengantechnik sampling yaitu*accidental sampling*. Analisis datadalam penelitianinimenggunakan analisis*servicescape*, indekskepuasankonsumendan*Importance-Performance-Analysis (IPA)*.

Hasilpenelitianinidapatdiketahuibahwakinerjaservicescapeberdasarkanpersepsikonsumen dianggappbaik dengan presentase 76,83% danharapankonsumendianggappenting dengan presentase sebesar 84.08%. Analisis penelitian inimenunjukkankonsumenberadadalam kategoritidakpuas dengannilaikepuasankonsumensebesar 0,91. Hasil*Importance-Performance-Analysis (IPA)*dalam penelitianinimenunjukkanbahwaterdapat tiga atribut*servicescape* yang harus diperbaiki oleh pihak manajemen perusahaan yaitu (1) musik yang dibawakan sesuai selera konsumen (2) layout ruangan yang menarik, (3) tandapetunjuk menu yang jelas.

**Kata Kunci:** *Servicescape ( Ambient Conditions, Spatial Layout and Functionally Sign, Symbols, amd Artifacts, KepuasanKonsumen, danImportance-Performance-Analysis (IPA)*.

## ABSTRACT

*The development of the restaurant business has considerable potential as an industrial center. Therefore, competition from competitors even higher, companies are required to have a strategy that is unique and not widely known by the public is to establish an organization's physical facilities (servicescape). Sierra Cafe & Lounge is a restaurant that is popular and located in Dago Pakar. This research was carried out by using the level of customer satisfaction in the servicescape dimension ambient condition, spatial layout and functionally, and sign, symbols and artifacts.*

*The objective of this research is to investigate the performance of servicescape, the expectations and the level of customer satisfaction with the performance of a given servicescape Sierra Cafe & Lounge and to determine aspects of what needs to be improved to increase the servicescape Sierra Cafe & Lounge.*

*This type of research is descriptive research with quantitative research methods by distributing questionnaires to 100 respondents were sampled in this study with the sampling technique accidental sampling. Data analysis in this research using servicescape analysis, customer satisfaction index and Importance-Performance-Analysis (IPA).*

*The results of this research can be seen that the performance of servicescape based on consumer perception is considered good with a percentage of 76.83% and the expectations of consumers considered important with a percentage of 84.08%. The analysis of this study shows consumers are in a category are not satisfied with the customer satisfaction score of 0.91. Results-Importance-Performance Analysis (IPA) in this study showed that there are three attributes servicescape to be fixed by the management company, namely (1) music performed according to consumer tastes (2) the layout of the room is attractive, (3) sign the instructions menu clear.*

***Keywords: Servicescape ( Ambient Conditions, Spatial Layout and Functionally, Sign,Symbols , and Artifact ), Consumer Satisfaction and Importance PerformanceAnalysis.***