ABSTRACT

Le Meridien Hotel Jakarta is one of the 5-star hotels in central Jakarta that has a high occupancy rate. Its strategic location, easy-to-reach transportation to get to the hotel and close to offices attract guests and business people to spend time staying or dining in the restaurant inside. One very interesting restaurant is No Na Ma which is a Japanese restaurant with authentic flavors and interiors. Consumers who visit No Na Ma Restaurant are generally repeat guests. Therefore, it is necessary to conduct research on consumer characteristics and loyalty to measure whether there is a relationship between characteristics and loyalty. This research uses quantitative methods and data analysis using descriptive statistics, cross tabulation and chi square. Data was collected through distributing questionnaires to consumers who have visited No Na Ma Restaurant. Analysis was carried out on consumer demographic characteristics variables and loyalty variables, namely cognitive loyalty, affective loyalty, and conative loyalty. The results showed that all demographic characteristics variables had a significant effect on consumer loyalty at No Na Ma Restaurant. This research provides implications for the manager of No Na Ma Restaurant to be able to segment the market based on consumer characteristics such as age, gender, and education level. Thus, a more targeted marketing strategy can be designed for each segment.

Keywords: Characteristics, loyalty, marketing, No Na Ma Restaurant