

ABSTRACT

Service quality and guest satisfaction are one of the success factors in running a restaurant business. However, there are still guest complaints that impact guest satisfaction when visiting, namely guest requests that are granted. The purpose of this study is to determine the relationship between the quality of food and beverage service and guest satisfaction at Mang Kabayan Restaurant. The reason the author took the object at Mang Kabayan Restaurant because the restaurant still maintains Sundanese characteristics in the modern era and has been established long enough to have several branches in Indonesia. The method used is descriptive quantitative, data was collected by distributing Likert-scale based questionnaires to consumers as many as 100 respondents who have had dining experience at Mang Kabayan Restaurant. The collected data will be analyzed using a simple regression method and tested for significance to prove the relationship between service quality and guest satisfaction. The results of this study indicate that the restaurant's service quality received very high scores in the tangibles aspect. However, in the reliability aspect, the score was still low, so it is necessary to improve the timeliness and accuracy of service. Overall, restaurant guests were satisfied with the service provided and the response given was adequate. However, confirmation to customers was still considered unsatisfactory, and the interest to return was not high, so the management still needs to improve the way the waiters interact with guests. The relationship between service quality and guest satisfaction has a significant role and influence on guest satisfaction, so that better service quality will have a direct impact on increasing guest satisfaction.

Keywords: Service Quality, Satisfaction, Restaurants, Sundanese Cuisine.