

ABSTRACT

Judul : The Relationship between Presentation of Dishes and Quality of Pastry Kitchen Menu to the Level of Consumer Satisfaction
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Background: Hotels a type of accommodation that uses part or all of the building to provide lodging, food and beverage services and other supporting services to the public that are managed commercially (Mulyani & Sunyoto, 2014). The hotel consists of various departments that are tasked and responsible for certain fields of work, one of which is the Food and Beverage department. Food and Beverage Products play an important role in determining guest satisfaction, this can be seen from the quality of the food served. Menu quality plays an important role in terminating consumer purchases, so that it can be known if the menu quality increases, the purchase decision will increase. According to Margaretha & Edwin (2012) menu quality can be seen from the color, appearance, portion, shape, temperature, texture, aroma, level of maturity and taste. **Purpose:** Knowing how to serve dishes and menu quality presented by Pastry Kitchen to the level of customer satisfaction at Days Hotel And Suites Jakarta Airport Cengkareng **Method:** This type of research uses a cross sectional research design with a sample of 78 respondents by accidental sampling. Bivariate analysis using chi-square test. **Result:** The results of the chi square test analysis of the relationship of the presentation of the dish to the level of consumer satisfaction resulted in pV of 0.000 (<0.005), meaning that the presentation of dishes with the level of customer satisfaction has a significant relationship and the relationship of menu quality to the level of customer satisfaction produces pV of 0,000 (<0.005), which means that the menu quality with the level of customer satisfaction has a significant relationship. **Conclusion:** There is a relationship between serving food and the level of customer satisfaction, and there is a relationship between the quality of the pastry kitchen menu and the level of customer satisfaction in the days hotel and suites jakarta airport cengkareng.

Keywords: dish presentation, pastry kitchen menu quality, and satisfaction level