



UNIVERSITAS ESA UNGGUL  
FAKULTAS ILMU-ILMU KESEHATAN  
PROGRAM STUDI GIZI  
SKRIPSI, FEBRUARI 2021

SUCI AGNIA ALAYA, 20160302068

**Analisis Perbedaan Faktor-Faktor Yang Mempengaruhi Tingkat Kepuasan Konsumen Berdasarkan Situasi Pandemi Covid-19 di Restoran X Palabuhanratu**

**ABSTRAK**

**LATAR BELAKANG :**

Tingkat kepuasan konsumen adalah penilaian pengunjung terhadap apa yang diharapkan dengan membeli atau mengkonsumsi makanan atau jasa. Selain itu di masa pandemi ini restoran harus melaksanakan adaptasi baru dengan menerapkan dan melaksanakan protokol kesehatan baik bagi pengunjung, pegawai dan pelaku peyelenggaraan makanan itu sendiri yaitu restoran karena itu merupakan salah satu cara untuk dapat memutus mata rantai penularan Covid-19.

**TUJUAN :**

Menganalisis perbedaan faktor-faktor yang mempengaruhi tingkat kepuasan konsumen berdasarkan situasi pandemi covid-19 di restoran x palabuhanratu.

**METODE :**

Penelitian ini bersifat observasional dengan desain *cross-sectional*. Pengambilan sampel dilakukan dengan teknik *purposive sampling*, dari hasil perhitungan didapatkan total responden minimal 139 orang

**HASIL :**

Kualitas makanan dan kualitas pelayanan sangat baik, dan terjadi perubahan dalam pelaksanaan protokol kesehatan di masa pandemi Covid-19

**KESIMPULAN :**

Tidak ada perbedaan kualitas makanan dan kualitas pelayanan baik sebelum maupun selama pandemi Covid-19. Ada perbedaan pelaksanaan protokol kesehatan baik sebelum maupun selama pandemi Covid-19.

**KATA KUNCI** : Kualitas Makanan, Kualitas Pelayanan, Pelaksanaan Protokol Kesehatan.



Universitas  
Esa Unggul

UNIVERSITAS ESA UNGGUL  
FAKULTAS ILMU-ILMU KESEHATAN

PROGRAM STUDI GIZI  
SKRIPSI, FEBRUARI 2021

SUCI AGNIA ALAYA, 20160302068

**Analysis of Differences in Factors Affecting the Level of Customer Satisfaction Based on the Covid-19 Pandemic Situation at Restaurant X Palabuhanratu**

**ABSTRACT**

**BACKGROUND :**

The level of consumer satisfaction is a visitor's assessment of what is expected by buying or consuming food or services. In addition, in this pandemic mass, restaurants must carry out new adaptations by implementing and implementing health protocols for visitors, employees and food organizers themselves, namely restaurants because that is one way to break the chain of Covid-19 transmission.

**PURPOSE :**

To analyze the differences in the factors that affect the level of customer satisfaction based on the Covid-19 pandemic situation at the X Palabuhanratu restaurant.

**METHODE :**

This study was an observational study with a *cross-sectional* design. Sampling was done by *purposive sampling* technique, from the calculation results obtained a total of at least 139 respondents.

**RESULT :**

The quality of food and service quality are very good, and there have been changes in the implementation of the health program in the mass of the Covid-19 pandemic

**CONCLUSION :**

There was no difference in food quality and service quality both before and during the Covid-19 pandemic. There are differences in the implementation of health protocols both before and during the Covid-19 pandemic.

**KEYWORDS :** Food Quality, Service Quality, Implementation of Health Protocols.