

**ANALYSIS ON THE SIGNIFICANCE OF FOOD PRESENTATION IMPACT
TOWARDS CUSTOMER SATISFACTION: A CASE STUDY OF HARD ROCK
CAFÉ JAKARTA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The rapid growth of the restaurant industry was resulted in the increase of presentation complexity of a restaurant's main product, which is food. This phenomenon builds the awareness and eventually sets another level of standard regarding good and bad food products which makes it is harder for the restaurant to reach or even exceed its customer satisfaction level. This research will look further into the relationship between food presentation and customer satisfaction to analyze and understand whether food presentation gives a significant impact to customer satisfaction or not. Using SPSS software and simple linear regression method, 102 data collected is processed through validity and reliability test, classical assumption test and hypothesis testing. The results show that food presentation is influencing customer satisfaction by 66.2%, however there are three most influential indicators recommended for Hard Rock Café to be focused on which are Texture, Shape, and Layout.

Keywords: Food Presentation, Customer Satisfaction



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DEDICATION

I dedicate this thesis work for my bachelor degree.



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