

**THE IMPACT OF THEMED BUFFET DINNER ON CUSTOMER  
SATISFACTION. THE CASE OF PADMA RESORT BALI AT LEGIAN.**

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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

The Impact of Themed Buffet Dinner on Customer Satisfaction.  
The Case of Padma Resort Bali at Legian.

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Recently, buffet businesses are still growing and gaining more popularity, one of the examples happens in Las Vegas. However, many hotel restaurant marketers have improvised their buffet restaurant business by giving a theme to distinguish themselves from any other restaurants, especially independent restaurants. This study emphasizes in evaluating one of the dinning concept which is themed buffet dinner, that is implemented in a hotel restaurant. This study aims to investigate how the popularity of themed buffet gives impact on customer satisfaction in a hotel restaurant by using the sample of Padma Resort Bali. From the literature review, there are five indicators that build customer satisfaction in themed buffet dinner. A primary research in the form of questionnaire was conducted and processed by using simple linear regression. Based on a survey of 72 customers who have experienced the themed buffet dinner in Padma Resort Bali, it has been identified that from five indicators, only four indicators that give significant impact to customer satisfaction which are theme, physical environment or ambience, food quality and value for money. Furthermore, service quality is the only attribute that does not significantly impact customer satisfaction. Managerial implications are discussed.

*Keywords: themed dinner, hotel restaurant, customer satisfaction, buffet*



## **DEDICATION**

I dedicate this work to my parents and lecturers who have always encouraged and helped me to finish this work and pursue my dream.



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