PENGARUH *MEAL EXPERIENCE* TERHADAP KEPUASAN KONSUMEN DI GUSTO GELATO & CAFFÉ BALI: ANALISA *FIVE ASPECTS MEAL MODEL*

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Abstrak: Tujuan penelitian ini adalah untuk mengetahui pengaruh Five Aspects Meal Model terhadap Kepuasan konsumen Gusto Gelato & Caffé di Bali. Teknik analisa yang digunakan dalam penelitian ini adalah analisa statistik deskriptif dengan alat penelitian berupa SPSS. Responden yang diteliti sejumlah 432 merupakan seluruh konsumen Gusto Gelato & Caffé. Hasil Penelitian menunjukkan bahwa indikator room, product dan atmosphere berpengaruh positif dan signifikan terhadap Kepuasan konsumen Gusto Gelato & Caffé, sedangkan indikator meeting dan management control system berpengaruh positif namun tidak signifikan terhadap Kepuasan konsumen.

Kata Kunci:
Meal Experince, Five Aspects Meal Model, Room, Meeting, Product, Management Control System, Kepuasan Konsumen.

Abstract: The objective of this research is to find out the effects of Five Aspects Meal Model on Consumer satisfaction in Gusto Gelato & Caffé. Analysis technique used in this research is descriptive statistical analysis with research tool in the form of SPSS. The respondents are 432 consumer at Gusto Gelato & Caffé. The result of this research proves that *room, product* dan *atmosphere* has a positive and significant impact on Consumer satisfaction at Gusto Gelato & Caffé.

Keywords:
Meal Experience, Five Aspects Meal Model, Room, Meeting, Product, Management Control System, Consumer Satisfaction.

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