

ANALISIS PENGARUH MCDONALDIZATION TERHADAP KEPUASAN PELANGGAN YOSHINOYA PLAZA FESTIVAL JAKARTA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh antara *McDonaldization* yang terdiri dari *efficiency*, *calculability*, *predictability* dan *control* terhadap kepuasan pelanggan Yoshinoya Plaza Festival, Jakarta. Teori mengenai *McDonaldization* berdasarkan pendapat Ritzer dan Turner yang digunakan pada penelitian ini pada dasarnya melihat bagaimana teknik manajemen saintifik dilakukan untuk meningkatkan produktivitas perusahaan dengan melakukan efisiensi produksi dan pertimbangan *customer culture* pada perilaku konsumen. Pendekatan kuantitatif digunakan dalam penelitian ini dengan menjelaskan empat variabel bebas dari *McDonaldization* (*efficiency*, *calculability*, *predictability* dan *control*) dan satu variabel terikat (kepuasan pelanggan). Data diperoleh dari penyebaran kuesioner kepada 100 responden dengan teknik *convenience sampling*. Hasil penelitian menunjukkan bahwa alat ukur penelitian ini *reliable* (nilai *cronbach's alpha* > 0,6) dan valid (nilai *r* hitung > *r* tabel). *Efficiency* berpengaruh sebesar 16,4% terhadap kepuasan pelanggan, *calculability* berpengaruh sebesar 14,5% , *predictability* berpengaruh sebesar 17,5% dan *control* berpengaruh sebesar 20,6%.

Kata kunci: *McDonaldization*, *efficiency*, *calculability*, *predictability*, *control*,
kepuasan pelanggan, *Yoshinoya*

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ANALYSIS OF THE INFLUENCE OF MCDONALDIZATION AT YOSHINOYA PLAZA FESTIVAL JAKARTA ON CUSTOMER SATISFACTION

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ABSTRACT

This research aims to analyze the influence of McDonaldization which consists of efficiency, calculability, predictability and control on customer satisfaction at Yoshinoya Plaza Festival, Jakarta. Theory of McDonaldization derived by Ritzer and Turner examined in this paper generally explains how the specific management techniques employed by the company to optimize its productivity through its improvement of efficiency and consideration upon customer culture and behavior takes place. This research uses quantitative approach by explaining four independent variables (efficiency, calculability, predictability and control) and one dependent variable (customer satisfaction). Data obtained by distributing questionnaires to 100 respondents using convenience sampling method. The result shows that this measurement tool is reliable (cronbach's alpha > 0,6) and valid (r calculation > r table). Efficiency has positive and significant influence on customer satisfaction as much as 16,4%, calculability has 14,5% , predictability has 17,5%, and control has 20,6% influence on customer satisfaction.

*Keywords: McDonaldization, efficiency, calculability, predictability, control,
customer satisfaction, Yoshinoya*

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