

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi daya tarik menu restoran Arwana di Hotel Laguna Bali. Penelitian ini menggunakan metode kuesioner yang disebarakan kepada tamu yang pernah mengunjungi dan mengonsumsi menu vegan di restoran tersebut. Hasil penelitian menunjukkan bahwa mayoritas responden memiliki tingkat ketertarikan yang tinggi terhadap menu vegan yang ditawarkan. Sebanyak 55% responden pernah mengunjungi restoran, dan 32.5% sering mengunjungi restoran. Dalam hal variasi menu, 52.5% responden menyatakan bahwa menu vegan sangat bervariasi. Selain itu, 45% responden tertarik untuk mengunjungi restoran Arwana, dan 45% lainnya cukup tertarik. Mayoritas responden (77.5%) juga menyatakan akan merekomendasikan restoran kepada kerabat mereka. Penelitian ini menyoroti pentingnya variasi menu untuk meningkatkan daya tarik para tamu hotel dengan menyediakan berbagai macam menu makanan di restoran Arwana.

Kata Kunci : Variasi Menu , Restoran, Daya Tarik Pelanggan

ABSTRACT

This study aims to evaluate the appeal of the Arwana restaurant menu at the Laguna Hotel Bali. The research used a questionnaire method distributed to guests who had visited and consumed the vegan menu at the restaurant. The results showed that the majority of respondents had a high level of interest in the offered vegan menu. A total of 55% of respondents had visited the restaurant, and 32.5% often visited the restaurant. In terms of menu variety, 52.5% of respondents stated that the vegan menu was very varied. Additionally, 45% of respondents were interested in visiting the Arwana restaurant, and another 45% were quite interested. The majority of respondents (77.5%) also stated that they would recommend the restaurant to their acquaintances. This study highlights the importance of menu variety in enhancing the appeal to hotel guests by providing a wide range of food options at the Arwana restaurant.

Keywords : *Menu Variatons, Restaurant, Customer Attractiveness*