

ABSTRAK

Penempatan meja di restoran open kitchen memiliki beberapa cara untuk menarik perhatian tamu, seperti penempatan chef's table. Chef's table adalah konsep khusus dalam pengalaman bersantap di mana tamu menikmati makanan di meja yang terletak di dapur atau dekat dengan dapur, memungkinkan mereka untuk melihat langsung proses persiapan dan memasak oleh koki. Penelitian ini bertujuan untuk mengukur tingkat kepuasan tamu yang pernah makan di restoran open kitchen berdasarkan posisi duduk mereka, khususnya di chef's table. Penelitian ini menggunakan teknik pengambilan data melalui kuisisioner yang berisi pertanyaan kepada responden. Hasil penelitian menunjukkan bahwa faktor-faktor yang mempengaruhi kepuasan tamu di restoran open kitchen dengan konsep chef's table secara keseluruhan berdampak cukup besar, dengan mayoritas tamu dari Surabaya merasa puas dan sangat puas.

ABSTRACT

The placement of tables in an open kitchen restaurant includes several ways to attract guests' attention, such as the placement of the chef's table. The chef's table is a special concept in the dining experience where guests enjoy their meal at a table located in or near the kitchen, allowing them to directly observe the preparation and cooking process by the chefs. This study aims to measure the level of satisfaction of guests who have dined in an open kitchen restaurant based on their seating position, particularly at the chef's table. This research employs data collection techniques through questionnaires containing questions for respondents. The results of the study indicate that the factors influencing guest satisfaction in open kitchen restaurants with the chef's table concept have a significant impact overall, with the majority of guests from Surabaya feeling satisfied and very satisfied.