ABSTRAK


Pihak rumah makan Mandarin berusaha meningkatkan kualitas dari produk dan pelayanannya dengan mencari tahu faktor-faktor apa saja yang mempengaruhi konsumen dalam memilih rumah makan Chinese food dan apa yang menjadi kelebihan/kekurangan berdasarkan persepsi konsumen terhadap rumah makan Mandarin.


Dari hasil penelitian, diketahui karakteristik responden seperti asal responden berasal dari daerah Bandung dan Jakarta, status pekerjaan responden adalah pegawai swasta dan wiraswasta, uang saku/pendapatan dari responden diatas 1 juta, dan kedatangan responden bersama keluarga. Dari pengolahan dengan metode Correspondence Analysis didapat kelebihan serta kekurangan dari rumah makan Mandarin. Hasil dari pengolahan dengan metode Cluster Analysis didapat segmentation, targeting, dan positioning dari rumah makan Mandarin. Untuk itu, penulis perlu memberikan usulan-usulan untuk perbaikan rumah makan Mandarin seperti menyediakan bahan pelangkap tambahan(acar, sambal, dll), memperjelas logo papan nama agar lebih jelas, banyak melakukan promosi di berbagai media cetak maupun televisi, dan lebih menjaga kebersihan rumah makan. Usulan tersebut diberikan agar rumah makan Mandarin dapat meningkatkan daya saing terhadap rumah makan Chinese food lainnya.
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