

ABSTRACT

DIFFERENCES IN SATISFACTION LEVELS, MENU VARIETY, AND ENERGY ADEQUACY BETWEEN DIET CATERING AND NON DIET CATERING

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According to data from the Central Statistics Agency (BPS) in 2022, the number of catering businesses 3.3%. Catering businesses made up 3.06% of all businesses in Yogyakarta Province, indicating a medium scale of operation. Service quality was a key factor in maintaining positive customer satisfaction assessments. Food service satisfaction was determined by several indicators, including menu variations and nutritional adequacy. The purpose of this study was to analyze the different in satisfaction level, menu variety, and energy adequacy between diet catering and non diet catering. This study uses a cross-sectional design and was conducted at Selvas catering for diet catering and Rena catering for non diet catering. The sampling technique was purposive sampling. The sample size of each group was 30 respondents, calculated using Lameshow formula, inclusion criteria were age 19-49 (adult) and a minimum of six months as a regular customer. Comparative data analysis was performed using the Mann-Whitney test. The level of satisfaction and menu variety were measured using a questionnaire, while energy adequacy was assessed using nutrisurvey. Comparative data analysis was performed using the Mann-Whitney test. The results of the study showed a significant difference in the level of satisfaction between diet catering and non diet catering groups ($p\text{-value} = 0.000$), menu variation ($p\text{-value} = 0.002$) and energy adequacy ($p\text{-value} = 0.000$). Conclusion of this study was found significant difference in satisfaction levels, menu variety, and energy adequacy between diet catering and non diet catering.

Keywords: diet catering, non diet catering, energy adequacy, satisfaction level, menu variation

ABSTRAK

PERBEDAAN ANTARA TINGKAT KEPUASAN, VARIASI MENU, DAN KECUKUPAN ENERGI PADA *CATERING DIET* DAN *CETRING NON DIET*

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Menurut data BPS (Badan Pusat Statistik) tahun 2022, sebesar 3,3% jenis usaha saat ini berupa usaha *catering*. Pada Provinsi Yogyakarta, jumlah usaha *catering* dalam skala menengah, yaitu sebesar 3,06%. Mutu pelayanan merupakan salah satu upaya menjaga penilaian kepuasan pelanggan. kepuasan pelayanan makanan ditentukan dengan beberapa indikator diantaranya variasi menu dan kecukupan energi. Tujuan penelitian ini dilakukan guna menganalisis perbedaan antara tingkat kepuasan, variasi menu, dan kecukupan energi pada *catering diet* dan *non diet*. Penelitian ini menggunakan desain *cross sectional* yang dilakukan di Selvas *catering* untuk *catering diet* dan Rena *catering* untuk *catering non diet*. Teknik sampling yang digunakan yaitu *purposive sampling*. Jumlah sampel yang diambil setiap kelompok sebanyak 30 responden yang dihitung menggunakan Lameshow, dengan kriteria inklusi usia 19-49 atau dewasa dan masa menjadi pelanggan tetap minimal 6 bulan . Variabel penelitian tingkat kepuasan, variasi menu, dan kecukupan energi. Tingkat kepuasan diukur dan variasi menu didapatkan dengan menggunakan kuesioner dan kecukupan energi menggunakan *nutrisurvey*. Analisis data komperatif menggunakan uji *Mann-Whitney*. Hasil penelitian yaitu ada perbedaan signifikan tingkat kepuasan *catering diet* dan *non diet* ($p\text{-value}=0,000$), variasi menu ($p\text{-value}=0,002$) dan kecukupan energi ($p\text{-value}=0,000$). Kesimpulan: Terdapat perbedaan antara tingkat kepuasan, variasi menu, dan kecukupan energi pada *catering diet* dan *non diet*.

Kata Kunci : *catering diet*, *catering non diet*, kecukupan energi, tingkat kepuasan, variasi menu