

## Analisis persepsi pelanggan terhadap implementasi relational benefits pada pancious pancake house = Customer perception analysis of implementing relational benefits on pancious pancake house

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### Abstrak

Penelitian ini bertujuan untuk menganalisis persepsi pelanggan terhadap implementasi relational benefits di restoran Pancious. Sampel dalam penelitian ini adalah pelanggan tetap restoran Pancious. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan analisis deskriptif. Variabel yang akan diuji adalah relational benefits menggunakan pengukuran confidence benefit, social benefit, dan special treatment benefit.

Hasil dari penelitian ini adalah persepsi pelanggan terhadap implementasi relational benefits yang diterapkan oleh Pancious. Pelanggan merespon atas pengukuran confidence benefit, social benefit, dan special treatment yang merupakan strategi membangun relasi jangka panjang antara penyedia jasa dan pelanggan secara positif.

.....This study aims to analyze the customer's perception of the implementation of relational benefits in Pancious restaurant. The sample in this study were regular customers Pancious restaurant. The research approach used adalah quantitative approach using a descriptive analysis. Variables to be tested is using a relational benefits measurement confidence benefits, social benefits and special treatment benefits.

The results of this study is the customer's perception of the implementation of relational benefits imposed by Pancious. Customer response to the measurement benefit confidence, social benefits and special treatment is a strategy to build long term relationships between providers and customers positif Customer Relational Benefits On Implementation Of Pancious Pancake House.