

## Analisis pengaruh frekuensi kunjungan tingkat stimulasi optimal dan kontrol diri terhadap tingkat kejenuhan konsumen studi kasus : restoran cepat saji di JABODETABEK = The effect of frequency of visit optimal stimulation level and self control towards consumer satiation level case study fast food restaurants in JABODETABEK / Dita Christiani

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### Abstrak

[Penurunan penjualan secara global pada tahun ini oleh McDonald's selaku salah satu pemimpin pasar dalam industri restoran cepat saji, serta adanya prediksi bahwa jumlah gerai restoran cepat saji di Indonesia akan terus meningkat hingga 9.100 gerai di tahun 2017, mengindikasikan bahwa kompetisi dalam industri restoran cepat saji kian memanas. Sekarang, kepuasan bukanlah satu-satunya parameter untuk mengukur kesetiaan seorang konsumen terhadap sebuah restoran cepat saji. Adalah kejenuhan konsumen, suatu faktor penting yang sampai saat ini belum mendapatkan banyak perhatian dari restoran cepat saji yang ada.

Kejenuhan konsumen ini lah yang nantinya akan mendorong seorang konsumen untuk mencari alternatif lain dan berpindah dari suatu merek tertentu. Penelitian ini bertujuan untuk menganalisis pengaruh frekuensi kunjungan, tingkat stimulasi optimal, dan kontrol diri terhadap tingkat kejenuhan konsumen pada restoran cepat saji. Sampel penelitian ini adalah orang-orang yang berkunjung ke sebuah restoran cepat saji yang sama dalam periode waktu dua dan enam minggu. Data diolah dengan metode Uji Chow dan Uji ANOVA Satu Arah. Hasil penelitian menunjukkan bahwa frekuensi kunjungan tidak berpengaruh secara positif terhadap tingkat kejenuhan konsumen, begitu juga dengan periode kunjungan.

Selain itu, hasil penelitian juga menunjukkan bahwa semakin tinggi tingkat stimulasi optimal dan kontrol diri seseorang, maka akan semakin jenuh pula ia terhadap suatu restoran cepat saji.;The decrease of global sales value which was faced by McDonald's as one

of the market leaders in fast food restaurant industry, and the prediction that fast food outlets will keep growing to 9.100 outlets in 2017, indicates that competition in fast food restaurants industry have become tougher than before. Nowadays, satisfaction is not merely the measurement for consumer brand loyalty towards a fast food restaurant. Consumer satiation is an important factor that hasn't got sufficient attention from the existing fast food restaurants. Consumer satiation is a factor that would lure a consumer to seek for alternatives, and switch to another brand. This research intends to analyze the effect of frequency of visit, optimal stimulation level, and self control towards consumer satiation level in fast food restaurants. The research sample includes people who visited the same fast food restaurant in either two weeks or six weeks. The data is processed with Chow Test

method and One-Way ANOVA method. The result shows that frequency of visit doesn't have a positive effect towards consumer satiation level, nor period of visit. Further, the result also shows that the higher optimal stimulation level and self control an individual has, the higher consumer satiation s/he experiences., The decrease of global sales value which was faced by McDonald's as one of the market leaders in fast food restaurant industry, and the prediction that fast food outlets will keep growing to 9.100 outlets in 2017, indicates that competition in fast food restaurants industry have become tougher than before. Nowadays, satisfaction is not merely the measurement for consumer brand loyalty towards a fast food restaurant. Consumer satiation is an important factor that hasn't got sufficient attention from the existing fast food restaurants. Consumer satiation is a factor that would lure a consumer to seek for alternatives, and switch to another brand. This research intends to analyze the effect of frequency of visit, optimal stimulation level, and self control towards consumer satiation level in fast food restaurants. The research sample includes people who visited the same fast food restaurant in either two weeks or six weeks. The data is processed with Chow Test method and One-Way ANOVA method. The result shows that frequency of visit doesn't have a positive effect towards consumer satiation level, nor period of visit. Further, the result also shows that the higher optimal stimulation level and self control an individual has, the higher consumer satiation s/he experiences.]