

ABSTRACT

Alfred Yoseph (09.2.023), Importance Performance Analysis For Restaurant Bakso Lapangan Tembak Senayan Branch Palembang Square Of Mystery Shopper

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This study aims to analyze the performance of mystery shoppers to eat meatballs Senayan Branch Shooting Range Palembang Square, to see the variable external environment, internal environment, service, and supply is most dominant influence on restaurant mystery shopper satisfaction Meatballs Shooting Range Senayan and to know which indicators of each variable with expectation considered important and unsatisfactory performance. This type of research is a case study. Sample used is 100 mystery shoppers who visit and enjoy the meatballs in the restaurant Meatballs Senayan Golf Shoot Palembang Square branch in 2012. techniques of data analysis is validity, reliability and performance expectations and analysis results indicate that the variable offers satisfying mystery shopper for a given performance greater than the mystery shopper expectations.

Keywords: External Environment, Internal Environment, Service, MysteryShopper and Importance Performance Analysis (IPA).