

**MARKETING EVALUATION ON CUSTOMER SATISFACTION AND
WATER SANITATION IN EATING HOUSE BALE SAMBAL
WEST IMOIRI BRANCH**

Nur'aini Farida Kusuma Astuti¹⁾

ABSTRACT

Competition between restaurants continues to increase in line with the increasing number of existing restaurants. One of the restaurants that experienced tight competition that is Bale Sambal Restaurant. The number of competitors and sanitary conditions is what affect consumer interest right now. Therefore, the application of marketing mix and water quality testing to know marketing mix variables affecting consumer satisfaction and watersanitation at Bale Sambal restaurant so that it can be used as evaluation material for quality improvement. This research was conducted by spreading questionnaires to 100 respondents who are consumers of Bale Sambal Restaurant and water samples used for the process and then data were analyzed using SPSS program application for validity test, reliability test and chi square test and TPC test for water quality test. Based on the test results show all attributes of marketing mix have a significant relationship to consumer satisfaction, because the probability value of all variables less than 0.05. TPC test results show the amount of water bacteria in Bale Sambal Restaurant is 1.9×10^2 cfu/ml, so taht water can be used for washing or process but can not be used for drinking water.

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⁽¹⁾ : *Student of Agricultural Technology Faculty of Agroindustry
University of Mercu Buana Yogyakarta*