

## ABSTRACT

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This research was conducted to determine the Five Aspect Meal Model Study at Alas Daun Restaurant in Bandung. Alas Daun Restaurant is a Sundanese restaurant located in Bandung. based on the observation of the first researcher on tripadvisor concluded that there are some visitors who are not satisfied with the leaf bed restaurant, which can result in reduced visitors who come to the restaurant, therefore the author is interested in researching and knowing how the Five Aspect Meal Model in the Restaurant Alas Daun Bandung consisting of products, rooms, meetings, management control systems, atmosphere. This research uses descriptive quantitative method using a questionnaire whose measurement uses a Likert scale. This Likert scale is a scale that can be applied in a questionnaire and is most often used for research in the form of surveys in descriptive quantitative research. This study intends to find out how these five aspects are and uses a quantitative research method by collecting questionnaires, in this study simple random sampling with a Likert scale technique. The total score of respondents' responses to 42 questions of the Five Aspect Meal Model study of all questions resulting from the score is 17224. The number lies in the line of 78.86% in the Effective category, so some respondents agreed with the effectiveness of the five aspects at the Alas Daun Restaurant in 2019 namely product , room, meeting, atmosphere, and management control system. So it can be concluded that the five aspects are in accordance with what guests expect when visiting the Alas Daun Bandung Restaurant.

Keywords: Five Aspect Meal Model, Sundanese Restaurant, Visitor Satisfaction