

ABSTRACT

One of the most important factors determining the success of culinary products is taste, which determines customer satisfaction. Ramen Bajuri restaurant, which serves traditional Japanese ramen, is known for its distinctive and strong flavors. Maintaining consistent taste quality amid tight competition in the restaurant industry is a unique challenge. This research aims to identify the factors contributing to customer satisfaction. The topic being investigated is the extent to which perceptions of satisfaction relate to aspects of taste, such as aroma, texture, and presentation. The goal of this research is to evaluate to what extent flavor quality can translate into satisfaction. This study uses a quantitative approach with a questionnaire method, which was distributed to restaurant visitors. The findings of this research indicate that the quality of taste plays a significant role in building customer satisfaction. The findings of this study should serve as a basis for strategies aimed at sustainably improving Ramen Bajuri's services. The research results show that taste quality significantly contributes to customer satisfaction.

Keywords: Taste, Customer satisfaction, Ramen, Culinary Industry, Service