

ABSTRACT

BUILDING DESIGN, LAYOUT OF FACILITIES DAN LOCATION OPERATIONAL COMPETITIVENESS (SURVEY TO THE CONSUMERS TUNGKU CAFFE & RESTO BANJAR)

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The purpose of this research to know and analyze the design of buildings, layout of facilities, the competitiveness of operations in the Caffè Furnace & Banjar Resto and how far influence of building design, layout of facilities and location to the competitiveness of operations in & Resto The study used multiple linear regression analyses, SPSS software version 25.0 as a statistical measuring instrument. The collection of data in this research was obtained by spreading the questionnaire to 80 respondents taken from the consumer of the Caffè Furnace & Banjar Resto using incidental sampling technique. Research shows that there is a significant influence from the design of the building, layout of facilities and location to the competitiveness of operations in Caffè Furnace & Banjar Resto. Each of the variables of the building design and the location of simultaneous influence on the competitiveness of operations in the Furnace Caffè & Banjar Resto. And a partial building design has no significant effect on the competitiveness of operations, while the layout of facilities and locations has significant effect on the competitiveness of operations.

Keyword: building design, layout of facilities, location, competitiveness of operation.

ABSTRAK

PENGARUH DESAIN BANGUNAN, TATA LETAK FASILITAS DAN LOKASI TERHADAP DAYA SAING OPERASI (SURVEY PADA TUNGKU CAFFE & RESTO BANJAR)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis desain bangunan, tata letak fasilitas, daya saing operasi di Tungku Caffe & Resto Banjar dan seberapa jauh pengaruh desain bangunan, tata letak fasilitas dan lokasi terhadap daya saing operasi di Tungku Caffe & Resto Banjar. Penelitian ini menggunakan analisis regresi linear berganda, software SPSS versi 25.0 sebagai alat ukur statistik. Pengumpulan data dalam penelitian ini didapat dengan cara penyebaran kuesioner kepada 80 responden yang diambil dari konsumen Tungku Caffe & Resto Banjar menggunakan Teknik Insidental sampling. Penelitian menunjukkan bahwa terdapat pengaruh yang signifikan dari desain bangunan, tata letak fasilitas dan lokasi terhadap daya saing operasi di Tungku Caffe & Resto Banjar. Masing – masing variabel desain bangunan dan lokasi berpengaruh secara simultan terhadap daya saing operasi di Tungku Caffe & Resto Banjar. Dan secara parsial desain bangunan berpengaruh tidak signifikan terhadap daya saing operasi, sedangkan tata letak fasilitas dan lokasi berpengaruh signifikan terhadap daya saing operasi.

Kata Kunci: desain bangunan, tata letak fasilitas, lokasi, daya saing operasi.