ANALISA EKSPEKTASI GENERASI *BABYBOOMER*, GENERASI X, DAN GENERASI Y TERHADAP ATRIBUT *MEAL EXPERIENCE* PADA RESTORAN KELUARGA DI SURABAYA

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Abstrak: Generasi yang lahir di tahun yang berbeda cenderung memiliki perbedaan kebiasaan, gaya hidup, sifat, dan dapat menimbulkan ekspektasi yang berbeda pula terhadap atribut *meal experience*. *Meal experience* adalah pengalaman makan konsumen di restoran. Hasil penelitian ini menunjukkan terdapat perbedaan ekspektasi yang signifikan terhadap atribut makanan dan minuman, pelayanan, suasana, serta harga dan nilai uang diantara generasi *Baby Boomer*, generasi X, dan generasi Y. Atribut kebersihan merupakan ekspektasi tertinggi bagi generasi *Baby Boomer*, generasi X, dan generasi Y.

Kata kunci: Ekspektasi, generasi *Baby Boomer*, generasi X, generasi Y, *meal experience*, restoran keluarga.

Abstract: Different generations tend to have different habit, lifestyle, and personality, these differences can also cause different expectation to meal experience's attribute. Meal experience is customer's experience when eating in a restaurant. Research result shows that there are significant differences of expectation toward attributes food and beverage, service, atmosphere, price and value of money among Baby Boomer generation, generation X, and generation Y. Atribute cleanliness and hygiene is the highest expectation for Baby Boomer generation, generation X, and generation Y.

Keywords: Expectation, Baby Boomer Generation, Generation X, Generation Y, meal experience, family restaurant.

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