

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PEOPLE'S PLACE CAFÉ MEDAN

(xvi+67 pages; 7 figures; 37 tables; 6 appendixes)

This research was conducted at People's Place Café Medan. This study tests the Influence of Service Quality towards Customer Satisfaction at People's Place Café Medan. Quality of service that has not been maximized causes a decrease in Customer Satisfaction at People's Place Café Medan.

The Service Quality theory used in this research is according to Kumra (2018), "Service quality is not only involved in the final product and service, but also involved in the production and delivery process, thus employee involvement in process redesign and commitment is important to produce final products or services."

The Customer Satisfaction theory used in this research is according to Grigoroudis and Siskos (2016), "Satisfaction is the customer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided or is providing a pleasurable level of consumption-related fulfillment, including levels of under-or over fulfillment."

In this study, the method used by the author is a quantitative analysis method. The population is 250 consumers of People's Place Café Medan while the sample is 71 consumers. The type of data used in this study is primary data and secondary data. Data was collected through interviews and questionnaires.

The results of the partial test can be explained that t count ($7.458 > t$ table 1.995) and a significant value of $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, namely service quality has influence towards customer satisfaction at People's Place Café. This shows that the magnitude of the Service Quality influences on Customer Satisfaction by 44.6% and the remaining 55.4% is influenced by other variables outside of this study in the forms of price, innovation food, and food quality.

The conclusion of this study is that service quality has influence towards customer satisfaction at People's Place Café.

Keywords: Service Quality, Customer Satisfaction, Customer People's Place Café

References: 30 (2014-2020)

ABSTRAK

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PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN DI PEOPLE'S PLACE CAFÉ MEDAN

(xvi+67 pages; 7 figures; 37 tables; 6 appendixes)

Penelitian ini dilakukan di People's Place Café Medan. Dalam penelitian ini, pengujian dan Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan di People's Place Café Medan. Kualitas layanan yang belum maksimal menyebabkan penurunan Kepuasan Pelanggan di People's Place Café Medan.

Teori Kualitas Layanan yang digunakan adalah: Menurut Kumra (2018), "Kualitas pelayanan tidak hanya melibatkan layanan dan produk akhir, tapi juga proses produksi and proses pelayanan, maka keterlibatan karyawan di dalam proses perancangan dan komitmen itu sangat penting untuk hasil akhir sebuah produk atau layanan."

Teori Kepuasan Pelanggan yang digunakan adalah: Menurut Grigoroudis dan Siskos (2016), "Kepuasan adalah suatu respons dari terpenuhinya kebutuhan pelanggan. Bentuk penilaian terhadap sebuah produk atau fitur layanan, ataupun produk dan layanan itu sendiri, disediakan atau menyediakan suatu tingkat kepuasan akan konsumsi, termasuk tingkat ketidak puasan ataupun terlalu puas."

Dalam penelitian ini, metode yang digunakan oleh penulis adalah metode analisis kuantitatif. Populasi adalah 250 konsumen People's Place Café Medan sedangkan sampelnya adalah 71 konsumen People's Place Café Medan. Jenis data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Data dikumpulkan melalui wawancara dan kuesioner.

Hasil uji parsial dapat dijelaskan bahwa t hitung (7,458) > t tabel (1,995) dan nilai signifikan $0,000 < 0,05$, maka H_a diterima dan H_0 ditolak, yaitu kualitas layanan berpengaruh terhadap kepuasan pelanggan di People's Place Kafe. Hal ini menunjukkan bahwa besarnya pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan adalah 44,6% dan sisanya 55,4% dipengaruhi oleh variabel lain di luar penelitian ini dalam bentuk harga, inovasi makanan, kualitas makanan.

Kesimpulan dari penelitian ini adalah bahwa kualitas layanan memiliki pengaruh terhadap kepuasan pelanggan di People's Place Café.

Kata kunci: *Kualitas Layanan, Kepuasan Pelanggan, Pelanggan People's Place Café*

Referensi: 30 (2014-2020)