

## **ABSTRACT**

**Eda**

**00000011099**

### **THE IMPACT OF SERVICE QUALITY ON CUSTOMERS SATISFACTION AT CAKE O' CLOCK MEDAN**

(xiv+77pages; 6 figures; 37 tables; 6 appendixes)

Researches in the field of entrepreneurship broadly analyze the impact of service quality on customer satisfaction to a new business. Good and satisfying customer service should be the primary mission for a start-up cafe where customer satisfaction is the main highlight for a business in deciding on a strategy to win the competition. Quality of service and products offered at affordable prices supported by the facilities could also become the main capital of a start-up cafe to attract customers. The result of this research is similar with the previous research which the service quality has significant and positive effect towards customer satisfaction.

Service quality can be defined as the extent of discrepancy between the customers' expectations or desire and their perceptions. The quality of services should start from customer needs and end with customer satisfaction and positive perceptions of service quality. Customer satisfaction is closely linked to quality. Quality has a direct impact of product performance and customer satisfaction.

This study is an attempt to investigate the impact of service quality on customers satisfaction at Cake O' Clock Medan. The questionnaires are distributed to 70 respondents who are the customers who visit Cake O' Clock.

The test used for this research are validity test with both variables result are valid, normality test result is normally distributed, correlation test is between variable 0.754, determination test result is 56.8%, and linear regression test result is 0.750.

It is confirmed that the research model in this research, which state the relationship between the Service Quality and Customer Satisfaction, is valid. In this research shows that the Cake O' Clock service quality have positive feedback from their customers.

**Keywords: Entrepreneurship, Entrepreneur, Service Quality, Customers Satisfaction**

**References: 24**