

ABSTRACT

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THE EFFECT OF SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT CAFFEIN TIME IN MEDAN

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The rapid growth of the service sectors is often followed by the low quality of services provided. Based on the circumstances of the field, many researchers want to know the quality of the service that affect customer satisfaction. The services provided must be guided by the service quality dimensions, including responsiveness, reliability, assurance, empathy and physical evidence. This study discussed about Caffein Time because this restaurant is one of the new companies that engage in the services that prioritizes customer satisfaction. Caffein Time is a new company that has operated less than a year in cafe /restaurant industry. In this research, Caffein Time has been chosen to represent startup companies that engage in cafe / restaurant industry, especially on whether it has good service quality.

Increasing competition requires businesses to maximize their quality of service in order to create customer satisfaction and thus survive in the industry. The purpose of this study is to determine the effect of service quality on customer satisfaction at Caffein Time. In this research, the writer conducted some data quality testing and hypothesis testing using 67 customers from Caffein Time. The result of analysis has showed that service quality has effect toward customer satisfaction with the result of coefficient determination test, as shown by R square, of 0.62, which means that service quality has an effect on 62.4% of customer satisfaction and the other 37.6% is the effect from others. From the result of simple linear regression test, $Y = 5.862 + 0.384X$ shows the consistent value of variable sustainability of 5.862 and regression coefficient x of 0.384. The quality of service has a significant effect on customer satisfaction. Caffein Time management should improve the quality of the product so that customer satisfaction can always be fulfilled.

Keywords: Caffein Time, Service Quality, Customer Satisfaction

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