

ABSTRACT

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THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMERS SATISFACTION AT AYAM GORENG KALASAN MEDAN

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The development of lifestyle and social demand for culinary services is becoming complex, creating more fierce competition and limited space for the marketing of its peers, with a growing number of restaurants that appear, causing consumers have many alternatives and more selective in their choices.

Today, in business environment, to satisfy customer becomes the biggest concern. Customer satisfaction is a term that describes the level of satisfaction experienced by customers when consuming or using products / services issued by a company

The methods used by the writer in this research quantitative method. Data analysis methods used in this research are descriptive statistic, validity test, reliability test, normality test, correlation test, coefficient of determination, analysis of linear regression equation, and Z-test.

Based on the data analysis, the coefficient of linear regression is 0.332 (positive) which is service quality (X) has positive impact towards customer satisfaction (Y). The result of hypothesis test by using Z-Test is 4.86. It means that hypothesis alternative is accepted because $Z_{count} (4.86) > Z_{table} (1.96)$. Therefore, service quality has impact on customer satisfaction at Ayam Goreng Kalasan Medan.

Though the service quality at Ayam Goreng Kalasan Medan is above average, they are suggested to always give the best service quality to their customers. For the other researchers, it is suggested to develop this research by adding more variables, such as: price, promotion, location, marketing, and customers loyalty.

Keywords : service quality, customer satisfaction, Ayam Goreng Kalasan Medan

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