

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT NELAYAN RESTAURANT MERAK JINGGA MEDAN

(xiv + 71 pages; 6 figures; 39 tables; 8 appendices)

In the world of business, customer's satisfaction is the key component for the success at the same times it plays a vital role to expand the market value. On that note, this considers service quality to play an important factor in determining the efficacy of the business. Hence the objective of this research is to prove whether service quality influence the customer satisfaction at Nelayan Restaurant Merak Jingga, Medan.

This study aim to determine the influence of service quality towards customer satisfaction at Nelayan Restaurant Merak Jingga, Medan. the variables used in this research are service quality as independent variable and customer satisfaction as dependent variable. The method used is quantitative method.

The data collection method in this study was using a questionnaire. The questionnaire was distributed to 50 respondents and have been gathered during one week duration that have been set up for the convenience sampling. Data analysis used in this study are normality test, linearity, and simple linear regression.

The results of hypothesis test with the value of Z_{count} (5.957), higher than Z_{table} (1.96), value of correlation is 0.851, the value of determination is 0.725. It shows that Service Quality has 72,5% influence towards Customer Satisfaction at Nelayan Restaurant Merak Jingga, Medan.

As conclusion from hypothesis, service quality has an influence towards customer satisfaction at Nelayan Restaurant Merak Jingga, Medan. The writer has a recommendation for the company to improve a new working method.

Keywords : Service Quality, Customer Satisfaction, Nelayan Restaurant

References: 44