

ABSTRACT

FRANSISCA TARDELLIE

00000015895

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT COFFEE LOCALE SHOP, MEDAN

(xv+64 pages; 8 figures; 38 tables; 15appendix)

Business won't exist without customers. From time to time, Coffee Shops all over the world are growing so fast and competing with each other to get a customer especially in term of their service quality.

This research paper was conducted with an aim to show the relationship between Service Quality and Customer Satisfaction at Coffee Locale Shop, Medan. Therefore, this research would like to take an in-depth look into what determines customer satisfaction and whether service quality and customer satisfaction are related to each other.

The research process was conducted using quantitative research method whereby a total of respondents answered a set of questionnaire consisting several questions corresponding to customer's relationship with Coffee Locale, SERVQUAL (Service Quality) Scale as well as customer satisfaction. Also method that the author use to analyze the data is so valid and reliable with the help of the SPSS software.

The result of these analysis data showed that the correlation of coefficient test = 0.563 and, the determination correlation = 65.2%, simple linear regression ($Y = 8.545 + 0.563X$) and the Z table is 6.354 it means the H_0 is rejected and H_1 is accepted and because of that Customer's satisfaction at Coffee Locale Shop Medan is influenced by the service quality dimension.

The conclusion for this final paper was service quality really influences customer satisfaction at Coffee Locale Shop Medan. Hope this research can be a reference for others who encounter the same problem. For Coffee Locale Shop Medan keep upgrading the service quality and keep innovating the idea.

Key Words : Service Quality, Customer Satisfaction, Coffee Locale Shop Medan

References:13