ABSTRACT

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THE EFFECT OF PRODUCT QUALITY TOWARDS CUSTOMERS

LOYALTY AT ABHIPRAYA RESTAURANT

The business of food and beverage industry is growing substantially nowadays. The food and beverage business growth can be seen from the growing of new restaurants with their uniqueness to attract customers in Medan. With the growing number of new restaurant, it appears that the existing market is getting more competitive. Therefore, it is essential for the existing restaurant to gain customer loyalty which will go to Abhipraya Restaurant as favourite destination to visit.

The methods used by the writer in this research is quantitative method. Data used in this research are primary data and secondary data. 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 T-test.

Based on the data analysis, customers are satisfied with the product quality at Abhipraya Restaurant. It can be seen from the likert scale given from the respondent in range of 3 to 5. Based on the data analysis, the coefficient of linear regression is 0.329 (positive). This means that service quality (X) has positive influence towards customer satisfaction (Y). The result of hypothesis test by using T-Test, the value of T_{count} is 7.466. It means that hypothesis alternative is accepted because T_{count} (7.466) more than T_{table} (1.993). Therefore, product quality has significant effect on customer satisfaction at Ayam Goreng Kalasan Medan.

To Conclude that the product quality in a restaurant is taking big role that effect the customer loyalty which is almost 50%. There are so many research regarding Customer and the effect of the product quality towards the customer loyalty is just one of many of them. Some of the findings from previous research conclude that product quality has effect towards the customer loyalty.

The product quality of the restaurant can be better by applying the Temperature Danger Zone system and Hazard Analysis Critical Control Point system in the kitchen of the restaurant. Beside that all the operational staff must follow the standard of procedure that has been set by the hotel.

Keywords : product quality, customer loyalty, abhipraya restaurant.

ABSTRAK

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PENGARUH KUALITAS PRODUK TERHADAP LOYALITAS

PELANGGAN DI RESTORAN ABHIPRAYA

Persaingan bisnis di dunia makanan dan minuman dari tahun ke tahun semakin ketat. Bisnis kuliner sedang berkembang karena dapat dilihat dari lahirnya restoran baru dengan keunikan mereka masing-masing untuk menarik pelanggan di Medan. Dengan lahirnya restoran baru yang semakin banyak, ruang pemasaran juga semakin sempit. sangat diperlukannya langganan loyal yang hanya merasa dipenuhi hasratnya ketika datang ke Restoran Abhipraya dan tidak bisa di dapatkan di tempat lain.

Metode yang digunakan oleh penulis dalam penelitian ini adalah metode kuantitatif. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Metode analisis data yang digunakan dalam penelitian ini adalah statistik deskriptif, uji validitas, uji reliabilitas, uji normalitas, uji korelasi, koefisien determinasi, analisis persamaan regresi linier, dan uji-T.

Berdasarkan analisis data, pelanggan merasa puas dengan kualitas produk yang ada di Restoran Abhipraya, Kepuasan pelanggan dapat dilihat dari skala likert yang diberikan oleh pelanggan dari nilai 3 hingga 5. Berdasarkan analisis data, koefisien regresi linier adalah 0,329 (positif). Ini berarti bahwa kualitas produk (X) memiliki pengaruh positif terhadap loyalitas pelanggan (Y). Hasil uji hipotesis dengan menggunakan T-Test, nilai Tcount 7.466. Ini berarti bahwa alternatif hipotesis diterima karena Tcount (7.466) lebih dari Ttable (1,993). Oleh karena itu, kualitas produk memiliki dampak signifikan terhadap loyalitas pelanggan di Restoran Abhipraya.

Kualitas product berperan hamper 50% yang mempengaruhi loyalitas konsumen di sebuah restaurant. Ada banyak sekali penelitian tentang konsumen dan pengaruh kualitas produk terhadap loyalitas konsumen hanya salah satu dari sekian banyaknya. Beberapa penelitian menyatakan kualitas produk mempengaruhi loyalitas konsumen.

Kualitas produk dapat ditingkatkan dengan menerapkan sistem Zona Temperature Bahaya dan Hazard Analysis Critical Control Point. Selain itu, para staff operasional harus mengikuti standard yang telah ditetapkan

Kata kunci : kualitas produk, loyalitas pelanggan, restoran abhipraya