

## **ABSTRACT**

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### **THE INFLUENCE OF FOOD QUALITY ON CUSTOMER SATISFACTION AT GRAND MAXIMUM SEAFOOD RESTAURANT MEDAN**

(xiv+66 pages; 14 figures; 32 tables; 11 appendixes)

The purpose of this study is to know the relationship between food quality (X) and customer satisfaction (Y) at Grand Maximum Seafood Restaurant Medan. With this research, it is expected to give the information and feedback to the company. Also, as the references for guidance in opening new restaurants and for further research regarding food quality and customer satisfaction.

Food quality is the extent to which all the established requirements relating to the characteristics of a food are met. While customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectation. In this research, the research model is the relationship of food quality and customer satisfaction.

The data in this research is collected through interview, questionnaire, literature study and documentation. Method used in this research is a quantitative method by collecting questionnaires that were filled by the customers of Grand Maximum Seafood Restaurant Medan. In this research, the researcher also conducted correlational study.

The population in this study is the customers who visited Grand Maximum Seafood Restaurant Medan in April 2019. The sample size taken is 80 respondents. The sampling technique used is non probability sampling which is Convenience Sampling.

From the analysis of the data, it was found that food quality influenced 39% of customer satisfaction. Conclusion of this research, food quality and customer satisfaction are known to have a strong relationship which food quality has an influence on customer satisfaction.

**Key words: Food Quality, Customer Satisfaction, Grand Maximum Seafood Restaurant Medan**

References:

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