

## **ABSTRACT**

**CINDY**

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### **THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT MANNA HOUSE CAFÉ IN MEDAN**

(xiv+93 pages; 6 figures; 32 tables; 11 appendixes)

Based on the observation, the researcher found that customers tend to complain about the food and beverages ordered took long time to be served, some also complaint about the taste that did not match their preferences. Besides, the researcher also found that people give bad ratings to this café from official websites such as Trip Advisor. Based on this situation, the researcher is interested in conducting research entitled “The Effect of Service Quality towards Customer Satisfaction at Manna House Café in Medan”.

Service quality is the difference between customer expectation and perceived value provided by a service provider. Customer satisfaction is the customer’s assessment of a product or service in terms of whether the product or service has met the customer’s needs and expectations. Service quality has a relationship towards customer satisfaction because service quality has a large influence in bringing customers to a level of satisfaction.

This research is a quantitative research conducted at Manna House Café in Medan. As the data sources, the researcher uses both primary and secondary data.

The results of this research indicate  $H_1$  is accepted, that service quality does give effect to customer satisfaction at Manna House Café. It is known by the calculation of Z-test where  $Z_{test} \geq Z_{table}$ . Service quality gives effect to customer satisfaction at Manna House Cafe by 38.2% while the remaining 61.8% is influenced by other factors which are not being discussed in this research.

As a conclusion, service quality does give effect to customer satisfaction at Manna House Café. The implication of this research is to be beneficial for both theoretically and practically. The recommendations of this research will be dedicated to Manna House Café and for future research.

**Keywords: Service Quality, Customer Satisfaction, Manna House Café, Quantitative Research**

References: 37