

ABSTRACT

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THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT GRAND MAXIMUM SEAFOOD RESTAURANT MEDAN

(xiv+62 pages; 3 figures; 27 tables; 11 appendixes)

Service quality and customer satisfaction are the keys for the companies to compete and grow. Based on interview and finding there are several problems, the employee is not responsive and also the waiter is lack of initiative regarding the tableware that needed to be changed. Therefore, the writer decided to analyze service quality to achieved customer satisfaction at Grand Maximum Seafood Restaurant Medan.

Service quality is related to customer satisfaction. If the quality of service provided by the company that can meet customer expectations, the customer will be satisfied and that is what is called customer satisfaction.

This research is a quantitative research using survey research. The sampling technique used is convenient sampling, which is done by choosing the sample as freely by the writer, which is 67 customers. Data analysis in this study are descriptive statistics, validity test, reliability test, normality test, correlation test, determination test, simple linear regression test, and z test.

This research was conducted at Grand Maximum Seafood Restaurant Medan. Based on the results of data analysis, service quality has a relationship with customer satisfaction.

The z test results show that $Z_{count} > Z_{table}$ ($5.889 > 1.96$) which means that service quality has an effect towards customer satisfaction at Grand Maximum Seafood Restaurant Medan. Based on this study, the writer hope this research can be used as a reference to improve service quality at the restaurant and recommend to restaurants to do roleplay training to employees regularly in order to improve and maintain service quality to achieve customer satisfaction.

Keywords: service quality, customer satisfaction

References: 26

ABSTRAK

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PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI GRAND MAXIMUM SEAFOOD RESTAURANT MEDAN

Kualitas pelayanan dan kepuasan pelanggan adalah kunci untuk perusahaan-perusahaan untuk bersaing dan berkembang. Berdasarkan wawancara dan temuan, karyawan tidak responsif ketika pelanggan meminta bantuan dan juga pelayan kurang inisiatif mengenai peralatan makan yang perlu diganti. Maka dari itu, penulis memutuskan untuk menganalisis kualitas pelayanan terhadap kepuasan pelanggan di Grand Maximum Seafood Restaurant Medan.

Kualitas pelayanan dan kepuasan pelanggan sangat erat katannya dengan kepuasan pelanggan. Jika kualitas pelayanan yang diberikan oleh perusahaan dapat mencapai ekspektasi pelanggan maka pelanggan akan senang dan itulah yang disebut dengan kepuasan pelanggan.

Penelitian ini adalah penelitian kuantitatif dengan menggunakan penelitian survey. Teknik sampling yang digunakan adalah convenient sampling, dimana dilakukan dengan memilih sampel bebas sekehendak penulisnya yaitu 67 pelanggan. Data analisis dalam penelitian ini yaitu statistik deksriptif, uji validitas, uji reliabilitas, uji normalitas, uji korelasi, uji determinasi, uji regresi linear sederhana, dan uji z.

Penelitian ini dilakukan di Grand Maximum Seafood Restaurant Medan. Berdasarkan hasil data analisis, kualitas pelayanan mempunyai hubungan dengan kepuasan pelanggan.

Hasil uji z menunjukkan bahwa $Z_{hitung} > Z_{table}$ ($5.889 > 1.96$) yang berarti kualitas pelayanan mempunyai pengaruh terhadap kepuasan pelanggan di Grand Maximum Seafood Restaurant Medan. Berdasarkan penelitian ini, penulis berharap penelitian ini dapat digunakan sebagai referensi untuk meningkatkan kualitas pelayanan pada restoran dan merekomendasikan kepada restoran untuk melakukan pelatihan roleplay kepada karyawan secara teratur yang dapat mempertahankan dan meningkatkan kualitas pelayanan untuk memperoleh kepuasan pelanggan.

Kata kunci: kualitas pelayanan, kepuasan pelanggan