

ABSTRAK

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PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI THE COFFEE CROWD SUN PLAZA MEDAN

(xv+64 halaman; 4 figur; 17 tabel; 11 lampiran)

Perkembangan bisnis kafe di Medan sekarang mulai menarik para wirausahawan serta memiliki peningkatan dan kemajuan yang sangat baik. Ini bisa dilihat dari banyaknya outlet kafe baru yang bermunculan. Selain bersosialisasi di kafe, orang juga biasanya berkumpul di mal. Dengan meningkatnya jumlah mal di Medan, ini merupakan peluang bagi para pengusaha untuk membuka lahan bisnis, terutama bisnis kafe. Untuk mempertahankan pasar, The Coffee Crowd Sun Plaza Medan juga harus mengembangkan pemahaman tentang bagaimana pelanggan benar-benar akan membeli produk mereka lagi, dan juga memiliki kemampuan untuk memberikan layanan kualitas terbaik.

Tujuan dari penelitian ini adalah untuk mengungkapkan apakah ada pengaruh antara kualitas pelayanan dan kepuasan pelanggan. Selanjutnya, penelitian ini juga akan membantu bisnis keluarga lainnya untuk mengetahui dan mendapatkan lebih banyak pengetahuan tentang bidang ini.

Penelitian ini menggunakan metode kuantitatif sebagai desain penelitian. Metode deskriptif dan kausal digunakan dalam menyelesaikan penelitian ini. Hasil penelitian berdasarkan uji z test adalah terdapat pengaruh yang signifikan antara kualitas layanan dan kepuasan pelanggan di The Coffee Crowd Sun Plaza Medan.

Hasil penelitian berdasarkan uji koefisien determinasi adalah terdapat hubungan yang kuat dan positif antara kualitas layanan dan kepuasan pelanggan di The Coffee Crowd Sun Plaza Medan.

Kata kunci: *kualitas pelayanan, kepuasan pelanggan, kafe dan restoran*

Referensi: 16

ABSTRACT

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THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMERS SATISFACTION AT THE COFFEE CROWD SUN PLAZA MEDAN

(xv+64 pages; 4 figures; 17 tables; 11 appendices)

The development of the cafe business in Medan is now starting to attract entrepreneurs and has very good improvements and advancements. This can be seen from the number of new cafe outlets that have sprung up. Besides socializing at the cafe, people also usually gather at the mall. With the increasing number of malls in Medan, it is an opportunity for entrepreneurs to open up business land, especially cafes. In order to maintain the market share, The Coffee Crowd Sun Plaza Medan must also develop an understanding of how customers will actually buy their products again, and also have the ability to provide the best quality service.

The purpose of this research is to reveal whether there is any effect between service quality and customer satisfaction. Furthermore, this research will also help the other company to know and get more knowledge about this field.

This research is using a quantitative as the the research design. Descriptive and causal resarch methods are used in completing this research. The sample in this research were 116 respondents. Indicators of service quality are Reliability, Responsiveness, Assurance, Empathy dan Tangibles.. Indicators of customer satisfaction are Expectation, Performance, Comparison, Confirmation /disconfirmation.

The result of the research based on z test is there is an impact between service quality and customer satisfaction at The Coffee Crowd Sun Plaza Medan. The result based on determination test was there is a strong and positive impact between service quality and customer satisfaction in the amount of 37.8%.

The Coffee Crowd is recommended to increase speed in serving food menus, pay more attention to the cleanliness of floors and dining tables and pay attention to the customer's compliance to provide a sink.

Keywords: service quality, customer satisfaction, cafe and restaurant

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