

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT SMOKEY RIBS, MEDAN

(xvii+87 pages; 8 figures; 38 tables; 9 appendices)

Nowadays, food and beverage industry is growing rapidly, which purpose is to provide the best possible service to its customers. With the increasing number of competitors, this industry must continue to improve and maintain the quality of its products and services in order to achieve customer satisfaction.

The purpose of this research is to measure the customer satisfaction at Smokey Ribs Medan, with food quality and service quality have been applied. Partially, it shows that food quality has an influence towards customer satisfaction, and partially it shows that service quality also has an influence towards customer satisfaction, it can be seen from the calculation of $T_{count} > T_{table}$. Simultaneously, it shows that food quality and service quality have a significant influence towards customer satisfaction, it can be seen from the calculation of $F_{count} > F_{table}$.

In this research, the writer used quantitative research method. Data were collected through interview and questionnaires that were distributed to 120 respondents which are the customers of Smokey Ribs Medan. Likert Scale is used to measure the variables in this research and the sampling technique used is non-probability sampling which is convenience sampling method.

Based on the test results that was carried out by using SPSS program, it shows that food quality and service quality have a positive influence on customer satisfaction, with the regression coefficient value for food quality is 0.242 and service quality is 0.144. The value of the determination coefficient is 0.468, it means that the ability of independent variables in explaining dependent variable is 46.8%, and the remaining 53.2% is explained by other variables.

The results of this research proved that food quality and service quality did influence customer satisfaction at Smokey Ribs Medan.

Keywords: Food Quality, Service Quality, Customer Satisfaction, Smokey Ribs Medan
References: 41 (2016-2020)

ABSTRAK

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PENGARUH KUALITAS MAKANAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI SMOKEY RIBS, MEDAN

(xvii+87 halaman; 8 figur; 38 tabel; 9 lampiran)

Saat ini, industri makanan dan minuman sedang berkembang dengan pesat, yang bertujuan untuk memberikan pelayanan terbaik kepada pelanggannya. Dengan semakin banyaknya kompetitor, industri ini harus terus meningkatkan dan menjaga kualitas produk dan layanannya demi tercapainya kepuasan pelanggan.

Tujuan dari penelitian ini adalah untuk mengukur kepuasan pelanggan di Smokey Ribs Medan, dengan kualitas makanan dan kualitas pelayanan yang telah diterapkan. Secara parsial, menunjukkan bahwa kualitas makanan berpengaruh terhadap kepuasan pelanggan, dan secara parsial, menunjukkan bahwa kualitas pelayanan juga berpengaruh terhadap kepuasan pelanggan, hal ini dapat dilihat dari hasil perhitungan $T_{hitung} > T_{tabel}$. Secara simultan, menunjukkan bahwa kualitas makanan dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, hal ini dapat dilihat dari hasil perhitungan $F_{hitung} > F_{tabel}$.

Dalam penelitian ini, penulis menggunakan metode penelitian kuantitatif. Pengumpulan data dilakukan melalui wawancara dan kuesioner yang dibagikan kepada 120 responden yang merupakan pelanggan Smokey Ribs Medan. Skala Likert digunakan untuk mengukur variabel dalam penelitian ini dan teknik pengambilan sampel yang digunakan adalah pengambilan sampel non-probabilitas yaitu dengan metode convenience sampling.

Berdasarkan hasil pengujian yang dilakukan dengan menggunakan program SPSS, menunjukkan bahwa kualitas makanan dan kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, dengan nilai koefisien regresi kualitas pangan 0,242 dan kualitas pelayanan 0,144. Nilai koefisien determinasi sebesar 0,468 artinya kemampuan variabel independen dalam menjelaskan variabel dependen sebesar 46,8%, dan sisanya 53,2% dijelaskan oleh variabel lain.

Hasil penelitian ini membuktikan bahwa kualitas makanan dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan di Smokey Ribs Medan.

Kata Kunci: *Kualitas Makanan, Kualitas Pelayanan, Kepuasan Pelanggan, Smokey Ribs Medan*
Referensi: 41 (2016-2020)