

## **ABSTRACT**

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### **THE INFLUENCE OF CUSTOMER SATISFACTION AT COFFEE LOCA AMIR HAMZAH IN MEDAN**

(xvi + 97 pages; 4 figures; 40 tables; 8 appendixes)

Nowadays, there are many people who launch new businesses and most of the businesses are focused in the food and beverages industry. This condition causes many competitors for the company in the food and beverages industry. Then, in order to compete, the companies must have competitive advantages in order to attract and maintain the customers.

The author is interested to do a research to know more about the influence of Service Quality towards Customer Satisfaction at Coffee Loca Amir Hamzah in Medan. This research is focused to improve the service quality which can lead to customer satisfaction.

This research uses quantitative research method and all of the gained data is proceeded by using SPSS software version 25. Then, for the sample, this research are limited only to the Coffee Loca Amir Hamzah's customers. The author takes 100 respondents for this research.

The final result from this research is the hypothesis which is accepted and stated that Service Quality has an influence towards Customer Satisfaction at Coffee Loca Amir Hamzah in Medan.

**Keywords: Service Quality, Customer Satisfaction**

References: 36 (2016-2020)

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(xvi + 97 halaman; 4 grafik; 40 tabel; 8 lampiran)

Pada masa kini, banyak sekali pengusaha yang meluncurkan bisnis baru, dimana kebanyakan bisnis tersebut bergerak di bidang minuman dan makanan. Keadaan ini menyebabkan banyak kompetitor untuk perusahaan di industri makanan dan minuman. Lalu, untuk bersaing dengan para kompetitor, perusahaan harus mempunyai keunggulan untuk menarik perhatian dan mempertahankan konsumen.

Penulis tertarik untuk melakukan penelitian untuk mengetahui lebih lanjut lagi mengenai pengaruh kualitas pelayanan terhadap kepuasan pelanggan di Coffee Loca Amir Hamzah di Medan. Penelitian ini bertujuan untuk meningkatkan kualitas pelayanan yang dapat berdampak terhadap peningkatan kepuasan pelanggan.

Penelitian ini menggunakan metode penelitian kuantitatif and semua data yang diperoleh akan diproses dengan menggunakan SPSS software versi 25. Lalu, untu, sampel, itu hanya terbatas pada konsumen Coffee Loca Amir Hamzah. Penulis mengambil 100 orang responden untuk penelitian ini.

Hasil akhir dari penelitian ini adalah hipotesisi diterima dan menunjukkan bahwa adanya pengaruh kualitas pelayanan terhadap kepuasan pelanggan di Coffee Loca Amir Hamzah di Medan.

**Keywords: Kualitas Pelayanan, Kepuasan Pelanggan**

Referensi: 36 (2016-2020)