ABSTRACT

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THE EFFECT OF BEVERAGE MENU VARIATIONS TOWARDS CUSTOMER SATISFACTION AT ME& COFFEE WORKS

(xv + 75 pages; 8 figures; 29 tables; 6 appendices)

The writer conducted this research at Me& Coffee Works Medan. The writer observed that there are often customers and regular customers claiming that they are bored or wants more menu variations at this coffee shop.

This research design is descriptive quantitative or correlation research. The data presented in this research are numerical and descriptive form. According to Sugiyono (2005) descriptive method is to define and evaluate research which resulting not in an extensive outcome. From the collected data, methods applied are validity and reliability test, descriptive analysis, correlation coefficient test, coefficient of determination test, and hypothesis test of partial t-test

The purpose of this research is to find out if there are the effect of beverage menu variations towards customer satisfaction at Me& Coffee Works. To gather the data needed for this research, questionnaire of likert-scale is used to respondents which are customers of Me& Coffee Works.

The writer would like to recommend Me& Coffee Works to improve on their menu such as adding seasonal menu, getting on better product ingredients, adding on more lite bites, and collaborating on more F&B brands.

Based on this research test results, it has been obtained that beverage menu variations has the effect towards customer satisfaction at Me& Coffee Works.

Keywords: Beverage Menu Variations, Customer Satisfaction, Café and Restaurants, Coffee Shops

References: 23

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Penulis melakukan penelitian ini di Me& Coffee Works Medan. Penulis mengamati bahwa seringkali ada pelanggan dan pelanggan tetap yang mengaku bosan atau ingin variasi menu yang lebih banyak di kedai kopi ini.

Desain penelitian ini adalah penelitian deskriptif kuantitatif atau korelasi. Data yang disajikan dalam penelitian ini berbentuk numerik dan deskriptif. Menurut Sugiyono (2005) metode deskriptif adalah mendefinisikan dan mengevaluasi penelitian dimana tidak ada lagi menghasilkan hasil yang lebih kompleks. Metode yang digunakan adalah uji validitas dan reliabilitas, analisis deskriptif, uji koefisien korelasi, uji koefisien determinasi, dan uji hipotesis uji-t parsial.

Tujuan dari penelitian kuantitatif ini adalah untuk mengetahui apakah ada pengaruh variasi menu minuman terhadap kepuasan konsumen di Me & Coffee Works. Untuk mengumpulkan data yang diperlukan dalam penelitian ini, digunakan kuesioner skala likert kepada responden yang merupakan pelanggan Me & Coffee Works.

Penulis ingin merekomendasikan Me& Coffee Works untuk meningkatkan menu mereka seperti menambahkan menu musiman, mendapatkan bahan produk yang lebih baik, menambahkan lebih banyak kudapan, dan berkolaborasi merek merek F&B.

Berdasarkan hasil pengujian penelitian ini didapatkan bahwa variasi menu minuman berpengaruh terhadap kepuasan konsumen pada Me & Coffee Works.

Kata Kunci: Variasi Menu Minuman, Kepuasan Pelanggan, Kafe dan Restoran, Kedai Kopi

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