ABSTRAK

ANDRIANI JAYA SURYADI

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THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT THE CAFÉ RESTAURANT, CAMBRIDGE HOTEL MEDAN

(xvii + 104 pages; 5 figures; 46 tables; 9 appendices)

Penelitian ini dilakukan di The Café Restaurant, Cambridge Hotel Medan. Dimana berdasarkan review pelanggan yang didapatkan bahwa ada masalah seperti adanya ketidakcukupan pengalaman dalam menangani pelanggan, kurangnya ramah tamah terhadap pelanggan dan kurangnya pelayanan kepada pelanggan yang menunjukkan bahwa kualitas layanan yang diberikan belum memenuhi harapan pelanggan sehingga mempengaruhi loyalitas pelanggan.

Jenis penelitian yang dilakukan oleh penulis adalah penelitian deskriptif dan penelitian korelasional dimana data yang disajikan dalam bentuk numerik dan deskriptif. Metode analisis data yang digunakan dalam penelitian ini adalah statistik deskriptif, uji validitas, uji reabilitas, uji normalitas, uji linearitas, uji heteroskedastisitas, koefisien determinasi, persamaan regresi linier berganda, dan uji-t.

Tujuan dari penelitian kuantitatif ini adalah untuk menentukan apakah Kualitas Pelayanan berpengaruh terhadap Loyalitas Pelanggan di The Café Restaurant, Cambridge Hotel Medan. Dalam mendapatkan data yang dibutuhkan untuk penelitian ini, metode pengambilan sampel sedang dilakukan dan kuesioner disebar menggunakan skala likert lima pillihan kepada tamu The Café Restaurant, Cambridge Hotel Medan.

Uji koefisien determinasi dengan nilai 0,596 dan uji-t dengan nilai (9,253>2,0017) menunjukkan bahwa Kualitas Pelayanan berpengaruh terhadap Loyalitas Pelanggan di The Café Restaurant, Cambridge Hotel Medan.

Berdasarkan tes yang dilakukan di penelitian ini, maka dapat diungkapkan bahwa Kualitas Pelayanan memiliki pengaruh terhadap Loyalitas Pelanggan di The Café Restaurant, Cambridge Hotel Medan.

Keywords: Kualitas Pelayanan, Loyalitas Pelanggan, The Café Restaurant

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This research is conducted at The Café Restaurant, Cambridge Hotel Medan. Where, based on customer reviews, it was found that there were problems such as inadequate experience in handling customers, lack of hospitality to customers and lack of service to customers which indicated that the quality of service provided had not met customer expectations, thus influence customer loyalty.

This type of research conducted by the author is descriptive research and correlational research where the data is presented in numerical and descriptive form. The data analysis method used in this research is descriptive statistics, validity test, reliability test, normality test, linearity test, heteroscedasticity test, determination coefficient, multiple linear regression equation, and t-test.

The purpose of this quantitative research is to determine whether service quality influence customer loyalty at The Café Restaurant, Cambridge Hotel Medan. In obtaining the data required for this study, a sampling method was being carried out and questionnaires were distributed using Likert scale to guests of The Café Restaurant, Cambridge Hotel Medan.

The coefficient of determination test with a value of 0.596 and the t-test with a value (9.253> 2.0017) shows that service quality influence customer loyalty at The Café Restaurant, Cambridge Hotel Medan.

Based on the tests carried out in this study, it can be revealed that Service Quality has an influence on Customer Loyalty at The Café Restaurant, Cambridge Hotel Medan.

Keywords: Service Quality, Customer Loyalty, The Café Restaurant