

## **ABSTRACT**

**FELIX PEHRY**

**03013170029**

### **THE EFFECT OF SERVICE QUALITY TOWARD CUSTOMER LOYALTY AT COFFFEENATICS CAFÉ MEDAN**

(xv+71 pages; 5 figures; 35 tables; 6 appendixes)

The growth of hospitality industry is developing very fast. This industry relies on providing the best service quality and focusing on gaining customer loyalty. For the company to be able to survive from today's business competitions, the service plays as the important roles in understanding either the services and products to retain the customers to achieve being a loyal customer. Service quality is the evaluation of customers to determine how well the services provided in the restaurant to achieve the customer loyalty. Customer loyalty definition is an ongoing positive relationship between a customer and a business.

The research is conducted at Coffeenatics Medan and aims to determine and analyse the impact of Service Quality on Customer Loyalty. Based on the experience, the writer finds that there is a problem in the service quality area. This research the writer use quantitative method and convenience sampling where all customers of Coffeenatics Medan as the population and 124 respondents as the sample. This study uses primary data sources from direct observations and questionnaires were distributes to the Coffeenatics customers. The purpose of this study is to know the effect of service quality towards customer loyalty at Coffeenatics Medan.

The results of the analysis data show questionnaire items for validity and reliability tested with 30 samples are valid and reliable. Correlation test has a correlation of 0.818, correlation determination = 81,8%, simple linear regression ( $Y = 0,054 + 0,736 X$ ), T-test calculation resulted T Count is 23.381 and T Table is 1.979, which means that  $H_0$  is rejected and  $H_a$  is accepted because T Count is greater than T Table.

Based on the result, hypothesis alternative ( $H_a$ ) is accepted that employee service quality does have significant influence towards customer loyalty at Coffeenatics Medan. As the recommendation to the company is have to concern more on their service standard in order to improve to achieve better service quality.

**Keywords: Coffeenatics, Service Quality, Customer Loyalty**

References: 27 (2016-2021)

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*Pertumbuhan industri perhotelan berkembang sangat pesat. Industri ini mengandalkan penyediaan kualitas layanan terbaik dan fokus untuk mendapatkan loyalitas pelanggan. Agar perusahaan dapat bertahan dari persaingan bisnis saat ini, layanan memegang peranan penting dalam memahami baik layanan maupun produk untuk mempertahankan pelanggan agar dapat menjadi pelanggan yang loyal. Kualitas pelayanan merupakan evaluasi pelanggan untuk mengetahui seberapa baik pelayanan yang diberikan di restoran untuk mencapai loyalitas pelanggan. Definisi loyalitas pelanggan adalah hubungan positif yang berkelanjutan antara pelanggan dan bisnis.*

*Penelitian ini dilakukan di Coffeenatics Medan dan bertujuan untuk mengetahui dan menganalisis pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan. Berdasarkan pengalaman, penulis menemukan bahwa ada masalah di bidang kualitas layanan. Penelitian ini penulis menggunakan metode kuantitatif dan convenience sampling dimana seluruh pelanggan Coffeenatics Medan sebagai populasi dan 124 responden sebagai sampel. Penelitian ini menggunakan sumber data primer dari observasi langsung dan penyebaran kuesioner kepada pelanggan Coffeenatics. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas pelanggan pada Coffeenatics Medan.*

*Hasil analisis data menunjukkan butir angket diuji validitas dan reliabilitasnya dengan 30 sampel yang valid dan reliabel. Uji korelasi memiliki korelasi sebesar 0,818, determinasi korelasi = 81,8%, regresi linier sederhana ( $Y = 0,054 + 0,736 X$ ), perhitungan uji-t menghasilkan T Count sebesar 23,381 dan T Tabel sebesar 1,979 yang berarti  $H_0$  ditolak dan  $H_a$  diterima karena T Count lebih besar dari T Tabel.*

*Berdasarkan hasil tersebut, alternatif hipotesis ( $H_a$ ) diterima bahwa kualitas pelayanan karyawan berpengaruh signifikan terhadap loyalitas pelanggan pada Coffeenatics Medan. Sebagai rekomendasi kepada perusahaan agar lebih memperhatikan standar pelayanannya agar dapat ditingkatkan untuk mencapai kualitas pelayanan yang lebih baik.*

**Kata Kunci:** *Coffeenatics, Kualitas Pelayanan, Loyalitas Pelanggan*  
Referensi: 27 (2016-2021)