

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY TOWARDS CUSTOMER SATISFACTION AT KEWIN KITCHEN MEDAN

(xvi + 85 pages; 12 figures; 34 tables; 7 appendixes)

This research objective is to discover whether food quality has influence towards customer satisfaction at Kewin Kitchen Medan.

Food is the most important aspect of the whole experience in a restaurant. Kewin Kitchen Medan, as a specialty dining restaurants and other food service categories compete highly in the food service industries. Customer satisfaction should be the main target to be achieved in business to gain loyal customers and repeat purchases. Quality of food refers to the traits and attributes of a food product, which is acceptable to consumers and fulfilling their demands and which complies with the requirements.

The research designs used in this research are descriptive research and causal research. Based on convenience sampling, 82 customers at Kewin Kitchen Medan are taken as the number of samples.

Based on the research result, it can be concluded that food quality has a positive influence on customer satisfaction. The coefficient of determination test's result is 0.729, which implies that food quality influences customer satisfaction by 72.9%, while the remaining 27.1% is influenced by other factors.

Based on the data analysis, the coefficient of linear regression = 0.666 (positive). This means that food quality (X) has positive influence towards customer satisfaction (Y).

The company is suggested to always maintain the food quality in order to fulfill the customer's satisfaction and find another way to upgrade customers satisfaction to the next level.

Keywords: Food Quality, Customer Satisfaction, Kewin Kitchen Medan

References: 26 (2016-2020)

ABSTRAK

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PENGARUH KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI KEWIN KITCHEN MEDAN

(xvi + 85 halaman; 12 gambar; 34 tabel; 7 lampiran)

Penelitian ini bertujuan untuk mengetahui jika kualitas makanan berpengaruh terhadap kepuasan pelanggan di Kewin Kitchen Medan.

Makanan adalah hal yang paling utama dari seluruh pengalaman yang didapatkan di restoran. Kewin Kitchen Medan merupakan specialty dining restoran dan pelayanan makanan lainnya saling berkompetisi dengan sengit dalam hal industri pelayanan makanan. Kepuasan pelanggan harus menjadi target utama demi mendapatkan pelanggan yang loyal dan pembelian ulang dalam bisnis tersebut. Kualitas makanan merujuk kepada ciri dari produk makanan tersebut, yang dapat diterima oleh pelanggan dan memenuhi permintaan mereka dengan persyaratan tertentu.

Desain penelitian yang digunakan adalah penelitian deskriptif dan penelitian kausal. Berdasarkan convenience sampling, sebanyak 82 pelanggan Kewin Kitchen Medan diambil sebagai sampel.

Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas makanan berpengaruh positif terhadap kepuasan pelanggan. Hasil uji koefisien determinasi sebesar 0,729 yang berarti kualitas makanan berpengaruh terhadap kepuasan pelanggan sebesar 72,9%, sedangkan sisanya sebesar 27,1% dipengaruhi oleh faktor lain.

Berdasarkan hasil analisis data, koefisien regresi linear = 0.666 (positif). Hal ini berarti kualitas makanan (X) memiliki pengaruh yang positif terhadap kepuasan pelanggan (Y).

Perusahaan disarankan untuk selalu menjaga kualitas makanan agar dapat memenuhi kepuasan pelanggan dan mencari cara lain untuk menaikkan kepuasan pelanggan ke level yang lebih tinggi.

Kata Kunci: Kualitas Makanan, Kepuasan Pelanggan, Kewin Kitchen Medan

References: 26 (2016-2020)