

## **ABSTRACT**

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### **THE INFLUENCE OF FOOD QUALITY TOWARDS CUSTOMER SATISFACTION AT HADI KITCHEN HEALTHY CATERING**

(xvi+71 pages; 4 figures; 31 tables; 10 appendices)

Food quality is a determining factor for the level of satisfaction that consumers get after purchasing and consume a product. Food quality contains many aspects such as appealing presentation, variety menu, healthiness, tastiness, freshness and temperature. All of this factors that can influence the customer satisfaction. Hadi Kitchen Healthy Catering got a lot of comments and complaints about the quality of food from disappointed customers. Some of the complaints are that there is an unpleasant smell in the food served, the color of the food is not attractive, the shape and color of the garnish is not attractive, the vegetables are served too ripe that they are easily crushed, the taste of the food is not consistent and the meat is tough. Based on this situation, the writer is interested in conducting research entitled “The Influence of Food Quality towards Customer Satisfaction at Hadi Kitchen Healthy Catering”. This research is conducted in quantitative research using descriptive analysis method and data collection method is by using questionnaire and interview with management of Hadi Kitchen Healthy Catering. The result of this research indicates  $H_1$  is accepted, that food quality has influence on customer satisfaction at Hadi Kitchen Healthy Catering. It is known by the calculation of t-test where  $t_{count} > t_{table}$ . Food quality gives influence to customer satisfaction by 33.3% while the remaining 66.7% is influenced by other factors which are not being discussed in this research. Based on this result, the management should find out other factors that can improve customer satisfaction rather than focusing on the food quality alone.

**Keywords: Food Quality, Customer Satisfaction, Hadi Kitchen Healthy Catering**

References: 21 (2016-2021)

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Kualitas makanan merupakan faktor penentu tingkat kepuasan yang diperoleh konsumen setelah membeli dan mengonsumsi suatu produk. Kualitas makanan mengandung banyak aspek seperti penyajian yang menarik, variasi menu, kesehatan, kelezatan, kesegaran dan suhu. Semua faktor inilah yang dapat mempengaruhi kepuasan pelanggan. Hadi Kitchen Healthy Catering mendapat banyak komentar dan keluhan tentang kualitas makanan dari pelanggan yang kecewa. Keluhannya adalah terdapat bau yang tidak sedap pada makanan yang disajikan, warna makanan yang tidak menarik, bentuk dan warna garnis yang tidak menarik, sayuran yang disajikan terlalu matang sehingga mudah hancur, rasa makanannya tidak konsisten dan dagingnya keras. Berdasarkan situasi ini, penulis tertarik untuk melakukan penelitian berjudul “Pengaruh Kualitas Makanan terhadap Kepuasan Pelanggan pada Hadi Kitchen Healthy Catering”. Penelitian ini dilakukan dalam penelitian kuantitatif dengan menggunakan metode analisis deskriptif dan pengumpulan data yaitu menggunakan kuesioner dan wawancara dengan manajemen dari Hadi Kitchen Healthy Catering. Hasil penelitian menunjukkan  $H_1$  diterima, bahwa kualitas makanan berpengaruh terhadap kepuasan pelanggan pada Hadi Kitchen Healthy Catering. Hal ini diketahui, dengan perhitungan uji-t dimana  $t_{hitung} > t_{tabel}$ . Kualitas makanan memberikan pengaruh terhadap kepuasan pelanggan sebesar 33.3%, sedangkan sisanya 66.7% dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini. Berdasarkan hasil ini, manajemen harus mencari tahu faktor-faktor lain yang dapat meningkatkan kepuasan pelanggan daripada berfokus pada kualitas makanan saja.

**Kata Kunci: Kualitas Makanan, Kepuasan Pelanggan, Catering Hadi Kitchen**

Referensi: 21 (2016-2021)