

## **ABSTRACT**

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### **THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT SIX TO 9 CAFE MEDAN**

(xv + 73 pages; 7 figures; 37 tables; 6 appendixes)

One the main problems that occur are still caused by services which are still not good from the employees on duty. Service complaints that occur such as orders that are too long, the price of the menu is still considered expensive by some customers, outdoor rooms are still not clean. Something in this service has caused the visiting customers not satisfied with the services provided by the Six to 9 Café Medan.

Service quality is always an illustration of the company's service capabilities to customers in buying products. With poor handling, it will certainly result in complaints that will continuously to occur. Complaints that occur because customers feel dissatisfied with habitat brands. Complaints that occur due to the same problem and have not received a settlement from the company at this time

The writer conducts descriptive and casual analysis. The descriptive equation, validity test, reliability test, normality test, linearity test, heteroscedasticity test, coefficient of determination, simple linear regression equation, and t-test were used to analyze the data in this study.

According to the t test findings, service quality (X) has a positive effect on consumer satisfaction (Y). The outcome of the hypothesis test using the T-Test is that  $t_{count} = 10.915$ . This indicates that the alternate explanation is agreed since  $t_{count} (10.915) > t_{table} (1.985)$ . As a result, the level of service at Six to 9 Café Medan has a significant impact on customer satisfaction.

The study concluded that service efficiency has a favorable effect on consumer loyalty at Six to 9 Café Medan. This study has the potential to support the thesis about the effect of service quality on consumer satisfaction

**Keywords: service quality, customer satisfaction**

References: 24 (2015-2020)

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### ***PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN DI SIX TO 9 CAFÉ MEDAN***

*(xv + 73 halaman; 7 gambar; 37 tabel; 6 lampiran)*

*Pada pokok permasalahan yang terjadi masih disebabkan oleh pelayanan yang masih kurang baik dari pegawai yang bertugas. Keluhan service yang terjadi seperti order yang terlalu lama, harga menu masih dianggap mahal oleh sebagian customer, kamar outdoor masih kurang bersih. Beberapa hal dalam permasalahan pelayanan ini menyebabkan konsumen yang berkunjung masih kurang puas dengan pelayanan yang diberikan oleh Six to 9 Café Medan.*

*Kualitas pelayanan selalu menjadi gambaran kemampuan pelayanan perusahaan kepada pelanggan dalam membeli produk. Dengan penanganan yang kurang baik tentu akan mengakibatkan keluhan yang terus terjadi. Keluhan itu terjadi karena pelanggan merasa tidak puas dengan brand habitat. Keluhan yang terjadi karena masalah yang sama dan belum mendapat penyelesaian dari perusahaan saat ini*

*Penulis melakukan analisis deskriptif dan kasual. Persamaan deskriptif, uji validitas, uji reliabilitas, uji normalitas, uji linieritas, uji heteroskedastisitas, koefisien determinasi, persamaan regresi linier sederhana, dan uji t digunakan untuk menganalisis data dalam penelitian ini.*

*Berdasarkan hasil uji t kualitas pelayanan (X) berpengaruh positif terhadap kepuasan konsumen (Y). Hasil pengujian hipotesis dengan uji-t diperoleh thitung = 10,915. Hal ini menunjukkan bahwa penjelasan alternatif disetujui karena thitung (10,915) > t tabel (1,985). Alhasil, tingkat pelayanan di Six to 9 Café Medan berpengaruh signifikan terhadap kepuasan pelanggan.*

*Hasil penelitian menyimpulkan bahwa efisiensi pelayanan berpengaruh baik terhadap loyalitas konsumen di Six to 9 Café Medan. Penelitian ini berpotensi untuk memperkuat tesis tentang pengaruh kualitas layanan terhadap kepuasan konsumen*

***Kata kunci: kualitas pelayanan, kepuasan konsumen***

*Referensi: 24 (2015-2020)*