

ABSTRACT

AGNES

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THE IMPACT OF PRICE, PRODUCT, HYGIENE AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT COW&CO STEAKHOUSE MEDAN

(xvi + 97 pages; 10 figures; 49 tables; 13 appendixes)

In Medan, North Sumatera, there are lots of new restaurant including steakhouse. People come to a steakhouse for a fancy dining experience which provides delicious steak and price friendly. Some steakhouse offers several types of steak starting from beef, chicken, and fillet fish. The purpose of this research is to test the impact of price, product, hygiene, and service quality towards customers satisfaction. The research subject is the customers of Cow&co Steakhouse Medan.

This research is using SPSS Statistic 25. The questionnaire is being tested for its validity and reliability by distributing the questionnaire to 30 respondents. Then, the data which has been tested is continued by distributing questionnaires to minimum of 97 customers and the respondents collected are 104 using non-probability sampling, convenience sampling.

The research shows that price; service quality has influence towards customer satisfaction at Cow&co Steakhouse meanwhile product; hygiene has no influence towards customer satisfaction at Cow&co Steakhouse.

Keywords: steakhouse, price, product, hygiene, service quality. customer satisfaction

References: 53 (2016-2021)

ABSTRAK

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(xvi + 98 halaman; 10 gambar; 49 tabel; 13 lampiran)

Banyak restoran baru termasuk tempat makan *steak* di Medan, Sumatera Utara. Pelanggan datang ke *steakhouse* untuk menikmati pengalamana bersantap mewah yang menyediakan *steak* yang enak dan ramah kantong. Tujuan dari penelitian ini adalah untuk mengetahui apakah harga, produk, higienitas, dan kualitas pelayanan terhadap kepuasan pelanggan. Penelitian ini dilakukan terhadap pelanggan dari *Cow&co Steakhouse*.

Penelitian ini menggunakan SPSS 25. Pengujian data kuesioner dilakukan dengan menguji validitas dan reliabilitas sehingga kuesioner dibagikan ke 30 responden. Kemudian, data yang sudah teruji validitas dan reliabilitasnya, dilanjutkan dengan pembagian kuesioner ke minimum 97 responden dan total responden yang diterima adalah 104 dengan menggunakan *non-probability sampling, convenience sampling*.

Penelitian ini membuktikan bahwa harga; kualitas pelayanan masing-masing memberikan pengaruh terhadap kepuasan pelanggan di *Cow&co Steakhouse* sedangkan produk; higienitas tidak memberikan pengaruh terhadap kepuasan pelanggan di *Cow&co Steakhouse*.

Kata kunci: *steakhouse*, harga, produk, higienitas, kualitas pelayanan, kepuasan pelanggan
Referensi: 53 (2016-2021)