

## ABSTRACT

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### THE INFLUENCE OF SERVICE QUALITY AND SERVICE SCAPE TOWARD CUSTOMER SATISFACTION AT CAFE MASSA KOKTONG PEMATANGSIANTAR

(xvii+91 pages; 6 figures; 61 tables; 10 appendixes)

The aims of this research are: (1) To identify how well the service quality and servicescape at Cafe Massa KokTong in Pematangsiantar; (2) To analyze the customer satisfaction at Cafe Massa KokTong in Pematangsiantar; (3) To find out whether the service quality and servicescape influence customer satisfaction at Cafe Massa KokTong in Pematangsiantar.

Through the existing theory, it is known that service quality and servicescape have an important role in obtaining customer satisfaction. Therefore, service quality and servicescape influence customer satisfaction.

This study has 30 samples which were carried out using quantitative descriptive methods. The data used in this study came from primary and secondary data in which the data results will be processed and analyzed using instrument testing, classical assumption test, descriptive statistical analysis, and hypothesis testing.

Based on the results of data analysis, it is known that there is a large 76.6% influence of service quality and servicescape on customer satisfaction. Thus, the authors can conclude if all alternative hypotheses are accepted. In the T-test and F test, it is also known that all of  $t_{count} > t_{table}$ , indicate that service quality and servicescape at Cafe Massa KokTong partially and simultaneously affect customer satisfaction.

To be able to continue to get and maintain customer satisfaction, the company can provide training to employees to improve skills, renovate or redesign the servicescape as well as provide attractive offers for customers.

**Keywords: Service Quality, Servicescape, Customer Satisfaction**

References: 40 (2017-2020)

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### **THE INFLUENCE OF SERVICE QUALITY AND SERVICE SCAPE TOWARD CUSTOMER SATISFACTION AT CAFE MASSA KOKTONG PEMATANGSIANTAR**

(xvii+91 pages; 6 figures; 61 tables; 10 appendixes)

Tujuan dari penelitian ini adalah: (1) Untuk mengetahui seberapa baik kualitas pelayanan dan servicescape pada Cafe Massa KokTong di Pematangsiantar; (2) Menganalisis kepuasan pelanggan di Cafe Massa KokTong Pematangsiantar; (3) Untuk mengetahui apakah service quality dan servicescape berpengaruh terhadap kepuasan pelanggan di Cafe Massa KokTong Pematangsiantar.

Melalui teori yang ada, diketahui bahwa kualitas layanan dan servicescape memiliki peranan penting dalam memperoleh kepuasan pelanggan. Oleh karena itu, kualitas layanan dan servicescape memiliki pengaruh terhadap kepuasan pelanggan..

Penelitian ini memiliki 30 sampel yang dilakukan dengan menggunakan metode deskriptif kuantitatif. Data yang digunakan dalam penelitian ini berasal dari data primer dan data sekunder yang hasil datanya akan diolah dan dianalisis menggunakan pengujian instrumen, uji asumsi klasik, analisis statistik deskriptif, dan pengujian hipotesis.

Berdasarkan hasil data analisis diketahui bahwa terdapat pengaruh kualitas pelayanan dan servicescape sebesar 76,6% terhadap kepuasan pelanggan. Dengan demikian, penulis dapat menarik kesimpulan jika semua hipotesis alternatif diterima. Pada uji T dan uji F juga diketahui bahwa semua  $t_{hitung} > t_{tabel}$  menunjukkan bahwa kualitas pelayanan dan servicescape di Cafe Massa KokTong secara parsial dan simultan berpengaruh terhadap kepuasan pelanggan.

Untuk mendapatkan dan mempertahankan kepuasan pelanggan, perusahaan dapat memberikan pelatihan kepada karyawan untuk meningkatkan keterampilan, merenovasi atau mendesain ulang servicescape serta memberikan penawaran yang menarik bagi pelanggan.

**Kata Kunci: Service Quality, Servicescape, Customer Satisfaction**

Referensi: 40 (2017-2020)