

ABSTRACT

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THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION AT WARUNG KOPI SRIKANDI, MEDAN

(xix+116 pages; 12 figures; 68 tables; 9 appendixes)

The food and beverage industry are continually evolving. To acquire competitive advantages such as customer satisfaction, it is critical to provide the best price, service quality, and physical environment. Conducted at Warung Kopi Srikandi Medan, this research is aimed to describe how the price, service quality, and physical environment are being implemented. This research also intends to determine both partial and simulant influence of price, service quality, and physical environment on customer satisfaction.

In this research, the writer is using the quantitative method, descriptive, and causal techniques. Customers of Warung Kopi Srikandi Medan become the target population with the convenience sampling was used to sample 97 persons.

Based on the validity and reliability test, there are no invalid and not reliable question from both independent and dependent variable. All questions are distributed normally and there is no heteroscedasticity occurred. In this research, the multiple regression mathematically is $Y = 2.911 + 0.464X_1 + 0.482X_2 + 0.036X_3 + e$ and the coefficient of determination is 67.1%

The T value of Price (X_1) is 4.104, Service Quality (X_2) is 3.783, and Physical Environment (X_3) is 0.409. The hypothesis with Tvalue > Ttable (1.984) is accepted. Thus, H1 and H2 are accepted while H3 is rejected. While the F value is $66.284 > F$ table (2.70). It means that H4 is accepted.

The findings of this research show that price, service quality, and physical environment had a significant influence and simultaneous influence on customer satisfaction. Price and service quality partially influence customer satisfaction. However, physical environment does not influence customer satisfaction partially.

Keywords: Price, Service Quality, Physical Environment, Customer Satisfaction

References: 46 (2016-2021)

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(xix+116 halaman; 12 figur; 68 tabel; 9 lampiran)

Industri makanan dan minuman terus berkembang. Untuk memperoleh keunggulan kompetitif seperti kepuasan pelanggan, penting untuk memberikan harga terbaik, kualitas layanan, dan lingkungan fisik. Dilakukan di Warung Kopi Srikandi Medan, penelitian ini bertujuan untuk mendeskripsikan bagaimana harga, kualitas pelayanan, dan lingkungan fisik yang diterapkan. Penelitian ini juga bertujuan untuk mengetahui pengaruh parsial dan simultan antara harga, kualitas pelayanan, dan lingkungan fisik terhadap kepuasan pelanggan.

Dalam penelitian ini, penulis menggunakan metode kuantitatif, deskriptif, dan teknik kausal. Pelanggan Warung Kopi Srikandi Medan menjadi populasi sasaran dengan convenience sampling yang digunakan untuk sampel 97 orang.

Berdasarkan uji validitas dan reliabilitas, tidak ada pertanyaan yang valid dan tidak reliabel baik dari variabel independen maupun dependen. Semua pertanyaan berdistribusi normal dan tidak terjadi heteroskedastisitas. Dalam penelitian ini regresi berganda secara matematis adalah $Y = 2,911 + 0,464X_1 + 0,482X_2 + 0,036X_3 + e$ dan koefisien determinasinya adalah 67,1%

Nilai T Harga (X_1) sebesar 4,104, Kualitas Pelayanan (X_2) sebesar 3,783, dan Lingkungan Fisik (X_3) sebesar 0,409. Hipotesis dengan nilai thitung > ttabel (1,984) diterima. Dengan demikian, H1 dan H2 diterima sedangkan H3 ditolak. Sedangkan nilai F adalah 66,284 > F tabel (2,70). Artinya H4 diterima.

Hasil penelitian menunjukkan bahwa harga, kualitas pelayanan, dan lingkungan fisik berpengaruh signifikan dan simultan terhadap kepuasan pelanggan. Harga dan kualitas layanan secara parsial mempengaruhi kepuasan pelanggan. Namun, lingkungan fisik tidak mempengaruhi kepuasan pelanggan secara parsial.

Kata Kunci: *Harga, Kualitas Layanan, Lingkungan Fisik, Kepuasan Pelanggan*

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