

ABSTRACT

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03011180114

THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT FOUNTAIN CAFÉ – RAMAYANA S.M. RAJA BRANCH, MEDAN

(xvi+139 pages; 10 figures; 57 tables; 10 appendixes)

Nowadays, a great amount of F&B businesses is emerging yielded in a great increase of cafes causing fierce competition within the industry, which requires business owners to focus on elements that can satisfy customers and win the competition. In fact, there are still some shortages regarding the service quality and product quality that occur. Therefore, this research aims to discover whether there is influence of service quality and product quality towards customer satisfaction at Fountain Café – Ramayana S.M. Raja Branch, Medan.

The population of this study is customers of Fountain Café – Ramayana S.M. Raja Branch, Medan with the research sample of 140 respondents using quantitative research method. Questionnaire is used as the data collection method with purposive sampling.

The results showed that service quality and product quality simultaneously influence customer satisfaction at Fountain Café – Ramayana S.M. Raja Branch, Medan. Each of the service quality and product quality also partially influences customer satisfaction at the cafe. Result of the coefficient of determination is 62.3% while the remaining 37.7% is influenced by other variables that are not examined in this research. Product quality dominantly influences customer satisfaction by 33.2%, while service quality by 29.6%.

The recommendations for service quality include making sure customers' orders will be served in 15 minutes and make small talks to customers to increase friendliness. While recommendations for product quality include replacing a new dish when there is a complain, replace the tableware with a vintage design, and design the dishes to make them look more appetizing.

Keywords: Service Quality, Product Quality, Customer Satisfaction, Fountain Café – Ramayana S.M. Raja Branch, Medan

References: 66 (1994-2021)

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Saat ini banyak bermunculan bisnis F&B yang menghasilkan peningkatan jumlah kafe yang sangat besar sehingga menyebabkan persaingan yang ketat di industri ini, yang mengharuskan pemilik bisnis untuk fokus pada elemen yang dapat memuaskan pelanggan dan memenangkan persaingan. Pada kenyataannya masih terdapat beberapa kekurangan mengenai kualitas pelayanan dan kualitas produk. Oleh karena itu, penelitian ini bertujuan untuk mengetahui apakah ada pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan pelanggan di Fountain Café – Ramayana S.M. Cabang Raja, Medan.

Populasi dalam penelitian ini adalah pelanggan Fountain Café – Ramayana Cabang S.M. Raja, Medan dengan sampel penelitian sebanyak 140 responden menggunakan metode penelitian kuantitatif. Kuesioner digunakan sebagai metode pengumpulan data dengan teknik purposive sampling.

Hasil penelitian menyimpulkan bahwa kualitas pelayanan dan kualitas produk secara simultan mempengaruhi kepuasan pelanggan di Fountain Café – Ramayana Cabang S.M. Raja, Medan. Masing-masing dari kedua variable tersebut juga secara parsial mempengaruhi kepuasan pelanggan di kafe tersebut. Hasil koefisien determinasi sebesar 62.3% sedangkan sisanya 37.7% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Kualitas produk secara dominan mempengaruhi kepuasan pelanggan sebesar 33.2%, sedangkan kualitas layanan sebesar 29.6%.

Rekomendasi untuk kualitas layanan antara lain memastikan pesanan pelanggan akan dilayani dalam 15 menit dan melakukan obrolan ringan dengan pelanggan untuk meningkatkan keramahan. Sedangkan rekomendasi untuk kualitas produk antara lain mengganti piring baru jika ada keluhan, mengganti peralatan makan dengan desain vintage, dan mendesain piring agar lebih menggugah selera.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan, Fountain Café – Ramayana Cabang S.M. Raja, Medan

Referensi: 66 (1994-2021)