

## **ABSTRACT**

**TIFFANY**

**03013180103**

### **THE INFLUENCE OF SERVICE QUALITY, CUSTOMER PERCEIVED VALUE AND CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY AT GRAB KITCHEN MEDAN AS A CLOUD KITCHEN**

(xxi+139 pages; 27 figures; 63 tables; 9 appendixes)

In this era of the industrial revolution 4.0, innovation and technological development have grown rapidly, especially in the food industry. Due to the pandemic that occurred, the food and beverage business encouraged the development of restaurants with a cloud kitchen model. The concept of this restaurant has begun to be adopted in Indonesia where one of the big companies, Grab Kitchen is using this concept.

Grab Kitchen itself is also still minimum and still getting negative responses, especially in Medan city. In answering the problem gap in this research object, researcher examined the relationship between variables such as Service Quality, Customer Perception Value, Customer Satisfaction, and Customer Loyalty. The type of research conducted is descriptive research and casual research. Data analysis will be carried out using quantitative methods by distributing questionnaires to 96 respondents who are consumers of Grab Kitchen Medan. The completed questionnaires were analyzed and data processed using descriptive statistics, regression analysis and hypothesis testing.

From the results of research conducted in analyzing problems at Grab Kitchen Medan, it shows that there is a positive and significant influence of Service Quality, Customer Perception Value, Customer Satisfaction, on Customer Loyalty at Grab Kitchen Medan. The results of this study can be utilized for making company policies, strategies to increase customer loyalty and expanding cloud kitchens in the future.

Writer also recommended for the company to do handling complaint training, invite new users to join using Grab Kitchen, and strengthen customer retention program.

**Keywords: Service Quality, Customer Perceived Value, Customer Satisfaction, Customer Loyalty**

Referensi: 58 (1988-2021)

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Di era revolusi industri 4.0 ini, inovasi dan pengembangan teknologi sudah bertumbuh pesat terutama pada industri makanan. Akibat pandemi yang terjadi membuat bisnis makanan dan minuman mendorong berkembangnya restoran dengan model *cloud kitchen*. Konsep restoran ini sudah mulai diadopsi di Indonesia dimana salah satu perusahaan besar yang sedang menggunakan konsep ini adalah Grab Kitchen.

Penggunaan Grab Kitchen sendiri juga masih minim dan masih mendapatkan respon negatif terutama di kota Medan. Dalam menjawab kesenjangan masalah pada objek penelitian ini, terdapat beberapa tantangan bagi Grab Kitchen Medan, peneliti akan meneliti hubungan antar variable seperti Kualitas Layanan, Nilai Persepsi Pelanggan, Kepuasan Pelanggan, dan Loyalitas Pelanggan. Jenis penelitian yang dilakukan adalah penelitian deskriptif dan penelitian kasual. Analisis data akan dilakukan dengan metode kuantitatif dengan cara mendistribusikan kuesioner ke 96 responden yang merupakan konsumen Grab Kitchen Medan. Kuesioner yang telah diisi kemudian dianalisis dan diolah datanya dengan menggunakan statistik deskriptif, analisis regresi dan pengujian hipotesis.

Dari hasil penelitian yang dilakukan dalam menganalisis permasalahan di Grab Kitchen Medan menunjukkan bahwa adanya pengaruh positif dan signifikan dari Kualitas Layanan, Nilai Persepsi Pelanggan, Kepuasan Pelanggan, terhadap Loyalitas Pelanggan pada Grab Kitchen Medan. Dari hasil studi ini dapat digunakan untuk pembuatan kebijakan perusahaan, strategi peningkatan loyalitas konsumen serta perluasan cloud kitchen di masa mendatang.

Penulis juga menyarankan agar perusahaan dapat melakukan pelatihan penanganan komplain, mengajak pengguna baru untuk bergabung menggunakan Grab Kitchen, dan memperkuat program retensi pelanggan.

**Kata kunci: Kualitas Layanan, Nilai Persepsi Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan**

Referensi: 59 (1988-2021)