

## ABSTRACT

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### THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMERS SATISFACTION AT SMART FOLKS COFFEE CAMBRIDGE, MEDAN

(xvi+107 pages; 6 figures; 44 tables; 7 appendices)

Nowadays, the food and beverage industries are thriving, with the primary objective of providing the best possible service to their clients. With an expanding number of rivals, this sector must constantly enhance and maintain the quality of its goods and services to ensure consumer satisfaction.

The purpose of this research is to measure the customer satisfaction at Smart Folks Coffee Cambridge, Medan with food quality and service quality have been applied. Partially, it shows that food quality has an influence towards customer satisfaction, and partially it shows that service quality also has an influence towards customer satisfaction, it can be seen from the calculation of  $t_{count} > t_{table}$ . Simultaneously, it shows that food quality and service quality have a significant influence towards customer satisfaction, it can be seen from the calculation of  $F_{count} > F_{table}$ .

In this research, the writer used quantitative research method. Data were collected through interview and questionnaires that were distributed to 120 respondents which are the customers of Smart Folks Coffee Cambridge, Medan. Likert Scale is used to measure the variables in this research and the sampling technique used is nonprobability sampling which is convenience purposive method.

Based on the test results that was carried out by using SPSS program, it shows that food quality and service quality have an influence towards customer satisfaction, with the regression coefficient value for food quality is 0.367 and service quality is 0.297. The value of the determination coefficient is 0.837, it means that the ability of independent variables in explaining dependent variable is 83.7%, and the remaining 16.3% is explained by other variables.

The results of this research proved that food quality and service quality influence customer satisfaction at Smart Folks Coffee Cambridge, Medan.

**Keywords: Food Quality, Service Quality, Customers Satisfaction, Smart Folks Coffee Cambridge, Medan**

References: 37 (1985-2020)

## **ABSTRAK**

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### **PENGARUH KUALITAS MAKANAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DI SMART FOLKS COFFEE CAMBRIDGE, MEDAN**

*(xvi+107 halaman; 6 gambar; 44 tabel; 7 lampiran)*

*Saat ini, industri makanan dan minuman berkembang pesat, dengan tujuan utama memberikan pelayanan terbaik kepada klien mereka. Dengan semakin banyaknya pesaing, sektor ini harus terus meningkatkan dan menjaga kualitas barang dan jasanya untuk menjamin kepuasan pelanggan.*

*Tujuan dari penelitian ini adalah untuk mengukur kepuasan pelanggan di Smart Folks Coffee Cambridge, Medan terhadap food quality dan service quality yang telah diterapkan. Secara parsial menunjukkan bahwa kualitas makanan berpengaruh terhadap kepuasan pelanggan, dan secara parsial menunjukkan bahwa kualitas pelayanan juga berpengaruh terhadap kepuasan pelanggan, hal ini dapat dilihat dari perhitungan  $T_{hitung} > T_{tabel}$ . Secara simultan menunjukkan bahwa kualitas makanan dan kualitas pelayanan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan, hal ini dapat dilihat dari perhitungan  $F_{hitung} > F_{tabel}$ .*

*Dalam penelitian ini, penulis menggunakan metode penelitian kuantitatif. Pengumpulan data dilakukan melalui wawancara dan penyebaran kuesioner kepada 120 responden yang merupakan pelanggan Smart Folks Coffee Cambridge, Medan. Skala likert digunakan untuk mengukur variabel dalam penelitian ini dan teknik pengambilan sampel yang digunakan adalah non-probability sampling yang merupakan metode convenience purposive.*

*Berdasarkan hasil pengujian yang dilakukan dengan menggunakan program SPSS menunjukkan bahwa food quality dan service quality berpengaruh terhadap kepuasan pelanggan, dengan nilai koefisien regresi untuk food quality sebesar 0,367 dan service quality sebesar 0,297. Nilai koefisien determinasi sebesar 0,837 artinya kemampuan variabel bebas dalam menjelaskan variabel terikat adalah 83,7%, dan sisanya 16,3% dijelaskan oleh variabel lain.*

*Hasil penelitian ini membuktikan bahwa kualitas makanan dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan di Smart Folks Coffee Cambridge, Medan.*

**Kata Kunci: Kualitas Makanan, Kualitas Pelayanan, Kepuasan Pelanggan, Smart Folks Coffee Cambridge, Medan**

*Referensi: 37 (1985-2020)*