

ABSTRACT

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THE EFFECT OF NEW SERVQUAL DIMENSION TOWARDS CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT PT OPAL COFFEE INDONESIA MEDAN

(xviii + 142 pages; 16 figures; 55 tables; 6 appendixes)

Culinary business is one of the most promising and interesting businesses to visit, especially among the people of Indonesia, especially in the city of Medan. Culinary in the city of Medan has attracted many customers to enjoy the variety of food provided. As the third largest city in Indonesia, Medan City has a very diverse culinary variety with various tastes due to its very diverse culture and religion. Looking at the prospects of the culinary industry in the future, many entrepreneurs see this great opportunity and are interested in starting a restaurant business to make more profit.

This study aims to find out how the influence of SERVQUAL Dimension factors consisting of Tangibles (TA), Assurance (AS), Reliability (RL), Responsiveness (RS), Empathy (EM), Credibility (CR), Perceived Value (PV) on Customer Loyalty (CL) and Customer Satisfaction (CS) at PT Opal Coffee Indonesia Medan.

This research is causal research. The research method used is a quantitative method with data processing using *the Structural Equation Model* (SEM) with AMOS. The data collection was carried out by distributing questionnaires to 300 respondents with the characteristics of male and female respondents aged 18-60 years.

The results of this study showed that Tangibles significantly affected customer loyalty with a regression coefficient of 0.280; Assurance significantly affects customer loyalty with a regression coefficient of 0.238; Reliability significantly affects customer loyalty with a regression coefficient of 0.154. Responsiveness does not significantly affect customer loyalty with a regression coefficient value of 0.039; Empathy had no significant effect on customer loyalty with a regression coefficient of 0.104; Credibility significantly affects customer loyalty with a regression coefficient of 0.128; Perceived value significantly affects customer loyalty with a regression coefficient of 0.266; Customer loyalty significantly affected customer satisfaction with a regression coefficient of 0.757.

Keywords: *Tangibles, Assurance, Reliability, Responsiveness, Empathy, Credibility, Perceived Value, Customer Loyalty, and Customer Satisfaction*

Reference: 29 (2002-2021)

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Bisnis kuliner merupakan salah satu bisnis yang sangat menjanjikan dan menarik untuk dikunjungi khususnya di kalangan masyarakat Indonesia khususnya di kota Medan. Kuliner di kota Medan telah menarik banyak pelanggan untuk menikmati berbagai makanan yang disediakan. Sebagai kota terbesar ketiga di Indonesia, Kota Medan memiliki ragam kuliner yang sangat beragam dengan berbagai selera karena budaya dan agama yang sangat beragam. Melihat prospek industri kuliner di masa depan, banyak pengusaha yang melihat peluang besar ini dan tertarik untuk memulai bisnis restoran untuk mendapatkan keuntungan lebih.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh faktor SERVQUAL Dimension yang terdiri dari Tangibles (TA), Assurance (AS), Reliability (RL), Responsiveness (RS), Empathy (EM), Credibility (CR), Perceived Value (PV) terhadap Customer Loyalty (CL) dan Customer Satisfaction (CS) di PT Opal Cofffee Indonesia Medan.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan Structural Equation Model (SEM) dengan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 300 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun.

Hasil penelitian ini menunjukkan bahwa Tangibles secara signifikan mempengaruhi loyalitas pelanggan dengan koefisien regresi 0,280; Assurance secara signifikan mempengaruhi loyalitas pelanggan dengan koefisien regresi 0,238; Reliability secara signifikan mempengaruhi loyalitas pelanggan dengan koefisien regresi 0,154. Responsif tidak secara signifikan mempengaruhi loyalitas pelanggan dengan nilai koefisien regresi 0,039; Empati tidak berpengaruh signifikan terhadap loyalitas pelanggan dengan koefisien regresi 0,104; Kredibilitas secara signifikan mempengaruhi loyalitas pelanggan dengan koefisien regresi 0,128; Nilai yang dirasakan secara signifikan mempengaruhi loyalitas pelanggan dengan koefisien regresi 0,266; Loyalitas pelanggan secara signifikan mempengaruhi kepuasan pelanggan dengan koefisien regresi 0,757.

Kata Kunci: *Tangibles, Assurance, Reliability, Responsiveness, Empathy, Credibility, Perceived Value, Customer Loyalty, and Customer Satisfaction*
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