

ABSTRACT

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THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, AND CUSTOMERS EXPERIENCE TOWARD CUSTOMERS SATISFACTION AT KOKI SUNDA MEDAN

(xvii+146 pages; 8 figures; 61 tables; 10 appendices)

Koki Sunda Medan has 4.4 rating in Google Review, which means there are many customers who are not satisfied and majority of them complained about unprofessional services from staffs, foods are served cold and undercooked, and customers are not having good time. Hence, the goal of this research is to analyze if Service Quality, Food Quality, and Customers Experience have effect toward Customers Satisfaction at Koki Sunda Medan.

To obtain data, primary and secondary sources are used. The technique adopted is convenience sampling and surveys are sent to 100 participants who have visited and purchased in Koki Sunda Medan. The model of this research is multiple linear regression with quantitative method then the data are tested for validity and reliability and analyzed with program of IBM SPSS 26th Version.

The outcomes of this research are Service Quality has partial effect towards Customers Satisfaction, Food Quality has partial effect towards Customers Satisfaction, and Customers Experience has partial effect towards Customers Satisfaction. Service Quality, Food Quality, and Customers Experience have simultaneous effect toward Customers Satisfaction at Koki Sunda Medan. Moreover, the value of Coefficient of Determination showed that Service Quality, Food Quality, and Customers Experience have 51.8% effect toward Customers Satisfaction and the remaining 48.2% are affected by other variables such as employees' satisfaction, price worthiness, restaurant's prestige, and social responsibilities from the firm. The recommendation in this research for Service Quality is to enhance staff alertness, for Food Quality is to install appliances and complimentary dishes, and for Customers Experience is to hold activities for customers to create memorable experiences.

Keywords: Service Quality, Food Quality, Customers Experience, Customers Satisfaction

References: 140 (1988-2022)

ABSTRAK

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DAMPAK KUALITAS PELAYANAN, KUALITAS MAKANAN, DAN PENGALAMAN KONSUMEN TERHADAP KEPUASAN PELANGGAN DI KOKI SUNDA MEDAN

(xvii+146 halaman; 8 figur; 61 tabel; 10 lampiran)

Koki Sunda Medan memiliki penilaian 4.4 di Ulasan Google, yang berarti banyak pelanggan tidak puas dan sebagian besar dari mereka komplain tentang pelayanan kurang profesional dari staffs, makanan dihidangkan dingin dan kurang matang, serta pelanggan tidak menikmati waktunya. Maka dari itu, penelitian ini bertujuan untuk menganalisa apakah Kualitas Pelayanan, Kualitas Makanan, dan Pengalaman Konsumen memiliki efek terhadap Kepuasan Konsumen di Koki Sunda Medan.

Data didapatkan dari sumber primer dan sekunder. Teknik sampel adalah convenience dan survei dikirimkan kepada 100 partisipan yang pernah datang dan makan di Koki Sunda Medan. Model penelitian ini adalah regresi linear berganda dengan metode kuantitatif kemudian data diuji validitas dan reliabilitas lalu dianalisa dengan program IBM SPSS versi 26.

Hasil penelitian adalah Kualitas Layanan memiliki efek parsial terhadap Kepuasan Konsumen, Kualitas Makanan memiliki efek parsial terhadap Kepuasan Konsumen, dan Pengalaman Konsumen memiliki efek parsial terhadap Kepuasan Konsumen. Kualitas Layanan, Kualitas Makanan, dan Pengalaman Konsumen memiliki efek simultan terhadap Kepuasan Konsumen di Koki Sunda Medan. Nilai Koefisien Determinasi menunjukkan Kualitas Layanan, Kualitas Makanan, dan Pengalaman Konsumen memiliki efek 51.8% terhadap Kepuasan Konsumen dan 48.2% dipengaruhi oleh variabel lain seperti kepuasan karyawan, kelayakan harga, prestisius restoran dan tanggung jawab sosial dari perusahaan. Rekomendasi di penelitian ini untuk Kualitas Pelayanan meningkatkan kesiagaan staff, untuk Kualitas Makanan yaitu memasang peralatan dan hidangan gratis, untuk Pengalaman Pelanggan yaitu membuat acara agar pelanggan memiliki pengalaman tak terlupakan

Kata Kunci: *Kualitas Pelayanan, Kualitas Makanan, Pengalaman Konsumen, Kepuasan Pelanggan*

Referensi: 140 (1988-2022)