

ABSTRACT

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THE INFLUENCE OF FOOD & BEVERAGE QUALITY, SERVICE QUALITY, PLACE, AND PRICE ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT SOHO CAPITAL MEDAN

(xv + 163 pages; 17 figures; 37 tables; 17 appendices)

In Indonesia, the food & service industry has always been a dynamic and growing sector of the economy, but the impact of the COVID-19 pandemic requires restaurant business to stabilize and grow back their market base. In this research, the writer will study the influence of food & beverage quality, service quality, place, and price on customer satisfaction and repurchase intention at SOHO Capital Medan. Previous researches have supported the significant relationship between each variable on how they affect the restaurant experience.

Quantitative method is applied as the research design on the data from 60 samples from convenience sampling. The data analysis method utilized is descriptive statistical analysis, research instrument test, classical assumption test, linear regression analysis, determination test, and hypothesis test.

The research result found that food & beverage quality, service quality, place, and price show significant and positive influence as much as 67.2% on customer satisfaction, and customer satisfaction shows significant and positive influence as much as 65.1% on repurchase intention at SOHO Capital Medan. The finding is hoped to be a reference for the restaurant to understand, preserve and improve their quality and the future researchers that are studying similar variable relationship.

Keywords: Food & Beverage Quality, Service Quality, Place, Price, Customer Satisfaction, Repurchase Intention

References: 178 (2017-2022)

ABSTRAK

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PENGARUH KUALITAS MAKANAN & MINUMAN, KUALITAS PELAYANAN, LOKASI, DAN HARGA PADA KEPUASAN PELANGGAN DAN MINAT BELI ULANG DI SOHO CAPITAL MEDAN

(xv + 163 halaman; 17 gambar; 37 tabel; 17 lampiran)

Di Indonesia, industri restoran merupakan sektor ekonomi yang selalu dinamis and berkembang. Akan tetapi pengaruh dari pandemi COVID-19 mengharuskan bisnis restoran untuk kembali menarik dan mempertahankan pelanggan mereka. Dalam penelitian ini, penulis akan meneliti pengaruh dari kualitas makanan & minuman, kualitas pelayanan, lokasi, dan harga pada kepuasan pelanggan dan minat beli ulang di SOHO Capital Medan. Hasil dari penelitian terdahulu mendukung adanya hubungan yang signifikan pada setiap variabel dalam memengaruhi pengalaman makan di restoran.

Metode kuantitatif digunakan sebagai metode penelitian pada 60 sampel yang dipilih dengan cara convenience sampling. Metode analisis data yang digunakan adalah analisis statistik deskriptif, uji instrumen penelitian, uji asumsi klasik, analisis regresi linier, uji determinasi, dan uji hipotesis.

Hasil penemuan menemukan bahwa kualitas makanan & minuman, kualitas pelayanan, lokasi, dan harga memengaruhi kepuasan pelanggan sebesar 67.2% secara signifikan dan positif, dan kepuasan pelanggan memengaruhi minat beli ulang sebesar 65.1% secara signifikan dan positif di SOHO Capital Medan. Hasil penelitian ini diharapkan dapat menjadi referensi bagi restoran untuk dapat mengerti, menjaga, dan meningkatkan kualitas mereka dan bagi peneliti lainnya yang meneliti hubungan variabel yang sama.

Kata Kunci: Kualitas Makanan & Minuman, Kualitas Pelayanan, Lokasi, Harga, Kepuasan Pelanggan, Minat Beli Ulang

Referensi: 178(2017-2022)