

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY AND FOOD QUALITY TOWARD CUSTOMER SATISFACTION AT PARADISE DYNASTY CENTER POINT MEDAN

(xviii+89 pages; 8 figures; 24tables; 12 appendixes)

Food and beverage business has been quickly expanding, resulting in increased competition. This study aims to determine how important Service Quality and Product Quality influence customer satisfaction at Paradise Dynasty Center Point Restaurant Medan. The theory used in this study relates to the theory of Service Quality, Food Quality, and Customer Satisfaction. This research was conducted from March 20th. 2022 until April 21st 2022 at Paradise Dynasty Center Point, Medan. The writer comes to the restaurant 1 ½ hours of the duration to survey the restaurant and the writer also spread questionnaires online to conduct the data from Paradise Dyasnty Center Point Medan.

The findings of this study indicate a positive relationship between the variables X1 "Service Quality," X2 "Food Quality", and Y "Customer Satisfaction". This shows that Service Quality, Food Quality, and Customer Satisfaction have been implemented well at the Paradise Dynasty Center Point Restaurant Medan.

The research design that has been used in this research is quantitative research methods. The population was the customer who has been visited Paradise Dynasty Center Point Medan. The sampling method that writer use is Convenience Sampling which is contained in non – probability Sampling.

The writer used multiple linear regression analysis to prove the relationship between the variables X1, X2, and Y. It was found that if the variables of Customer Satisfaction and Food Quality were both 0, then the value of customersatisfaction was 3.408. Furthermore, a one-point increase in Service Quality leads to a 0.237 increase in customer satisfaction. On the other hand, increasing one value in Food Quality will increase customer satisfaction by 0.731.

However, based on the descriptive statistical average score, the results of Service Quality and Food Quality indicate that the restaurant still has to improve in providing service and food appropriately so that customers are satisfied by buying food at the Paradise Dynasty Center Point Medan restaurant.

Keywords: Service Quality, Food Quality, Customer Satisfaction

References: 22 (2017 – 2021)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN DAN KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI PARADISE DYNASTY CENTER POINT MEDAN

(xviii+89 pages; 8 figures; 24 tables; 12 appendixes)

Bisnis food and beverage telah berkembang pesat, mengakibatkan meningkatnya persaingan. Penelitian ini bertujuan untuk mengetahui seberapa penting Kualitas Pelayanan dan Kualitas Makanan mempengaruhi Kepuasan Pelanggan di Restoran Paradise Dynasty Center Point Medan. Teori yang digunakan dalam penelitian ini berkaitan dengan teori Kualitas Service, Kualitas Makanan dan Kepuasan Pelanggan. Penelitian ini dilaksanakan pada tanggal 20 Maret 2022 sampai dengan 21 April 2022 di Paradise Dynasty Center Point, Medan. Penulis datang ke restoran 1½ jam lamanya untuk survei restoran dan penulis juga menyebarkan kuesioner online untuk melakukan data dari Paradise Dyansty Center Point Medan

Penelitian ini menunjukkan adanya hubungan positif antara variabel X1 “Kualitas Pelayanan”, X2 “Kualitas Makanan”, dan Y “Kepuasan Pelanggan”. Hal ini menunjukkan bahwa Kualitas Pelayanan, Kualitas Makanan dan Kepuasan Pelayanan telah diterapkan dengan baik di Restoran Paradise Dynasty Center Point Medan.

Desain penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif. Populasi dalam penelitian ini adalah pelanggan yang pernah berkunjung ke Paradise Dynasty Center Point Medan. Metode pengambilan sampel yang penulis gunakan adalah convenience sampling yang terdapat di dalam non – probability sampling.

Penulis menggunakan analisis regresi linier berganda untuk membuktikan hubungan antara variabel X1, X2, dan Y. Diketahui bahwa jika variabel Kepuasan Pelanggan dan Kualitas Makanan sama-sama 0, maka nilai kepuasan pelanggan adalah 3,408. Selanjutnya, peningkatan satu poin dalam Kualitas Layanan mengarah ke peningkatan 0,237 dalam kepuasan pelanggan. Sebaliknya, peningkatan satu nilai dalam Food Quality akan meningkatkan kepuasan pelanggan sebesar 0,731.

Namun berdasarkan skor rata-rata statistik deskriptif, hasil Kualitas Pelayanan dan Kualitas Makanan menunjukkan bahwa restoran masih harus meningkatkan dalam memberikan pelayanan dan makanan dengan tepat agar pelanggan puas dengan membeli makanan di restoran Paradise Dynasty Center Point Medan.

Kata Kunci: Kualiatas Pelayanan, Kualitas Makanan, Kepuasan Pelanggan
Referensi: 22 (2017 – 2021)