

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY, PRICE, LOCATION, AND PROMOTION ON CUSTOMER SATISFACTION AT GRAND MAXIMUM SEAFOOD RESTAURANT, MEDAN.

(xviii+96 pages; 6 figures; 32 tables; 16 appendices)

Based on preliminary study, Grand Maximum Seafood has received negative reviews that reflects dissatisfaction. The purpose of this study was to examine the effect of service quality, price, location, and promotion on consumer satisfaction at Grand Maximum Seafood Restaurant, Medan.

Service quality, price, location, and promotion is highly connected with customer satisfaction and company profitability.

Quantitative design with Descriptive and causal approaches were used to analyze a sample of 105 customers. Respondents are customers of Grand Maximum Seafood Restaurant taken using non-probability sampling or specifically accidental sampling technique.

The instrument used in this research is questionnaire that passed both validity and reliability tests. The tested data also passed the normality, multicollinearity, and heteroscedasticity test. The hypothesis tests and coefficient of determination shows that the service quality, price, location, and promotion affect consumer satisfaction, either partially or simultaneously.

Based on these findings, the proposed recommendation is that they should improve the interior and exterior of the restaurant, evaluate menu prices, provide information about promotion.

Keywords: Service Quality, Price, Location, Promotion, Customer Satisfaction

References: 34 (2016-2021)

ABSTRAK

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***PENGARUH KUALITAS PELAYANAN, HARGA, LOKASI, DAN PROMOSI
TERHADAP KEPUASAN KONSUMEN PADA RESTORAN SEAFOOD
GRAND MAXIMUM, MEDAN.***

(xviii+96 halaman; 6 figur; 32 tabel; 16 lampiran)

Berdasarkan studi pendahuluan, Grand Maximum Seafood telah menerima ulasan negatif yang mencerminkan ketidakpuasan. Tujuan penelitian ini adalah untuk menguji pengaruh kualitas pelayanan, harga, lokasi, dan promosi terhadap kepuasan konsumen di Restoran Grand Maximum Seafood, Medan.

Kualitas pelayanan, harga, lokasi dan promosi sangat berhubungan dengan kepuasan pelanggan dan profitabilitas perusahaan.

Desain kuantitatif dengan pendekatan Deskriptif dan kausal digunakan untuk menganalisis sampel sebanyak 105 pelanggan. Responden adalah pelanggan Grand Maximum Seafood Restaurant yang diambil menggunakan non-probability sampling atau khususnya teknik accidental sampling.

Instrumen yang digunakan dalam penelitian ini adalah angket yang lolos uji validitas dan reliabilitas. Data yang diuji juga lolos uji normalitas, multikolinearitas, dan heteroskedastisitas. Pengujian hipotesis dan koefisien determinasi menunjukkan bahwa kualitas pelayanan, harga, lokasi, dan promosi berpengaruh terhadap kepuasan konsumen, baik secara parsial maupun simultan.

Berdasarkan temuan tersebut, rekomendasi yang diajukan adalah memperbaiki interior dan eksterior restoran, mengevaluasi harga menu, memberikan informasi tentang promosi.

Kata Kunci: Kualitas Layanan, Harga, Lokasi, Promosi, Kepuasan Pelanggan

Referensi: 34 (2016-2021)