

ABSTRACT

MICHELLE DARMAWAN

03013180095

THE INFLUENCE OF FOOD QUALITY AND ATMOSPHERE TOWARD CUSTOMER SATISFACTION AT THIRTEEN ELEVEN CAFE MEDAN

(xviii+110 pages; 10 figures; 55 tables; 9 appendixes)

The F&B business industry is currently thriving along with the technological advancement that altering society's lifestyle. Eating out is considered a newly emerged urban lifestyle. Accordance with the growth of the F&B industry thus escalates the competitiveness since there are other available alternatives to cater to customer preferences. Achieving customer satisfaction is essential for business profitability and sustainability in the industry. Therefore, it is important to determine the factors that may influence customer satisfaction.

The importance of achieving customer satisfaction is stated in previous and past research. This research aims to examine the influence of food quality and atmosphere on customer satisfaction at Thirteen Eleven Cafe Medan.

This research is conducted from November 2021 to May 2022. This research is applied research adopted with a quantitative approach accompanied by descriptive analysis. The data needed with both purposive and convenience sampling methods. The research result is calculated with IBM SPSS 25.

By conducting several tests: normality, heteroscedasticity, multicollinearity, multiple linear regression test, coefficient of determination test, and the hypothesis test of t-test and f-test. The results showed there are influences of food quality and atmosphere toward customer satisfaction. As shown by the result of the coefficient of the determination test result, which is 45%. While the remaining is influenced by other variables that are currently not present in this research.

The results show how are the food quality and atmosphere at Thirteen Eleven Cafe Medan and the food quality and atmosphere influence customer satisfaction partially and simultaneously.

Keywords: Food Quality, Atmosphere, Customer Satisfaction

References: 54 (2017-2021)

ABSTRAK

MICHELLE DARMAWAN

03013180095

PENGARUH KUALITAS MAKANAN DAN ATMOSFER TERHADAP KEPUASAN PELANGGAN DI THIRTEEN ELEVEN CAFE MEDAN

(xviii+110 pages; 10 figures; 55 tables; 9 appendixes)

Bisnis F&B sedang mengalami pertumbuhan yang signifikan bersama dengan perkembangan teknologi yang lambat laun mengubah gaya hidup masyarakat. Eating out (makan di luar) dianggap sebagai gaya hidup baru masyarakat urban. Pertumbuhan bisnis F&B sejalan dengan semakin meningkatnya persaingan. Hal ini dikarenakan banyaknya alternatif lain yang menyesuaikan dengan preferensi pelanggan.

Pentingnya untuk mencapai kepuasan pelanggan telah dimuat dalam penelitian terdahulu. Penelitian ini bertujuan untuk membahas pengaruh kualitas makanan dan atmosfer terhadap kepuasan pelanggan di Thirteen Eleven Cafe Medan.

Periode penelitian dimulai dari November 2021 sampai Mei 2022. Jenis penelitian ini termasuk penelitian terapan dengan pendekatan kuantitatif dan disertai dengan analisis deskriptif. Pengumpulan data dilakukan dengan mendistribusikan kuesioner dengan metode purposive dan convenience. Selanjutnya data yang dikumpulkan akan dianalisis dengan menggunakan IBM SPSS 25.

Pengolahan data dilakukan dengan melakukan beberapa tes: uji normalitas, uji heteroskedastisitas, uji multikolinearitas, uji regresi linear berganda, uji determinasi dan uji hipotesis: uji t dan f test. Hasil penelitian menunjukkan adanya pengaruh dari kualitas makanan dan atmosfer terhadap kepuasan pelanggan. Hal ini ditunjukkan dengan hasil uji determinan dengan hasil 45%. Jumlah yang tersisa mengindikasikan adanya pengaruh variabel lain yang tidak diteliti dalam penelitian ini.

Hasil penelitian menunjukkan kualitas makanan dan atmosfer di Cafe Thirteen Eleven dan kualitas makanan dan atmosfer berpengaruh secara parsial dan simultan terhadap kepuasan pelanggan di Thirteen Eleven Cafe Medan.

Kata Kunci: *Kualitas Makanan, Atmosfer, Kepuasan Pelanggan*

Referensi: 54 (2017-2021)