

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY, SOCIAL ENJOYMENT, CLEANNESS, AESTHETIC AND COST ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT KITO GARDEN CAFÉ & RESTO IN MEDAN**

(xix+191 pages; 29 figures; 59 tables; 11 appendixes)

The Covid-19 pandemic has had a tremendous impact on the worldwide population as well as the Indonesian people. During pandemic, the public is encouraged to follow the technology advancement to prevent the spread of the COVID-19 virus. It is important for food and beverage industry as a one of the largest industries in Indonesia in maintaining and increasing the customer loyalty of customers in order to lead the market in the midst of increasingly fierce competition. Primary and secondary data are used in this research, and the questionnaires are distributed to Kito Garden Café & Resto customers in Medan, Data is measured by validity and reliability test. The sampling method used in this study is non-probability sampling method, specifically snowball sampling. The data is analyzed using SPSS 25.0, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data was also tested with multiple linear regression and coefficient of determination test, and hypothesis test is done with T-Test and Sobel Test.

The purpose of this study is to evaluate between Service Quality, Social Enjoyment, Cleanness, Aesthetic and Cost have the greatest influence on Customer Satisfaction and Customer Loyalty of Kito Garden Café & Resto. The study has indicated that Service Quality, Cleanness, Aesthetic, and Cost are having significant influence towards Customer Satisfaction of Kito Garden Café & Resto partially and simultaneously. Social Enjoyment isn't having significant influence towards Customer Satisfaction of Kito Garden Café & Resto partially but simultaneously. Also, Customer Satisfaction of Kito Garden Café & Resto is having significant influence towards Customer Loyalty to Kito Garden Café & Resto. Customer Satisfaction also mediates the effect of Service Quality, Social Enjoyment, Cleanness, Aesthetic and Cost on the Customer Loyalty of Kito Garden Café & Resto customers in Medan.

**Keywords: Service Quality, Social Enjoyment, Cleanness, Aesthetic, Cost, Customer Satisfaction, Customer Loyalty**

References: 108 (1996-2022)

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(xix+191 halaman; 29 gambar; 59 tabel; 11 lampiran)

Eksistensi pandemi Covid-19 memberikan dampak yang signifikan bagi masyarakat global dan Indonesia. Masyarakat dihimbau untuk mengikuti kemajuan teknologi selama pandemi untuk mencegah penyebaran virus COVID-19. Penting bagi industri makanan dan minuman sebagai salah satu industri terbesar di Indonesia dalam menjaga dan meningkatkan loyalitas pelanggan agar dapat memimpin pasar di tengah persaingan yang semakin ketat. Penelitian ini menggunakan data primer dan sekunder, penyebaran kuesioner kepada pelanggan Kito Garden Café & Resto di Medan. Data kemudian dihitung dengan uji validitas dan uji reliabilitas. Metode sampling yang digunakan adalah non-probabilitas, yaitu *snowball sampling*. Data yang telah terkumpul diolah menggunakan aplikasi SPSS 25.0 diuji dengan tes normalitas, heteroskedastisitas, multikolinearitas, dan linearitas. Selanjutnya pengujian regresi linear berganda, koefisien determinasi dan diikuti uji hipotesis terdiri dari uji T dan Sobel Test.

Tujuan penelitian ini untuk mengetahui dampak terbesar antara Kualitas Layanan, Kenikmatan Sosial, Kebersihan, Estetika dan Biaya memiliki pengaruh paling besar terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Kito Garden Café & Resto. Hasil penelitian menunjukkan kualitas layanan, kebersihan, estetika dan biaya berpengaruh signifikan secara parsial dan simultan terhadap kepuasan pelanggan Kito Garden Café & Resto. Sedangkan, kenikmatan sosial hanya signifikan secara simultan terhadap kepuasan pelanggan. Berikutnya, kepuasan pelanggan Kito Garden Café & Resto berpengaruh signifikan terhadap loyalitas pelanggan Kito Garden Café & Resto. Kepuasan Pelanggan juga memediasi pengaruh kualitas layanan, kenikmatan sosial, kebersihan, estetika, dan biaya pada loyalitas pelanggan Kito Garden Café & Resto di Medan.

**Kata kunci:** *Service Quality, Social Enjoyment, Cleanness, Aesthetic, Cost, Customer Satisfaction, Customer Loyalty*

Referensi: 108 (1996-2022)