

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT CAFE KOPI CANTIKAYU MEDAN

(xviii+82 pages; 7 figures; 52 tables; 12 appendices)

Customer satisfaction comes from the fulfillment of their needs, which could be received in several ways. In this research, the writer will find out if food quality and service quality influence customer satisfaction at Cafe Kopi CantiKayu Medan.

Amazing food quality and service quality provided could play an important role in getting customer satisfaction. There are several hypotheses conducted in this research, which are food quality has a partial influence on customer satisfaction, service quality has a partial influence on customer satisfaction, and both food quality and service quality have a simultaneous influence on customer satisfaction.

The research design used in this research is a quantitative research method. The population is customers who have visited Cafe Kopi CantiKayu Medan. The sampling technique used is non-probability sampling with a convenience sampling method.

Based on the result, the conclusion is that food quality has a partial influence on customer satisfaction, service quality has a partial influence on customer satisfaction, and food quality and service quality have a simultaneous influence on customer satisfaction at Cafe Kopi CantiKayu Medan with 51.3% coefficient of determination. Moreover, this research has passed the validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, and multiple linear regression test with the equation $Y = 0.189 + 0.346X_1 + 0.260X_2$.

In this research, the writer suggested the company improve the varieties of the main course menu, pay more attention to customers' needs, and improve employee grooming to increase the satisfaction of the customers.

Keywords: Food Quality, Service Quality, Customer Satisfaction.

References: 38 (2017-2021)

ABSTRAK

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THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT CAFE KOPI CANTIKAYU MEDAN

(xviii+82 halaman; 7 gambar; 52 tabel; 12 lampiran)

Kepuasan pelanggan berasal dari terpenuhinya kebutuhan. Dalam penelitian ini, penulis akan mengetahui apakah kualitas makanan dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan di Cafe Kopi CantiKayu Medan.

Kualitas makanan dan kualitas layanan yang diberikan dapat memainkan peran penting dalam mendapatkan kepuasan pelanggan. Terdapat beberapa hipotesis yang dilakukan dalam penelitian ini, yaitu kualitas makanan berpengaruh parsial terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh parsial terhadap kepuasan pelanggan, kualitas makanan maupun kualitas pelayanan secara simultan berpengaruh terhadap kepuasan pelanggan.

Desain penelitian yang digunakan adalah metode penelitian kuantitatif. Ukuran populasi adalah pelanggan yang pernah berkunjung ke Cafe Kopi CantiKayu Medan. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode convenience sampling.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa kualitas makanan berpengaruh parsial terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh parsial terhadap kepuasan pelanggan, kualitas makanan dan kualitas pelayanan secara simultan berpengaruh terhadap kepuasan pelanggan di Cafe Kopi CantiKayu Medan dengan koefisien determinasi 51.3%. Selain itu, penelitian telah lulus uji validitas, uji reliabilitas, uji heteroskedastisitas, uji multikolinearitas, dan uji regresi linear berganda dengan persamaan regresinya $Y = 0.189 + 0.346X_1 + 0.260X_2$.

Dalam penelitian ini, penulis menyarankan untuk meningkatkan variasi menu makanan utama, lebih memperhatikan kebutuhan pelanggan dan meningkatkan kerapian karyawan untuk meningkatkan kepuasan pelanggan.

Kata kunci: Kualitas Makanan, Kualitas Pelayanan, Kepuasan Pelanggan.

Referensi: 38 (2017-2021)