

ABSTRACT

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THE EFFECT OF SERVICE QUALITY AND FOOD QUALITY ON CUSTOMER SATISFACTION AT JUNCTION CAFÉ, MEDAN

(xvi+81 pages; 7 figures; 47 tables; 7 appendixes)

Junction Café, Medan experienced a decline in customer satisfaction that can be seen from the number of transactions and online reviews due to service quality and food quality. This research aims to investigate whether service quality and food quality have an influence on customer satisfaction. The research period is from January – April 2022.

Service quality and food quality have an important role in shaping customer satisfaction. Food quality and service quality are highly connected with customer satisfaction and company profitability.

In this research, the writer used quantitative research design and IBM SPSS statistics V.25. The writer used descriptive and causal approach. The sampling technique used is accidental sampling. The population will be all customers and sample size was 100 customers at Junction Café, Medan.

The results of the partial test can be explained that $t\text{-count} (5,681) > t\text{-table} (1,985)$ and significant $0.000 < 0.05$ while $t\text{-count} (4,005) > t\text{-table} (1,985)$ and significant value $0.000 < 0.05$, then Service Quality and Food Quality have partial effect on Customer Satisfaction at Junction Café, Medan. $F\text{-count} (54,534) > F\text{-table} (3,09)$ and significant value $0.000 < 0.05$, then Service Quality and Food Quality have simultaneous effect on Customer Satisfaction at Junction Café, Medan. Furthermore, service quality and food quality have 52% influence on customer satisfaction. This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, and the equation is $Y = 2.462 + 0.358 X_1 + 0.391 X_2 + e$.

Recommendations for Junction Café, Medan include recruiting parking employees, the food presented must be fast and clean, replacing plates and glasses, and the size of food must be readjusted.

Keywords: Service Quality, Food Quality, Customer Satisfaction

References: 34 (2017-2020)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN DAN KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI JUNCTION CAFÉ, MEDAN

(xvi+81 halaman; 7 gambar; 47 tabel; 7 lampiran)

Junction Café, Medan mengalami penurunan kepuasan pelanggan yang terlihat dari jumlah transaksi dan ulasan online. Penurunan tersebut disebabkan kualitas pelayanan dan kualitas makanan. Tujuan dari penelitian ini adalah untuk mengetahui apakah kualitas layanan dan kualitas makanan berpengaruh terhadap kepuasan pelanggan. Periode penelitian adalah dari Januari-April 2022.

Kualitas pelayanan dan kualitas makanan memiliki peran penting dalam membentuk kepuasan pelanggan. Kualitas pelayanan dan kualitas makanan sangat berkaitan dengan kepuasan pelanggan dan profitabilitas perusahaan.

Dalam penelitian ini peneliti menggunakan desain penelitian kuantitatif dan statistik IBM SPSS V. 25. Peneliti menggunakan penelitian deskriptif dan pendekatan kausal. Teknik sampling yang digunakan adalah accidental sampling. Populasinya adalah seluruh pelanggan dan ukuran sample berjumlah 100 pelanggan di Junction Café, Medan.

Nilai tabel untuk signifikan 0,05 pada derajat bebas $df=n-k = 100-3 = 97$ sama dengan 1,985. Hasil uji parsial dapat dijelaskan bahwa $t\text{-count} (5,681) > t\text{-table} (1,985)$ dan $\text{significant value } 0,000 < 0,05$ sedangkan $t\text{-count} (4,005) > t\text{-table} (1,985)$ dan $\text{significant value } 0,000 < 0,05$, maka Service Quality dan Food Quality memiliki pengaruh parsial terhadap kepuasan pelanggan di Junction Caf Sponges, Medan. $F\text{-count} (54,534) > F\text{abel} (3,09)$ dan bernilai signifikan $0,000 < 0,05$, maka kualitas pelayanan dan kualitas makanan berpengaruh secara simultan terhadap kepuasan pelanggan di Junction Caf Sponges, Medan.. Selain itu, kualitas layanan dan kualitas makanan memiliki pengaruh 52% terhadap kepuasan pelanggan. Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji regresi linier berganda dan persamaan $Y = 2,462 + 0,358 x_1 + 0,391 x_2 + e..$

Rekomendasi untuk Junction Café, Medan antara lain termasuk merekrut karyawan parkir, makanan yang disajikan harus cepat dan bersih, mengganti piring dan gelas, dan ukuran makanan harus disesuaikan kembali.

Kata kunci: Kualitas Pelayanan, Kualitas Makanan, Kepuasan Pelanggan
Referensi:34 (2017-2020)