

## **ABSTRACT**

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### **THE INFLUENCE OF PHYSICAL ENVIRONMENT, FOOD QUALITY, EMPLOYEE SERVICE QUALITY, AND RELATIONSHIP BENEFITS TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT GUZVA COFFEE & RESTO IN MEDAN**

(xviii+158 pages; 32 figures; 54 tables; 11 appendixes)

Coffee shops and restaurants have become popular hangouts for millennials, not only for meals, but also for relaxation and leisure time. Millennials enjoy spending time with their friends in a good coffee shop or restaurant. This is because going to coffee shops and restaurants has become a way of life because it is a pleasurable way to relieve boredom and stress. Guzva Coffee & Resto Medan must become a leading coffee & resto in Medan in order to maintain and develop customer loyalty so that they can lead the market in the midst of tight competition. Primary and secondary data are used in this research, and the questionnaires are distributed to Guzva Coffee & Resto Medan customers, 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 are done with F-Test, T-Test and Sobel Test.

The purpose of this study is to evaluate between Physical Environment, Food Quality, Employee Service Quality and Relationship Benefits have the greatest influence on Customer Satisfaction and Customer Loyalty at Guzva Coffee & Resto Medan. The study has indicated that Physical Environment, Food Quality, Employee Service Quality and Relationship Benefits are having significant influence towards Customer Satisfaction of Guzva Coffee & Resto Medan partially and simultaneously. Also, Customer Satisfaction of Guzva Coffee & Resto Medan is having significant influence towards Customer Loyalty of Guzva Coffee & Resto Medan both partially and simultaneously. Customer Satisfaction also mediates the effect of physical environment, food quality, employee service quality, and relationship benefits on the customer loyalty in Guzva Coffee & Resto Medan customers.

**Keywords: Physical Environment, Food Quality, Employee Service Quality, Relationship Benefits, Customer Satisfaction, Customer Loyalty**

References: 82 (1973-2020)

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*(xviii+158 halaman; 32 gambar; 54 tabel; 11 lampiran)*

*Kedai kopi dan restoran telah menjadi tempat nongkrong populer bagi kaum milenial, tidak hanya untuk makan, tetapi juga untuk relaksasi dan waktu luang. Milenial menikmati menghabiskan waktu bersama teman-teman mereka di kedai kopi atau restoran yang bagus. Hal ini karena pergi ke kedai kopi dan restoran telah menjadi gaya hidup karena merupakan cara yang menyenangkan untuk menghilangkan kebosanan dan stres. Sangat penting bagi Guzva Coffee & Resto Medan untuk menjadi kopi & resto terkemuka di Medan untuk menjaga dan mengembangkan loyalitas pelanggan sehingga dapat memimpin pasar di tengah persaingan yang ketat.*

*Data primer dan data sekunder digunakan dalam penelitian ini, kuesioner disebarkan kepada pelanggan Guzva Coffee & Resto Medan, Data diukur dengan uji validitas dan reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, khususnya snowball sampling. Analisis data menggunakan SPSS 25.0, model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas dan linieritas. Data juga diuji dengan regresi linier berganda dan uji koefisien determinasi, serta uji hipotesis dilakukan dengan Uji F, Uji T dan Uji Sobel.*

*Tujuan dari penelitian ini adalah untuk mengevaluasi antara Lingkungan Fisik, Kualitas Makanan, Kualitas Layanan Karyawan dan Manfaat Hubungan memiliki pengaruh paling besar terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan pada Guzva Coffee & Resto Medan. Hasil penelitian menunjukkan bahwa Lingkungan Fisik, Kualitas Makanan, Kualitas Layanan Karyawan dan Manfaat Hubungan berpengaruh signifikan terhadap Kepuasan Pelanggan Guzva Coffee & Resto Medan secara parsial dan simultan. Selain itu, Kepuasan Pelanggan Guzva Coffee & Resto Medan berpengaruh signifikan terhadap Loyalitas Pelanggan Guzva Coffee & Resto Medan baik secara parsial maupun simultan. Kepuasan Pelanggan juga memediasi pengaruh lingkungan fisik, kualitas makanan, kualitas layanan karyawan dan manfaat hubungan terhadap loyalitas pelanggan pada pelanggan Guzva Coffee & Resto Medan.*

***Kata kunci: Physical Environment, Food Quality, Employee Service Quality, Relationship Benefits, Customer Satisfaction, Customer Loyalty***

***Referensi: 82 (1973-2020)***