

ABSTRACT

Felicia Sunarli

03011190004

THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, AND PRICE TOWARD CUSTOMER SATISFACTION AND REVISIT INTENTION AT SUSHI TEI TEUKU DAUD IN MEDAN

(xviii+ 198 pages; 28 figures; 54 tables; 9 appendixes)

In today's era, people come to restaurants not only to eat but also to use them as a place to gather with family and friends, relax and pass the time. This is because the restaurant becomes a convenient way to get rid of boredom and has become a lifestyle. It is important for Sushi Tei Teuku Daud Medan as one of the leading Japanese restaurants in Medan to maintain and increase the intention of returning customers to Sushi Tei in order to lead the market in the midst of increasingly fierce competition. This study employs both primary and secondary data. Questionnaires are distributed to Sushi Tei Teuku Daud Medan customers who have visited the restaurant at least twice in the last six months prior to the distribution of the questionnaire. Validity and reliability tests are used to assess data. The non-probability sampling method, specifically snowball sampling, was used in this study. The data collected is analyzed using SPSS 25.0, and the research model is tested for normality, heteroscedasticity, multicollinearity, and linearity. The data is also tested using multiple linear regression and the coefficient of determination test, as well as hypothesis tests using the F-Test, T-Test, and Sobel Test.

The goal of this study is to determine which of the following factors, Service Quality, Food Quality, Atmospherics, and Price, has the highest influence on Customer Satisfaction and Revisit Intention at Sushi Tei Teuku Daud Medan, and whether they have a significant influence. The study found that Service Quality and Atmospherics have a significant influence on Customer Satisfaction of Sushi Tei Teuku Daud Medan, both partially and simultaneously. Food Quality and Price don't have a significant influence on Customer Satisfaction partially but simultaneously. Furthermore, Sushi Tei Teuku Daud Medan Customer Satisfaction has a significant influence on Revisit Intention of Sushi Tei Teuku Daud Medan, both partially and simultaneously.

Keywords: Service Quality, Food Quality, Atmospherics, Price, Customer Satisfaction, Revisit Intention

References: 70 (2001-2022)

ABSTRAK

Felicia Sunarli

03011190004

THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, AND PRICE TOWARD CUSTOMER SATISFACTION AND REVISIT INTENTION AT SUSHI TEI TEUKU DAUD IN MEDAN

(xviii+198 halaman; 28 gambar; 54 tabel; 9 appendixes)

Di era sekarang, orang datang ke restoran tidak hanya untuk makan namun juga untuk sebagai tempat berkumpul dengan keluarga dan teman, bersantai dan menghabiskan waktu. Hal ini dikarenakan restoran menjadi cara yang nyaman untuk menghilangkan kebosanan dan menjadi gaya hidup. Penting bagi Sushi Tei Teuku Daud Medan sebagai salah satu restoran Jepang terkemuka di Medan untuk mempertahankan dan meningkatkan niat pelanggan kembali ke Sushi Tei agar dapat memimpin pasar di tengah persaingan yang semakin ketat. Penelitian ini menggunakan data primer dan sekunder. Kuesioner dibagikan kepada pelanggan Sushi Tei Teuku Daud Medan yang telah mengunjungi restoran minimal dua kali dalam enam bulan terakhir sebelum penyebaran kuesioner. Uji validitas dan reliabilitas digunakan untuk menilai data. Metode non-probability sampling, khususnya snowball sampling, digunakan dalam penelitian ini. Data yang terkumpul dianalisis menggunakan SPSS 25.0, dan model penelitian diuji normalitas, heteroskedastisitas, multikolinearitas, dan linieritas. Data juga diuji menggunakan regresi linier berganda dan uji koefisien determinasi, serta uji hipotesis menggunakan Uji F, Uji T, dan Uji Sobel.

Tujuan dari penelitian ini adalah untuk menentukan faktor-faktor berikut; Service Quality, Food Quality, Atmospherics, Price; yang memiliki pengaruh tertinggi terhadap Customer Satisfaction dan Revisit Intention di Sushi Tei Teuku Daud Medan, dan apakah berpengaruh signifikan. Hasil penelitian menemukan bahwa Service Quality dan Atmospherics berpengaruh signifikan terhadap Customer Satisfaction dari Sushi Tei Teuku Daud Medan, baik secara parsial maupun simultan. Food Quality dan Price tidak berpengaruh signifikan terhadap Customer Satisfaction secara parsial tetapi simultan. Selanjutnya Customer Satisfaction Sushi Tei Teuku Daud Medan berpengaruh signifikan terhadap Revisit Intention Sushi Tei Teuku Daud Medan, baik secara parsial maupun simultan.

Keywords: Service Quality, Food Quality, Atmospherics, Price, Customer Satisfaction, Revisit Intention

Referensi: 70 (2001-2022)