ABSTRAK

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ANALISIS PENGARUH *SENSORY EXPERIENCE, SATIETY VALUE, MENU SELECTION, HYGIENE,* DAN *PRICE* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA PELANGGAN THE UPPER LEVEL FINE DINING DI MEDAN

(xx+xxx pages: xxx gambar, xxx tabel, x lampiran)

Penelitian ini dilakukan di The Upper Level Fine Dining di Medan. Tujuan penelitian ini adalah *sensory experience, satiety value, menu selection, hygiene* dan *pric*e terhadap *customer satisfaction* and *customer loyalty* The Upper Level Fine Dining di Medan.

Teori yang digunakan dalam penelitian ini adalah *sensory experience, satiety value, menu selection, hygiene, price, customer satisfaction* dan customer *loyalty*.

Metode penelitian yang digunakan pada penelitian ini adalah metode kuantitatif. Populasi dari penelitian ini adalah seluruh pelanggan dari The Upper Level Fine Dining. Jumlah sampel sebanyak 125 responden snowball sampling sebagai teknik pengumpulan sampel. Teknik analisa data mengunakan analisi regresi linear berganda.

Hasil penelitian menunjukkan bahwa *sensory experience* berpengaruh signifikan terhadap *customer satisfaction*, *satiety value* berpengaruh signifikan terhadap *customer satisfaction*, *menu selection* tidak berpengaruh signifikan terhadap *customer satisfaction*, *hygiene* berpengaruh signifikan terhadap *customer satisfaction, price* berpengaruh signifikan terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*. Pengujian secara simultan diperoleh *sensory experience, satiety value, menu selection, hygiene* dan *price* secara serentak berpengaruh signifikan terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*.

Rekomendasi dari penelitian ini diharapkan dapat mempertahankan dan meningkatkan *sensory experience, satiety value, menu selection, hygiene* dan *price* yang dapat berdampak pada *customer satisfaction* kemudian pada akhirnya menciptakan *customer loyalty* di The Upper Level Fine Dining di Medan.

ABSTRACT

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ANALYSIS OF THE EFFECT OF SENSORY EXPERIENCE, SATIETY VALUE, MENU SELECTION, CLEANLINESS, AND PRICE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT THE TOP LEVEL OF FINE DINING CUSTOMERS IN MEDAN

(xx + xxx pages: xxx pictures, xxx tables, X attachments)

This restaurant serves delicious menu ala the Upper level Fine Dining in Medan. The purpose of this study is sensory experience, satiety value, menu selection, hygiene and price of customer satisfaction and customer loyalty top level Fine Dining in Medan.

The theories used in this study are sensory experience, satiety value, menu selection, hygiene, price, customer satisfaction and customer loyalty.

The research method used in this study is a quantitative method. The population of this study is all customers of the upper level Fine Dining. The total sample was 125 respondents snowball sampling as a sample collection technique. Data analysis techniques using multiple linear regression analysis.

The results showed that sensory experience affects customer satisfaction, satiety value affects customer satisfaction, menu choices do not affect customer satisfaction, cleanliness affects customer satisfaction, price affects customer satisfaction. Sensory experience, satiety value, menu selection, hygiene and price simultaneously influence customer satisfaction and customer satisfaction influences customer loyalty.

Recommendations from this study are expected to maintain and improve sensory experience, satiety value, menu choices, cleanliness and price that can be displayed on customer satisfaction then ultimately create customer loyalty at the top level of Fine Dining in Medan.

References: 97 (1996-2021)
Keywords: Sensory Experience, Satiety Value, Menu Selection, Cleanliness, Price, Customer Satisfaction, Customer Loyalty