ABSTRACT

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THE INFLUENCE OF ATMOSPHERICS, FOOD QUALITY, SERVICE QUALITY AND OTHER CUSTOMERS TOWARDS CUSTOMER'S SATISFACTION, BRAND TRUST AND BRAND PREFERENCE OF TAIPAN RESTAURANT IN MEDAN

(xix+132 pages; 23 figures; 51 tables; 10 appendixes)

As the era is involving, the food & beverage industry is also evolving. The emergence of restaurants has caused the competitiveness in this industry to be relatively high. In order to stand out, restaurant is constantly competing with each other to be different as to attract customers. One of the ways to attract and engage with customers is to increase their dining experience, fulfilling customer's expectations, and making sure that customers are satisfied.

Primary and secondary data were carried out in this study, whose questionnaires were given to the customers of Taipan Restaurant in Medan. The sampling technique used is non-probability, namely Snowball Sampling. The research data were analyzed using SPSS 25.0 software, the research model studied was using normality, heteroscedasticity, multicollinearity and linearity tests. For further investigation of the data, the study used multiple linear regression and coefficient of determination test, hypothesis testing was carried out with F-Test and T-Test.

The results showed that Atmospherics, Food Quality, Service Quality and Other Customers Towards had an effect on Customer's Satisfaction partially, partially and simultaneously. Customer's Satisfaction has an influence on Brand Trust partially and simultaneously. Brand Trust has partial and simultaneous influence on Brand Preference

Keywords: **Atmospherics, Food Quality, Service Quality, Other Customers, Customer's Satisfaction, Brand Trust, Brand Preference**

References: 56 (2012-2022)

ABSTRAK

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PENGARUH ATMOSFERIKA, KUALITAS MAKANAN, KUALITAS PELAYANAN DAN PELANGGAN LAIN TERHADAP KEPUASAN PELANGGAN, KEPERCAYAAN MEREK DAN PREFERENSI MEREK PADA RESTORAN TAIPAN DI MEDAN

(xix+132 halaman; 23 gambar; 51 tabel; 10 lampiran)

Seiring perkembangan zaman, industri makanan & minuman juga berkembang. Munculnya restoran menyebabkan daya saing di industri ini relatif tinggi. Untuk menonjol, restoran terus bersaing satu sama lain untuk menjadi berbeda untuk menarik pelanggan. Salah satu cara untuk menarik dan terlibat dengan pelanggan adalah dengan meningkatkan pengalaman bersantap mereka, memenuhi harapan pelanggan, dan memastikan bahwa pelanggan puas.

Data primer dan sekunder dilakukan dalam penelitian ini, yang kuesionernya diberikan kepada pelanggan Taipan Restaurant di Medan. Teknik sampling yang digunakan adalah non-probability, yaitu Snowball Sampling. Data penelitian dianalisis menggunakan software SPSS 25.0, model penelitian yang diteliti menggunakan uji normalitas, heteroskedastisitas, multikolinearitas dan linearitas. Untuk penyelidikan lebih lanjut pada data, penelitian menggunakan regresi linier berganda dan uji koefisien determinasi, uji hipotesis dilakukan dengan Uji-F dan Uji-T.

Hasil penelitian menunjukkan Atmospherics, Food Quality, Service Quality and Other Customers Towards memiliki pengaruh terhadap Customer's Satisfaction secara parsial secara parsial dan simultan. Customer's Satisfaction memiliki pengaruh terhadap Brand Trust secara parsial dan simultan. Brand Trust memiliki pengaruh terhadap Brand Preference secara parsial dan simultan.

Kata Kunci: Atmospherics, Food Quality, Service Quality, Other Customers, Customer's Satisfaction, Brand Trust, Brand Preference

Referensi: 56 (2012-2022)