

## ABSTRACT

**Delvin Mertju**

**03011190011**

**THE INFLUENCE OF SERVICE QUALITY, SOCIAL ENJOYMENT,  
CLEANNESS, AESTHETICS, AND COST TOWARD CUSTOMER  
SATISFACTION AND CUSTOMER LOYALTY IN BROTHERS CAFE,  
MEDAN**

(xvi+130 pages; 19 figures; 57 tables; 9 appendixes)

Nowadays, Cafes have turned into something more than a place to have meals and drinks, but also a meeting place for people whether it is for work, or simply hanging out and relaxing themselves. The presences of Cafes have become part of lifestyles for many people. Thus, as the competition gets fiercer every day, it is essential for Brothers Café to maintain and improve their Customer Loyalty in order to survive and stay on top of the market.

Primary and secondary are used in this study, in which questionnaires are distributed to customers who dined in at Brothers Café in Medan at least twice in the last six month. The sampling method used is the non-probability sampling, specifically snowball sampling. The gathered research data is analyzed with SPSS 25.0 software, the research model is examined using normality, heteroscedasticity, multicollinearity and linearity test. The research used multiple linear regression and the coefficient of determination tests for further investigation on the data. Hypotheses test are conducted with F-Test, T-Test.

This study has the objective to determine and rank the influence between Service Quality, Social Enjoyment, Cleanness, Aesthetics, and Cost towards Customer Satisfaction and Customer Loyalty in Brothers Café, Medan. This study shows that Service Quality, Social Enjoyment, Cleanness, Aesthetics, and Cost do have significant influence toward Customer Satisfaction both partially and simultaneously. Furthermore, Customer Satisfaction mediates the effect of Service Quality, Social Enjoyment, Cleanness, Aesthetics, and Cost on Customer Loyalty in Brothers Café, Medan.

**Keywords: Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction, Customer Loyalty**

References: 104 (2012-2022)

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### THE INFLUENCE OF SERVICE QUALITY, SOCIAL ENJOYMENT, CLEANNESS, AESTHETICS, AND COST TOWARD CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN BROTHERS CAFE, MEDAN

(xvi+130 halaman; 19 gambar; 57 tabel; 9 lampiran)

Saat ini, Kafe telah berubah menjadi sesuatu yang lebih dari sekadar tempat untuk makan dan minum, tetapi juga tempat pertemuan bagi orang-orang baik itu untuk bekerja, atau sekadar nongkrong dan bersantai. Kehadiran Kafe sudah menjadi bagian dari gaya hidup banyak orang. Oleh karena itu, seiring dengan persaingan yang semakin ketat setiap hari, sangat penting bagi Brothers Café untuk mempertahankan dan meningkatkan Loyalitas Pelanggan mereka agar dapat bertahan dan tetap berada di puncak pasar.

Data primer dan sekunder digunakan dalam penelitian ini, di mana kuesioner dibagikan kepada pelanggan yang makan di Brothers Café di Medan setidaknya dua kali dalam enam bulan terakhir. Metode pengambilan sampel yang digunakan adalah non-probability sampling, khususnya snowball sampling. Data penelitian yang terkumpul dianalisis dengan software SPSS 25.0, model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas dan linieritas. Penelitian ini menggunakan regresi linier berganda dan uji koefisien determinasi untuk penelitian lebih lanjut terhadap data. Uji hipotesis dilakukan dengan Uji-F, Uji-T.

Penelitian ini bertujuan untuk mengetahui dan memeringkatkan pengaruh antara Kualitas Pelayanan, Kenikmatan Sosial, Kebersihan, Estetika, dan Biaya terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan di Brothers Café Medan. Penelitian ini menunjukkan bahwa Kualitas Pelayanan, Kenikmatan Sosial, Kebersihan, Estetika, dan Biaya berpengaruh signifikan terhadap Kepuasan Pelanggan baik secara parsial maupun simultan. Selanjutnya Kepuasan Pelanggan memediasi pengaruh Kualitas Layanan, Kenikmatan Sosial, Kebersihan, Estetika, dan Biaya terhadap Loyalitas Pelanggan di Brothers Café Medan.

**Kata Kunci:** *Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction, Customer Loyalty*

Referensi: 104 (2012-2022)