

ABSTRACT

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THE INFLUENCE OF SENSORY EXPERIENCE, SATIETY VALUE, MENU SELECTION, HYGIENE, AND PRICE TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT 53 STEPS LAURENCE CAFE MEDAN

(xviii+187 pages; 13 figures; 58 tables; 8 appendices)

Indonesia is a country with a dense population. Humans have five levels of needs and the most basic to meet human needs is food. These basic needs will become a potential sector to continue to grow, as nowadays, there are many businesses in the food and beverage sector. For this reason, it is important for 53 Steps Laurence Cafe Medan to continue to increase their customer satisfaction levels so that these customers will eventually increase loyalty. Primary and secondary data are used in this research, the questionnaires are distributed to 53 Steps Laurence Cafe customers in Medan, 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 25.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data is also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test is done with F-Test and T-Test.

The purpose of this study is to evaluate the difference between Sensory Experience, Satiety Value, Menu Selection, Hygiene, and Price has the greatest influence on Customer satisfaction and customer loyalty of 53 Steps Laurence Cafe customers in Medan. The study has indicated that Sensory Experience, Satiety Value, Menu Selection, Hygiene, and Price are having significant influence towards Customer Satisfaction of 53 Steps Laurence Cafe partially and simultaneously. Also, Customer Satisfaction of 53 Steps Laurence Cafe is having significant influence towards Customer Loyalty both partially and simultaneously of 53 Steps Laurence Cafe customers in Medan.

Keywords: Sensory Experience, Satiety Value, Menu Selection, Hygiene, Price, Customer Satisfaction, Customer Loyalty

References: 30 (2009-2022)

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(xviii+187 halaman; 13 gambar; 58 tabel; 8 lampiran)

Indonesia merupakan negara dengan jumlah penduduk yang padat. Manusia memiliki lima tingkatan kebutuhan dan yang paling mendasar adalah makanan. Kebutuhan tersebut akan menjadi sektor yang potensial untuk terus berkembang, seperti saat ini terdapat banyak usaha dalam bidang makanan dan minuman. Untuk itu, penting bagi 53 Steps Laurence Cafe Medan untuk terus meningkatkan tingkat kepuasan pelanggannya sehingga pada akhirnya akan meningkatkan loyalitas. Data primer dan sekunder digunakan dalam penelitian ini, kuesioner disebarkan kepada pelanggan 53 Steps Laurence Cafe Medan, data diukur dengan uji validitas dan uji reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling yaitu snowball sampling. Data dianalisis dengan SPSS 25.00, model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinieritas, dan linieritas. Data juga diuji dengan regresi linier, regresi linier berganda, uji koefisien determinasi, dan pengujian hipotesis dilakukan dengan Uji-F dan Uji-T.

Tujuan dari penelitian ini adalah untuk mengevaluasi antara Sensory Experience, Satiety Value, Menu Selection, Hygiene, dan Price yang memiliki pengaruh terbesar terhadap Customer Satisfaction dan Customer Loyalty pelanggan 53 Steps Laurence Cafe di Medan. Hasil penelitian menunjukkan bahwa Sensory Experience, Satiety Value, Menu Selection, Hygiene, dan Price berpengaruh signifikan terhadap Customer Satisfaction 53 Steps Laurence Cafe secara parsial dan simultan. Selain itu, Kepuasan Pelanggan Cafe 53 Steps Laurence berpengaruh signifikan terhadap Loyalitas Pelanggan baik secara parsial maupun simultan pada pelanggan Cafe Laurence 53 Steps di Medan.

Kata Kunci: *Sensory Experience, Satiety Value, Menu Selection, Hygiene, Price, Customer Satisfaction, Customer Loyalty*
Referensi: 30 (2009-2022)