

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, CAFE ATMOSPHERE, AND SERVICE QUALITY TOWARD PURCHASE INTENTION AT DOUSYA LAND CAFE IN TANJUNG BALAI CITY, NORTH SUMATERA

(xvi+101 pages; 14 figures; 33 tables; 7 appendixes)

The food and beverage industry is one of the rapidly growing and most prevalent businesses in Indonesia, especially the cafes. Dousya Land Cafe is one of the cafe that is famous in Tanjung Balai. The purpose of this research is to examine the influence of food quality, cafe atmosphere, and service quality on purchase intention at Dousya Land Cafe in Tanjung Balai city. This research use quantitative research. The research population consists of all the Dousya Land Cafe customer. A sample of 97 respondents was gathered through non-probability which is convenience sampling and analyzed using the SPSS software. The questionnaires distributed in the study have been tested for validity and reliability. The collected data have successfully passed various tests: normality, linearity, multicollinearity, heteroskedasticity, multiple linear regression, coefficient of determination, and hypothesis testing.

Hypothesis testing concludes that food quality, cafe atmosphere, and service quality simultaneously influence toward purchase intention at Dousya Land Cafe in Tanjung Balai. The research results concludes that food quality and service quality have a significant influence on purchase intention, while the cafe atmosphere does not have a significant influence. Dousya Land Cafe faces issues in standardization within the Food and Beverages industry, evident in subpar food quality uncooked textures, the cafe atmosphere not maintained cleanliness and aroma, and slow service. The recommendation is for Dousya Land Cafe to conduct thorough research to identify and address these issues for substantial improvements.

Keywords: Food Quality, Café Atmosphere, Service Quality, Purchase Intention

References: 8 (2018-2023)

ABSTRAK

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PENGARUH KUALITAS MAKANAN, SUASANA CAFE, DAN KUALITAS PELAYANAN TERHADAP NIAT PEMBELIAN DI DOUSYA LAND CAFE DI KOTA TANJUNG BALAI, SUMATERA UTARA

(xvi+101 pages; 14 figures; 33 tables; 7 appendixes)

Industri makanan dan minuman merupakan salah satu bisnis yang berkembang pesat dan paling umum di Indonesia, khususnya di kafe. Dousya Land Cafe adalah salah satu kafe yang terkenal di Tanjung Balai. Penelitian ini bertujuan untuk menguji pengaruh kualitas makanan, suasana kafe, dan kualitas pelayanan terhadap niat pembelian di Dousya Land Cafe di Kota Tanjung Balai. Penelitian ini menggunakan metode penelitian kuantitatif. Populasi penelitian terdiri dari seluruh pelanggan Dousya Land Cafe. Sampel sebanyak 97 responden dikumpulkan melalui non-probabilitas, yaitu convenience sampling, dan dianalisis menggunakan perangkat lunak SPSS. Kuesioner yang didistribusikan dalam penelitian telah diuji validitas dan reliabilitasnya. Data yang terkumpul telah berhasil melewati berbagai uji: normalitas, linearitas, multikolinieritas, heteroskedastisitas, regresi linear berganda, koefisien determinasi, dan pengujian hipotesis.

Pengujian hipotesis menyimpulkan bahwa kualitas makanan, suasana kafe, dan kualitas pelayanan secara simultan berpengaruh terhadap niat pembelian di Dousya Land Cafe di Kota Tanjung Balai. Hasil penelitian menyimpulkan bahwa kualitas makanan dan kualitas pelayanan memiliki pengaruh signifikan terhadap niat pembelian, sementara suasana kafe tidak memiliki pengaruh yang signifikan. Dousya Land Cafe menghadapi masalah dalam standarisasi di industri makanan dan minuman, terlihat dari kualitas makanan yang kurang memuaskan, suasana kafe tidak dijaga kebersihan dan aromanya dan pelayanan yang lambat. Rekomendasi yang diberikan adalah agar Dousya Land Café melakukan penelitian menyeluruh untuk mengidentifikasi dan mengatasi masalah ini guna perbaikan yang signifikan.

Kata Kunci: *Kualitas Makanan, Suasana Cafe, Kualiatas Pelayanan, Niat Pembelian*

Referensi: 8 (2018-2023)