

ABSTRACT

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THE EFFECT OF BRAND IMAGE, BRAND AWARENESS, AND PHYSICAL ENVIRONMENT TOWARD CUSTOMERS' RETENTION AT HAI KOU HUO GUO IN MEDAN

(173 pages; 7 figures; 56 tables; 13 appendixes)

The food and beverage industry has developed tremendously over the past few years, with different establishments under the same type of business competing to become the best in the industry. Brand plays an essential role in marketing products which encourage the retention of consumers.

The purpose of this research is to reveal whether the factors involved in this research include Brand Image, Brand Awareness, and Physical Environment of the Hai Kou Huo Guo could affect Customer Retention.

This study will be using a quantitative and descriptive method. The data analysis includes a validity test, reliability test, descriptive analysis, normality test, multicollinearity test, heteroscedasticity test, hypothesis testing and multiple linear regression analysis using the SPSS version 25.

The research used a sample of the 114 respondents. This research uses a non-probability sampling method with a convenient sampling technique to collect evidence through surveys. The questionnaire will be distributed and collect responses from those who have encountered or experienced the product and service in Hai Kou Huo Guo at CitraLand Gama City in Medan.

Based on the results of the data analysis, the questionnaires are both valid and reliable. The test forms a bell-shaped graph with diagonal line points indicating normal distribution with a significant value of 0.168. The regression model of the data analysis does not exhibit both multicollinearity and heteroscedasticity with the value of each variable $>$ than 0.05. The result of Multiple Linear Regression concluded that the constant value in this study is -2.051, indicates every 1% increase in independent variables, which will cause an increase per 0.147, 0.396, and 0.258 respectively in the dependent variable. The study concludes the positive influence of brand image, brand awareness, and physical environment towards customer retention at Hai Kou Huo Guo.

Keywords: Brand Awareness, Brand Image, Customer Retention, Physical Environment (Store Atmosphere)

References: 38 sources (2018-2023)

ABSTRAK

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PENGARUH CITRA MEREK, KESADARAN MEREK, DAN LINGKUNGAN FISIK TERHADAP RETENSI KONSUMEN DI RESTORAN HAI KOU HUO GUO DI MEDAN

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Industri makanan dan minuman telah berkembang pesat beberapa tahun terakhir ini, dengan munculnya berbagai bisnis yang menawarkan produk yang serupa dan bersaing satu sama lain.. Hal terpenting dalam berbisnis ialah merek dagang, dimana memegang peranan penting dalam memasarkan ataupun memunculkan strategi agar dapat mempertahankan konsumen.

Tujuan penelitian ini adalah untuk melihat pengaruh citra merek, kesadaran merek, dan lingkungan fisik terhadap retensi konsumen di restoran Hai Kou Huo Guo di CitraLand Gama City di Medan.

Penelitian ini menggunakan metode kuantitatif, deskriptif. Analisis data mencakup uji validitas, uji reliabilitas, analisis deskriptif, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji hipotesis dan analisis regresi linier berganda menggunakan SPSS versi 25.

Sampel penelitian ialah 114 responden. Sampel diambil dengan menggunakan metode non-probability sampling dengan teknik convenience sampling. Kuesioner akan di distribusikan kepada konsumen yang pernah mengunjungi dan merasakan makanan maupun layanan di Hai Kou Huo Guo di CitraLand Gama City di Medan.

Melalui hasil dari data analisis, kuesioner telah valid dan reliabel. Tes menunjukkan distribusi data yang normal. Model regresi studi ini tidak mengandung multikolinearitas dan heteroskedastisitas dengan nilai > 0.05 . Hasil regresi linear menunjukkan nilai konstanta studi ini ialah -2.051, dimana setiap kenaikan 1% pada variabel independen, maka akan ada kenaikan 0.147, 0.396, 0.258 pada variabel dependen. Studi ini menunjukkan efek yang positif dari independen variabel terhadap dependen variabel.

Kata Kunci: Citra Merek, Kesadaran Merek, Lingkungan Fisik (Atmosfir Toko), Retensi Konsumen

Referensi: 38 sumber (2018 – 2023)