

ABSTRACT

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**THE INFLUENCE OF SERVICE QUALITY, SOCIAL ENJOYMENT,
CLEANNESS, AESTHETICS, AND COST TOWARDS CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY WITH HEALTH
KNOWLEDGE AS A MODERATING VARIABLE AT SALAD BAR BY
HADI KITCHEN MEDAN**

(xv+180 pages; 23 figures; 50 tables; 6 appendixes)

The industry of food and beverage in Indonesia has been developing in a fast pace which is also a crucial part of the most influential industry now in Indonesia. Not only has it been contributing to the amount of GDP, but it has also been contributing to press the amount of unemployment. As a part of the food and beverage industry, restaurants have been one of the most improving sectors, specifically healthy restaurants as the realization of healthy lifestyle have been in everyone's mind these days. Hence, the competition of healthy restaurants forces Salad Bar by Hadi Kitchen Medan to improve their customer satisfaction with a purpose to gradually increase customer loyalty.

The purpose of this research is to come to a conclusion of the analysis for the influence of Service Quality, Social Enjoyment, Cleanness, Aesthetics, and Cost towards Customer Satisfaction and Customer Loyalty with Health Knowledge as a moderating variable at Salad Bar by Hadi Kitchen Medan by the usage of primary and secondary data as well as 140 respondents which were collected through questionnaires distribution with snowball sampling. By using SPSS 26.00, the research is analyzed through several tests such as normality test, heteroscedasticity test, multicollinearity test, linearity test, coefficient of determination test, hypothesis test, and moderated regression analysis. The result of the study concludes that there are 5 hypotheses accepted namely the significant influence of service quality, social enjoyment, cleanliness, and cost towards customer satisfaction as well as significant influence of customer satisfaction towards customer loyalty.

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

References: 152 (2003-2023)

ABSTRAK

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THE INFLUENCE OF SERVICE QUALITY, SOCIAL ENJOYMENT, CLEANNESS, AESTHETICS, AND COST TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY WITH HEALTH KNOWLEDGE AS A MODERATING VARIABLE AT SALAD BAR BY HADI KITCHEN MEDAN

(xvi+180 halaman; 23 gambar; 50 tabel; 6 lampiran)

Industri makanan dan minuman di Indonesia telah berkembang dengan pesat dan hal ini juga merupakan bagian penting dari industri paling berpengaruh di Indonesia saat ini. Tidak hanya berkontribusi terhadap jumlah PDB, namun industri makanan dan minuman juga telah berkontribusi menekan jumlah pengangguran. Sebagai bagian dari industri makanan dan minuman, restoran telah menjadi salah satu sektor yang mengalami kemajuan, khususnya restoran sehat karena realisasi gaya hidup sehat sudah menjadi pemikiran setiap orang saat ini. Oleh karena itu, persaingan restoran sehat memaksa Salad Bar by Hadi Kitchen Medan untuk meningkatkan kepuasan pelanggannya dengan tujuan untuk meningkatkan loyalitas pelanggan secara bertahap.

Tujuan penelitian ini adalah untuk mengambil kesimpulan analisis pengaruh Kualitas Pelayanan, Kenikmatan Sosial, Kebersihan, Estetika, dan Biaya terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan dengan Pengetahuan Kesehatan sebagai variabel moderasi pada Salad Bar by Hadi Kitchen Medan dengan menggunakan data primer dan sekunder serta 140 responden yang dikumpulkan melalui penyebaran kuesioner dengan snowball sampling. Dengan menggunakan SPSS 26.00, penelitian dianalisis melalui beberapa uji seperti uji normalitas, uji heteroskedastisitas, uji multikolinearitas, uji linearitas, uji koefisien determinasi, uji hipotesis, dan analisis regresi yang dimoderasi. Hasil penelitian menyimpulkan terdapat 5 hipotesis yang diterima yaitu adanya pengaruh signifikan kualitas pelayanan, kenikmatan sosial, kebersihan, dan biaya terhadap kepuasan pelanggan serta adanya pengaruh signifikan kepuasan pelanggan terhadap loyalitas pelanggan.

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

Referensi: 152 (2003-2023)