

ABSTRACT

JESSY

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**THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY,
ATMOSPHERE, OTHER CUSTOMERS, AND PRICE TOWARDS
CUSTOMER SATISFACTION AND REVISIT INTENTION AT JADE
RESTAURANT MEDAN**

(xiv+163 pages; 21 figures; 47 tables; 6 appendices)

The Food and Beverage sector in Indonesia is currently continuously developing, which has resulted in increasingly tight competition between F&B businesses. However, recently, the F&B business has been experiencing a decline because people prioritize buying experiences over buying food. For this reason, Jade Restaurant Medan needs to be able to increase its customer satisfaction so that customers have the intention to visit again. The primary and secondary data used in this research is by using a questionnaire distributed to customers of Jade Restaurant Medan, where the data will be measured using validity and reliability tests. Sampling in this study used a non-probability sampling method, namely snowball sampling. To analyze the data, SPSS 25.00 was used to test normality, heteroscedasticity, multicollinearity, and linearity tests. Simple linear regression, multiple linear regression, coefficient of determination test, and hypothesis testing with F-test and T-test were also used to test the data.

This research aims to find out whether Service Quality, Food Quality, Atmosphere, Other Customers, and Price have an influence on Customer Satisfaction and Revisit Intention of Jade Restaurant customers in Medan. The results of the research conducted show that Service Quality, Food Quality, Atmosphere, Other Customers, and Price have a significant influence on Jade Restaurant Customer Satisfaction, while Customer Satisfaction has a significant effect on Revisit Intention. This is shown by the results of observations that many respondents think that they are satisfied with their experience while at Jade Restaurant and have the intention to increase the frequency of visiting Jade Restaurant Medan.

Keywords: Service Quality, Food Quality, Atmosphere, Other Customer, Price, Customer Satisfaction, Revisit Intention

References: 120 (2012-2023)

ABSTRAK

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THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERE, OTHER CUSTOMER, AND PRICE TOWARDS CUSTOMER SATISFACTION AND REVISIT INTENTION AT JADE RESTAURANT MEDAN

(xiv+163 halaman; 21 gambar; 47 tabel; 6 lampiran)

Sektor Food and Beverage di Indonesia saat ini terus menerus berkembang, yang mengakibatkan persaingan antar bisnis F&B semakin ketat. Namun belakangan ini, bisnis F&B sedang mengalami penurunan karena orang lebih banyak memprioritaskan membeli pengalaman daripada membeli makanan. Untuk itu, penting bagi Jade Restaurant Medan untuk bisa meningkatkan kepuasan pelanggan mereka agar para pelanggan memiliki niat untuk mengunjungi kembali. Data primer dan sekunder yang digunakan di penelitian ini adalah dengan menggunakan kuesioner yang disebar kepada pelanggan Jade Restaurant Medan, dimana data akan diukut menggunakan uji validitas dan reabilitas. Pengambilan sampel di penelitian ini menggunakan metode non-probability sampling yaitu snowball sampling. Untuk menganalisis data, SPSS 25.00 digunakan untuk menguji uji normalitas, heteroskedastisitas, multikolinieritas, dan linearitas. Regresi linier sederhana, regresi linier berganda, uji koefisien determinasi, dan pengujian hipotesis dengan Uji-F dan Uji-T juga digunakan untuk menguji data.

Penelitian ini bertujuan untuk mengetahui apakah Service Quality, Food Quality, Atmosphere, Other Customers, dan Price memiliki pengaruh terhadap Customer Satisfaction dan Revisit Intention pelanggan Jade Restaurant di Medan. Hasil dari penelitian yang dilakukan menunjukkan bahwa Service Quality, Food Quality, Atmosphere, Other Customer, dan Price berpengaruh signifikan terhadap Customer Satisfaction Jade Restaurant, sedangkan Customer Satisfaction berpengaruh signifikan terhadap Revisit Intention. Hal ini ditunjukkan dari hasil observasi banyaknya responden berpendapat bahwa mereka puas dengan pengalaman saat sedang berada di Jade Restaurant dan memiliki niat untuk menambah frekuensi mengunjung Jade Restaurant Medan.

Kata Kunci: *Service Quality, Food Quality, Atmosphere, Other Customer, Price, Customer Satisfaction, Revisit Intention*

Referensi: 120 (2012-2023)