

ABSTRACT

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THE INFLUENCE OF PHYSICAL ENVIRONMENT, FOOD QUALITY, EMPLOYEE SERVICE QUALITY, AND RELATIONSHIP BENEFITS TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT ANGELIC PATISSERIE IN MEDAN

(xviii+127 pages; 24 figures; 45 tables; 3 appendixes)

The purpose of this study is to evaluate between Physical Environment, Food Quality, Employee Service Quality and Relationship Benefits has the greatest influence on Customer Satisfaction and Customer Loyalty on Angelic Patisserie Medan. The study has indicated that Physical Environment, Food Quality, Employee Service Quality and Relationship Benefits are having significant influence towards Customer Satisfaction of Angelic Patisserie Medan partially and simultaneously. Also, Customer Satisfaction of Angelic Patisserie Medan is having significant influence towards Customer Loyalty of Angelic Patisserie Medan both partially and simultaneously.

The satisfaction and loyalty lead the customers to stay loyal with the brand. Angelic Patisserie is highly committed to engage with customer satisfaction. Customers are happy and satisfied with Angelic Patisserie as well as they are giving a good review.

Primary and secondary data are used in this research, the questionnaires are distributed to Angelic Patisserie Medan customers, 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 25.0, the research model is being tested using normality, heteroscedasticity, multicollinearity and linearity test. The data also tested with multiple linear regression and coefficient of determination test, and hypothesis test are done with F-Test, T-Test and Sobel Test.

Recommendations for Angelic Patisserie Medan include maintaining and improving the 4 variables which significantly influences customer satisfaction especially food quality with lowest mean value to increase customer loyalty. Also, these factors can be enhanced if Angelic Patisserie can increase attractive promos and offers to increase customer's daily purchases.

Keywords: Physical Environment, Food Quality, Employee Service Quality, Relationship Benefits, Customer Satisfaction, Customer Loyalty

References: 82 (1973-2020)

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(xviii+127 halaman; 24 gambar; 45 tabel; 3 lampiran)

Tujuan dari penelitian ini adalah untuk mengevaluasi antara Lingkungan Fisik, Kualitas Makanan, Kualitas Layanan Karyawan dan Manfaat Hubungan memiliki pengaruh paling besar terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan pada Angelic Patisserie Medan. Hasil penelitian menunjukkan bahwa Lingkungan Fisik, Kualitas Makanan, Kualitas Layanan Karyawan dan Manfaat Hubungan berpengaruh signifikan terhadap Kepuasan Pelanggan Angelic Patisserie Medan secara parsial dan simultan. Selain itu, Kepuasan Pelanggan Angelic Patisserie Medan berpengaruh signifikan terhadap Loyalitas Pelanggan Angelic Patisserie Medan baik secara parsial maupun simultan.

Kepuasan dan loyalitas membuat pelanggan tetap setia dengan merek tersebut. Angelic Patisserie sangat berkomitmen untuk terlibat dengan kepuasan pelanggan. Pelanggan senang dan puas dengan Angelic Patisserie serta mereka memberikan ulasan yang bagus.

Data primer dan sekunder digunakan dalam penelitian ini, kuesioner didistribusikan kepada pelanggan Angelic Patisserie Medan, Data diukur dengan uji validitas dan reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, khususnya snowball sampling. Data dianalisis menggunakan SPSS 25.0, model penelitian diuji menggunakan uji normalitas, heteroskedastisitas, multikolinearitas dan linearitas. Data juga diuji dengan regresi linier berganda dan uji koefisien determinasi, serta uji hipotesis dilakukan dengan F-Test, T-Test.

Rekomendasi Angelic Patisserie Medan antara lain mempertahankan dan meningkatkan 4 variabel yang berpengaruh signifikan terhadap kepuasan pelanggan khususnya kualitas makanan dengan nilai mean terendah untuk meningkatkan loyalitas pelanggan. Faktor-faktor tersebut juga dapat ditingkatkan jika Angelic Patisserie dapat meningkatkan promo dan penawaran menarik untuk meningkatkan pembelian harian pelanggan.

Kata kunci: *Physical Environment, Food Quality, Employee Service Quality, Relationship Benefits, Customer Satisfaction, Customer Loyalty*

Referensi: 82 (1973-2020)