

ABSTRACT

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THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, AND CAFÉ ATMOSPHERE ON CUSTOMER SATISFACTION AT THE BREWING SPACE CAFÉ MEDAN

(ix+119 pages; 13 figures; 26 tables; 6 appendixes)

The ratings given by customers regarding the quality of service, food quality, and cafe atmosphere of the cafe at The Brewing Space Cafe on Google Review mostly show dissatisfied customers, this study aims to find out whether the Service Quality, Food Quality, and Cafe Atmosphere affect Customer Satisfaction at The Brewing Space Cafe Medan. The research method used is quantitative with data management using SPSS ver.25. The population consists The Brewing Space Café Customer, a sample of 97 respondents was collected through non-probability sampling namely convenience sampling method. The distributed questionnaire has been tested for validity and reliability.

From the test results, the coefficient of determination was 43.6% the remaining 56.4%. The research results conclude that service quality, food quality, and café atmosphere significantly affect customer satisfaction at The Brewing Space Café. Hypothesis testing concludes that service quality, food quality, and café atmosphere simultaneously affect customer satisfaction at The Brewing Space Café. The recommendation for The Brewing Space Café is to keep improving its service, food quality, and cafe atmosphere to meet customers' expectations.

Keywords: Service Quality, Food Quality, Café Atmosphere, Customer Satisfaction.

References: 31 (2016 – 2022)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN, KUALITAS MAKANAN, DAN SUASANA CAFÉ TERHADAP KEPUASAN PELANGGAN DI THE BREWING SPACE CAFÉ MEDAN

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Penilaian yang diberikan pelanggan mengenai kualitas layanan, kualitas makanan, dan suasana cafe di The Brewing Space Cafe di Google Review sebagian besar menunjukkan pelanggan tidak puas penelitian ini bertujuan untuk mengetahui apakah Kualitas Layanan, Kualitas Makanan, dan Suasana Kafe mempengaruhi Kepuasan Pelanggan di The Brewing Space Café Medan. Metode penelitian yang digunakan adalah kuantitatif dengan pengelolaan data menggunakan SPSS ver.25. Populasi terdiri dari The Brewing Space Café Customer, sampel sebanyak 97 responden dikumpulkan melalui metode non-probability sampling yaitu convenience sampling. Kuesioner yang didistribusikan telah lulus diuji validitas dan reliabilitasnya.

Dari hasil pengujian menyatakan koefisien determinasi adalah 43,6% sisanya 56,4%. Hasil penelitian menyimpulkan bahwa kualitas layanan, kualitas makanan, dan suasana kafe secara signifikan mempengaruhi kepuasan pelanggan di The Brewing Space Café. Pengujian hipotesis menyimpulkan bahwa kualitas layanan, kualitas makanan, dan suasana kafe secara bersamaan mempengaruhi kepuasan pelanggan di The Brewing Space Café. Rekomendasi untuk The Brewing Space Café adalah terus meningkatkan layanan, kualitas makanannya, dan suasana kafe untuk memenuhi harapan pelanggan.

Kata kunci: kualitas layanan, kualitas makanan, suasana kafe, kepuasan pelanggan.

Referensi: 31 (2016 – 2022)