ABSTRACT

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THE INFLUENCE OF VISUALIZATION OF FOOD APPEARANCE AND FOOD QUALITY ON CUSTOMER SATISFACTION AT TAIPAN RESTAURANT, MEDAN

(xvi+, 90 pages; 7 figures; 56 tables; 7 appendixes)

Based on a survey conducted that there is a decrease in customer satisfaction seen from bad reviews and with the provision of ratings that are not so good. A visualization of food appearance that many tycoon customers complain about. This has to do with presentation look, which is occasionally not given enough thought. The cuisine of Taipan Restaurant, Medan is still mostly regarded as being below customers' tastes.

The way food appearance and quality are visualized has a big impact on how satisfied customers are. Food quality and visualization of food appearance has a strong relationship with customer satisfaction and business sales.

In this research, the writer uses IBM SPSS statistics and a quantitative research approach in this study. The writer uses a causal and descriptive style. Convenience sampling was the method of sampling that was used. Population is customers at Taipan Restaurant, Medan and customers and sample amount 100customers.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test and multiple linear regression test. The results of hypothesis test showed that Visualization of Food Appearance and Food Quality have an influence on Customer Satisfaction at either partial or simultaneous. Furthermore, Visualization of Food Appearance and Food Quality have an important role in shaping Customer Satisfaction. Visualization of have 40.5% influence on Customer Satisfaction.

Recommendations for Taipan Restaurant, Medan would be by replacing old plates and glasses as soon as possible to ensure that the food is presented quickly and cleanly; also, replace old stock control frequently to ensure that raw materials are used well and can be guaranteed to be fresh; add equipment and equipment storage for raw materials; arrange more neatly; and record the date of entry.

Keywords: Visualization of Food Appearance, Customer Satisfaction
References: 37 (2017-2021)