

## **ABSTRACT**

**ERIC**

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### **THE IMPACT OF FOOD QUALITY MANAGEMENT TOWARDS CUSTOMER SATISFACTION IN MINISTRO CAFÉ MEDAN**

(xiv + 64 pages; 25 figures; 32 tables; 6 appendices)

This research was conducted at Café Ministro Medan where it is based on the survey that there is a decrease in consumer satisfaction which can be seen from the decline in the level of consumer complaints that have an impact on decreasing sales.

The purpose of this quantitative research is to determine whether food quality management has an effect on consumer satisfaction at Café Ministro Medan.

To get the data needed for this study, the sampling convenience method is being carried out and the questionnaire uses a five-option Likert scale spread to Café Ministro consumers.

After collecting data, using descriptive research design, the method used is descriptive analysis, validity test, reliability test, correlation coefficient test (score 0.700), test coefficient of determination (49%). The results of the t-test tcount 10.258 > ttable 1.982 and a significant value of 0.007 < 0.05, means that the management of food quality has an effect on consumer satisfaction at Café Ministro Medan.

According to the tests conducted in the study, it was revealed that the management of food quality had an influence on customer satisfaction at Café Ministro Medan.

**Keywords: Food Quality Management, Customer Satisfaction, Cafes and Restaurants**

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