

# ABSTRACT

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## THE INFLUENCE OF THE SERVICE QUALITY IN FOOD AND BEVERAGE WAITRESS TOWARDS CUSTOMER'S SATISFACTION IN PONDOK TELAGA IKAN

(xiv+64 pages; 3 figures; 49 tables; 13 appendices)

This research is done at Pondok Telaga Ikan. The restaurant is located near the airport of Medan which is Kuala Namu Airport. The objective of the study is to know the importance of service quality at Pondok Telaga Ikan.

The methods used by the writer in this research is quantitative method. The research analyzed the impact of service quality in food and beverage towards customer's satisfaction.

Service quality is an abstract concept, because the quality of service characteristics are intangible, variable, and not durable. The aim of this *skripsi* is show the relationship between service quality and customer satisfaction. The study also attempts to explore the relationship between service quality and customer satisfaction.

The population and sample in this research are the customers of Pondok Telaga Ikan. The analysis method used are validity test, reliability test, normality test, linearity test, linear regression test, correlation test, determination test and hypothesis testing with z-test.

Based on the research result, the conclusion of this research is that there is a significant influence between service quality towards customer satisfaction at Pondok Telaga Ikan. But, the level of influence has a small percentage which can be proven by the result of the determination test which 26.7% customer satisfaction that is affected by the service quality and the rest which is 73.3% is affected by other variables outside the study.

**Keywords: Service Quality, Customer Satisfaction, Restaurant, Food and Beverage**

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