

ABSTRACT

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THE INFLUENCE OF MANAGEMENT TOWARDS GUEST PERCEPTION OF FOOD QUALITY AT MINISTRO CAFÉ MEDAN

(xiii+63 pages; 8 figures; 23 tables; 3 appendixes)

In the few last decades, culinary business industry has become one of the most famous variety business activities. This industry could promise the entrepreneurs a lot of profit and a lot of demand in this globalization era. Culinary business is the food preparation, processing the food, handling the food and offering food for sale. Therefore culinary business suppose to be sustain. Therefore, the writer conduct the research at Ministro Cafe Medan, because it is interest to have a research about the company that have delicate communication issue within an organization with various leadership layers towards the guest perception of Food Quality.

Ministro Cafe Medan EST. MMXVII is a Restaurant Bar that located at S. Parman Street No. 308, Medan Petisah, North Sumatra. It was established in November 2017 which is one of the cafes on the terrain that serves western food fusion with archipelago cuisine. This cafe combining western food and bakery, which the bakery is known as OO Pastries. The Ministro cafe is synonymous with a place to relax and have a family meal.

This research aim to measure the Influence of Management towards Guest Perception of Food Quality at Ministro Cafe Medan. In this research contain the 5 Food Quality measurement, which consists of: the smell of the food, menu variety, food nutritious, the food taste and the food freshness. From this dimensions expected to measure, whether management involvement can increase or decrease the guest perception of Food Quality at Ministro Cafe Medan.

This research was conducted by using Quantitative method. Data used in this research are primary data and secondary data. The Population of this study used the Convenience test, where the sample was conducted on 78 respondents who were customers at Ministro Cafe Medan. The scale used to measure variables is using the Likert scale. Data analysis methods used in this research are descriptive statistic, validity test, reliability test, and One Sample Hypothesis Test.

Because the value of $t_{count} (20.295) > t_{table} (1.664)$ one-tail, then H_0 is rejected and H_a is accepted. Thus, it can be concluded food quality is increase when management is involve at Ministro Cafe Medan.

Keywords : Influence of Management, Food Quality, Ministro Cafe Medan.