ABSTRACT

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THE IMPACT OF FOOD QUALITY TOWARDS CUSTOMER SATISFACTON AT SOSMED CAFE MEDAN

(xvi+66 pages; 8 figures; 43 tables; 4 appendixes)

Sosmed Cafe Medan is social media themed cafe. Many people often appraise about the unique decoration but seldom talk about the quality of food at Sosmed Cafe Medan. The aim of this research is to analyse the impact of food quality towards customer satisfaction at Sosmed Cafe Medan.

According to Hanaysha (2016), food quality plays an important role in determining customer loyalty and brand image. In other words, superior food quality is a key marketing tool that can be employed to satisfy and retain customers and further ensure their positive purchase experience.

This research is using quantitative approach with the population and sample of Sosmed Cafe Medan visitors. Questionnaire and observation is being used in collecting data with 91 sample. The analysis method which is used in doing this research is linear regression test. In order to understand the findings, correlation test is being applied to decide the hypothesis t-test.

The result of the research shows the validity of the questions. Both of the variable in this research are reliable and normally distributed. The correlation between variables is strongly related with the linear regression $Y = 4.125 + 0.345 X$.

Based from the result of t-count (8.005) > t-table (1.664), which means the Ho is rejected or there is an impact of food quality towards customer satisfaction at Sosmed Cafe Medan. In addition, it also shows from determination test that there is 41.8% impact of food quality towards customer satisfaction and the rest is influenced by others variable.

Keywords: food quality, customer satisfaction, social media, cafe, medan

References : 45