

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY TOWARDS CUSTOMER SATISFACTION IN THE THREE CARRARI

(xvi+ 86 pages; 9 figures; 26 tables; 9 appendixes)

As daily consumption of people, food is one of the primary needs that is consumed in order to survive. Moreover, Indonesian people expenses in ready-to-consume meals are higher than they often eating out which makes the competition in food and beverages industry are getting tougher as they compete to get more customer. Therefore, the business owners should provide a good product that could make the customer satisfied as they are important for the business continuity. In this research, the writer would like to know if there is any influence of food quality towards customer satisfaction in The Three Carrari, which is a neighborhood bistro in Medan that offers fusion food and also pastries.

This is quantitative research and is using a descriptive method and correlational method. To collect data, the writer used primary and secondary data, distributing questionnaires to the customers with the sample amount of 154 customers. Data analysis method used in this research are validity test, reliability test, descriptive statistic, classical assumption test, determination test, and hypothesis testing (T-test).

Based on the result of the research, the food quality has influence to customer satisfaction by 47.4% while the remaining 52.6% is influenced by the other factors that is not discussed in this research. The result of the T-test is $T_{count} (11.697) > T_{table} (1.975)$, where H_a is accepted. It can be concluded if food quality has influence towards customer satisfaction in The Three Carrari.

Keywords: Food Quality, Customer Satisfaction, The Three Carrari

References: 38 (2015-2020)

ABSTRAK

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PENGARUH KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI THE THREE CARRARI

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Sebagai konsumsi sehari-hari manusia, makanan adalah salah satu kebutuhan primer manusia untuk bertahan hidup. Terlebih lagi, pengeluaran masyarakat Indonesia untuk makanan siap saji lebih besar, yang menjadikan kompetisi di industri makanan dan minuman lebih berat karena mereka berlomba untuk mendapatkan pelanggan yang lebih banyak. Maka itu, pemilik bisnis harus memberikan produk yang baik yang dapat memuaskan pelanggan karena hal itu sangatlah penting untuk kelangsungan bisnis. Di dalam penelitian ini, penulis ingin mengetahui kualitas makanan memiliki pengaruh terhadap kepuasan pelanggan di The Three Carrari, yaitu bistro di Medan yang menawarkan makanan fusion dan juga kue kering.

Penelitian ini adalah penelitian kuantitatif, menggunakan metode deskriptif dan metode korelasi. Untuk mengumpulkan data, penulis menggunakan data primer dan sekunder, menyebarkan angket kepada pelanggan dengan jumlah sampel 154 orang. Metode analisis data yang digunakan adalah tes validitas, tes reliabilitas, statistic deskriptif, uji asumsi klasik, uji determinasi and uji hipotesis (Uji T).

Berdasarkan hasil dari penelitian, kualitas makanan memiliki pengaruh terhadap kepuasan pelanggan sebesar 47.4% dan 52.6% dipengaruhi oleh faktor lain yang tidak didiskusikan didalam penelitian ini. Hasil dari uji-T menunjukkan bahwa $T_{count} (11.697) > T_{table} (1.975)$, dimana H_a diterima. Maka, kesimpulan yang didapatkan adalah kualitas makanan memiliki pengaruh terhadap kepuasan pelanggan di The Three Carrari.

Kata Kunci: Kualitas Makanan, Kepuasan Pelanggan, The Three Carrari

Referensi: 38 (2015-2020)