

## **ABSTRACT**

**VIVI VERONICA**

**03013170078**

### **THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER PURCHASE DECISION AT THIRTY-SIX CAFÉ MEDAN**

(xviii +125 pages; 13 figures; 63 tables; 10 appendices)

Currently, the café business in the city of Medan is increasingly in demand by all society levels. The existence of various cafes and restaurants with diverse business themes has made it essential for many foodservice business players to be more competitive, innovative, and inventive. Creating distinctions and distinctive features in food quality and service quality appealing to customers will dominate the market share and maximize company profits for good.

Some reviews show customer complaints about food quality and service quality offered at Thirty-six café. Bad reviews from other people can affect other customers' perception of the Thirty-six cafe and affect their sales. In that case, the researcher believes that both food quality and service quality are important and impact the customer purchase decision.

In this research, the researcher used a quantitative research method and utilized primary and secondary data for the data collection methods. The data was collected by distributing questionnaires to 97 respondents and using a Likert scale to measure the variable. The result then processed by using the SPSS application 25.0 version.

Based on the result, both food quality and service quality strongly correlate to a customer purchase decision with the value of Pearson correlation of 0.829. The work shows that the influence of food quality and service quality on the customer purchase decision is 68.6%. In contrast, the rest, 31.4%, may come from other variables not examined in this study.

**Keywords: Food Quality, Service Quality, Customer Purchase Decision**

Reference: 56 (2015-2021)

## **ABSTRAK**

**VIVI VERONICA**

**03013170078**

### **THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER PURCHASE DECISION AT THIRTY-SIX CAFÉ MEDAN**

*(xviii +125 halaman; 13 figur; 63 tabel; 10 lampiran)*

*Saat ini bisnis café di kota Medan semakin diminati oleh semua lapisan masyarakat. Keberadaan berbagai cafe dan resto dengan tema bisnis yang beragam, membuat banyak pelaku bisnis jasa makanan harus semakin kompetitif, inovatif, dan inventif. Menciptakan perbedaan dan ciri khas dalam kualitas makanan dan kualitas layanan yang menarik bagi pelanggan akan mendominasi pangsa pasar dan memaksimalkan keuntungan suatu perusahaan.*

*Beberapa review menunjukkan keluhan pelanggan tentang kualitas pangan dan kualitas layanan yang ditawarkan di kafe Thirty-six. Ulasan buruk dari orang lain dapat memengaruhi persepsi pelanggan lain tentang kafe Thirty-six dan memengaruhi penjualan mereka. Dalam hal ini, peneliti meyakini bahwa kualitas makanan dan kualitas layanan penting dan berdampak pada keputusan pembelian pelanggan.*

*Dalam penelitian ini, peneliti menggunakan metode penelitian kuantitatif dan menggunakan data primer dan sekunder sebagai metode pengumpulan datanya. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 97 responden dan menggunakan skala likert untuk mengukur variabelnya. Hasilnya kemudian akan diolah dengan menggunakan aplikasi SPSS versi 25.0.*

*Berdasarkan hasil penelitian, kualitas pangan dan kualitas pelayanan berkorelasi kuat dengan keputusan pembelian pelanggan dengan nilai korelasi Pearson sebesar 0,829. Hasil penelitian menunjukkan bahwa pengaruh kualitas pangan dan kualitas pelayanan terhadap keputusan pembelian pelanggan adalah 68.6%. Sebaliknya, 31,4% sisanya mungkin berasal dari variabel lain yang tidak diteliti dalam penelitian ini.*

**Kata Kunci: Kualitas Pangan, Kualitas Pelayanan, Keputusan Pembelian Pelanggan**

*Referensi: 56 (2015-2021)*