

## **ABSTRACT**

**ANGELLI SALIM**

**03013180059**

### **THE IMPACT OF CAFÉ ATMOSPHERE, SERVICE QUALITY, AND FOOD QUALITY TOWARDS CUSTOMER SATISFACTION AT PILASTRO CAFÉ, MEDAN**

(xix + 155 pages; 6 figures; 64 tables; 16 appendixes)

Café atmosphere, service quality, and food quality are the most important factors in increasing customer satisfaction. According to customer reviews, there were some negative comments about the atmosphere, service quality, and food quality provided, which all have an influence on customer satisfaction.

The purpose of this research is to analyse the impact of café atmosphere, service quality, and food quality towards customer satisfaction. The population in this research is customers who had visited Pilastro Café, Medan, and customers who were above 15 years old. The sampling technique in this research uses a purposive sampling technique and there are 97 samples of respondents that have successfully entered as criteria. The data analysis method used in this research are research instrument test, classical assumption test, and hypothesis test using multiple linear regressions processed through Statistical Product and Service Solutions 25 (SPSS 25).

The results of the research prove that partially cafe atmosphere has no significant influence on customer satisfaction, while the service quality and food quality have a significant influence on customer satisfaction as shown by the results of the analysis on the cafe atmosphere of -0.138 with a sig value of 0.890, service quality of 4.390 with a sig value of 0.000, and food quality of 5.092 with a sig value of 0.000. While the results of the F test (simultaneously) on the influence between variables were obtained at 43,774 with a sig value of 0.000.

**Keywords: Café Atmosphere, Service Quality, Food Quality, and Customer Satisfaction**

References: 49 (2016-2021)

## **ABSTRAK**

**ANGELLI SALIM**

**03013180059**

### ***PENGARUH SUASANA KAFE, KUALITAS PELAYANAN, DAN KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI PILASTRO CAFÉ, MEDAN***

(xix+ 155 halaman; 6 figur; 64 tabel; 16 lampiran)

*Suasana kafe, kualitas pelayanan, dan kualitas makanan merupakan faktor terpenting dalam meningkatkan kepuasan pelanggan. Menurut ulasan pelanggan, ada beberapa komentar negatif tentang suasana, kualitas layanan, dan kualitas makanan yang disediakan, yang semuanya berpengaruh pada kepuasan pelanggan.*

*Tujuan dari penelitian ini adalah untuk menganalisis pengaruh suasana kafe, kualitas pelayanan, dan kualitas makanan terhadap kepuasan pelanggan. Populasi dalam pengamatan ini adalah pelanggan yang pernah berkunjung ke Pilastro Café, Medan, dan pelanggan yang berusia di atas 15 tahun. Teknik pengambilan sampel dalam pengamatan ini menggunakan teknik purposive sampling dan sampel responden yang berhasil masuk kriteria sebanyak 97 orang. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda yang diolah melalui Statistical Product and Service Solutions 25 (SPSS 25).*

*Hasil penelitian membuktikan bahwa secara parsial cafe atmosphere tidak berpengaruh signifikan terhadap kepuasan pelanggan, sedangkan kualitas pelayanan dan kualitas makanan berpengaruh signifikan terhadap kepuasan pelanggan sebagaimana ditunjukkan hasil analisis pada cafe atmosphere sebesar -0.138 dengan nilai sig 0.890, kualitas pelayanan sebesar 4.390 dengan nilai sig 0,000, dan kualitas makanan sebesar 5.092 dengan nilai sig 0,000. Sedangkan hasil uji F (secara simultan) atas pengaruh antar variabel diperoleh sebesar 43.774 dengan nilai sig 0,000.*

***Kata Kunci: Suasana Kafe, Kualitas Pelayanan, Kualitas Makanan, dan Kepuasan Pelanggan***

***Referensi: 49 (2016-2021)***