

ABSTRACT**PATRICK NICHOL AS GOHZELIG****03013180131****THE INFLUENCE OF PRICE AND SERVICE QUALITY
TOWARD CUSTOMER SATISFACTION AT
THE NEIGHBOURHOOD EATERY CAFÉ MEDAN**

(xviii + 102 pages; 3 figures; 56 tables; 13 appendixes)

Customer satisfaction has developed as an important concept in marketing theory and practice, as well as one of the most key objectives for business operations, including restaurant operations. In this circumstance, the restaurant's goal is not just to generate a profit, but also to satisfy the customers, which has resulted in customer satisfaction as a vital component in ensuring the restaurant's long-term sustainability.

The objective of this research is to determine and assess the influence of price and service quality on customer satisfaction at The Neighbourhood Eatery Café Medan.

The population of this research is all customers of The Neighbourhood Eatery. In this research, the accidental sampling method is used, and the number of samples acquired that meet the established criteria consists of 83 respondents.

The data is analyzed using the multiple linear regression approach. According to the result of the research, the independent variable of service quality has a positive and significant influence on customer satisfaction. Food quality, as an independent variable, has a positive and considerable influence on consumer satisfaction. Moreover, the independent variable of price has a positive and considerable influence on customer satisfaction. This research also shows that both pricing and service quality has a positive and significant influence on customer satisfaction. Moreover, The Neighborhood Eatery should try to maintain or keep improving the level of customer satisfaction by offering the best price and providing the best services to its customers.

Keywords: Price, Service Quality and Customer Satisfaction

References: 21 (2016-2021)

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(xviii + 102 halaman; 3 gambar; 56 tabel; 13 lampiran)

Kepuasan pelanggan telah berkembang sebagai konsep penting dalam teori dan praktik pemasaran, serta salah satu tujuan utama operasi bisnis, termasuk operasi restoran. Dalam keadaan ini, tujuan restoran tidak hanya untuk menghasilkan keuntungan, tetapi juga untuk memuaskan pelanggan, yang telah menghasilkan kepuasan pelanggan sebagai komponen penting dalam memastikan keberlanjutan jangka panjang restoran.

Penelitian ini bertujuan untuk mengetahui dan menilai pengaruh harga dan kualitas pelayanan terhadap kepuasan pelanggan di The Neighborhood Eatery Café Medan.

Populasi dalam penelitian ini adalah seluruh pelanggan The Neighborhood Eatery. Dalam penelitian ini digunakan metode accidental sampling, dan jumlah sampel yang diperoleh yang memenuhi kriteria yang ditetapkan sebanyak 83 responden.

Analisis data menggunakan pendekatan regresi linier berganda. Berdasarkan hasil penelitian, variabel bebas kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas makanan sebagai variabel bebas berpengaruh positif dan cukup besar terhadap kepuasan konsumen. Selain itu, variabel independen harga berpengaruh positif dan cukup besar terhadap kepuasan pelanggan. Penelitian ini juga menunjukkan bahwa baik harga dan kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, The Neighborhood Eatery harus berusaha mempertahankan atau terus meningkatkan tingkat kepuasan pelanggan dengan menawarkan harga terbaik dan memberikan layanan terbaik kepada pelanggannya.

Kata Kunci : Harga, Kualitas Pelayanan dan Kepuasan Pelanggan

Referensi: 21 (2016-2021)