

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, ATMOSPHERE, CONVENIENCE, AND PRICE PERCEPTION TOWARD CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT CAFE HOUSE IN BINJAI

(xx + 248 pages; 30 figures; 60 tables; 12 appendices)

The world economy has experienced a decline. This was due to the COVID-19 pandemic that hit the world, which also had an impact on many industries. The food and beverage industry is one of the industries that is also being impacted by COVID-19. Due to the COVID-19 pandemic, people are advised not to eat outside the home to avoid the wider spread of the virus. Cafe House needs to be able to increase customer repurchase intentions in order to maintain its position as the market leader in Binjai against intense competition. This study uses primary and secondary data, distributing questionnaires to Cafe House customers in Binjai who have bought and consumed (dined in) at Cafe House directly more than twice in the last six months before the questionnaires were distributed. The data is then calculated by testing the validity and reliability tests. The sampling method used is non-probability, specifically snowball sampling. The data that has been collected is then processed using the SPSS 25.0 application and tested with tests of normality, homoscedasticity, multicollinearity, and linearity. Furthermore, multiple linear regression testing, coefficient of determination testing, and hypothesis testing using the T-Test, F-Test, and Sobel Test were carried out.

The purpose of this study was to determine which has the greatest impact between food quality, service quality, atmosphere, convenience, and price perception on customer satisfaction and repurchase intention at Cafe House and its significance. The results showed that food quality, price perception, and atmosphere had a significant partial and simultaneous effect on Cafe House's customer satisfaction. Meanwhile, Service Quality and Convenience aren't having significant influence towards Customer Satisfaction at Cafe House partially but simultaneously. Next, Cafe House customer satisfaction has a significant partial or simultaneous effect on repurchase intentions at Cafe House. Cafe House customer satisfaction also mediates food quality, atmosphere, service quality, and price perception on repurchase intentions at Cafe House but does not mediate convenience on repurchase intentions at Cafe House in Binjai.

Keywords: Food Quality, Service Quality, Atmosphere, Convenience, Price Perception, Customer Satisfaction, Repurchase Intention

References: 96 (1986-2022)

ABSTRAK

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**PENGARUH KUALITAS MAKANAN, KUALITAS LAYANAN, SUASANA,
KENYAMANAN, PERSEPSI HARGA TERHADAP KEPUASAN
PELANGGAN DAN MINAT BELI ULANG DI CAFE HOUSE DI BINJAI**

(xx + 248 halaman; 30 gambar; 60 tabel; 12 lampiran)

Perekonomian dunia sempat mengalami penurunan. Hal ini dikarenakan pandemi COVID-19 yang melanda dunia, yang juga berdampak pada banyak industri. Industri makanan dan minuman merupakan salah satu industri yang juga terkena dampak dari COVID-19. Karena pandemi COVID-19, masyarakat disarankan untuk tidak makan di luar rumah untuk menghindari penyebaran virus yang lebih luas. Hal ini sangat penting bagi Cafe House untuk dapat meningkatkan niat beli ulang pelanggan agar dapat mempertahankan posisinya sebagai pemimpin pasar di Binjai dalam menghadapi persaingan yang ketat. Penelitian ini menggunakan data primer dan sekunder, penyebaran kuesioner kepada Pelanggan Cafe House di Binjai, yang telah membeli dan mengkonsumsi (dine in) di Cafe House secara langsung lebih dari 2 kali dalam enam bulan terakhir sebelum kuesioner disebar. Data kemudian dihitung dengan uji validitas dan uji reliabilitas. Metode sampling yang digunakan adalah non-probabilitas, yaitu snowball sampling. Data yang telah terkumpul kemudian diolah menggunakan aplikasi SPSS 25.0 diuji dengan tes normalitas, homoskedastisitas, multikolinearitas, dan linearitas. Selanjutnya dilakukan pengujian regresi linear berganda, koefisien determinasi dan diikuti uji hipotesis terdiri dari uji T, uji F, dan Sobel Test.

Tujuan penelitian ini adalah untuk mengetahui pengaruh terbesar antara kualitas makanan, kualitas layanan, suasana, kenyamanan, dan persepsi harga terhadap kepuasan pelanggan dan niat beli ulang di Cafe House serta signifikansinya. Hasil penelitian menunjukkan kualitas makanan, persepsi harga dan suasana berpengaruh signifikan secara parsial dan simultan terhadap kepuasan pelanggan Cafe House. Sedangkan, Service Quality tidak berpengaruh signifikan terhadap Kepuasan Pelanggan di Cafe House secara parsial tetapi secara simultan. Berikutnya, kepuasan pelanggan Cafe House berpengaruh signifikan secara parsial maupun simultan terhadap niat beli ulang di Cafe House. Kepuasan pelanggan Cafe House juga memediasi kualitas makanan, suasana, kualitas layanan dan persepsi harga pada niat beli ulang di Cafe House tetapi tidak memediasi kenyamanan terhadap niat beli ulang di Cafe House di Binjai.

Kata Kunci: Kualitas Makanan, Kualitas Layanan, Suasana, Kenyamanan, Persepsi Harga, Kepuasan Pelanggan, Niat Beli Ulang

Referensi: 96 (1986-2022)