

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY AND PRICE TOWARD CUSTOMER SATISFACTION AT LIM'S CAFE KOK TONG IN BINJAI

(xvii+115 pages; 8 figures; 55 tables; 8 appendixes)

In Indonesia, food and beverages industry is not a new thing in business sectors and nowadays, culinary business is the most popular business were mostly done by many people which means the competition in food and beverage industry is highly competitive. Therefore, giving the best food quality and price will help to compete with the competitors where the customer satisfaction can be achieved.

Some unsatisfied customers can be found through the complaints that occur at Lim's Cafe Kok Tong in Binjai, especially about the food quality and price which might make the business not able to compete with the competitors.

The objectives of this research are to find out the influence of food quality and price toward customer satisfaction at Lim's Cafe Kok Tong in Binjai, partially and simultaneously. In this research, the data collection is by distributing questionnaires to 97 customers that have visited Lim's Cafe Kok Tong in Binjai and the sampling technique is used non-probability sampling by convenience sampling method. The data analysis method is using instrument test, descriptive statistics, classical assumptions test, multiple linear regression analysis, coefficient determination test, and hypothesis testing. The results of the data are using SPSS 25 application.

The results, shows food quality and price partially and simultaneously have a significant influence toward customer satisfaction at Lim's Cafe Kok Tong in Binjai.

The author writes some recommendations regarding food quality and price in order to increase customer satisfaction at Lim's Cafe Kok Tong in Binjai.

Keywords: Food Quality, Price, Customer Satisfaction, Lim's Cafe Kok Tong in Binjai

References: 52 (2017-2022)

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Di Indonesia, industri makanan dan minuman bukanlah hal yang baru dalam dunia bisnis dan saat ini, bisnis kuliner merupakan bisnis yang paling banyak dilakukan oleh banyak orang yang berarti persaingan dalam industri makanan dan minuman sangat kompetitif. Oleh karena itu, dengan memberikan kualitas makanan dan harga yang terbaik akan membantu untuk bersaing dengan para pesaing yang di mana kepuasan pelanggan dapat dicapai.

Ada beberapa pelanggan yang tidak puas yang dapat ditemukan melalui keluhan yang terjadi di Lim's Cafe Kok Tong di Binjai terutama tentang kualitas makanan dan harga yang mungkin membuat bisnis dapat tidak dapat bersaing dengan para pesaing.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas makanan dan harga terhadap kepuasan pelanggan di Lim's Cafe Kok Tong di Binjai secara parsial dan simultan. Dalam penelitian ini pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 97 pelanggan yang pernah berkunjung ke Lim's Cafe Kok Tong di Binjai dan Teknik pengambilan sampel menggunakan non-probabilitas sampling dengan metode convenience sampling. Metode analisis data menggunakan uji instrumen, statistik deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji koefisien determinasi, dan uji hipotesis. Hasil data menggunakan aplikasi SPSS 25.

Dari hasil penelitian menunjukkan kualitas makanan dan harga secara parsial dan simultan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan di Lim's Cafe Kok Tong di Binjai.

Penulis menulis beberapa rekomendasi mengenai kualitas makanan dan harga untuk meningkatkan kepuasan pelanggan di Lim's Cafe Kok tong di Binjai.

Kata Kunci: Kualitas Makanan, Harga, Kepuasan Pelanggan, Lim's Cafe Kok Tong di Binjai
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