

ABSTRACT

FELICIA

03013180055

THE INFLUENCE OF SERVICE QUALITY AND FOOD QUALITY TOWARD CUSTOMER SATISFACTION AT MARUTAMA RAMEN & NABE IN MEDAN

(xiii+102 pages; 6 figures; 58 tables; 11 appendixes)

Customer satisfaction is one of the most important goal to be achieved especially by service industry in order to succeed. In this research, the writer is going to find out whether service quality and food quality have any influence on customers satisfaction.

Excellent service and food from a restaurant might play an important role in ensuring customers left fully satisfied. The hypotheses for this research are service quality has partial influence toward customer satisfaction, food quality has partial influence toward customers satisfaction, and service quality and food quality have simultaneous influence toward customer satisfaction.

The research design for this research is quantitative method. Population was customers who have ever visited Marutama Ramen & Nabe in Medan. The sampling method used was non-probability method with accidental sampling technique.

Based on the result of the research, the conclusion of the research is that service quality and food quality do have significant influence toward customer satisfaction at Marutama Ramen & Nabe in Medan. From the test conducted, the result shows that the data is valid, reliable, normally distributed, have linear relationship, and free of multicollinearity and heteroscedasticity.

The findings of the research suggested to improve assurance and responsiveness, come up with new dishes ideas, asking feedbacks and trying to enhance what is lacking, and provide staff with higher standard training.

Keywords: Service Quality, Food Quality, Customer Satisfaction

References: 39 (2017-2020)

ABSTRAK

FELICIA

03013180055

PENGARUH KUALITAS PELAYANAN DAN KUALITAS MAKANAN TERHADAP KEPUASAN PELANGGAN DI MARUTAMA RAMEN & NABE DI MEDAN

(xiii+102 halaman; 6 gambar; 58 tabel; 11 lampiran)

Kepuasan pelanggan merupakan salah satu objektif penting yang ingin dicapai terutama bagi industry jasa. Pada penelitian ini, penulis akan mencari tahu apakah kualitas pelayanan dan kualitas makanan memiliki dampak terhadap kepuasan pelanggan.

Pelayanan dan makanan yang unggul mungkin berperan besar dalam memastikan kepuasan pelanggan. Hipotesis penelitian ini adalah kualitas pelayanan berpengaruh partial terhadap kepuasan pelanggan, kualitas makanan berpengaruh partial terhadap kepuasan pelanggan, dan kualitas pelayanan dan makanan berpengaruh simultan terhadap kepuasan pelanggan.

Desain penelitian untuk penelitian ini adalah metode kuantitatif. Populasi terdiri dari pelanggan yang sudah pernah datang ke Marutama Ramen & Nabe di Medan. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan teknik accidental sampling.

Berdasarkan hasil penelitian, kesimpulan dari penelitian ini adalah bahwa kualitas pelayanan dan kualitas makanan mempengaruhi kepuasan pelanggan Marutama Ramen & Nabe di Medan. Hasil tes-tes menunjukkan bahwa data valid, reliabel, terdistribusi normal, memiliki hubungan linier, dan bebas dari multikolinearitas dan heteroskedastisitas.

Hasil penelitian menyarankan untuk meningkatkan kepastian dan daya tanggap, memikirkan menu baru, menanyakan masukan dan memperbaiki apa yang kurang, dan menyediakan staff dengan pelatihan yang lebih bagus.

Kata Kunci: Kualiatas Pelayanan, Kualitas Makanan, Kepuasan Konsumen

Referensi: 39 (2017-2020)