

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, AND PRICE TOWARDS CUSTOMER SATISFACTION TO GAIN REVISIT INTENTION AT ZAC POINT MEDAN**

(XVII+170 pages; 24 figures; 57 tables; 11 appendixes)

Zac Point is a new café that opened in 2021. The location of Zac Point is very convenient for customers. From Zac Point, the perspective is pretty simple. There are designs for both interior and outdoor views at Zac Point. Consumers visiting Zac Point have the option of enjoying the ambience indoors or outside. Rooms with and without air conditioning are available at Zac Point.

Data is gathered through the use of primary and secondary data, as well as surveys completed by Zac Point customers. Validity and reliability tests are used to assess data. In order to assess the validity and reliability of the measurement, 145 samples are used. The non-probability sampling approach and saturation sampling method were used to get the sample. The data was then examined using SPSS 23.0, and the research model was put to the test utilizing the key assumptions tests. The multiple linear regression test and the coefficient of determination test are also used, as well as the F-Test and T-Test hypothesis tests.

The goal of this study is to determine the impact of service quality, food quality, atmospheric, and other customers on customer satisfaction, price, and revisit intention. According to the findings, the service quality, food quality, atmospherics, other customers, and price has a significant impact on satisfaction. Customer satisfaction has a partial and simultaneous impact on revisit intention. Customer satisfaction also meditates the effect of service quality, food quality, atmospherics, other customers, and price on Revisit Intention of Zac Point Medan.

**Keywords: service quality, food quality, atmosphere, and other customers, price, customer satisfaction, revisit intention.**

References: 46 (1997-2021)

## **ABSTRAK**

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### **PENGARUH KUALITAS LAYANAN, KUALITAS MAKANAN, ATMOSFER, PELANGGAN LAIN, DAN HARGA TERHADAP KEPUASAN PELANGGAN UNTUK MENDAPATKAN NIAT BERKUNJUNG KEMBALI DI ZAC POINT MEDAN**

*(XVII+170 lembar; 24 gambar; 57 tabel; 11 appendix)*

*Zac Point merupakan kafe yang baru dibuka pada tahun 2021. Lokasi Zac Point sangat nyaman bagi pelanggan. Dari Zac Point, perspektifnya cukup sederhana. Ada desain untuk pemandangan interior dan luar ruangan di Zac Point. Konsumen yang mengunjungi Zac Point memiliki pilihan untuk menikmati suasana di dalam atau di luar. Kamar dengan dan tanpa AC tersedia di Zac Point.*

*Data dikumpulkan melalui penggunaan survei yang dilakukan oleh pelanggan Zac Point. Uji validitas dan reliabilitas digunakan untuk menilai data. Untuk menilai validitas dan reliabilitas pengukuran, digunakan 145 sampel. Pendekatan non-probability sampling dan metode sampling jenuh digunakan untuk mendapatkan sampel. Data tersebut kemudian diperiksa menggunakan SPSS 23.0, dan model penelitian diuji dengan menggunakan uji asumsi kunci. Uji regresi linier berganda dan uji koefisien determinasi juga digunakan, serta uji hipotesis Uji-F dan Uji-T.*

*Tujuan dari penelitian ini adalah untuk mengetahui dampak kualitas layanan dan makanan, atmosfer, harga, dan pelanggan lain pada kepuasan pelanggan, harga, dan niat berkunjung kembali. Menurut temuan, kualitas layanan, dan makanan, atmosfer, pelanggan lain, dan harga memiliki dampak yang signifikan terhadap kepuasan. Kepuasan pelanggan memiliki dampak parsial dan simultan terhadap niat berkunjung kembali. Kepuasan pelanggan juga memediasi pengaruh kualitas layanan, kualitas makanan, atmosfer, pelanggan lain, dan harga pada Revisit Intention Zac Point Medan.*

***Kata Kunci: kualitas layanan, kualitas makanan, atmosfer, pelanggan lain, harga, kepuasan pelanggan, niat berkunjung kembali.***

***Referensi: 46 (1997-2021)***