

## ABSTRACT

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### THE INFLUENCE OF SERVICE QUALITY AND PRICE TOWARD CUSTOMER SATISFACTION AT RITZ CAFÉ, KISARAN

(xviii+77 pages; 7 figures; 46 tables; 8 appendices)

Service Quality is crucial in every type of businesses because it can affect customer satisfaction. In this research, the writer will find out if service quality and price have an influence on customer satisfaction at Ritz Café, Kisaran. Based on the google review there are many critics towards the café about the inconsistency of time while serving the food, miss recording the ordered and also the illogically expensive price which makes customer dissatisfied with Ritz Café, Kisaran.

There are several hypotheses contained in this research which is service quality has a partial influence on customer satisfaction, the price has a partial influence on customer satisfaction, and service quality and price have a simultaneous influence on the customer satisfaction.

The research design used in this research is quantitative research methods. The population was customers who have visited Ritz Café Kisaran. The sampling technique used is non-probability sampling with the incidental sampling method.

Based on the result of the research, the conclusion is service quality has a partial significant influence on customer satisfaction, the price has a partial significant influence on customer satisfaction, and service quality and price simultaneously have a significant influence on customer satisfaction at Ritz Café Kisaran with the coefficient of determination is 60.6%. Moreover, the results show that the data is valid, reliable, normally distributed, has a linear relationship, and has no multicollinearity, and heteroscedasticity. The regression equation is  $Y = 5.410 + 0.684X_1 + 0.283X_2$ .

In this research, the writer suggested the company give a special training to employee so they can improve their services toward customer, and also it is important for company to set a logical price for customer to make a purchase.

**Keywords: Service Quality, Price, Customer Satisfaction**

References: 33 (2017 – 2021)

## **ABSTRAK**

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### **PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN DI RITZ CAFÉ, KISARAN**

(xviii+ 77 halaman; 7 gambar; 46 tabel; 8 lampiran)

*Kualitas pelayanan sangat penting dalam setiap jenis bisnis karena dapat mempengaruhi kepuasan pelanggan. Dalam penelitian ini penulis akan mencari tahu apakah kualitas pelayanan dan harga berpengaruh terhadap kepuasan pelanggan di Ritz Café Kisaran, Kisaran. Berdasarkan review google ada beberapa kritik terhadap Ritz Café tentang kurangnya konsistensi waktu ketika menyajikan makanan, salah merecord orderan, dan harga yang mahal yang membuat pelanggan tidak puas.*

*Terdapat beberapa hipotesis dalam penelitian ini yaitu kualitas pelayanan berpengaruh parsial terhadap kepuasan pelanggan, harga berpengaruh parsial terhadap kepuasan pelanggan, kualitas pelayanan dan harga berpengaruh simultan terhadap kepuasan pelanggan.*

*Desain penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif. Populasinya adalah konsumen yang pernah berkunjung ke Ritz Café Kisaran, Kisaran. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode incidental sampling.*

*Berdasarkan hasil penelitian diperoleh kesimpulan bahwa kualitas pelayanan berpengaruh signifikan secara parsial terhadap kepuasan pelanggan, harga berpengaruh signifikan secara parsial terhadap kepuasan pelanggan, dan kualitas pelayanan dan harga secara simultan berpengaruh signifikan terhadap kepuasan pelanggan di Ritz Café Kisaran dengan koefisien determinasi 60,6%. Selain itu, hasil penelitian menunjukkan bahwa data valid, reliabel, berdistribusi normal, memiliki hubungan linier, tidak ada multikolinearitas dan heteroskedastisitas. Persamaan regresinya adalah  $Y = 5,410 + 0,684X_1 + 0,283X_2$ .*

*Dalam penelitian ini penulis menyarankan kepada perusahaan untuk memberikan pelatihan khusus kepada karyawan agar dapat meningkatkan pelayanan terhadap pelanggan, dan juga penting bagi perusahaan untuk menetapkan harga yang logis bagi pelanggan untuk melakukan pembelian.*

**Key Word: Kualitas Pelayanan, Harga, Kepuasan Pelanggan**

**Referensi: 33 (2017 – 2021)**