ABSTRACT

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THE EFFECT OF RESTAURANT ATMOSPHERE AND PRODUCT KNOWLEDGE TOWARD CUSTOMER SATISFACTION AT NELAYAN RESTAURANT MEDAN

(xiv + 73 pages; 6 figures; 26 tables; 9 appendices)

This study aims to determine the effect of restaurant atmosphere and product knowledge on customer satisfaction at Medan's restaurant fishermen. The research methodology used is a quantitative descriptive method. The type of data used in this research is quantitative data, which is obtained in the form of numbers and numbers. Sources of data in the form of primary data and secondary data. The sampling technique used in this study was the Cochran formula and totaled 96 respondents.

Data analysis using multiple linear regression analysis method. The results of the analysis give the equation Customer Satisfaction = 11.672 + 0.290 Restaurant Atmosphere + 0.566 Product Knowledge. The results of the research analysis show that partially Restaurant Atmosphere and Product Knowledge have a positive and significant effect on Customer Satisfaction in Nelayan Restaurant. The results of the study indicate that Restaurant Atmosphere and Product Knowledge simultaneously have a significant and significant effect on Customer Satisfaction in Nelayan Restaurant. The results of this study are supported by the Adjusted R Square value of 0.382 which means that Restaurant Atmosphere and Product Knowledge can explain the Customer Satisfaction by 38.2% and the remaining 61.8% is influenced by other variables outside of this study such as product innovation and service quality.

Keywords: Restaurant Atmosphere, Product Knowledge, Customer Satisfaction

Reference: 41 (2017 – 2022)

ABSTRAK

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PENGARUH SUASANA RESTAURANT DAN PENGETAHUAN PRODUK TERHADAP KEPUASAN PELANGGAN PADA NELAYAN RESTAURANT MEDAN

(xiv + 73 halaman; 6 gambar; 26 tabel; 9 lampiran)

Penelitian ini bertujuan untuk mengetahui Pengaruh Suasana Restaurant dan Pengetahuan Produk Terhadap Kepuasan Pelanggan Pada Nelayan Restaurant Medan. Metodologi penelitian yang digunakan adalah metode deskripstif kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif, yaitu yang diperoleh dalam bentuk angka dan bilangan. Sumber data berupa data primer dan data sekunder. Teknik penentuan sampel yang digunakan pada penelitian ini adalah Cochran formula dan berjumlah sebanyak 96 responden.

Data analisis mengunakan metode analisis regresi linear berganda. Hasil analisis memberikan persamaan Customer Satisfaction = 11.672 + 0.290 Restaurant Atmosphere + 0,566 Product Knowledge. Hasil analisis penelitian menunjukkan bahwa secara parsial Restaurant Atmosphere and Product Knowledge berpengaruh positif dan signifikan terhadap Customer Satisfaction Pada Nelayan Restaurant. Hasil penelitian menunjukkan bahwa Restaurant Atmosphere and Product Knowledge secara serempak berpengaruh dan signifikan terhadap Customer Satisfaction Pada Nelayan Restaurant. Hasil penelitian ini didukung oleh nilai Adjusted R Square adalah sebesar 0,382 berarti Restaurant Atmosphere and Product Knowledge dapat menjelaskan Suasana Restoran sebesar 38.2% dan sisanya 61.8% dipengaruhi oleh variabel lain di luar dari penelitian ini seperti inovasi produk dan kualitas pelayanan

Kata Kunci: Suasana Restaurant, Pengetahuan Produk, Kepuasan Pelanggan

Referensi: 41 (2017 – 2022)