

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND STORE ATMOSPHERE TOWARD CUSTOMERS SATISFACTION AT TAPAO FOOD CO. MEDAN**

(xvi+100 pages; 7 figures; 31 tables; 6 appendixes)

Customer satisfaction is an important consideration while establishing a long-lasting and durable business. Tapao Food Co is a Chinese restaurant located in Medan. The goal of the research is to find out the influence of service quality, product quality, store atmosphere, towards customers satisfaction at Tapao Food Co in Medan. Several online reviews indicate deficiencies in these areas, impacting consumer satisfaction.

The research design in this research is quantitative, with a nonprobability sampling approach, specifically convenience sampling, due to the unknown population size.. The Lemeshow formula was used to determine the sample size. The method used assured that the data obtained was relevant to and representative of Tapao Food Co's customer base.

In this study, there were 127 respondents, with 97 respondents collected using the convenience sampling method, representing offline customers of Tapao Food Co. Several data analysis approaches were used, including an instrument test, descriptive statistics, the classical assumption test, multiple linear regression, and hypothesis test.

The results of the study show that service quality, product quality, and store atmosphere have both parsially and simultaneously effects on customer satisfaction at Tapao Food Co. The Coefficient of Determination test reveals 78.3% of all three independent variables have influence toward the dependent variable, with the remaining 21.7% consists of other variables not included in this study, which may affect customer satisfaction.

As recomendation, Tapao Food Co should aware more on their food service system, develop consistently flavored meals, and extend parking areas. By addressing these key areas, Tapao Food Co can improve customer satisfaction by addressing these key problems.

**Keywords: Service Quality, Product Quality, Store Atmosphere, and Customer Satisfaction**

References: 90 (2019-2024)

## **ABSTRAK**

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### ***PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK, DAN SUASANA TOKO TERHADAP KEPUASAN PELANGGAN DI TAPAO FOOD CO. MEDAN***

(xvi+100 pages; 7 figures; 31 tables; 6 appendixes)

*Kepuasan pelanggan adalah pertimbangan penting dalam membangun bisnis yang tahan lama dan berkelanjutan. Tapao Food Co, sebuah restoran Cina di Medan, bertujuan untuk mengetahui pengaruh kualitas layanan, kualitas produk, dan suasana toko terhadap kepuasan pelanggan. Beberapa ulasan online menunjukkan kekurangan dalam hal-hal tersebut, yang berdampak pada kepuasan konsumen.*

*Penelitian ini menggunakan metode kuantitatif dengan pendekatan sampling nonprobabilitas, khususnya convenience sampling, karena ukuran populasi yang tidak diketahui. Rumus Lemeshow digunakan untuk menentukan ukuran sampel. Metode yang digunakan memastikan bahwa data yang diperoleh relevan dan mewakili basis pelanggan Tapao Food Co.*

*Pada penelitian ini terdapat 127 responden, dimana 97 responden dikumpulkan dengan menggunakan metode convenience sampling yang dimana itu merupakan pelanggan offline dari Tapao Food Co. Beberapa pendekatan analisis data digunakan, termasuk uji instrumen, statistik deskriptif, uji asumsi klasik, regresi linier berganda, dan uji hipotesis.*

*Hasil dari penelitian ini menunjukkan bahwa kualitas pelayanan, kualitas produk, dan suasana toko secara parsial dan simultan memiliki pengaruh terhadap kepuasan pelanggan di Tapao Food Co. Medan. Uji Koefisien Determinasi menunjukkan bahwa 78.3% ketiga variable independent memiliki pengaruh pada variable dependent dan 21.7% yang lain merupakan variable lain yang tidak termasuk dalam penelitian ini, yang mungkin mempengaruhi kepuasan pelanggan.*

*Sebagai rekomendasi Tapao Food Co harus lebih memperhatikan dalam sistem pelayanan makanan, menciptakan makanan yang memiliki rasa yang konsisten, dan memperluas area parkir. Dengan mengatasi masalah-masalah kunci ini, Tapao Food Co dapat meningkatkan kepuasan pelanggan dengan mengatasi masalah-masalah utama ini.*

***Kata Kunci: Kualiatas Pelayanan, Kualitas Produk, Suasana Toko, dan Kepuasan Pelanggan***

***Referensi: 90 (2019-2024)***