

ABSTRACT

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THE INFLUENCE OF PERCEIVED VALUE, ATMOSPHERE, FOOD QUALITY AND PROMOTION TOWARD REVISIT INTENTION AT BAKED AT LAURENCE MEDAN

(XVIII+138 pages; 15 figures; 34 tables; 5 appendixes)

Baked at Laurence was established in 2019, with the physical store opening in 2021. Baked at Laurence located at Jl. Petula No. 52B, Petisah Hulu, Kec. Medan Baru, Kota Medan, Sumatera Utara 20152. This study investigates the influence of perceived value, atmosphere, food quality and promotion on revisit intention at Baked at Laurence.

A quantitative research design was utilized, incorporating both descriptive and causal research methods. Data collection was conducted by distributing questionnaires to 30 respondents, which were then tested for validity and reliability. Afterward, the questionnaires were distributed to 150 respondents, and the data were analyzed using SPSS 25.00. The research model is being tested using normality, multicollinearity, heteroscedasticity, and linearity test. The data also tested using multiple linear regression, and coefficient of determination test, then hypothesis test are done with T-test and F-test.

The study shows that perceived value, atmosphere, food quality, and promotion all positively and significantly influence the revisit intention at Baked at Laurence in Medan. Moreover, these factors simultaneously influence revisit intention at Baked at Laurence Medan. The findings suggest that enhancing perceived value through pricing adjustments and personalized services, maintaining a consistent and appealing atmosphere, ensuring high food quality, and implementing effective promotional strategies can significantly boost customer revisit intentions.

Keywords Perceived Value, Atmosphere, Food Quality, Promotion

References: 126 (2020-2024)

ABSTRAK

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PENGARUH PERSEPSI NILAI, ATMOSFER, KUALITAS MAKANAN, DAN PROMOSI TERHADAP NIAT KUNJUNGAAN ULANG DI BAKED AT LAURENCE MEDAN

(XVIII+138 halaman; 15 gambar; 34 tabel; 5 lampiran)

Baked at Laurence didirikan pada tahun 2019, dengan tokoo fisik yang dibuka pada tahun 2021. Baked at Laurence berlokasi di Jl. Petula No. 52B, Petisah Hulu, Kec. Medan Baru, Kota Medan, Sumatera Utara 20152. Studi ini meneliti pengaruh persepsi nilai, atmosfer, kualitas makanan, dan promosi terhadap niat kunjungan ulang di Baked at Laurence.

Desain penelitian kuantitatif digunakan, menggabungkan metode penelitian deskriptif dan kausal. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 30 responden, yang kemudian diuji validitas dan reliabilitasnya. Setelah itu, kuesioner disebarkan kepada 150 responden, dan data dianalisis menggunakan SPSS 25.00. Model penelitian diuji menggunakan uji normalitas, multikolinearitas, heteroskedastisitas, dan linearitas. Data juga dianalisis menggunakan regresi linier berganda, uji koefisien determinasi, serta pengujian hipotesis melalui uji T dan uji F.

Hasil penelitian menunjukkan bahwa nilai yang dirasakan, suasana, kualitas makanan, dan promosi secara positif dan signifikan memengaruhi niat kunjungan ulang di Baked at Laurence. Selain itu, factor-faktor tersebut secara simultan memengaruhi niat kunjungan ulang di Baked at Laurence. Temuan menunjukkan bahwa peningkatan persepsi nilai melalui penyesuaian harga dan layanan yang dipersonalisasi, menjaga atmosfer yang konsisten dan menarik, memastikan kualitas makanan yang tinggi, serta menerapkan strategi promosi yang efektif dapat secara signifikan meningkatkan niat kunjungan ulang pelanggan.

Kata Kunci: Persepsi Nilai, Atmosfer, Kualitas Makanan, Promosi

Referensi: 126 (2020-2024)