

ABSTRACT

JEFF ANTONIO CHAIRUDY

03013210064

THE EFFECTS OF MENU DIVERSITY, AMBIENCE AND HYGIENE ON CUSTOMER RETENTION IN JUMBO SEAFOOD RESTAURANT MEDAN

(xv + 75 pages, 13 figures, 29 tables, 11 appendices)

In the era of globalization, the culinary business is growing rapidly every year. Business actors must adapt to consumer changes to survive and compete. Many new businesses compete fiercely, requiring businesses to make plans to meet the diverse needs of consumers. For this reason, Jumbo Seafood Restaurant, which wants to increase customer retention, must pay attention to menu diversity, ambience and hygiene.

Data collection was carried out by distributing questionnaires to 97 customers who purchased more than twice at Jumbo Seafood Restaurant. Data analysis techniques with multiple linear regression analysis.

Validity and reliability research distributed questionnaires to 30 respondents in other similar companies. The pre-test research results have fulfilled the validity and reliability tests.

After that, it was distributed to 97 respondents and then analyzed. The results of the full sample have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, menu diversity, ambience and hygiene have a significant effect on customer retention at Jumbo Seafood Restaurant, both partially and simultaneously.

Recommendations for companies are that they need to pay attention to the portions of food served by Jumbo Seafood Restaurant, the room temperature in the restaurant and the cleanliness of employees while working so that this can have a positive influence on customer retention.

Keywords: Menu Diversity, Ambience, Hygiene, Customer Retention

References: 39 (2019-2024)