

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND AMBIENCE TOWARDS CUSTOMER LOYALTY AT TIP TOP RESTAURANT IN MEDAN

(xv + 86 pages, 15 figures, 30 tables, 11 appendices)

Tip Top Restaurant is a Western & Asian restaurant in Medan. To increase the number of customers, Tip Top Restaurant tries to increase customer loyalty through Service Quality, Brand Image and Ambience. However, it is not easy to increase customer loyalty at Tip Top Restaurant, because Tip Top Restaurant requires the right and efficient marketing strategy. The problem in increasing customer loyalty is suspected that Tip Top Restaurant does not pay enough attention to the quality of service to customers, the company's brand image, and the atmosphere of Tip Top Restaurant which is not pleasant for customers.

The data source used is primary data through distributing questionnaires to Tip Top Restaurant customers. The sample studied was 97 people who had eaten more than twice with a simple random sampling technique. The data analysis technique was multiple linear regression analysis.

This validity and reliability test distributed questionnaires to 30 respondents in other similar companies. The results of the pre-test research have met the validity and reliability test requirements.

After that, it was distributed to 97 respondents and then statistical analysis was carried out. The full sample results have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, service quality, brand image, and ambience have a significant effect on customer loyalty at Tip Top Restaurant, both partially and simultaneously.

The recommendation that can be given is that the management needs to pay attention to the performance of Tip Top restaurant employees in serving customers, the popularity of Tip Top restaurants and the aroma of food at Tip Top restaurants so that it will increase customer loyalty.

Keywords: Service Quality, Brand Image, Ambience, Customer Loyalty

References: 37 (2019-2024)