

ABSTRACT

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The Influence of Ambience, Promotion Alignment, and Service Quality Towards Customer Satisfaction at HokBen, Sun Plaza Medan

(xxi+106 pages; 43 figures; 67 tables; 6 appendixes; 5 pictures)

This study investigates the characteristics that influence customer satisfaction at HokBen, a Japanese fast-food restaurant located in Sun Plaza, Medan. Specifically, this study seeks to assess whether ambience, promotion alignment, and service quality influenced consumer satisfaction throughout their dining experience.

Promotion Alignment is proven to be more effective than not having promotion alignment. With the best service quality, it will make the customer satisfied by dining in place. By having a good ambience, the customers will have more intention to come and feel comfortable.

By using a quantitative technique and survey data from 97 persons who had previously dined at HokBen at Sun Plaza Medan. The study used Microsoft Excel and SPSS for data analysis and processing tools. HokBen is a Japanese fast-food restaurant noted for its low prices and good offers through promotion; nonetheless, the customer experience is affected by their opinion of service efficiency, promotion alignment, and customer service.

The research and hypothesis testing results reveal that the independent factors Ambience (X_1) is 0.184, Promotion Alignment (X_2) is 0.429, and Service Quality (X_3) is 0.336, and all of the variables are having influence with the dependent variable, Customer Satisfaction (Y), at HokBen, Sun Plaza Medan.

It can be recommended to HokBen Sun Plaza to focus more on ambience and service quality to gain customer's satisfaction while dine in to the restaurant. By focusing more on the ambience and held the staff training and and proactive involvemen, so they could serve better experience to the customers.

Keywords: Ambience, Promotion Alignment, Service Quality, Customer Satisfaction

References: 31 journal articles

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Studi ini menyelidiki karakteristik yang memengaruhi kepuasan pelanggan di HokBen, restoran cepat saji Jepang yang berlokasi di Sun Plaza, Medan. Secara khusus, studi ini berupaya menilai apakah suasana, keselarasan promosi, dan kualitas layanan memengaruhi kepuasan konsumen selama pengalaman bersantap mereka.

Penyelarasan promosi terbukti lebih efektif daripada tidak melakukan penyelarasan promosi. Dengan kualitas layanan terbaik, pelanggan akan merasa puas saat makan di tempat. Dengan suasana yang baik, pelanggan akan lebih berminat untuk datang dan merasa nyaman.

Menggunakan teknik kuantitatif dan data survei dari 97 orang yang sebelumnya pernah makan di HokBen di Sun Plaza Medan. Penelitian ini menggunakan Microsoft Excel dan SPSS untuk analisis data dan alat pemrosesan. HokBen adalah restoran cepat saji Jepang yang terkenal dengan harga murah dan penawaran bagus melalui promosi; meskipun demikian, pengalaman pelanggan dipengaruhi oleh pendapat mereka tentang efisiensi layanan, keselarasan promosi, dan layanan pelanggan.

Hasil penelitian dan pengujian hipotesis menunjukkan bahwa faktor independen Suasana (X_1) adalah 0.184, Keselarasan Promosi (X_2) adalah 0.429, dan Kualitas Service (X_3) adalah 0.336, dimana seluruh variable berpengaruh terhadap variabel dependen yaitu Kepuasan Pelanggan (Y) pada HokBen Sun Plaza Medan.

HokBen Sun Plaza dapat direkomendasikan untuk lebih fokus pada suasana dan kualitas layanan untuk mendapatkan kepuasan pelanggan saat bersantap di restoran. Dengan lebih fokus pada suasana dan mengadakan pelatihan staf dan keterlibatan proaktif, sehingga mereka dapat memberikan pengalaman yang lebih baik kepada pelanggan.

Kata Kunci: Suasana, Keselarasan Promosi, Kualitas Service, Kepuasan Pelanggan

Referensi: 31 jurnal