

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, STORE ATMOSPHERE, BRAND TRUST, AND BRAND IMAGE TOWARDS THE CUSTOMER SATISFACTION AT COFFEE CROWD DELIPARK MEDAN

(xv + 73 pages, 10 figures, 29 tables, 11 appendices)

The culinary industry in Medan is growing rapidly, with a particular focus on regional or local cuisine. This expansion has led to a competitive market, requiring companies to differentiate their products and innovate new strategies. Due to the decrease in the number of customers as well as inflating negative customer reviews at Coffee Crowd Delipark Medan, the author is interested in conducting this research. The company performance is influenced by factors such as food quality, store atmosphere, brand trust, and brand image, all of which have an impact on customer satisfaction.

The data source used is primary data by distributing questionnaires to the customers of Coffee Crowd Delipark Medan. The sample studied was 97 people who had visited at least once or more, with the accidental sampling technique. The technique used to analyze the data was multiple linear regression analysis.

The validity and reliability tests are conducted by distributing questionnaires to 30 respondents in other similar companies. The pre-test study showed a result that has met the requirements for validity and reliability tests.

Thereafter, the questionnaires were distributed to 97 respondents and then statistical analysis was performed. The full sample resulted to have met validity, reliability, normality, multicollinearity and heteroscedasticity tests. According to the hypothesis test, food quality, store atmosphere, brand trust, and brand image have a simultaneous effect on customer satisfaction at Coffee Crowd Delipark Medan, both partially and simultaneously.

The recommendation that can be given is that the management needs to take note to the quality of food at Coffee Crowd Delipark Medan, the atmosphere at Coffee Crowd Delipark Medan, customer trust in Coffee Crowd Delipark Medan and the popularity of Coffee Crowd Delipark Medan so that it will increase customer satisfaction.

Keywords: Food Quality, Store Atmosphere, Brand Trust, Brand Image, Customer Satisfaction

References: 48 (2020-2024)

ABSTRAK

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PENGARUH KUALITAS MAKANAN, SUASANA TOKO, KEPERCAYAAN MEREK, DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN DI COFFEE CROWD DELIPARK MEDAN

(xv + 73 halaman, 10 gambar, 29 tabel, 11 lampiran)

Industri kuliner di Medan berkembang pesat, dengan fokus khusus pada kuliner daerah atau lokal. Ekspansi ini telah menyebabkan pasar yang kompetitif, yang mengharuskan perusahaan untuk membedakan produk mereka dan berinovasi dalam strategi baru. Penurunan jumlah konsumen dan kenaikan ulasan negatif pelanggan di Coffee Crowd Delipark Medan menarik penulis untuk melakukan penelitian ini. Kinerja perusahaan dipengaruhi oleh faktor-faktor seperti kualitas makanan, suasana toko, kepercayaan merek, dan citra merek, yang semuanya berdampak pada kepuasan pelanggan.

Data primer digunakan sebagai sumber data melalui penyebaran kuesioner kepada pelanggan Coffee Crowd Delipark Medan. Sampel yang diteliti adalah 97 orang yang pernah mengunjungi sekali atau lebih, dengan teknik accidental sampling. Analisa data menggunakan teknik analisis regresi linear berganda.

Pengujian validitas dan reliabilitas dilakukan dengan cara penyebaran kuesioner kepada 30 orang responden di perusahaan lain yang sejenis. Hasil penelitian pre test telah memenuhi syarat uji validitas dan reliabilitas.

Lalu, dilakukan penyebaran kepada 97 orang responden dan analisis statistik dilaksanakan. Hasil sampel penuh menunjukkan bahwasanya uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas telah terpenuhi. Berdasarkan uji hipotesis, kualitas makanan, suasana toko, kepercayaan merek, dan citra merek berpengaruh signifikan terhadap kepuasan pelanggan di Coffee Crowd Delipark Medan, baik secara parsial maupun simultan.

Saran rekomendasi yang dapat diberikan adalah pihak manajemen perlu memperhatikan kualitas makanan Coffee Crowd Delipark Medan, suasana Coffee Crowd Delipark Medan, kepercayaan pelanggan terhadap Coffee Crowd Delipark Medan dan popularitas Coffee Crowd Delipark Medan sehingga nantinya dapat meningkatkan kepuasan pelanggan.

Kata Kunci: *Kualitas Makanan, Suasana Toko, Kepercayaan Merek, Citra Merek, Kepuasan Pelanggan*

Referensi: 48 (2020-2024)