

ABSTRACT

EUGENIA ANGEL CHIEN

03013210026

THE INFLUENCE OF BRAND IMAGE, MENU VARIATION, AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AT OPAL COFFEE, CEMARA ASRI MEDAN

(xvi+, 91 pages; 17 figures; 52 tables; 12 appendices)

Customer Satisfaction at Opal Coffee, Cemara Asri Medan has decreased. This resulted in a decrease in revenue from Opal Coffee, Cemara Asri Medan. The brand image of Opal Coffee, Medan has decreased. This can be seen from the many reviews given by customers, creating a negative image in the minds of customers. The menu of Opal Coffee, Medan, which is offered predominantly western food and various snacks, the price offered is not in accordance with the portion. Many customers who have visited Opal Coffee, Medan give reviews of prices that are too expensive and portions that are too small. The customer experience obtained by customers is quite disappointing and dissatisfied. This triggers customers to give a low review and rating on Opal Coffee, Medan.

With the role of brand image, menu variation, and customer experience, it can encourage customer satisfaction which in turn increases sales.

The data source used is primary data through the distribution of questionnaires to customers of Opal Coffee, Cemara Asri Medan. The sample studied was 97 people who had eaten more than twice with the Purposive sampling. The data analysis technique was multiple linear regression analysis.

This validity and reliability test distributed questionnaires to 30 respondents. The results of the pre-test study have met the requirements for validity and reliability tests. After that, it was distributed to 97 respondents and then statistical analysis was carried out. The results of the full sample have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, Brand Image, Menu Variation, and Customer Experience have influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.

The recommendation that can be given is that the management needs to improve brand image from social media through publicity by working with several food influencers in order to promote, improve menu variations by improving the quality of raw materials, creating attractive menu descriptions, and updating menus regularly and needs to focus on creating an atmosphere that is comfortable, attractive and triggers social interaction.

Keywords: Brand Image, Menu Variation, Customer Experience, Customer Satisfaction
References: 29 (2020-2025)

ABSTRAK

EUGENIA ANGEL CHIEN

03013210026

PENGARUH CITRA MEREK , VARIASI MENU, DAN PENGALAMAN PELANGGAN TERHADAP KEPUASAN PELANGGAN DI OPAL COFFEE, CEMARA ASRI MEDAN

(xvi+,91 halaman; 17 gambar; 52 tabel; 12 lampiran)

Kepuasan pelanggan di Opal Coffee, Cemara Asri Medan telah menurun. Hal ini menyebabkan penurunan pendapatan dari Opal Coffee, Cemara Asri Medan. Citra merek Opal Coffee, Medan juga telah menurun. Hal ini dapat dilihat dari banyaknya ulasan yang diberikan oleh pelanggan, yang menciptakan citra negatif di benak pelanggan. Menu Opal Coffee, Medan, yang didominasi oleh makanan Barat dan berbagai camilan, harga yang ditawarkan tidak sesuai dengan porsinya. Banyak pelanggan yang telah mengunjungi Opal Coffee, Medan memberikan ulasan tentang harga yang terlalu mahal dan porsi yang terlalu kecil. Pengalaman pelanggan yang diperoleh pelanggan cukup mengecewakan dan tidak memuaskan. Hal ini memicu pelanggan untuk memberikan ulasan dan rating rendah terhadap Opal Coffee, Medan.

Dengan adanya peran brand image, menu variation, and customer experience dapat mendorong kepuasan pelanggan yang pada akhirnya terjadi peningkatan penjualan.

Sumber data yang digunakan adalah data primer melalui penyebaran kuesioner kepada pelanggan Opal Coffee, Cemara Asri Medan. Sampel yang diteliti sebanyak 97 orang yang sudah makan lebih dari dua kali dengan teknik pengambilan sampel accidental sampling. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Uji validitas dan reliabilitas ini menyebarkan kuesioner kepada 30 responden. Hasil penelitian pre-test telah memenuhi syarat untuk uji validitas dan reliabilitas. Setelah itu disebarkan kepada 97 responden kemudian dilakukan analisis statistik. Hasil dari sampel lengkap telah memenuhi uji validitas, reliabilitas, normalitas, multikolinieritas dan heteroskedastisitas. Berdasarkan uji hipotesis, Citra Merek, Variasi Menu, dan Pengalaman Pelanggan berpengaruh terhadap Kepuasan Pelanggan di Opal Coffee, Cemara Asri Medan.

Rekomendasi yang dapat diberikan adalah pihak manajemen perlu meningkatkan brand image dari media sosial melalui publisitas dengan bekerja sama dengan beberapa food influencer agar dapat melakukan promosi, meningkatkan variasi menu dengan cara meningkatkan kualitas bahan baku, membuat deskripsi menu yang menarik, dan mengupdate menu secara berkala serta perlufokus untuk menciptakan suasana yang nyaman, menarik dan memicu interaksi sosial.

Kata kunci: Citra Merek, Menu Variasi, Pengalaman Pelanggan, Kepuasan Pelanggan
Referensi 29 (2020-2025)