

ABSTRAK

ANALISIS PENGARUH KUALITAS MAKANAN DAN KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN

Studi Kasus pada Restoran Dapoer Nusantara di *Food Court* Living Plaza Cirebon

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas makanan dan kualitas pelayanan secara simultan dan parsial terhadap loyalitas konsumen pada restoran Dapoer Nusantara di *Food Court* Living Plaza Cirebon. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dari penelitian ini adalah pengunjung Dapoer Nusantara di *Food Court* Living Plaza Cirebon. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah *purposive incidental sampling*. Instrumen diuji dengan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah uji F dan t.

Hasil penelitian menunjukkan bahwa: (1) Kualitas makanan dan kualitas pelayanan secara simultan berpengaruh terhadap loyalitas konsumen, (2) Secara parsial, kualitas makanan tidak berpengaruh terhadap loyalitas konsumen sedangkan kualitas pelayanan berpengaruh positif terhadap loyalitas konsumen.

Kata kunci: Kualitas Makanan, Kualitas Pelayanan, Loyalitas Konsumen.

ABSTRACT

THE ANALYSIS OF EFFECT OF QUALITY OF FOOD AND QUALITY OF SERVICE TOWARD CONSUMER LOYALTY

Case Study on Dapoer Nusantara Restaurant at Food Court Living Plaza Cirebon

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This study aims to investigate the effect of quality of food and quality of service simultaneously and partially on consumer loyalty at Dapoer Nusantara Restaurant in Food Court Living Plaza Cirebon. The type of this research is quantitative. The population of this study is Dapoer Nusantara visitors of Food Court Living Plaza Cirebon. The amount of samples in this research is 100 respondents. The sample selection technique used in this research is incidental purposive sampling. The instrument tests used in this research are validity and reliability test. The analysis technique used in this research are F test and t test multiple linear regression..

The result of the research shows that: (1) quality of food and quality of service simultaneously influence the consumer loyalty, (2) partially, quality of food does not influence the consumer loyalty while quality of service influences the consumer loyalty.

Keywords: Quality of Food, Quality of Service, Consumer Loyalty.