

PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN RUMAH MAKAN NUSANTARA SEMARANG

OLEH : TUNGGUL JOKO PAMUNGKAS
NIM : D2D003185
Pembimbing : Drs. Wahyu Hidayat, M.Si
: Agung Budiarmo S.Sos, MM

Abstract

The Nusantara Restaurant Semarang is exponent of Padang cookery restaurant in Semarang City. Besides aim to get profit, the Nusantara Restaurant Semarang also have other target that is going to be best Padang Restaurant in Semarang City. But, to reach the target do not easy. Emulation in Padang restaurant business in Semarang progressively tighten along with increasing it of amount of Padang restaurant in Semarang. Progressively tighten emulation it in Padang restaurant business in Semarang cause the amount of customer of Nusantara Restaurant Semarang experience a few degradation in two the last year (2005 - 2006).

This research aim to know influence of service quality and price to customer loyalty of Nusantara Restaurant Semarang. Population which used in this research is customer of Nusantara Restaurant residing in region of Semarang. To the number of sample which used in this research amount to 70 people. The sampling technique the used is non probability sampling. Intake of sample done with method of accidental sampling.

The data analysis technique which used in this research is correlation of product moment used to measure relation between two variables, coefficient of determination used to know the level of contribution of independent variable to dependent variable, linear regression modestly used to know strength of influence of independent variable to dependent variable by partial, and doubled linear regression which used to know influence between two independent variables by simultaneous to dependent variable.

The result of research indicate that price variable have influence (by partial) to customer loyalty of Nusantara Restaurant Semarang equal to 0,261 or 26,1%, service quality variable also have influence (by partial) to loyalty customer of Nusantara Restaurant Semarang equal to 0,137% or 13,7%, and price variable and service quality variable have influence by together (simultaneous) to variable of customer loyalty equal to 0,305 or 30,5%.

In general service given by Nusantara Restaurant have can fulfill customer expectation. But, at physical evidence dimension there is respondent having a notion that given service is indigent fulfill expectation. For example in the case of used equipments, situation of dining room and availability of supporter medium. Therefore, researcher suggest that party of Nusantara Restaurant Semarang better provide special place to employees which drawing up order of food in pack in order not to bother customer freshness. The party of Nusantara Restaurant Semarang also better arrange to repeat situation of dining room (like desk and chair) in order not to generate saturation of customer. Besides, the party of Nusantara Restaurant Semarang need beautify dining room by doing installation of wall decoration (like drawing) so that customer more and more comfortable.

Key word : price, service quality and customer loyalty