

ABSTRAK

FITRI HANDAYANI, NIM : 7203510020. “Pengaruh Kualitas Pelayanan dan *Customer Experience* Terhadap Kepuasan Konsumen Di Restoran Barak Kota Subulussalam”. Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui seberapa pengaruh variabel Kualitas Pelayanan dan *Customer Experience* terhadap Kepuasan Konsumen di restoran Barak Kota Subulussalam. Penelitian ini menggunakan metode penelitian kuantitatif dengan sampel dalam penelitian ini adalah sebanyak 98 responden.

Data dikumpulkan melalui penyebaran kuesioner, dengan menggunakan teknik *accidental sampling* dan *purposive sampling* yang telah memenuhi kriteria penelitian. Metode analisis yang digunakan adalah analisis linier berganda, uji hipotesis diantaranya adalah uji persial dan uji simultan kemudian uji koefisien determinasi. Data penelitian telah di uji validitas dan reliabilitas dan juga uji normalitas data. Pengolahan data menggunakan program SPSS 23 for windows.

Hasil penelitian menunjukkan bahwa Kualitas Pelayanan secara persial memberikan pengaruh positif dan signifikan terhadap Kepuasan Konsumen, *Customer Experience* secara persial memberikan pengaruh positif dan signifikan terhadap Kepuasan Konsumen. Secara simultan Kualitas Pelayanan dan *Customer Experience* secara bersama-sama memberikan pengaruh positif dan signifikan terhadap Kepuasan Konsumen. Koefisien determinasi yang berarti variabel Kualitas Pelayanan dan *Customer Experience* mampu memberikan kontribusi terhadap pengaruh Kepuasan Konsumen sementara sisanya dipengaruhi oleh variabel lain yang tidak diteliti oleh penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel lain yang menjelaskan kepuasan konsumen.

Kata Kunci : Kualitas Pelayanan, *Customer Experience*, Kepuasan konsumen.

ABSTRACT

FITRI HANDAYANI, NIM: 7203510020. “The Effect of Service Quality and Customer Experience on Customer Satisfaction at Barak Restaurant in Subulussalam City”. Department of Management, Faculty of Economics, State University of Medan 2024.

This study was conducted to determine the extent of the effect of the Service Quality and Customer Experience variables on Customer Satisfaction at the Barak Restaurant in Subulussalam City. This study uses a quantitative research method with a sample of 98 respondents.

Data was collected through the distribution of questionnaires, using accidental sampling and purposive sampling techniques that met the research criteria. The analysis method used is multiple linear analysis, with hypothesis tests including partial tests and simultaneous tests, followed by the coefficient of determination test. The research data has been tested for validity and reliability, as well as for data normality. Data processing using the SPSS 23 for Windows program.

The research results show that Service Quality partially has a positive and significant effect on Customer Satisfaction, Customer Experience partially has a positive and significant effect on Customer Satisfaction. Simultaneously, Service Quality and Customer Experience together have a positive and significant effect on Customer Satisfaction. The adjusted R-squared coefficient, which means that the variables of Service Quality and Customer Experience are able to contribute to the influence of Customer Satisfaction, while the rest is influenced by other variables not examined in this study. This indicates that there are still other variables that explain consumer satisfaction.

Keywords: Service Quality, Customer Experience, Customer Satisfaction.