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## THE EFFECT OF IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS AND SERVICE INNOVATION TO CUSTOMER LOYALTY WITH COMPETITIVE ADVANTAGES AS A MODERATING VARIABLE AT FAST FOOD RESTAURANT IN MEDAN CITY

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### ABSTRACT

This study aims to analyze the influence of the application of Management Information Systems and Innovation Services to the loyalty of fast-food restaurant customers in Medan City, and to see further whether the strategy of competitive advantage to be a variable that provides a moderation relationship between the application of Management Information Systems and Service Innovation to the loyalty of restaurant customers fast food in the city of Medan. The resersch is done to prove whether the implementation of Management Information System and Service Innovation into a process of happiness that can create customer loyalty, then along with the rapid development in the fast food restaurant industry in this study intends to prove whether strategy of competitive advantage will be able to support to obtain customer loyalty or not. The sampling technique in this research is using non probability sampling method with target sample technique (Quota Sampling) that is as much as 100 customers of fast food restaurant in Medan city. The test conducted in this research is classical assumption test (normality test, multicollinearity test, test heteroskedastisitas and auto correlation test), the analysis method using multiple linear regression analysis with Moderate Regression Analysis model and to test the hypothesis used t test, f test, and test of determination. The results of statistical tests show that partially and simultaneously Application of System Infoermasi Management and Service Innovation influence on Customer Loyalty, and Competitive Advantage Strategy can be a variable that moderate the influence of Application of Management Information System and Service Innovation to Customer Loyalty Restaurant Fast Food in Medan.

***Keyword: Management Information System, Service, Innovation***

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