

## ABSTRAK

**Eva Sanaz Bondar, NIM: 7173510021. “Pengaruh *Sense Of Marketing* Dan *Service Quality* Terhadap Kepuasan Konsumen Pada Restoran Korea Patbingsoo Jalan Komplek Multatuli Blok Ff 32-33 Kota Medan”.**

Penelitian ini bertujuan untuk mengetahui pengaruh *Sense of Marketing* Dan *Service Quality* Terhadap Kepuasan Konsumen Di Restoran Korea *Patbingsoo* Medan. Penelitian ini menggunakan metode kuantitatif dengan Teknik pengambilan sampel menggunakan *purposive sampling*, dengan jumlah sampel sebanyak 100 orang. Teknik pengambilan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *likert* dan diolah secara statistic menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji t, uji F dan koefisien determinasi ( $R^2$ ) yang sebelumnya data telah diuji menggunakan uji validitas, uji reabilitas dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS for windows 22.0*.

Secara parsial *Sense of Marketing* berpengaruh signifikan terhadap Kepuasan Konsumen Di Restoran Korea *Patbingsoo* Medan. Sedangkan *Service Quality* signifikan terhadap Kepuasan Konsumen Di Restoran Korea *Patbingsoo* Medan. Berdasarkan hasil penelitian menunjukkan bahwa variable pengaruh *Sense of Marketing* Dan *Service Quality* memiliki pengaruh secara simultan terhadap Kepuasan Konsumen. Hal ini terlihat dari nilai Fhitung > Ftabel = 21.388 > 3,09 dengan nilai signifikan 0.000 < 0,05. Uji koefisien determinasi menunjukkan nilai sebesar 0.554 yang berarti bahwa *Sense of Marketing* Dan *Service Quality* berpengaruh terhadap Kepuasan Konsumen sebesar 55.4% sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini.

**Kata Kunci: *Sense of Marketing*, *Service Quality*, Kepuasan Konsumen**

## ABSTRACT

**Eva Sanaz Bondar, NIM: 7173510021. “The Influence of Sense of Marketing and Service Quality on Costumer Satisfaction at Restaurant Korean Patbingsoo Medan”.**

This study aims to determine the effect of Sense of Marketing and Service Quality on Costumer satisfaction at Restaurant Korean Patbingsoo Medan. This study uses a quantitative method with a sampling technique using purposive sampling, with a sample of 100 people. The data collection technique in this study was carried out by distributing questionnaires whose measurements were using a Likert scale and statistically processed using multiple linear regression analysis and hypothesis testing with t-test, F-test and coefficient of determination (R<sup>2</sup>). reliability and classical assumption test. Data processing using SPSS for windows 22.0 program.

Partially, Sense of Marketing has significant effect on Costumer satisfaction at Restaurant Korean Patbingsoo Medan. Meanwhile, Service Quality has significant impact on on Costumer satisfaction at Restaurant Korean Patbingsoo Medan. Based on the results of the study, it shows that the variables of Sense of Marketing and Service Quality has simultan affect the Costumer Satisfaction. This can be seen from the value of  $F_{count} > F_{table} = 21.388 > 3,09$  with a significant value of  $0.000 < 0.05$ . The coefficient of determination test shows a value of 0.554 which means that Sense of Marketing and Service Quality affects the Costumer Satisfaction by 55.4% while the rest is influenced by other variables outside of this study.

**Keywords: Sense of Marketing, Service Quality, Costumer Satisfaction**

