ANALYZING THE FACTORS AFFECTING CUSTOMER SATISFACTION ON SMALL BUSINESS IN RESTAURANT INDUSTRY IN BSD. CASE STUDY: TUTUP PANCI RESTAURANT

By

Massela Intianto
13112078

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION & HUMANITIES

SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

August 2016

Revision after the Thesis Defense on July 22nd 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Massela Intianto

Student Date

Approved by:

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Rudy Tobing, MBA

Thesis Advisor Date

Eric Jos Nasution, MBA, MA, Ph.D

Dean Date

ABSTRACT

ANALYZING THE FACTORS AFFECTING CUSTOMER SATISFACTION ON SMALL BUSINESS IN RESTAURANT INDUSTRY IN BSD.
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Massela Intianto
Rudy Tobing, MBA, Advisor

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Customer Satisfaction is one method to measure whether the company's customer have been satisfied or not either by the service, product, or price set by the company as the higher of customer satisfaction, the more they have a repeat purchase towards the company which is why most companies kept their customer satisfied which in this case, the restaurant industry on small business in BSD with the case study of Tutup Panci. This research seeks to understand the relationship of several variables, which are Price, Service Quality, and Restaurant Environment towards Customer Satisfaction. The variables selected and indicators are accustomed with the question, situation, and purpose of the research.

The data is gathered from journals, the company's (restaurant) reports, business plan, as well as questionnaires acquired from the customers of Tutup Panci itself. The data is processed using SPSS statistics to measure the validity and reliability of the data and data analysis using AMOS to see the influence between variables and their significance level. As a result, it shows only two hypothesis were accepted which were Restaurant Environment and Price while Service Quality is not towards Customer Satisfaction though Service Quality still holds, even it was weak, an influence toward Customer Satisfaction.

Keywords: Customer Satisfaction, Restaurant Industry, Small Business, Price, Service Quality, Restaurant Environment.

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DEDICATION

I dedicate this work for my beloved family, lecturers, friends, and my country.

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ACKNOWLEDGEMENTS

First and foremost, I would like to thank The Almighty for his blessings until this point of my life.

Aryaditya H.P., Josephine Voren Vandra, Nakhrita Andradite P., Nindyo Utomo, Oktarina R.M., and Setia Budiman, who are Godsends to me and has made my higher education days especially colorful. Whose motivation and advices are always around when needed most.

My family, who have always accompanied me through joy and tears and has shaped me to who I currently am.

My advisor, Mr. Rudy Tobing for her expertise and time, her guidance and patience, as a professional and as a friend, as well as all other FA 309 lecturers and staffs for their support in my thesis.

Aditya Putra Nova and the whole Tutup Panci Restaurant who have let me do my research at their restaurant/company.

Last but not least, my beloved friends for their companionship, benevolence, and all the laughter and hardships that we shared together.

And to all others whose names I cannot mention one by one.

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