

**PENGARUH KUALITAS PELAYANAN DAN KUALITAS MAKANAN
TERHADAP LOYALITAS PELANGGAN DI RUMAH MAKAN SAGU
MOJOWARNO**

ABSTRAK

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Dalam industri restoran yang sangat kompetitif, menarik pelanggan dengan layanan yang berdedikasi dan makanan yang berkualitas tinggi sangat penting untuk keberhasilan bisnis rumah makan. Memang, bisnis kuliner di Indonesia sangat besar. Namun, banyaknya pemain baru yang bermunculan di bisnis ini jelas akan menimbulkan kompetisi yang makin panas. Jika salah langkah, pengusaha restoran bakal kalah bersaing dan akhirnya gulung tikar. Oleh karena itu, banyak rumah makan yang berlomba-lomba menciptakan ciri khas atau keunikan agar memiliki nilai tersendiri bagi pelanggan. Rumah makan sagu merupakan salah satu rumah makan yang terdampak karena persaingan bisnis. Loyalitas pelanggan merupakan wujud hubungan jangka panjang. Untuk dapat bertahan ditengah persaingan, maka perusahaan membutuhkan strategi Loyalitas Pelanggan pemasaran yang baik. Agar perusahaan dapat melanjutkan dan memperluas usaha bisnisnya.

Metode Penelitian menggunakan Analisa Regresi Linier Berganda, penelitian ini termasuk penelitian penelitian eksplanasi (*explanatory research*), dengan 70 Responden dalam penelitian ini. Variabel Kualitas Pelayanan dengan 11 indikator, kenaampakan fisik, reabilitas, responsivitas, kompetensi, kesopanan, kredibilitas, keamanan, akses, komunikasi, pengertian, akuntabilitas, Variabel Kualitas makanan 5 Indikator, penampilan, porsi, bentuk, temperatur, rasa, dan Variabel Loyalitas Pelanggan dengan 3 indikator, berkata positif, merekomendasikan kepada orang lain atau teman, pembelian ulang.

Berdasarkan analisis dapat disimpulkan bahwa terdapat pengaruh kualitas pelayanan dan kualitas makanan terhadap loyalitas pelanggan. Hal ini dapat terlihat dari tanggapan positif 70 kuesioner bahwa variabel kualitas pelayanan dan kualitas makanan berpengaruh terhadap loyalitas pelanggan.

Kata Kunci : Kualitas Pelayanan, Kualitas Makanan, dan Loyalitas Pelanggan

***THE EFFECT OF SERVICE QUALITY AND FOOD QUALITY ON
CUSTOMER LOYALTY IN SAGU MOJOWARNO EATING HOUSE
ABSTRACT***

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In a highly competitive restaurant industry, attracting customers with dedicated service and high quality food is essential to supporting the restaurant business. Indeed, the culinary business in Indonesia is very large. However, the large number of new players that have sprung up in this business will clearly lead to increasingly heated competition. If you take a wrong step, the restaurant entrepreneur will be unable to compete and eventually go out of business. Therefore, many restaurants are competing to create distinctive features or uniqueness in order to have individual value for customers. Sago restaurant is one of the restaurants affected by business competition. Customer loyalty is a form of long-term relationship. To be able to survive in the midst of competition, it requires a good marketing customer loyalty strategy. So that the company can continue and expand its business ventures.

The research method used is Multiple Linear Regression Analysis, this research includes explanatory research, with 70 respondents in this study. Service Quality Variable with 11 indicators, physical appearance, reliability, responsiveness, competence, politeness, credibility, security, access, communication, understanding, accountability, food quality variables 5 indicators, appearance, portion, shape, temperature, taste, and customer loyalty variables with 3 indicators, say positive, recommend to others or friends, re-purchase.

Based on the analysis, it can be concluded that there is an influence of service quality and food quality on customer loyalty. It can be seen from the positive responses of 70 questionnaires that the variables of service quality and food quality affect customer loyalty.

Keywords: Service Quality, Food Quality, and Customer Loyalty

