

## ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2022

Nina Lestari

120.2018.071

***Customer Satisfaction* sebagai Mediasi *Food Quality* dan *Service Quality* terhadap *Word Of Mouth* Studi pada Kopi Janji Jiwa Daerah Jabodetabek Serta Tinjauannya Dari Sudut Pandang Islam**

108 halaman + xv halaman + 16 tabel + 3 gambar + 4 lampiran

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh *customer Satisfaction* sebagai mediasi *food Quality* dan *service quality* terhadap *word of mouth* studi pada Kopi Janji Jiwa daerah Jabodetabek serta tinjauannya dari sudut pandang islam. Populasi yang digunakan dalam penelitian ini adalah pembeli Kopi Janji Jiwa daerah Jabodetabek. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan Teknik *purposive sampling*. Jumlah sampel pada penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis PLS-SEM (*Partial Least Square Structural Equation Modelling*). Hasil penelitian ini menunjukkan bahwa : (1) *food quality* berpengaruh positif dan signifikan terhadap *customer satisfaction*. (2) *service quality* berpengaruh positif dan signifikan terhadap *customer satisfaction*. (3) *food quality* berpengaruh positif dan signifikan terhadap *word of mouth*. (4) *service quality* berpengaruh positif dan signifikan terhadap kepuasan *word of mouth*. (5) *customer satisfaction* berpengaruh positif dan signifikan terhadap *word of mouth*. (6) *customer satisfaction* memediasi pengaruh *food quality* terhadap *word of mouth*. (7) *customer satisfaction* memediasi pengaruh *service quality* terhadap *word of mouth*. Dalam pandangan Islam *food quality* dan *service quality* pada Kopi Janji Jiwa daerah Jabodetabek sudah sesuai dengan prinsip dan ajaran Islam yaitu dengan memberikan kualitas makanan dan pelayanan yang baik kepada konsumen, mengutamakan aspek kehalalan, kebersihan, kesopanan, kejujuran, keramahan dan amanah serta melakukan *word of mouth* dengan tidak mengandung unsur penipuan.

Kata Kunci : *Food Quality*, *Service Quality*, *Word Of Mouth* dan *Customer Satisfaction*, PLS.

## **ABSTRACT**

*Faculty of Economics and Business*

*S-1 Study Program Management*

**2022**

**Nina Lestari**

**120.2018.071**

***Customer Satisfaction as Mediating Food Quality and Service Quality on Word Of Mouth Study on Promise Coffee in Jabodetabek Region and its Review from an Islamic Perspective***

108 pages + xv pages+ 16 tables + 3 pictures + 4 attachments

### **Abstrack**

*This study was conducted with the aim of examining the effect of customer satisfaction as a mediation of food quality and service quality on word of mouth studies on Kopi Janji Jiwa Jabodetabek area and its review from an Islamic point of view. The population used in this research is the buyers of Kopi Promise Jiwa Jabodetabek area. The sampling technique used non-probability sampling method, with purposive sampling technique. The number of samples in this study were 100 respondents. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is PLS-SEM (Partial Least Square Structural Equation Modeling) analysis. The results of this study indicate that: (1) food quality has a positive and significant effect on customer satisfaction.(2) service quality has a positive and significant effect on customer satisfaction.(3) food quality has a positive and significant effect on word of mouth.(4) service quality has a positive and significant effect on word of mouth satisfaction.(5) customer satisfaction has a positive and significant effect on word of mouth.(6) customer satisfaction mediates the effect of food quality on word of mouth.(7) customer satisfaction mediates the effect of service quality on word of mouth. In the view of Islam, the food quality and service quality at Kopi Promise Jiwa Jabodetabek area are in accordance with Islamic principles and teachings, namely by providing quality food and good service to consumers, prioritizing aspects of halal, cleanliness, courtesy, honesty, friendliness and trustworthiness as well as doing word of mouth. mouth without containing elements of fraud.*

**Keywords :** *Food Quality, Service Quality, Word Of Mouth, and Consumer Satisfaction, PLS.*