ABSTRACT

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THE EFFECT OF PERSONAL HYGIENE SANITATION, SERVICE QUALITY ON CUSTOMER SATISFACTION IN STARBUCKS MALL LOTTE SHOPPING AVENUE KUNINGAN JAKARTA

Starbucks is a coffee company from the United States now one of the world-famous coffee outlets and branches in various countries. Coffee has been very popular among the people in Indonesia itself. As one of the world-famous coffee shop stands, it will be investigated whether starbucks with products that have their own characteristics and quality can make customers satisfied and loyal to starbucks. The purpose of this study is to find out or analyze the positive and significant effects of hygiene and sanitation variables, service quality and customer satisfaction. The method and type research used is quantitative. For this research we using questionnaires. The samples in this research was respondents who visited Starbucks Lotte Avenue Mall in the last three months and visited starbucks more than three times. The number of samples in this research were 168 respondents. The data analysis technique used is bivariate correlation.

Based on known research that hygiene and sanitation, service quality and customer satisfaction. Showing that service quality is very influential on the satisfaction of customers who are at starbucks mall lotte shopping avenue, which can result in customers being able to come back to starbucks, while for hygiene and sanitation it does not affect customer satisfaction visiting starbucks lotte shopping avenue mall, because the customers only focus on the taste that starbucks coffee has.

Keywords : Hygiene and Sanitation, Service Quality, Customer Satisfaction.