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DINESERV: THE IMPACT OF IMPLEMENTATION ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT ANGGERIK TERRACE COFFEE HOUSE

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ABSTRACT

In the hospitality industry, service was the crucial factor that will influence customer satisfaction at loyalty toward the foodservice sector. There were many theory that focused on the element of service that should been apply to ensure the improvement and efficiency of service offer. Therefore, this study choose to focused on DINESERV's theory that divide into five elements which are food quality, service quality, price and value, atmosphere and convenience. The first objective of this study had to examine the relationship of DINESERV's element with the customer satisfaction and customer loyalty. The second objective was to identify the most important element that influences customer satisfaction and customer loyalty. Through this study, the researcher used quantitative method which data being collected through questionnaire and had approximately 169 respondents. There were two hypotheses being construct in this study which is the first hypothesis (H1), there is relationship between DINESERV's element and customer satisfaction. The second hypothesis (H2), overall customer satisfaction positively influences customer loyalty. The result showed that food quality significant with the customer satisfaction while price and value show significant toward customer loyalty. Therefore, the overall customer satisfaction being positively influences the customer loyalty. Then, the most important element that influences customer satisfaction and customer loyalty was price and value.

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