

ABSTRAK

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PENGARUH ATMOSPHERICS, FOOD QUALITY, SERVICE QUALITY, DAN OTHER CUSTOMER TERHADAP BRAND PREFERENCE MELALUI BRAND IMAGE, CUSTOMER SATISFACTION, DAN BRAND TRUST PADA KONSUMEN RESTORAN X.O SUKI TUNJUNGAN PLAZA 4 SURABAYA

(xvi + 219 halaman; 12 gambar; 47 tabel; 5 lampiran)

Pangan adalah kebutuhan dasar setiap manusia agar tetap bisa menjaga keberlangsungan hidupnya. Banyaknya kebutuhan akan pangan ini mendorong masyarakat untuk mengambil peluang bisnis dibidang tersebut. Restoran X.O Suki merupakan tim dari X.O Group Restaurant dan di bawah manajemen PT Mutiara Timur. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Atmospherics, Food Quality, Service Quality*, dan *Other Customer* terhadap *Brand Preference* melalui *Brand Image, Customer Satisfaction*, dan *Brand Trust*.

Penelitian ini menggunakan penelitian kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software AMOS 22.0*. Pengumpulan data dilakukan dengan penyebaran kuesioner *online* kepada 165 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, pernah mengunjungi X.O Suki minimal 2 kali dalam setahun terakhir, dan pernah berinteraksi dengan pelayan restoran.

Hasil penelitian menunjukkan bahwa variabel *Atmospherics* berpengaruh tidak signifikan terhadap *Brand Image* dengan koefisien regresi sebesar 0.054; variabel *Atmospherics* berpengaruh tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.035; variabel *Food Quality* berpengaruh signifikan terhadap *Brand Image* dengan koefisien regresi sebesar 0.808; variabel *Food Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.306; variabel *Service Quality* berpengaruh tidak signifikan terhadap *Brand Image* dengan koefisien regresi sebesar 0.032; variabel *Service Quality* berpengaruh tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.148; variabel *Other Customer* berpengaruh tidak signifikan terhadap *Brand Image* dengan koefisien regresi sebesar 0.064; variabel *Other Customer* berpengaruh tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.339; variabel *Brand Image* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.209; variabel *Brand Image* berpengaruh tidak signifikan terhadap *Brand Trust* dengan koefisien regresi sebesar 0.345; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Brand Trust* dengan koefisien regresi sebesar 0.610; variabel *Brand Trust* berpengaruh signifikan terhadap *Brand Preference* dengan koefisien regresi sebesar 0.666.

Referensi: 196 (1991-2019).

ABSTRACT

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THE EFFECT OF ATMOSPHERICS, FOOD QUALITY, SERVICE QUALITY, AND OTHER CUSTOMER ON BRAND PREFERENCE THROUGH BRAND IMAGE, CUSTOMER SATISFACTION, AND BRAND TRUST ON X.O RESTAURANT CUSTOMERS SUKI TUNJUNGAN PLAZA 4 SURABAYA

(xvi + 219 pages; 12 figures; 47 tables; 5 attachments)

Food is a basic need for every human being in order to maintain his survival. This large need for food encourages people to take business opportunities in this field. X.O Suki Restaurant is a team from X.O Group Restaurant and is under the management of PT Mutiara Timur. This study aims to determine how the influence of Atmospherics, Food Quality, Service Quality, and Other Customers on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust.

This study uses quantitative research with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. Data collection was carried out by distributing online questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, had visited X.O Suki at least 2 times in the last year, and had interacted with restaurant waiters.

The results showed that the Atmospherics variable had no significant effect on Brand Image with a regression coefficient of 0.054; Atmospherics variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.035; Food Quality variable has a significant effect on Brand Image with a regression coefficient of 0.808; Food Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.306; Service Quality variable has no significant effect on Brand Image with a regression coefficient of 0.032; Service Quality variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.148; Other Customer variables have no significant effect on Brand Image with a regression coefficient of 0.064; Other Customer variables have no significant effect on Customer Satisfaction with a regression coefficient of 0.339; Brand Image variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.209; Brand Image variable has no significant effect on Brand Trust with a regression coefficient of 0.345; Customer Satisfaction variable has a significant effect on Brand Trust with a regression coefficient of 0.610; Brand Trust variable has a significant effect on Brand Preference with a regression coefficient of 0.666.

References: 196 (1991-2019).