

ABSTRAK

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PENGARUH PRODUCT QUALITY, SERVICE QUALITY, ENVIRONMENT QUALITY, DAN PRODUCT ASSORTMENT TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION RESTORAN XO SUKI SURABAYA

(xvi + 140 halaman: 24 gambar; 47 tabel; 5 lampiran)

Kuliner menjadi bisnis yang terus berkembang saat ini. Dengan mudahnya menemukan berbagai jenis restoran yang selalu bertambah di Surabaya. Hal ini mengharuskan para pemilik restoran untuk berpikir agar usahanya tetap dapat bertahan dan dapat bersaing dengan restoran-restoran lainnya. XO Suki Surabaya merupakan salah satu contoh restoran yang masih bertahan sejak tahun 2005. Tujuan penelitian ini adalah mengetahui dan menganalisa hubungan antara *product quality*, *service quality*, *environment quality*, dan *product assortment* terhadap *customer loyalty* melalui *customer satisfaction* restoran XO Suki Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software AMOS 22.0*. Pengumpulan data pada penelitian ini menggunakan kuesioner *online* kepada 105 responden dengan karakteristik pria dan wanita berdomisili di Surabaya dan berusia 18-60 tahun yang pernah berkunjung di XO Suki Surabaya minimal tiga kali dalam enam bulan terakhir.

Hasil penelitian ini menunjukkan bahwa *product quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,574 namun *product quality* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0,003, *service quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,419 namun *service quality* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0,039, *environment quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,606 namun *environment quality* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0,859, *product assortment* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,509 namun *product assortment* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0,0251, dan *customer satisfaction* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0,069.

Referensi: 40 (2010-2019).

ABSTRACT

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THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, ENVIRONMENT QUALITY, AND PRODUCT ASSORTMENT ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION XO SUKI RESTAURANT SURABAYA

(xvi + 140 pages; 24 figures; 47 tables; 5 attachments)

Culinary is a business that continues to grow today. Easily find various types of restaurants that are always increasing in Surabaya. This requires restaurant owners to think that their business can survive and can compete with other restaurants. XO Suki Surabaya is one example of a restaurant that has survived since 2005. The purpose of this study is to determine and analyze the relationship between product quality, service quality, environment quality, and product assortment on customer loyalty through customer satisfaction at XO Suki Restaurant Surabaya.

This study uses a quantitative approach with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. Collecting data in this study using an online questionnaire to 105 respondents with the characteristics of men and women who live in Surabaya and aged 18-60 years who have visited XO Suki Surabaya at least three times in the last six months.

The results of this study indicate that product quality has a significant effect on customer satisfaction with a regression coefficient of 0.574 but product quality has no significant effect on customer loyalty with a regression coefficient of 0.003, service quality has a significant effect on customer satisfaction with a regression coefficient of 0.419 but service quality has no significant effect towards customer loyalty with a regression coefficient of 0.039, environment quality has a significant effect on customer satisfaction with a regression coefficient of 0.606 but environment quality has no significant effect on customer loyalty with a regression coefficient of 0.859, product assortment has a significant effect on customer satisfaction with a regression coefficient of 0.509 but product assortment has no significant effect on customer loyalty with a regression coefficient of 0.0251, and customer satisfaction has no significant effect on customer loyalty with a regression coefficient of 0.069.

References: 40 (2010-2019).