ABSTRAK

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Analisis *Quality Physical Environment, Food Quality, Service Quality, Restaurant Image* dan *Customer Perceived Value* terhadap *Behavioral Intention* melalui *Customer Satisfaction* pada konsumen Coffee Toffee di Surabaya.

(xvii+144: 16 gambar, 37 tabel; 38 lampiran)

Mengenai industri makanan dan minuman salah satunya yang digemari oleh masyarakat ialah *cafe*. *Cafe* telah menjadikan sebuah gaya hidup bagi kebanyakan orang di jaman sekarang. Perkembangan bisnis *cafe* di indonesia bergerak sangat cepat dan signifikan. Hal ini bisa dilihat dengan banyaknya *cafe* yang bermunculan dalam 10 tahun terakhir ini.

Pengumpulan data dalam penelitian ini adalah melalui kuesioner dan dengan Sampel pelanggan dari Coffee Toffee di Surabaya. Penelitian ini menggunakan 100 responden dan SPSS 22.0 untuk pengolahan data.

Dari hasil penelitian telah menunjukan bahwa beberapa variabel-variabel yang terkait memiliki pengaruh signifikan terhadap *Behavioral Intention*. Variable *Food Quality* berpengaruh terhadap *Restaurant image* dan *Customer Perceived Value* mempunyai koefisien regresi sebesar 0,386 dan 0,411. Variabel *Service Quality* berpengaruh terhadap *Restaurant image* dan *Customer Perceived Value* mempunyai koefisien regresi sebesar 0,273 dan 0,441. Variable *Restaurant Image* berpengaruh pada *Customer Satisfaction* mempunyai koefisien regresi sebesar 0,314. Variable *Customer Perceived Value* berpengaruh pada *Customer Satisfaction* mempunyai koefisien regresi sebesar 0,558. Variabel yang memiliki pengaruh terbesar ditemukan pada variabel *Customer Satisfaction* terhadap *Behavioral Intention* mempunyai koefisien regresi sebesar 0,862. Namun dalam penelitian ini ditemukan pengaruh yang tidak signifikan pada variabel *Quality Physical Environment* terhadap *Restaurant Image* dan *Customer Perceived Value* memunyai koefisien regresi sebesar 0,081 dan -0,105. Lalu pada variable *Restaurant image* terhadap *Customer Perceived Value* memunyai koefisien regresi sebesar 0,053.

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Kata Kunci: *Quality Physical Environment, Customer Satisfaction, Food Quality, Behavioral Intention, Customer Perceived Value, Restaurant Image, Service Quality*

ABSTRACT

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Analysis Quality Physical Environment, Food Quality, Service Quality, Restaurant Image and Customer Perceived Value on Behavioral Intention through Customer Satisfaction on Coffee Toffee consumers in Surabaya.

(xvii+144: 16 image, 37 table; 38 enclosure)

Regarding the food and beverage industry, one of the things that the community likes is cafes. Cafes have made a lifestyle for most people these days. The development of the cafe business in Indonesia is moving very fast and significantly. This can be seen from the number of cafes that have sprung up in the last 10 years.

Collecting data in this study is through a questionnaire and with a sample of customers from Coffee Toffee in Surabaya. This study uses 100 respondents and SPSS 22.0 for data processing.

From the research results, it has been shown that several related variables have a significant influence on Behavioral Intention. Variable Food Quality affects Restaurant image and Customer Perceived Value has a regression coefficient of 0.386 and 0.411. The Service Quality variable affects Restaurant image and Customer Perceived Value has a regression coefficient of 0.273 and 0.441. Variable Restaurant Image has an effect on Customer Satisfaction and has a regression coefficient of 0.314. Variable Customer Perceived Value affects Customer Satisfaction has a regression coefficient of 0.558. The variable that has the greatest influence is found in the variable Customer Satisfaction on Behavioral Intention has a regression coefficient of 0.862. However, in this study, it was found that there was no significant influence on the Quality Physical Environment variable on Restaurant Image and Customer Perceived Value which had a regression coefficient of 0.081 and -0.105. Then in the Restaurant image variable to Customer Perceived Value has a regression coefficient of 0.053.