

## ABSTRACT

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### **THE IMPACT OF SERVICESCAPE TOWARDS BEHAVIORAL INTENTIONS THROUGH SERVICE QUALITY AND CUSTOMER SATISFACTION IN PIZZA HUT INDONESIA**

(xiv + 90 pages; 9 figures; 29 tables; 5 attachments)

Globalization has led to an increase in competitors among the foodservice market in Indonesia. Companies from all over the world uses different methods of entry. Pizza Hut is one of the foreign company that have expanded their business to Indonesia by using a specialized form of licensing agreement called franchising. Although Pizza Hut is still the market leader among other pizza restaurants after all these years, the data that was obtained from the Top Brand Index shows that over the years Pizza Hut Indonesia percentage kept decreasing. This research was made to study the impact of the servicescape, service quality and customer satisfaction variable towards the behavioral intentions in Pizza Hut Indonesia. Behavioral intention is the capability of one's interest in doing a certain behavior. This research is a quantitative research conducted in a span of 3 months. Primary data was collected by spreading survey in the form of questionnaires to the sample. Pretesting was done using 40 respondents. A sample of 118 respondents was gathered using the convenience sampling method and PLS-SEM is used to analyze the data. The conclusion for this research is that five of the six hypotheses are supported and one hypothesis is not supported.

**Keywords:** *Globalization, Franchise, Pizza Hut, Indonesia, Servicescape, Service Quality, Customer Satisfaction, Behavioral Intentions.*

Reference: 70 (2011-2020).