



ABSTRACT

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THE EFFECT OF DINING ATTRIBUTES AND INTERACTION ORIENTATION ON POSITIVE E-WOM AND REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION ON MODERN FINE DINING RESTAURANT IN SEMINYAK, BALI, INDONESIA

(xii+104 pages: 19 tables: 8 pictures: 5 attachments)

This research aims at analysing the influence of dining attributes (food, service, and physical) and interaction orientation toward customer satisfaction and perception in repurchase intention and positive E-WOM with M restaurant and S restaurant as the object of the study. This research uses a quantitative approach. Data was collected by distributing questionnaires by online and directly to respondents by using judgmental sampling method with total respondent of 300 people. Respondents are those who had ever dined in M restaurant and S restaurant in past 1 year. Data analysis and hypothesis testing was computed using Structural Equation Modelling (SEM) with Smart Partial Least Squares (PLS) software and SPSS Statistics software. This research found that the influence of dining attributes (food, service, and physical) is all positively influence repurchase intention and positive E-WOM. On the other hand, interaction orientation not yet influence repurchase intention and positive E-WOM.

Reference (100) : 1987-2018

Keywords : Dining attributes (food, service, physical), interaction orientation, customer perceived value, customer satisfaction, repurchase intention, positive E-WOM