

## ABSTRAK

Samuel Christofer Tedjo (02011180025)

### **ANALISIS PENGARUH *INDIVIDUAL FACTORS* DAN *ENVIRONMENT RESTAURANT FACTORS* TERHADAP *CUSTOMER LOYALTY TO HEALTHY FOOD* MELALUI *CUSTOMER HEALTHY EATING BEHAVIOR* PADA PRODUK GREENLY DI SURABAYA**

(xiv + 208 halaman: 24 gambar, 39 tabel, 5 lampiran)

Greenly adalah restoran makanan sehat di Surabaya yang berdiri pada 2019 dan berkembang pesat. Walaupun permintaan makanan sehat meningkat, namun persaingan juga semakin ketat dengan bertambahnya jumlah *competitor*, sampai salah satu pesaing terpaksa keluar dari pasar.

Penelitian ini bertujuan mencari faktor yang berpengaruh terhadap *Customer Loyalty to Healthy Food* melalui *Customer Healthy Eating Behavior* pelanggan Greenly di Surabaya. Penelitian ini bermanfaat untuk industri *Food and Beverage* khususnya untuk membuat seorang konsumen menjadi loyal terhadap makanan sehat agar bisnis makanan sehat dapat bertahan di pasar dalam jangka panjang.

Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan software Amos 22.0 untuk membantu proses pengolahan data primer dari 230 pelanggan Greenly di Surabaya yang dikumpulkan dengan teknik *Snowball Sampling*.

Dalam penelitian ini ditemukan bahwa loyalitas terhadap makanan sehat baru dapat terjadi jika seseorang memiliki pola makan sehat yang paling dipengaruhi dengan urutan terbesar oleh *Barriers*, *Promoters*, *Demotivators*, dan *Motivators*. Persepsi konsumen bahwa makanan sehat berharga mahal dan tidak enak seharusnya menghambat seseorang untuk memiliki pola makan sehat, namun Greenly berhasil mengatasi hambatan ini sehingga menjadi kekuatan utama Greenly dalam membangun pola makan sehat konsumen. Selanjutnya, *food literacy* memberikan dampak paling signifikan, sehingga pemilik restoran disarankan untuk menjaga tingkat *food literacy* konsumen secukupnya.

**Kata Kunci:** *Motivation, Barriers, Promoters, Demotivator, Customer Healthy Eating Behavior, Customer Loyalty to Healthy Food, Healthy Food.*

Referensi: 16 (1985-2017).

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(xiv + 208 pages: 24 figure, 39 tables, 5 attachments)

Greenly has established in Surabaya as a healthy restaurant in 2019 and its grewed significantly. Although the demand for healthy food is peaking, at the same time competition in this industry become tougher. This cause one of healthy restaurant exited from the market.

This research aims to explore factors that affect Customer Healthy Eating Behavior and Customer Loyalty to Healthy Food, specifically for Greenly's regular customers in Surabaya. The findings will beneficial the Healthy Food industry with the tips to increase consumer loyalty in order to ensure their business' sustainability.

This causal research is using quantitative methods. Then, Amos 22.0 is chosen to ease 230 data processing which had been collected using the Snowball Sampling method.

This research depicts that loyalty to healthy food just occur when people have healthy eating behavior, which affected from the biggest variable, namely Barriers, Promoters, Demotivators, dan Motivators. Consumer usually percieve that healthy food are pricy and not tasty. Surprisingly, Greenly had overcome its barrier which boost consumer healthy eating behavior and it become Greenly's main strength. Besides, Food Literacy generate the biggest impact. This research suggest restaurant to educate their consumer to maintain their food literacy in medium level.

**Keywords :** **Motivation, Barriers, Promoters, Demotivator, Customer Healthy Eating Behavior, Customer Loyalty to Healthy Food, Healthy Food.**

Reference: 16 (1985-2017).