

## ABSTRAK

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### **ANALISIS PENGARUH *MOBILE E-WOM*, *SYSTEM QUALITY*, *OVERALL RESTAURANT IMAGE*, *PERCEIVED VALUE* TERHADAP *REPURCHASE INTENTION* PADA PRODUK PHD DI SURABAYA**

(XX +180 halaman: 19 gambar; 37 tabel; 4 lampiran)

Di Indonesia sendiri sektor industri di bidang kuliner sudah marak sekali. Terbukti Indonesia memiliki banyak sekali restoran, baik itu restoran mahal maupun restoran cepat saji atau *fast food*. *Fast food* sendiri merupakan makanan yang dibuat dan disiapkan dengan cepat dan dapat langsung disajikan. *Fast food* juga digemari oleh kalangan anak muda, maupun para pekerja kantoran, dikarenakan kesibukan para pekerja kantoran yang terkadang lebih memilih makanan *fast food* yang cepat, mudah didapatkan dan bisa memesan dengan mudah melalui aplikasi *online* yang cepat dalam pengirimannya tanpa perlu bingung maupun repot dikala kepadatan dan kesibukan pekerjaan mereka.

Dari penelitian ini nantinya akan meneliti apakah *Mobile eWOM*, *System Quality*, *Overall Restaurant Image*, *Perceived Value* memiliki pengaruh yang positif terhadap *Repurchase Intention*. Aplikasi PHD ini menarik untuk diteliti dikarenakan masih banyak pelanggan yang belum mengenal aplikasi dari PHD ini sendiri. Diharapkan dengan adanya penelitian ini dapat membuat banyak pelanggan yang membeli produk PHD melalui aplikasi PHD sendiri bukan melalui aplikasi lainnya

Penelitian ini menggunakan casual. Model penelitian ini menggunakan metode kuantitatif dengan menggunakan AMOS versi 22.0. Penelitian ini dilakukan dengan menggunakan penyebaran melalui *google form* kepada 125 responden yang memiliki karakteristik laki-laki dan perempuan berusia 18-60 tahun, berdomisili di Surabaya, menggunakan aplikasi PHD 2 kali dalam 1 tahun terakhir dan pernah mendapatkan referensi dari teman.

Hasil Penelitian menunjukkan bahwa variabel *mobile eWOM* terhadap *perceived value* berpengaruh signifikan dengan koefisien regresi sebesar 0.379; variabel *system quality* terhadap *perceived value* berpengaruh signifikan dengan koefisien regresi sebesar 0.451; variabel *overall restaurant image* terhadap *perceived value* berpengaruh signifikan dengan koefisien regresi sebesar 0.333; variabel *perceived value* terhadap *repurchase intention* berpengaruh signifikan dengan koefisien regresi sebesar 0.560.

**Kata Kunci:** *Mobile Ewom*, *system quality*, *overall restaurant image*, *perceived value*, dan *repurchase intention*.

**Referensi:** 108 (1977-2021)

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*(XX +180 pages: 19image; 37 tabel; 4 appendix)*

In Indonesia, the culinary industry is very popular. It is proven that Indonesia has a lot of restaurants, both high-end restaurants and also fast-food restaurants.

Fast food is defined as food that is made and prepared quickly and can be served in a short period of time. Teenagers and office workers like eating fast food because they tend to be busy and finally they decided to choose eating fast food. Fast food has become their preference because fast food offers an easiness to order in the online platform within a very short time. Fast food can be ordered easily even they are facing hectic moments at peak hours.

This research will examine whether Mobile eWOM, System Quality, Overall Restaurant Image, Perceived Value have a positive influence on Repurchase Intention. This PHD application is interesting to be studied because many customers are not familiar yet with the PHD application. Through this research, it could be expected that PHD customers can order PHD products by using PHD applications, not through other applications.

This study uses casual. This research model uses a quantitative method by using AMOS version 22.0. This research was conducted by using a distribution of google form to 125 respondents who have the characteristics of male and female aged 18-60 years, domiciled in Surabaya, using PHD application 2 times in the last 1 year and ever got references from a friend.

**Keywords:** Mobile eWOM, system quality, overall restaurant image, perceived value, and repurchase intention.

The results showed that the mobile eWOM variable on perceived value had a significant effect with a regression coefficient of 0.379; system quality variable on perceived value has a significant effect with a regression coefficient of 0.451; the overall restaurant image variable has a significant effect on perceived value with a regression coefficient of 0.333; The perceived value variable on repurchase intention has a significant effect with a regression coefficient of 0.560.

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