

ABSTRAK

Derika Ciawi (02011180007)

ANALISIS PENGARUH *SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, PRICE, RESTAURANT REPUTATION, VARIETY SEEKING TENDENCY* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER SATISFACTION* DAN *TRUST* PADA PELANGGAN BONCAFE MANYAR KERTOARJO DI SURABAYA

(xvi + 251 halaman: 18 gambar, 53 tabel; 5 lampiran)

Perkembangan industri restoran di Indonesia masih mengalami peningkatan didukung dengan peningkatan masyarakat akan makanan dan minuman. Boncafe merupakan salah satu restoran di Surabaya yang telah berdiri sejak lama, yaitu tahun 1977 dan masih bertahan hingga saat ini, bahkan masih berkembang dengan semakin memiliki cabang baru di Surabaya. Namun, persaingan yang dihadapi dalam industri ini juga semakin ketat dengan semakin bermunculan restoran-restoran baru, yang dapat menjadi pesaing bagi Boncafe. Maka dari itu, perlu adanya cara agar dapat tetap bertahan dalam industri ini.

Tujuan dari dilakukannya penelitian ini adalah untuk mengetahui pengaruh *Service Quality, Food Quality, Atmospherics, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency* terhadap *Revisit Intention* melalui *Customer Satisfaction* dan *Trust*. Manfaat dari penelitian ini adalah untuk memberikan informasi dan pengetahuan serta dapat memperluas wawasan terutama dalam bidang ilmu manajemen mengenai pengaruh variabel-variabel dalam penelitian ini.

Penelitian ini bersifat kausal dengan menggunakan metode kuantitatif software AMOS 22.0 untuk membantu proses pengolahan data primer dari 210 pelanggan Boncafe Manyar Kertoarjo Surabaya dikumpulkan dengan teknik Snowball Sampling. Karakteristik responden adalah pria dan wanita, berdomisili di Surabaya, berusia 18-60 tahun, serta pernah melakukan pembelian dan konsumsi di tempat minimal 2 kali dalam kurun waktu 2 tahun terakhir di Boncafe Manyar Kertoarjo Surabaya.

Pada penelitian ini hasil menunjukkan bahwa variabel yang berpengaruh positif signifikan terhadap *Customer Satisfaction* adalah *Service Quality, Food Quality, Other Customers, Price*, dan yang tidak berpengaruh signifikan, yaitu *Atmospherics*. Kemudian, *Restaurant Reputation* dan *Customer Satisfaction* berpengaruh positif signifikan terhadap *Trust*, lalu *Variety Seeking Tendency* berpengaruh positif signifikan terhadap *Revisit Intention*. Sedangkan *Customer Satisfaction* dan *Restaurant Reputation* tidak berpengaruh positif signifikan terhadap *Revisit Intention*.

Kata Kunci: Service Quality, Food Quality, Atmopsherics, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency, Customer Satisfaction, Trust, Revisit Intention

ABSTRACT

Derika Ciawi (02011180007)

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, PRICE, RESTAURANT REPUTATION, VARIETY SEEKING TENDENCY ON REVISIT INTENTION THROUGH CUSTOMER SATISFACTION AND TRUST ON CUSTOMERS BONCAFE MANYAR KERTOARJO SURABAYA

(xvi + 251 pages: 18 figure, 53 tables; 5 attachments)

The development of the restaurant industry in Indonesia is still increasing, supported by an increase in the public's interest in food and beverages. Boncafe is one of the restaurants in Surabaya that has been around for a long time, from 1977 and still survives to this day, even it is still growing with more and more new branches in Surabaya. However, the competition faced in this industry is also getting tougher with the emergence of new restaurants, which can become competitors for Boncafe. Therefore, it is necessary to find a way to survive in this industry.

The purpose of this research is to determine the effect of Service Quality, Food Quality, Atmospherics, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency on Revisit Intention through Customer Satisfaction and Trust. The benefit of this research is to provide information and knowledge as well as to broaden insight, especially in the field of management science regarding the influence of the variables in this study.

This research is causal by using quantitative method of AMOS 22.0 software to assist the processing of primary data from 210 customers of Boncafe Manyar Kertoarjo Surabaya collected using Snowball Sampling technique. Characteristics of respondents are male and female, domiciled in Surabaya, aged 18-60 years, and have made purchases and consumption on the spot at least 2 times in the last 2 years at Boncafe Manyar Kertoarjo Surabaya.

In this study the results show that the variables that have a significant positive effect on Customer Satisfaction are Service Quality, Food Quality, Other Customers, Price, and the one that has no significant effect, namely Atmospherics. Then, Restaurant Reputation and Customer Satisfaction have a significant positive effect on Trust, then Variety Seeking Tendency has a significant positive effect on Revisit Intention. Meanwhile, Customer Satisfaction and Restaurant Reputation have no significant positive effect on Revisit Intention.

Key Words: Service Quality, Food Quality, Atmospherics, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency, Customer Satisfaction, Trust, Revisit Intention