ABSTRAK

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ANALISIS PENGARUH *FOOD QUALITY, SERVICE QUALITY, ATMOSPHERICS, OTHERS CUSTOMER* TERHADAP *CUSTOMER LOYALTY* MELALUI *POSITIVE EMOTIONS* DAN *NEGATIVE EMOTIONS* PADA PELANGGAN RESTORAN MARUGAME UDON SURABAYA

Banyak manufaktur yang dapat diandalkan bagi Indonesia dalam memberikan dampak yang baik bagi perekonomian nasional. Industri makanan dan minuman merupakan salah satu hal yang berperan penting di Indonesia. Perkembangan industri ini pun menjadi andalan karena telah memberikan banyak kontribusi terhadap perekonomian dan penyerapan tenaga kerja. Indonesia memiliki beragam jenis restoran, salah satunya adalah restoran dengan khas Jepang, yang dimana dari menu dan desainnya sama persis seperti restoran di Jepang pada umumnya. Salah satu perusahaan yang berhasil dan mendirikan gerai di Indonesia adalah restoran Marugame Udon yang sudah memiliki 1.100 cabang restoran di penjuru dunia.

Penelitian ini memiliki tujuan untuk menganalisis bagaimana pengaruh *Food Quality, Service Quality, Atmospherics, Others Customer* terhadap *Customer Loyalty* melalui *Positive Emotions* dan *Negative Emotions*. Penelitian ini mengharapkan dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, terutama seberapa besar pengaruh yang dimiliki *Positive Emotions* dan *Negative Emotions* dalam meningkatkan *Customer Loyalty* yang kemudian akan meningkatkan penjualan di restoran Marugame Udon Surabaya.

Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada *software* AMOS 22.0. Data akan dikumpulkan dengan melakukan pengedaran kuisioner terhadap minimal 105 responden dengan karakteristik pria dan wanita berusia 18 sampai 60 tahun, berdomisili di Surabaya, dan pernah melakukan pembelian di restoran Marugame Udon Surabaya sebanyak 2 kali dalam 1 tahun terakhir.

Pada penelitian ini hasil yang didapat menunjukkan bahwa variabel *Food Quality* tidak berpengaruh signifikan terhadap *Positive Emotions*; *Food Quality* berpengaruh tidak signifikan terhadap *Negative Emotions*; *Service Quality* berpengaruh signifikan terhadap *Positive Emotions*; *Service Quality* tidak berpengaruh signifikan terhadap *Negative Emotions*; *Atmospherics* berpengaruh signifikan terhadap *Positive Emotions*; *Atmospherics* tidak berpengaruh signifikan terhadap *Negative Emotions*; *Others Customer* berpengaruh signifikan terhadap *Positive Emotions*; *Others Customer* tidak berpengaruh signifikan terhadap *Negative Emotions*; *Positive Emotions* berpengaruh signifikan terhadap *Customer Loyalty*; *Negative Emotions* tidak berpengaruh signifikan terhadap *Customer Loyalty*.

Kata Kunci: *Food Quality, Service Quality, Atmospherics, Others Customer, Positive Emotions, Negative Emotions, Customer Loyalty.*

ABSTRACT

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ANALYSIS OF *FOOD QUALITY, SERVICE QUALITY, ATMOSPHERICS, OTHERS CUSTOMER* ON *CUSTOMER LOYALTY* THROUGH *POSITIVE EMOTIONS* AND *NEGATIVE EMOTIONS* ON RESTAURANT MARUGAME UDON SURABAYA CUSTOMER

Many manufactures can be relied on for Indonesia to have a good impact on the national economy. The food and beverage industry is one of the things that plays an important role in Indonesia. The development of this industry is also a mainstay because it has contributed a lot to the economy and employment. Indonesia has various types of restaurants, one of which is a typical Japanese restaurant, which from the menu and design is exactly the same as restaurants in Japan in general. One of the companies that has succeeded and established outlets in Indonesia is the Marugame Udon restaurant, which already has 1,100 restaurant branches around the world.

This study aims to analyze how the influence of Food Quality, Service Quality, Atmospherics, Others Customer on Customer Loyalty through Positive Emotions and Negative Emotions. This study hopes to provide benefits in increasing knowledge in the field of management, especially how much influence Positive Emotions and Negative Emotions have in increasing Customer Loyalty which will then increase sales at Marugame Udon Surabaya restaurant.

Causal research and quantitative methods will be used in this study by processing data on AMOS 22.0 software. Data will be collected by distributing questionnaires to a minimum of 105 respondents with male and female characteristics aged 18 to 60 years, domiciled in Surabaya, and have made purchases at the Marugame Udon Surabaya restaurant 2 times in the last 1 year.

In this study, the results showed that the Food Quality variable had no significant effect on Positive Emotions; Food Quality has no significant effect on Negative Emotions; Service Quality has a significant effect on Positive Emotions; Service Quality has no significant effect on Negative Emotions; Atmospherics has a significant effect on Positive Emotions; Atmospherics has no significant effect on Negative Emotions; Others Customer has a significant effect on Positive Emotions; Others Customer has no significant effect on Negative Emotions; Positive Emotions have a significant effect on Customer Loyalty; Negative Emotions have no significant effect on Customer Loyalty.

Keywords: *Food Quality, Service Quality, Atmospherics, Others Customer, Positive Emotions, Negative Emotions, Customer Loyalty.*