

ABSTRAK

Pangan adalah kebutuhan dasar utama yang harus dipenuhi setiap saat oleh manusia. Dengan melihat perkembangan yang terjadi saat ini pada era globalisasi dapat disimpulkan bahwa bisnis di bidang kuliner cenderung terus meningkat, oleh karena itu banyak bermunculan pelaku bisnis baru yang mencoba untuk merambah bisnis kuliner. Selanjutnya, efek dari globalisasi juga menyebabkan masuknya budaya asing ke Indonesia termasuk budaya Jepang. Sekarang ini restoran Jepang sudah banyak hadir di berbagai kota di Indonesia, termasuk di Kota Surabaya, salah satunya adalah restoran Sushi Tei. Sushi Tei didirikan pada tahun 1994 di Singapura. Hingga saat ini, Sushi Tei telah memiliki gerai yang tersebar di beberapa negara. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh Atmospheric, Food Quality, Service Quality, dan Other Customer terhadap Brand Preference melalui Brand Image, Customer Satisfaction, dan Brand Trust. Penelitian ini menggunakan penelitian kuantitatif dengan teknik analisis Structural Equation Model (SEM) dan software AMOS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner online kepada 165 responden dengan karakteristik responden pria dan wanita berumur 18- 60 tahun, pernah mengunjungi Sushi Tei minimal 2 kali dalam dua tahun terakhir, dan pernah berinteraksi dengan pelayan restoran.

Hasil penelitian menunjukkan bahwa variabel Atmospheric berpengaruh tidak signifikan terhadap Brand Image dengan koefisien regresi sebesar 0.054; variabel Atmospheric berpengaruh tidak signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.035; variabel Food Quality berpengaruh signifikan terhadap Brand Image dengan koefisien regresi sebesar 0.808; variabel Food Quality berpengaruh signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.306; variabel Service Quality berpengaruh tidak signifikan terhadap Brand Image dengan koefisien regresi sebesar 0.032; variabel Service Quality berpengaruh tidak signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.148; variabel Other Customer berpengaruh tidak signifikan terhadap Brand Image dengan koefisien regresi sebesar 0,064; variabel Other Customer berpengaruh tidak signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.339; variabel Brand Image berpengaruh signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.209; variabel Brand Image berpengaruh tidak signifikan terhadap Brand Trust dengan koefisien regresi sebesar 0.345; variabel Customer Satisfaction berpengaruh signifikan terhadap Brand Trust dengan koefisien regresi sebesar 0.610; variabel Brand Trust berpengaruh signifikan terhadap Brand Preference dengan koefisien regresi sebesar 0.666.

Kata Kunci : *Atmospherics, Food Quality, Service Quality, Other Customer, Brand Image, Customer Satisfaction, Brand Trust, Brand Preference*

ABSTRACT

Food is the main basic need that must be met at all times by humans. By looking at the current developments in the era of globalization, it can be concluded that the business in the culinary field tends to continue to increase, therefore many new business actors have emerged who are trying to enter the culinary business. Furthermore, the effects of globalization have also led to the entry of foreign cultures into Indonesia, including Japanese culture. Currently, many Japanese restaurants are present in various cities in Indonesia, including in the city of Surabaya, one of which is Sushi Tei restaurant. Sushi Tei was founded in 1994 in Singapore. Until now, Sushi Tei already has outlets spread across several countries. This study aims to determine how the influence of Atmospherics, Food Quality, Service Quality, and Other Customers on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust. This study uses quantitative research with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. Data was collected by distributing online questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, having visited Sushi Tei at least 2 times in the last two years, and had interacted with restaurant waiters.

The results showed that the Atmospherics variable had no significant effect on Brand Image with a regression coefficient of 0.054; Atmospherics variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.035; Food Quality variable has a significant effect on Brand Image with a regression coefficient of 0.808; Food Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.306; Service Quality variable has no significant effect on Brand Image with a regression coefficient of 0.032; Service Quality variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.148; Other Customer variables have no significant effect on Brand Image with a regression coefficient of 0.064; Other Customer variables have no significant effect on Customer Satisfaction with a regression coefficient of 0.339; Brand Image variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.209; Brand Image variable has no significant effect on Brand Trust with a regression coefficient of 0.345; Customer Satisfaction variable has a significant effect on Brand Trust with a regression coefficient of 0.610; Brand Trust variable has a significant effect on Brand Preference with a regression coefficient of 0.666.

Key Words: *Atmospherics, Food Quality, Service Quality, Other Customer, Brand Image, Customer Satisfaction, Brand Trust, Brand Preference*