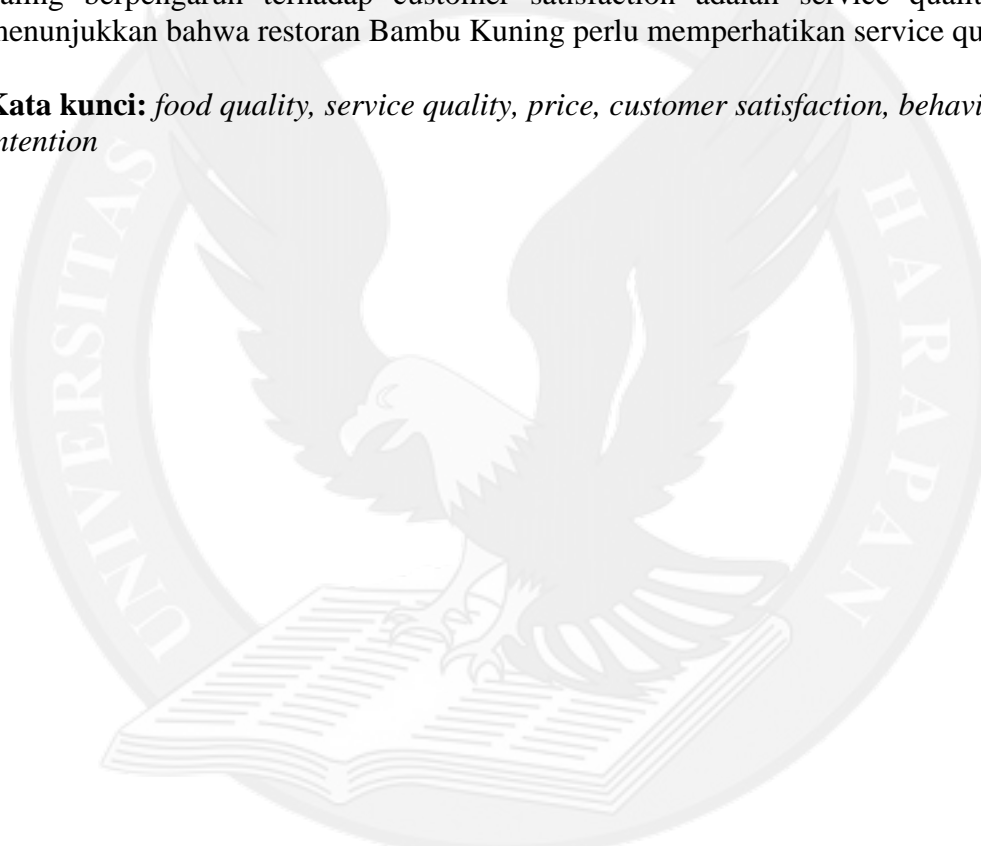


ABSTRAK

Penelitian ini membahas pengaruh food quality, service quality, dan price terhadap behavioral intention melalui customer satisfaction pada restoran Bambu Kuning di Kupang. Penelitian ini penting untuk dilakukan mengingat restoran Bambu Kuning menjual makanan tradisional Kupang sehingga dapat diteliti hubungan antar variable-variabel tersebut dalam konteks industri lokal. Ditemukan bahwa baik food quality, service quality, maupun price berpengaruh positif terhadap customer satisfaction, dan customer satisfaction berpengaruh positif terhadap behavioral intention. Variabel yang paling berpengaruh terhadap customer satisfaction adalah service quality. Hal ini menunjukkan bahwa restoran Bambu Kuning perlu memperhatikan service quality.

Kata kunci: *food quality, service quality, price, customer satisfaction, behavioral intention*



ABSTRACT

This study discusses the effect of food quality, service quality, and price on behavioral intention through customer satisfaction at the Bambu Kuning restaurant in Kupang. This research is important to do considering that the Bambu Kuning restaurant sells traditional Kupang food so that it can be investigated the relationship between these variables in the context of the local industry. It was found that both food quality, service quality, and price had a positive effect on customer satisfaction, and customer satisfaction had a positive effect on behavioral intention. The most influential variable on customer satisfaction is service quality. This shows that the Bambu Kuning restaurant needs to pay attention to service quality.

Keywords: food quality, service quality, price, customer satisfaction, behavioral intention

