

ABSTRAK

Angeline Kristika A (02011190037)

ANALISIS FAKTOR SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, PRICE TERHADAP REVISIT INTENTION MELALUI CUSTOMER SATISFACTION, VARIETY SEEKING TENDENCY, RESTAURANT REPUTATION, TRUST PADA KONSUMEN GILDAK DI SURABAYA.

(xii + 223 halaman, 15 gambar, 36 tabel; 5 lampiran)

Adanya Covid-19 membuat industri makanan dan minuman di Indonesia menurun drastis. Pada akhir tahun 2021, Indonesia dihebohkan dengan adanya varian baru Covid-19. Penambahan kasus baru positif di Indonesia menjadi 4.414.438 pada bulan februari. Industri makanan dan minuman sangat terhambat dan pendapatan pada tahun itu menurun sekitar 19%. Seiring berjalannya waktu banyak budaya asing masuk salah satunya yang paling populer adalah budaya korea dalam industri makanan dan minuman contohnya *Korean street food*. Objek yang akan dipakai adalah Gildak.

Dalam penelitian ini akan membahas tentang pengaruh *Service Quality, Food Quality, Atmospherics, Other Customers, Perceived Value* atau *Price, Restaurant Reputation, Variety Seeking Tendency* terhadap *Revisit Intention* melalui *Customer Satisfaction* dan *Trust*. Penelitian ini dilakukan untuk membuktikan apakah variabel-variabel tersebut berpengaruh terhadap *Revisit Intention* pada pelanggan Gildak di Surabaya.

Penelitian ini menggunakan metode kuantitatif software AMOS 22.0 untuk pengolahan data dari responden sebanyak 210 orang yang merupakan konsumen yang dikumpulkan menggunakan teknik Snowball Sampling dengan karakteristik berdomisili di Surabaya, berusia 18-60 tahun, dan pernah melakukan pembelian di Gildak Tunjungan Surabaya dalam kurun waktu 6 bulan.

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

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

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ANALISIS FAKTOR SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, PRICE TERHADAP REVISIT INTENTION MELALUI CUSTOMER SATISFACTION, VARIETY SEEKING TENDENCY, RESTAURANT REPUTATION, TRUST PADA KONSUMEN GILDAK DI SURABAYA.

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The existence of Covid-19 has made the food and beverage industry in Indonesia decline drastically. At the end of 2021, Indonesia was shocked by the presence of a new variant of Covid-19. The addition of new positive cases in Indonesia became 4,414,438 in February. The food and beverage industry was severely hampered and revenue for the year decreased by about 19% compared to the previous year. Over time, many foreign cultures have entered. One of the most popular is Korean culture in the food and beverage industry, for example Korean street food. The object to be used is Gildak.

This research will discuss the influence of Service Quality, Food Quality, Atmospheric, Other Customers, Perceived Value or Price, Restaurant Reputation, Variety Seeking Tendency on Revisit Intention through Customer Satisfaction and Trust. This study was conducted to prove whether these variables affect the revisit intention of Gildak customers in Surabaya.

This study uses the quantitative method of AMOS 22.0 software for data processing from respondents as many as 210 people who are consumers who are collected using the Snowball Sampling technique with the characteristics of domiciled in Surabaya, aged 18-60 years, and have made purchases at Gildak Tunjungan Surabaya within 6 months.

In this study there are results that the variables have a significant positive effect on Customer Satisfaction are Service Quality, Food Quality, Other Customers, and have no significant effect, namely Atmospherics and Price. While Customer Satisfaction and Trust have a significant positive effect and those that do not have a significant effect are Restaurant Reputation on Revisit Intention, Variety Seeking Tendency on Revisit Intention, Trust on Revisit Intention.

Keywords: Service Quality, Food Quality, Atmospheric, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency, Customer Satisfaction, Trust, Revisit Intention.