

ABSTRAK

Axel Othniel (02011180095)

PENGARUH *FOOD QUALITY*, *PHYSICAL ENVIRONMENT QUALITY*, DAN *SERVICE QUALITY* PADA *BEHAVIORAL INTENTION* MELALUI *CUSTOMER PERCEIVED VALUE* DAN *CUSTOMER SATISFACTION* PADA PELANGGAN CICCIA RISTORANTE AND STEAK HOUSE DI SURABAYA

(xix + 130 halaman; 21 gambar; 45 tabel; 4 lampiran)

Perkembangan industri restoran masih menjadi salah satu sektor penting dalam meningkatkan pendapatan nasional. Hal ini dapat terlihat dari konsistensi serta banyaknya pembukaan restoran dan hotel baru di seluruh wilayah Indonesia. Menurut data Kementerian Perindustrian industri restoran telah menyumbang 34,95% pada tahun 2017 untuk PDB industri nonmigas. Meningkat 4% dari tahun 2016 dan dipastikan akan terus meningkat.

Penelitian ini ditujukan untuk menganalisa pengaruh dari *food quality*, *physical environment quality*, *service quality*, *customer perceived value*, *customer satisfaction*, dan *behavioral intentions* Ciccia Ristorante and Steak House Surabaya. Metode pengolahan datayang digunakan adalah SPSS versi 22.0. Sampel yang digunakan yaitu pelanggan Ciccia Ristorante and Steak House Surabaya yang berdomisili di Surabaya, wanita & pria berusia 18-60 tahun, pernah *dine-in* di Ciccia Ristorante and Steak House Surabaya minimal 1 kali dalam 6 bulan terakhir, dengan jumlah 150 responden.

Hasil penelitian menunjukkan *food quality* berpengaruh signifikan terhadap *customer perceived value* dengan koefisien regresi sebesar 0.339; *physical environment quality* berpengaruh signifikan terhadap *customer perceived value* dengan koefisien regresi sebesar 0.161; *service quality* berpengaruh signifikan terhadap *customer perceived value* dengan koefisien regresi sebesar 0.249; *customer perceived value* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.708; *customer satisfaction* berpengaruh signifikan terhadap *behavioral intentions* dengan koefisien regresi sebesar 0.803.

Kata kunci: *food quality*, *physical environment quality*, *service quality*, *customer perceived value*, *customer satisfaction*, *behavioral intentions*, Ciccia Ristorante and Steak House Surabaya

Referensi: 48 (2022-2020)

ABSTRACT

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DAN SERVICE QUALITY PADA *BEHAVIORAL INTENTION* MELALUI
CUSTOMER PERCEIVED VALUE DAN *CUSTOMER SATISFACTION*
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The development of the restaurant industry is still one of the important sectors in increasing national income. This can be seen from the consistency and number of openings of new restaurants and hotels throughout Indonesia. According to data from the Ministry of Industry, the restaurant industry has contributed 34.95% in 2017 to the GDP of the non-oil and gas industry. An increase of 4% from 2016 and certainly will continue to increase.

This study aims to analyze the influence of food quality, physical environment quality, service quality, customer perceived value, customer satisfaction, and behavioral intentions of Ciccia Ristorante and Steak House Surabaya. The data processing method used is SPSS version 22.0. The sample used is Ciccia Ristorante and Steak House Surabaya customers who live in Surabaya, women & men aged 18-60 years, have dine-in at Ciccia Ristorante and Steak House Surabaya at least once in the last 6 months, with a total of 150 respondents.

The results showed that food quality had a significant effect on customer perceived value with a regression coefficient of 0.339; physical environment quality has a significant effect on customer perceived value with a regression coefficient of 0.161; service quality has a significant effect on customer perceived value with a regression coefficient of 0.249; customer perceived value has a significant effect on customer satisfaction with a regression coefficient of 0.708; customer satisfaction has a significant effect on behavioral intentions with a regression coefficient of 0.803.

Keywords: *food quality, physical environment quality, service quality, customer perceived value, customer satisfaction, behavioral intentions, Ciccia Ristorante and Steak House Surabaya*

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