

## ABSTRAK

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PENGARUH *FOOD QUALITY*, *SERVICES QUALITY*, DAN *CUSTOMER EXPERIENCE* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER SATISFACTION* PADA RESTORAN RUMAH LANGKO

(154 halaman; 13 gambar; 37 tabel; 8 lampiran)

Persaingan restoran yang ketat menjadikan revisit intention sebagai salah satu cara untuk tetap mempertahankan kunjungan pelanggan. Restoran Rumah Langko adalah salah satu restoran dengan arsitektur era kolonial yang memiliki daya tarik untuk dikunjungi di Mataram. Upaya untuk membangun revisit intention bisa dilakukan oleh manajemen Restoran Rumah Langko ketika mengetahui berbagai variabel yang mempengaruhinya. Tujuan penelitian ini adalah menjelaskan pengaruh food quality, service quality, customer experience terhadap customer satisfaction dan revisit intention di Restoran Rumah Langko.

Desain penelitian ini adalah penelitian kuantitatif dengan desain kausal. Variabel penelitian meliputi variabel bebas dan variabel terikat. Variabel bebas adalah: food quality, service quality, dan customer experience. Sedangkan variabel terikat adalah customer satisfaction dan revisit intention. Teknik pengumpulan data menggunakan kuesioner. Jumlah sampel penelitian sebanyak 79 sampel. Teknik analisis data menggunakan structural equation model menggunakan program AMOS.

Hasil penelitian ini menunjukkan bahwa: food quality, service quality, dan customer experience berpengaruh secara langsung terhadap customer satisfaction, tetapi tidak berpengaruh secara langsung terhadap revisit intention. Customer satisfaction memiliki pengaruh terhadap revisit intention.

Kata Kunci: Food Quality, Service Quality, Customer Experience, Customer Satisfaction, Revisit Intention, Restoran Rumah Langko.

## ABSTRACT

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THE EFFECT OF *FOOD QUALITY*, *SERVICES QUALITY*, AND *CUSTOMER EXPERIENCE* ON *REVISIT INTENTION* THROUGH *CUSTOMER SATISFACTION* AT RESTORAN RUMAH LANGKO

(154 pages; 13 figures; 37 table; 8 appendixs)

Intense restaurant competition makes revisit intention as a way to maintain customer visits. Rumah Langko Restaurant is one of the restaurants with colonial era architecture that has an attraction to visit in Mataram. Efforts to build revisit intention can be done by the management of Rumah Langko Restaurant when they know the various variables that influence it. The purpose of this study is to explain the effect of food quality, service quality, customer experience on customer satisfaction and revisit intention at Rumah Langko Restaurant.

The design of this study is a quantitative research with a causal design. Research variables include independent variables and dependent variables. The independent variables are: food quality, service quality, and customer experience. While the dependent variable is customer satisfaction and revisit intention. Data collection techniques using cus. The number of research samples was 79 samples. The data analysis technique uses a structural equation model using the AMOS program.

The results of this study indicate that: food quality, service quality, and customer experience have a direct effect on customer satisfaction, but do not directly affect revisit intention. Customer satisfaction has an influence on revisit intention

*Keywords:* Food Quality, Service Quality, Customer Experience, Customer Satisfaction, Revisit Intention, Restoran Rumah Langko