

## ABSTRAK

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**ANALISIS PENGARUH *SERVICE QUALITY*, *FOOD QUALITY*, *RESTAURANT ATMOSPHERE* DAN *FAIRNESS OF PRICE* TERHADAP *REVISIT INTENTION* YANG DI MEDIASI OLEH *CUSTOMER SATISFACTION* DI RESTORAN KELAPA 17 MANADO**

Skripsi, Fakultas Sains dan Teknologi (2023)

(xiii + 97 halaman, 12 gambar, 22 tabel, 2 lampiran)

Restoran Kelapa 17 Manado merupakan salah satu bisnis dibidang F&B yang hingga kini terus berkembang. Begitu banyak bisnis-bisnis serupa yang muncul dan menjadi pesaing seiring dengan perkembangan bisnis khususnya dibidang F&B di kota Manado. Maka dari itu masing-masing restoran mencari tahu faktor yang paling mempengaruhi intensi pelanggan untuk kembali berkunjung lagi. Penelitian ini bertujuan untuk mengetahui apa pengaruh dari *service quality*, *food quality*, *restaurant atmosphere* dan *fairness of price* terhadap *revisit intention* yang di mediasi oleh *customer satisfaction*. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pelanggan, menggunakan metode *purposive sampling* yang dikhususkan terhadap pelanggan yang sudah pernah datang dan makan di restoran Kelapa 17. Hasil penelitian menunjukkan bahwa *service quality*, *food quality*, *fairness of price* berpengaruh positif namun tidak signifikan terhadap *customer satisfaction* sedangkan *restaurant atmosphere* berpengaruh positif signifikan terhadap *customer satisfaction* serta *customer satisfaction* juga berpengaruh positif signifikan terhadap *revisit intention*. Penelitian juga menunjukkan *customer satisfaction* dapat memediasi pengaruh *service quality* dan *restaurant atmosphere* terhadap *revisit intention*, adapun sifat mediasinya adalah *partial mediation*.

Kata Kunci : *Service Quality, Food Quality, Restaurant Atmosphere, Fairness of Price, Customer Satisfaction, Revisit Intention*

Referensi : 17 (1973 – 2022)

## **ABSTRACT**

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### **ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, RESTAURANT ATMOSPHERE AND FAIRNESS OF PRICE ON REVISIT INTENTION MEDIATED BY CUSTOMER SATISFACTION AT KELAPA 17 MANADO RESTAURANT**

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(xiii + 97 pages, 12 pictures, 22 tables, 2 attachments)

Kelapa 17 Manado Restaurant is one of the businesses in the F&B sector that continues to grow. So many similar businesses have emerged and become competitors along with business development, especially in the field of F&B in the city of Manado. Therefore, each restaurant finds out the factors that most influence the customer's intention to return to visit again. This study aims to determine what is the effect of service quality, food quality, restaurant atmosphere, and fairness of price on revisit intention which is mediated by customer satisfaction. Data collection was carried out by distributing questionnaires to customers, using a purposive sampling method specifically for customers who had visited and eaten at Kelapa 17 restaurant. The results showed that service quality, food quality, and fairness of price had a positive but not significant effect on customer satisfaction while restaurant atmosphere has a significant positive effect on customer satisfaction and customer satisfaction also has a significant positive effect on revisit intention. Research also shows that customer satisfaction can mediate the effect of service quality and restaurant atmosphere on revisit intention, while the nature of the mediation is partial mediation.

**Keywords** : Service Quality, Food Quality, Restaurant Atmosphere, Fairness of Price, Customer Satisfaction, Revisit Intention

**Reference** : 17 (1973 – 2022)