ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, AUTHENTICITY (FOOD), AND AUTHENTICITY (ATMOSPHERICS) TOWARDS VALUE AND BEHAVIORAL INTENTIONS IN HAKATA IKKOUSHA, MEDAN

(xix+130 pages; 20 figures; 54 tables; 10 appendixes)

The development of Japanese food has grown rapidly along with the high interest of fans of K-Pop and Japanese dramas. This Japanese food has developed in various concepts, ranging from restaurants, cafes, street food (street food), to fast food. This makes Hakata Ikkousha try to improve Service Quality, Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) in order to have an influence on Perceived Value and Behavioral Intentions.

Primary and secondary data were carried out in this study, whose questionnaires were given to Hakata Ikkousha customers in Medan. The sampling technique used is non-probability, namely Snowball sampling. The research data were analyzed using SPSS 26.0 software, the research model studied was using normality, heteroscedasticity, multicollinearity and linearity tests.

For further investigation of the data, the study used multiple linear regression and coefficient of determination test, hypothesis testing was carried out with F-Test and T-Test. The results showed that Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) had a partial effect on Perceived Value, while Serive Quality had no partial effect on Perceived Value. Service Quality, Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) have an effect on Perceived Value simultaneously. Perceived Value has an influence on Behavioral Intentions partially and simultaneously.

Keywords: **Service Quality, Food Quality, Atmospherics, Authenticity (Food), Authenticity (Atmospherics) Perceived Value, Behavioral Intentions**

References: 91 (2012-2022)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN, KUALITAS MAKANAN, ATMOSFER, KEASLIAN (MAKANAN), DAN KELASIAN (ATMOSFER) TERHADAP NILAI DAN NIAT PERILAKU DI HAKATA IKKOUSHA MEDAN

(xix+130 halaman; 20 gambar; 54 tabel; 10 lampiran)

Perkembangan makanan Jepang telah berkembang dengan pesat seiring tingginya minat penikmat K-Pop dan drama Jepang. Makanan Jepang ini telah berkembang dalam berbagai macam konsep, mulai dari restoran, kafe, makanan jalanan (*street food*), hingga makanan instant siap saji. Hal ini membuat Hakata Ikkousha berusaha meningkatkan Service Quality, Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) agar dapat memberikan pengaruh terhadap Perceived Value dan Behavioral Intentions.

Data primer dan sekunder dilakukan dalam penelitian ini, yang kuesionernya diberikan kepada pelanggan Hakata Ikkousha di Medan. Teknik sampling yang digunakan adalah non-probability, yaitu Snowball sampling. Data penelitian dianalisis menggunakan software SPSS 26.0, model penelitian yang diteliti menggunakan uji normalitas, heteroskedastisitas, multikolinearitas dan linearitas. Untuk penyelidikan lebih lanjut pada data, penelitian menggunakan regresi linier berganda dan uji koefisien determinasi, uji hipotesis dilakukan dengan Uji-F dan Uji-T.

Hasil penelitian menunjukkan Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) memiliki pengaruh terhadap Perceived Value secara parsial, sedangkan Serive Quality tidak memiliki pengaruh terhadap Perceived Value secara parsial. Service Quality, Food Quality, Atmospherics, Authenticity (Food), And Authenticity (Atmospherics) memiliki pengaruh terhadap Perceived Value secara simultan. Perceived Value memiliki pengaruh terhadap Behavioral Intentions secara parsial dan simultan.

Kata Kunci: Service Quality, Food Quality, Atmospherics, Authenticity (Food), Authenticity (Atmospherics) Perceived Value, Behavioral Intentions

Referensi: 91 (2012-2022)