



UNIVERSITAS PELITA HARAPAN KAMPUS SURABAYA

ABSTRAK

Gaya hidup konsumen saat ini fokus pada aspek terkait dengan kealamian bahan makanan, kondisi yang aman dan nyaman, pemahaman pada bahan makanan, suasana kedai yang nyaman dan harga yang dinilai *prestige*. Tujuan penelitian ini yakni, menganalisis pengaruh *personnel* terhadap *satisfaction* pada konsumen 118 café di Surabaya, menganalisis pengaruh *physical environment* terhadap *satisfaction* pada konsumen 118 café di Surabaya, menganalisis pengaruh *escape* terhadap *satisfaction* pada konsumen 118 café di Surabaya dan menganalisis pengaruh *satisfaction* terhadap *behavioral intention* pada konsumen 118 café di Surabaya.

Penelitian ini menggunakan metode kuantitatif dengan bantuan program statistic SPSS 23.0. Pengumpulan data dilakukan dengan penyebaran kuisioner dengan Teknik *non probability sampling* kepada 90 responden dengan karakteristik responden berumur 18-60 tahun, berdomisili di Surabaya, pernah mengunjungi cafe minimal satu bulan terakhir.

Hasil penelitian ini menunjukkan bahwa *personnel* berpengaruh signifikan terhadap *satisfaction* dengan koefisien sebesar 0.219, *physical environment* berpengaruh signifikan terhadap *satisfaction* dengan koefisien sebesar 0.296 *escape* berpengaruh signifikan terhadap *satisfaction* dengan koefisien sebesar 0.294 dan *satisfaction* berpengaruh signifikan terhadap *behavioral intention* dengan koefisien sebesar 0.643.

Kata Kunci : *behavioral intention, satisfaction, personnel, physical environment, escape*



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ABSTRACT

The current consumer lifestyle focuses on aspects related to the naturalness of food ingredients, safe and comfortable conditions, understanding of food ingredients, comfortable shop atmosphere and prices that are considered prestige. The purpose of this study is to analyze the influence of personnel on customer satisfaction in 118 cafes in Surabaya, analyze the effect of the physical environment on customer satisfaction in 118 cafes in Surabaya, analyze the effect of discharge on customer satisfaction in 118 cafes in Surabaya and analyze the effect of satisfaction on behavioral intentions on consumers 118 cafe in Surabaya.

This research using quantitative methods with the help of statistical program SPSS 23.0. Data collection was carried out by distributing questionnaires with non-probability sampling technique to 90 respondents with the characteristics of respondents aged 18-60 years, domiciled in Surabaya, had visited the cafe at least in the last one month.

The results of this study indicate that personnel have a significant effect on satisfaction with a coefficient of 0.219, the physical environment has a significant effect on satisfaction with a coefficient of 0.296 passes a significant effect on satisfaction with a coefficient of 0.294 and satisfaction has a significant effect on behavioral intentions with a coefficient of 0.643.

Keywords: behavioral intention, satisfaction, personnel, physical environment, escape