

ABSTRAK

Di kota-kota besar, *café* sangatlah populer dan berkembang sangat pesat, dimana masyarakat sering meluangkan waktunya untuk berkunjung ke *cafe* untuk makan atau minum dan bahkan sekedar untuk aktif dalam sosial media, beraktifitas maupun bersantai. Bidang usaha yang bergerak dalam kuliner ini merupakan salah satu bidang usaha yang masih bertahan dan bahkan berkembang serta merupakan pilihan yang tepat di dalam kondisi perekonomian Indonesia dan perkembangan jumlah penduduk di negara Indonesia. Restoran Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City menjadi salah satu yang bergerak dibidang tersebut dan memadukan konsep klasik barat dan kartun yang lucu.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Food Quality*, *Personal Interaction Quality*, *Physical Environment Quality*, dan *Perceived Value* terhadap *Customer Loyalty* melalui *Satisfaction*, *Trust*, dan *Commitment*. Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Satisfaction*, *Trust*, dan *Commitment* dalam meningkatkan *Customer Loyalty* sehingga akan menciptakan suatu loyalitas pada tiap pengunjung di Restoran Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan *software* AMOS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 140 responden dengan karakteristik responden, yaitu laki-laki dan perempuan, berumur 18-60 tahun, dan pernah makan di Restoran Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City 2x dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Food Quality* berpengaruh positif terhadap *Satisfaction* dengan koefisien regresi sebesar 0.721; variabel *Personal Interaction Quality* berpengaruh positif terhadap *Satisfaction* dengan koefisien regresi sebesar 0.193; variabel *Satisfaction* berpengaruh positif terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.523; variabel *Physical Environment Quality* berpengaruh positif terhadap *Satisfaction* dengan koefisien regresi sebesar 0.015; variabel *Perceived Value* berpengaruh positif terhadap *Satisfaction* dengan koefisien regresi sebesar 0.223; variabel *Satisfaction* berpengaruh positif signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.844; variabel *Satisfaction* berpengaruh positif terhadap *Commitment* dengan koefisien regresi sebesar 0.481; variabel *Trust* berpengaruh positif terhadap *Commitment* dengan koefisien regresi sebesar 0.293; variabel *Trust* berpengaruh positif terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.08; dan variabel *Commitment* berpengaruh positif signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.388.

Kata Kunci : *Food Quality*, *Personal Interaction Quality*, *Physical Environment Quality*, *Perceived Value*, *Satisfaction*, *Trust*, *Commitment*, *Customer Loyalty*, dan Restoran Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City.

ABSTRACT

In big cities, cafes are very popular and growing very rapidly, where people often take the time to visit cafes to eat or drink and even just to be active in social media, activities and relax. This business sector engaged in culinary is one of the business sectors that still survive and even develop and is the right choice in the economic conditions of Indonesia and the development of the population in the country of Indonesia. Restaurant Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City is one of those engaged in this field and combines classic western concepts and funny cartoons.

This study aims to determine how the influence of Food Quality, Personal Interaction Quality, Physical Environment Quality, and Perceived Value on Customer Loyalty through Satisfaction, Trust, and Commitment. The expected benefit of this research is how much influence the Satisfaction, Trust, and Commitment will have on increasing Customer Loyalty so that it will create loyalty for each visitor at Restaurant Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS software version 22.0. Data collection was done by distributing questionnaires to 140 respondents with characteristics of respondents, that is men and women, aged 18-60 years, and had eaten at Restaurant Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City at least 2 times in the last 6 months.

The results showed that Food Quality variables had a positive effect on Satisfaction with a regression coefficient of 0.721; Personal Interaction Quality variables have a positive effect on Satisfaction with a regression coefficient of 0.193; Satisfaction variable has a positive effect on Customer Loyalty with a regression coefficient of 0.523; Physical Environment Quality variable has a positive effect on Satisfaction with a regression coefficient of 0.015; Perceived Value variable has a positive effect on Satisfaction with a regression coefficient of 0.223; Satisfaction variable has a significant positive effect on Trust with a regression coefficient of 0.844; Satisfaction variable has a positive effect on Commitment with a regression coefficient of 0.481; Trust variable has a positive effect on Commitment with a regression coefficient of 0.293; Trust variables have a positive effect on Customer Loyalty with a regression coefficient of 0.08; and Commitment variables have a significant positive effect on Customer Loyalty with a regression coefficient of 0.388.

Keywords : Food Quality, Personal Interaction Quality, Physical Environment Quality, Perceived Value, Satisfaction, Trust, Commitment, Customer Loyalty, and Restaurant Frut-O Surabaya Ruko San Diego MR1-9 Pakuwon City.