ABSTRAK

Pada saat ini, industri yang sedang bertumbuh dengan pesat di Indonesia adalah industri kuliner, salah satunya *Coffee Shop*. Peningkatan dalam perkembangan usaha ini membat *Coffee Shop* harus dapat bertahan dalam persaingan, untuk itu *Coffee Shop* perlu untuk meningkatkan *Behavioral Intention* pada pelanggan.

Penelitian ini ditunjukkan untuk menganalisa pengaruh variabel *Interaction Quality, Physical Environment Quality,* dan *Outcome Quality* terhadap *Customer Satisfaction* serta dampaknya terhadap *Behavioral Intention* pada pelanggan *Coffee Shop* "Starbucks" di Surabaya. Sampel yang digunakan pada penelitian ini yaitu laki-laki dan perempuan yang tinggal di wilayah kota Surabaya yang melakukan pembelian di Starbucks Surabaya sebanyak 2 kali dalam 3 bulan terakhir, mengetahui *coffee shop* lain, berusia 18-60 tahun, dan sejumlah 150 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu menggunakan SPSS sebagai software untuk mengelolah data. Hasil analisis menunjukkan bahwa *Statistical Product and Service Solutions* (SPSS) dengan software 22.0 sebagai software untuk mengolah data.

Hasil Penelitian menunjukkan bahwa dalam nilai koefisien regresi sederhana *Customer Satisfasfaction* terhadap *Behavioral Intention* memiliki koefisien regresi sebesar 0,816 serta *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Behavioral Intention*. Pada koefisien regresi berganda, hubungan antara *Outcome Quality* terhadap *Customer Satisfaction* memiliki koefisien regresi tertinggi sebesar 0,440 serta *Outcome Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, hubungan antara *Interaction Quality* terhadap *Customer Satisfaction* memiliki koefisien regresi tertinggi kedua sebesar 0,358 serta *Interaction Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, hubungan antara *Physival Environment Quality* terhadap *Customer Satisfaction* memiliki nilai koefisien regresi paling rendah yaitu sebesar 0,145 serta *Physical Environment Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*.

Kata Kunci : *Interaction Quality, Physical Environment Quality, Outcome, Quality, Customer Satisfaction, Behavioral Intention.*

ABSTRACT

At the moment, the industry that being thrived in Indonesia is the culinary industry, one of which is a coffee shop. To be able to survive in business competition, Coffee Shop need to improve *Behavioral Intention* on the customer.

This research indicated to analyze the influence of variables *Interaction Quality, Physical Environment Quality,* and *Outcome Quality* towards *Customer Satisfaction* as well as their impact on *Behavioral Intention* on the customers of "Starbucks" Coffee Shop in Surabaya. The sample used in this research i.e., the men and women who live in the Surabaya city that make transaction at Starbucks Surabaya twice in the last 3 months, knowing another coffee shop, aged 18-60 years old, and there are 150 respondents. For processing and analyzing data in this study using SPSS as the software to manage the overall data. The results of the analysis showed that the *Statistical Product and Service Solutions* (SPSS) software with 22.0 edition as software to process the data.

The results of simple regression showed that coefficient values of *Customer Satisfaction* towards *Behavioral Intention* is 0,816 as well as *Customer Satisfaction* have a positive and significant effect to *Behavioral Intention*. On the multiple regression showed that, the relationship between *Outcome Quality* towards *Customer Satisfaction* has the highest coefficient of regression that is 0,440 also *Outcome Quality* have a positive and significant effect to *Customer Satisfaction*, the relationship between *Interaction Quality* towards *Customer Satisfaction* has the second highest coefficient of regression that is 0,358 also *Interaction Quality* have a positive and significant effect to *Customer Satisfaction*, the relationship between *Physical Environment Quality* towards *Customer Satisfaction* has the lowest coefficient of regression that is 0,145 also *Physical Environment Quality* have a positive and significant effect to *Customer Satisfaction*.

Key Words: *Interaction Quality, Physical Environment Quality, Outcome Quality, Customer Satisfaction, Behavioral Intention.*