ABSTRAK

Pertumbuhan bisnis kuliner di zaman sekarang ini terus menerus meningkat. Menurut Tjahyono Haryono selaku Ketua Asosiasi Pengusaha Kafe dan Restoran Indonesia (Apkrindo) Jatim, pertumbuhan bisnis kuliner tahun 2017 di Jawa Timur, terutama di Surabaya,akan berada di angka 20%. Para produsen kini saling berlomba membuat restoran dengan tempat yang nyaman , harga yang terjangkau, menu minuman dan makanan yang bervariasi dan lokasi yang strategis untuk menjangkau target konsumen. Hasil penelitian The Nielsen Regional Retail Highlights menunjukkan ramainya kalangan anak muda mengunjungi restoran seperti itu karena dianggap sesuai dengan gaya hidup masyarakat Indonesia saat ini.

Penelitian ini ditujukan untuk menganalisa pengaruh *Interaction with other customer, Chef's image, Service Quality, Atmospherics* dan *Food Quality* terhadap *Loyalty* melalui *Positive Emotion* pengunjung restoran Pipe and Barrel Recharged Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Modeling* (SEM) dan *software* AMOS 22.0. Kuesioner disebarkan kepada 110 responden sebagai sampel, dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-60 tahun, berdomisili di Surabaya, pernah melakukan pembelian di Pipe and Barrel Recharged di Pakuwon Mall Surabaya selama 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Interaction with other customer* tidak berpengaruh signifikan terhadap *Positive Emotion* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .161, *Chef's image* tidak berpengaruh signifikan terhadap *Positive Emotion* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .226, *Service Quality* berpengaruh signifikan terhadap *Positive Emotion* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .384, *Atmospherics* berpengaruh signifikan terhadap *Positive Emotion* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .409, *Food Quality* berpengaruh signifikan terhadap *Positive Emotion* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .465, *Positive Emotion* berpengaruh signifikan terhadap *Loyalty* pengunjung Pipe and Barrel Recharged dengan koefisien regresi sebesar .717.

Kata kunci : *Interaction with other customer, Chef's image, Service Quality, Atmospherics, Food Quality, Positive Emotion,* dan *Loyalty*

ABSTRACT

The growth of the culinary business today is continuously increasing. According to Tjahyono Haryono as Chairman of the Association of Indonesian Cafe and Restaurant Entrepreneurs (Apkrindo) Java, culinary business growth in 2017 in East Java, especially in Surabaya, will be at 20%. The producers are now competing to create restaurants with comfortable places, affordable prices, varied drinks and food menus and strategic locations to reach target consumers. The results of The Nielsen Regional Retail Highlights research showed that the crowd among young people visiting restaurants like that because it is considered appropriate to the lifestyle of Indonesian people today.

This research is aimed at analyzing the influence of *Interaction with other customers, Chef's image, Service Quality, Atmospherics* and *Food Quality*, to the *Loyalty* through *Positive Emotion* for Pipe and Barrel Recharged's customers. Using a quantitative approach with Structural Equation Modeling (SEM) and AMOS 22.0 software. The questionnaire was distributed to 110 respondents as a sample in which the respondent's characteristics consisted of men and women in the age range 18-60 years old, consumers domiciled in Surabaya, made a purchase at Pipe and Barrel Recharged in the last six months.

The result of the research shows that *Interaction with other customer* variable has a significant effect to *Positive Emotion* on Pipe and Barrel Recharged's customers with regression coefficient .161, *Chef's image* has a significant effect to *Positive Emotion* on Pipe and Barrel Recharged's customers with regression coefficient .226, *Service Quality* has a significant effect to *Positive Emotion* on Pipe and Barrel Recharged's customers with regression coefficient .384, *Atmospherics* has a significant effect to *Positive Emotion* on Pipe and Barrel Recharged's customers with regression coefficient .409, *Food Quality* has a significant effect to *Positive Emotion* on Pipe and Barrel Recharged's customers with regression coefficient .465, *Positive Emotion* has a significant effect to *Loyalty* on Pipe and Barrel Recharged's customers with regression coefficient .717.

Keywords : *Interaction with other customers, Chef's image, Service Quality, Atmospherics, Food Quality, Positive Emotion* and *Loyalty*