

## ABSTRAK

Vania Pacifika (01011190181)

### **PENGARUH *FOOD QUALITY*, *PRICE FAIRNESS*, *PHYSICAL ENVIRONMENT* TERHADAP *CUSTOMER'S DINING SATISFACTION* DAN *CUSTOMER LOYALTY*: STUDI DI RESTORAN JABODETABEK**

Tujuan dari penelitian ini untuk menguji peran dari masing-masing variable yang dapat mempengaruhi kepuasan pelanggan dan loyalitas pelanggan di restoran. Penelitian ini mengguna jenis penelitian kuantitatif sebagai landasan teori. Teknik pengambilan sampleyang digunakan pada penelitian ini adalah *purposive sampling*. Peneliti menyebarkan kusioner *online* melalui *google form* dan menggunkan 104 responden untuk *actual test* dengan kriteria responden yang mengunjungi restoran dalam kurun waktu 6 bulan yang berdomisili di Jabodetabek. Model analisis pada penelitian ini menggunakan PLS-SEM dengan aplikasi SmartPLS 4. Hasil Penelitian ini menyatakan bahwa; *food quality* berpengaruh secara signifikan terhadap *customer's dining satisfaction*, *price fairness* tidak berpengaruh secara signifikan terhadap *customer's dining satisfaction*, *physical environment* berpengaruh secara signifikan terhadap *customer's dining satisfaction*, *customer's dining satisfaction* berpengaruh secara signifikan terhadap *customer loyalty*.

Kata Kunci: *Food quality*, *Price fairness*, *Physical environment*, *Customer's dining satisfaction*, *Customer loyalty*.

## **ABSTRACT**

Vania Pacifika (01011190181)

### ***THE EFFECT OF FOOD QUALITY, PRICE FAIRNESS, PHYSICAL ENVIRONMENT ON CUSTOMER DINING SATISFACTION AND CUSTOMER LOYALTY: STUDY IN JABODETABEK RESTAURANT***

*The purpose of this study is to examine the role of each variable that can affect customer satisfaction and customer loyalty in restaurants. This study uses a type of quantitative research as a theoretical basis. The sampling technique used in this study was purposive sampling. Researchers distributed online questionnaires via Google form and used 104 respondents for the actual test with the criteria of respondents who visited restaurants within 6 months who are domiciled in Jabodetabek. The analysis model in this study uses PLS-SEM with the SmartPLS 4 application. The results of this study state that food quality has a significant effect on customer's dining satisfaction, price fairness has no significant effect on customer's dining satisfaction, physical environment has a significant effect on customer's dining satisfaction, customer's dining satisfaction has a significant effect on customer loyalty.*

*Keywords: Food quality, Price fairness, Physical environment, Customer's dining satisfaction, Customer loyalty.*