ABSTRAK

Industri makanan dan minuman nasional terus menunjukkan kinerja positif dengan tumbuh mencapai 9,82 persen atau sebesar Rp192,69 triliun pada triwulan III 2016. Pertumbuhan industri ini kecenderungan dari masyarakat khususnya kelas menengah ke atas yang mengutamakan konsumsi produk-produk makanan dan minuman yang higienis dan alami. Industri makanan dan minuman juga mempunyai peranan penting dalam pembangunan sektor industri.Kontribusinya terhadap Produk Domestik Bruto (PDB) industri non migas merupakan yang terbesar dibandingkan subsektor lainnya yang mencapai 33,6 persen pada triwulanIII tahun 2016.Dengan pertumbuhan 9,82 persen, sektor ini menopang sebagian besar pertumbuhanindustri non migas dengan pertumbuhan mencapai 4,71 persen

Penelitian ini ditujukan untu menganalisa pengaruh *Percived Quality*(*Service Quality, Food Quality, Atmospherics Quality), Overal Boredom With Dining Experience, Boredom With Restaurant Atributes,* dan *Customer Satisfaction*, terhadap *Intention to Choose a New Alternative* resstoran Carl's Jr di Surabaya. Dengan menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 22.0. Kuesioner disebarkan kepada 115 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-60 tahun, konsumen yang berdomisili di Surabaya, sudah pernah mengunjungi restoran Carls'Jr dalam tiga bulan terakhir.

Hasil penelitian menunjukan bahwa variabel *Service Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada konsumen Carls'Jr dengan koefisien regresi sebesar 1.697, *Food Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada konsumen Carls'Jr dengan koefisien regresi sebesar 4.328, *Atmospherics Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada konsumen Carls'Jr dengan koefisien regresi sebesar .936, *Overall Boredom With Dining Experiences* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada konsumen Carls'Jr dengan koefisien regresi sebesar - .947, *Boredom with Restaurant Attributes* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada konsumen Carls'Jr dengan koefisien regresi sebesar -1.879, dan *Customer Satisfaction* berpengaruh positif signifikan terhadap *Intention to Choose a New Alterntive* pada konsumen Carls'Jr dengan koefisien regresi sebesar 4.102.

Kata kunci :*Service Quality, Food Quality, Atmospherics Quality, Overal Boredom With Dining Experience, Boredom With Restaurant Atributes, Customer Satisfaction*, dan *Intention to Choose a New Alternative*

ABSTRACT

The national food and beverage industry continues to show a positive performance by growing to 9.82 percent or Rp192.69 trillion in the third quarter of 2016. The growth of this industry tendency from the society, especially middle to upper class who prioritize the consumption of hygienic food and beverage products and natural. The food and beverage industry also plays an important role in the development of the industrial sector. Its contribution to the Gross Domestic Product (GDP) of non-oil and gas industry is the largest compared to other subsectors which reached 33.6 percent in the third quarter of 2016. With growth of 9.82 percent, supporting the growth of non-oil and gas industry with growth reaching 4.71 percent

This research is aimed at analyzing the influence of Percived Quality (Quality, Food Quality, Atmospherics Quality), Overal Boredom With Dining Experience, Boredom With Restaurant Atributes, and Customer Satisfaction, to the Intention to Choose a New Alternative for Carl's Jr. rsdoran in Surabaya. Using a quantitative approach with Structural Equation Model (SEM) and AMOS 22.0 software. The questionnaire was distributed to 115 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, had visited Carls'Jr restaurant in the last three months.

The result of the research shows that Service Quality variable has a significant positive effect to Customer Satisfaction on Carls'Jr consumer with regression coefficient of 1,697, Food Quality has significant positive effect to Customer Satisfaction on Carls'Jr consumer with regression coefficient 4,328, Atmospherics Quality has significant positive effect to Customer Satisfaction on Carls'Jr consumer with regression coefficient of .936, Overall Boredom With Dining Experiences have a significant positive effect on Customer Satisfaction on Carls'Jr consumer with regression coefficient of .947, Boredom with Restaurant Attributes have significant positive effect to Customer Satisfaction on Carls consumer 'Jr with regression coefficient equal to -1.879, and Customer Satisfaction have a significant positive effect on Intention to Choose a New Alterntive on Carls'Jr consumer with regression coefficient 4,102.

Keywords: Service Quality, Food Quality, Atmospherics Quality, Overal Boredom With Dining Experience, Boredom With Restaurant Attributes, Customer Satisfaction, and Intention to Choose a New Alternative