

## ABSTRAK

Perkembangan industri makanan semakin pesat di Indonesia terutama di daerah Jawa Timur. Khususnya di kota Surabaya, banyak rumah makan atau kafe-kafe yang tumbuh dan berkembang secara pesat mulai dengan menawarkan harga yang murah, tempat yang nyaman, makanan yang berbeda dari rumah makan lain, dan beragam lainnya yang ditawarkan. Salah satu rumah makan yang sangat dikenal oleh masyarakat Indonesia khususnya masyarakat kota Surabaya adalah rumah makan Bu Rudy. Rumah makan Bu Rudy ini memiliki menu andalannya yaitu nasi udang. Sambel Bu Rudy juga sudah banyak dikenal oleh masyarakat Indonesia terutama di kota Surabaya karena kelezatan rasanya. Rumah makan Bu Rudy memiliki enam cabang di Surabaya yaitu Dharmahusada yang menjadi cabang pusat, kemudian disusul oleh cabang-cabang lainnya yang berada di Raya Kupang Indah, Anjasmoro, Wahidin Sudirohusodo, Pasar Atum Mall, Pasar Atum Tahap, dan Pusat Grosir Surabaya.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Food Quality*, *Service Quality*, *Physical Environment Quality* terhadap *Repurchase Intention* melalui *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer Satisfaction* sehingga meningkatkan *Repurchase Intention* pada pelanggan rumah makan Bu Rudy Dharmahusada Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah membeli dan mengkonsumsi produk makanan di rumah makan Bu Rudy minimal 1 kali dalam 2 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Food Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.781; variabel *Service Quality* berpengaruh positif tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.179; variabel *Physical Environment Quality* berpengaruh positif tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.173; variabel *Customer Satisfaction* berpengaruh positif signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.852.

**Kata Kunci:** *Food Quality*, *Service Quality*, *Physical Environment Quality*, *Customer Satisfaction*, *Repurchase Intention*

## ABSTRACT

The development of the food industry is increasing in Indonesia, especially in East Java. Especially in the city of Surabaya, many restaurants or cafes are growing and developing starting at low prices, comfortable places, different foods from other restaurants, and a variety offered. One restaurant that is very well known by the Indonesian people in the city of Surabaya is Bu Rudy's restaurant. Bu Rudy's restaurant has a mainstay menu, shrimp rice. Sambel Bu Rudy has also been widely known by the people of Indonesia, especially in the city of Surabaya because of its delicious taste. Bu Rudy's restaurant has six branches in Surabaya, namely Dharmahusada which is the central branch, then followed by other branches located in Raya Kupang Indah, Anjasmoro, Wahidin Sudirohusodo, Atum Mall Market, Atum Market, and Surabaya Wholesale Center.

This study aims to determine how the influence of Food Quality, Service Quality, Physical Environment Quality on Repurchase Intention through Customer Satisfaction. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence Customer Satisfaction has on increasing Repurchase Intention to Bu Rudy's restaurant customers in Dharmahusada Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by distributing questionnaires to 100 respondents with characteristics of male respondents and women aged 18-60 years, domiciled in Surabaya, having bought and consumed food products at Bu Rudy's restaurant at least 1 time in the last 2 months.

The results showed that the Food Quality variable had a significant positive effect on Customer Satisfaction with a regression coefficient of 0.781; Service Quality variable has a positive and insignificant effect on Customer Satisfaction with a regression coefficient of 0.179; Physical Environment Quality variable has a positive and insignificant effect on Customer Satisfaction with a regression coefficient of 0.173; Customer Satisfaction variable has a significant positive effect on Repurchase Intention with a regression coefficient of 0.852.

**Key Words: Food Quality, Service Quality, Physical Environment Quality, Customer Satisfaction, Repurchase Intention**