

ABSTRAK

Industri makanan dan minuman semakin hari semakin meningkat didorong dengan adanya perubahan gaya hidup (*lifestyle*) dan pola makan masyarakat serta adanya tingkat stres masyarakat Indonesia, terutama di kota-kota besar. Dengan adanya potensi pasar yang besar inilah, akan membuat usaha kuliner semakin meningkat dari waktu ke waktu.

“Dreams Car Resto & Cafe” merupakan salah satu restoran yang tidak hanya menjual cita rasa makanan melainkan juga menyusun sebuah konsep yang unik yaitu semua bagian bagian di restoran ini merupakan bagian dari mobil antik. Tetapi dengan adanya peluang ini, tentu akan menimbulkan pesaing. Hal ini tentu saja menjadi peringatan besar bagi “Dreams Car Resto & Cafe” agar dapat terus bertahan didalam persaingan pasar yang semakin ketat.

Penelitian ini ditujukan untuk menganalisa Pengaruh *Food quality, Service Quality, Brand Image, Restaurant Atmosphere terhadap Customer Loyalty melalui Customer Satisfaction*. Dengan menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model (SEM)* dan *software AMOS 22.0*. Kuesioner disebarkan kepada 135 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-65 tahun, konsumen yang berdomisili di Surabaya, membeli dan mengkonsumsi Dream Cars resto & café (*dine in*) minimal dua kali dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Food Quality* positif tidak signifikan terhadap *Customer Loyalty*, *Food Quality* positif signifikan terhadap *Customer Satisfaction*, *Service Quality* positif signifikan terhadap *Customer Satisfaction*, *Service Quality* positif tidak signifikan terhadap *Customer Loyalty*, *Customer Satisfaction* positif signifikan terhadap *Customer Loyalty*, *Brand Image* positif signifikan terhadap *Customer Satisfaction*, *Brand Image* positif signifikan terhadap *Customer Loyalty*, *Restaurant Atmosphere* positif signifikan terhadap *Customer Loyalty*, *Restaurant Atmosphere* positif signifikan terhadap *Customer Satisfaction*.

Kata kunci : *Food quality, Service Quality, Brand Image, Restaurant Atmosphere, Customer Loyalty, Customer Satisfaction*

ABSTRAK

Food and beverage industry is increasingly being driven by lifestyle changes and community diet as well as stress levels of Indonesian society, especially in big cities. With the potential of this large market, will make culinary business increasing from time to time.

"Dreams Car Resto & Cafe" is one restaurant that not only sells the taste of food but also develops a unique concept that all parts of this restaurant is part of the antique car. But with this opportunity, will certainly cause a competitor. This is certainly a big warning for "Dreams Car Resto & Cafe" in order to continue to survive in the increasingly fierce market competition.

This research is aimed to analyze the influence of Food Quality, Service Quality, Brand Image, Restaurant Atmosphere to Customer Loyalty through Customer Satisfaction. Using a quantitative approach with Structural Equation Model (SEM) and AMOS 22.0 software. Questionnaires were distributed to 135 respondents as a sample in which the respondent's characteristics consisted of male and female in the age range 18-65 years, consumers domiciled in Surabaya, buying and consuming Dream Cars restaurant and café (dine in) at least twice in the last 6 months.

The result showed that Food Quality was positive not significant to Customer Loyalty, Food Quality was significant to Customer Satisfaction, Service Quality was significant to Customer Satisfaction, Service Quality positive was not significant to Customer Loyalty, Customer Satisfaction Positive Significant to Customer Loyalty, Brand Image Positive Significant To Customer Satisfaction, Brand Image Positive Significant to Customer Loyalty, Restaurant Atmosphere Significant Positive to Customer Loyalty, Restaurant Atmosphere Significant Positive to Customer Satisfaction.

Keyword: *Food quality, Service Quality, Brand Image, Restaurant Atmosphere, Customer Loyalty, Customer Satisfaction*