

ABSTRACT

Nowadays, most of business are expanding, particularly in culinary industry. The emergence of various types of restaurants that exist in Indonesia, especially in Surabaya, is a form of the development of the culinary business. Running business in culinary industry is a business that promising profits. This is because food is a primary need that is required by all living beings, such as human, animal, and plant. For entrepreneurs that engaged in the culinary industry, as they wish to withstand the competition, they need to improve Customer's Repurchase Intention. This study aimed to analyze the influence of variables Product, Price, Place, Promotion, People, Process, Physical Evidence, and Customer Satisfaction Against Repurchase Intention in Sushi Tei Restaurant Surabaya.

The sample used in this study is based on data from 100 respondents, which is male and female that live in Surabaya, and their age limit is between 18-60 years old, and making purchases for more than once within a period of six (6) months. For processing and analyzing the data in this research is by using SPSS software. Statistical analysis showed that the product and service solutions (SPSS) with software version 22.0 is used to process the data.

The empirical findings indicate that the relationship of the Customer Satisfaction towards Repurchase Intention has the highest amount of regression coefficient with 0.534 as the value. Other variables, such as Place, Promotion, People, and Physical Evidence has positive and significant impact on customer satisfaction. The other variables, such as Product, Price, and Process, also has a positive effect on customer satisfaction, but these three variables did not significantly affect customer satisfaction.

Keywords: Product, Price, Place, Promotion, People, Process, Physical Evidence, Customer Satisfaction, and Repurchase Intention.

ABSTRAK

Munculnya berbagai jenis restoran yang ada di Indonesia, khususnya di kota Surabaya merupakan salah satu bentuk dari perkembangan usaha kuliner. Usaha yang bergerak di bidang industri kuliner merupakan usaha yang cukup menjanjikan. Hal ini disebabkan karena makanan adalah kebutuhan primer yang dibutuhkan oleh seluruh makhluk hidup, mulai dari manusia, hewan, maupun tumbuhan. Agar pengusaha yang bergerak dalam industri kuliner mampu bertahan dalam persaingan bisnis, maka *Repurchase Intention* pelanggan harus selalu ditingkatkan. Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Product, Price, Place, Promotion, People, Process, Physical Evidence, dan Customer Satisfaction* Terhadap *Repurchase Intention* di Restoran Sushi Tei Surabaya.

Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 100 responden yang berjenis kelamin laki-laki dan perempuan, berdomisili di Surabaya, dengan batasan usia antara 18-60 tahun, melakukan pembelian lebih dari sekali dalam kurun waktu enam (6) bulan terakhir. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai *software* untuk mengolah data. Hasil analisis menunjukkan bahwa *Statistical Product and Service Solutions* (SPSS) dengan versi 22.0 sebagai *software* untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Customer Satisfaction* terhadap *Repurchase Intention* memiliki nilai koefisien regresi tertinggi yaitu 0,534. Variabel *Place, Promotion, People, dan Physical Evidence* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. Variabel *Product, Price, dan Process* juga berpengaruh positif terhadap *Customer Satisfaction*, namun ketiga variabel ini tidak berpengaruh signifikan terhadap *Customer Satisfaction*.

Kata Kunci: *Product, Price, Place, Promotion, People, Process, Physical Evidence, Customer Satisfaction, and Repurchase Intention.*