

## ABSTRAK

Kehadiran restoran cepat saji disambut baik oleh kalangan masyarakat. Restoran yang menyediakan menu yang praktis dan cepat, menjadi daya tarik masyarakat untuk mengunjunginya. Grup Trakindo tergiur juga ke bisnis kuliner. Perusahaan itu kemudian melakukan *trade over* jaringan resto cepat saji Carl's Jr di Indonesia yang selama ini dikelola oleh *Carl Karcher Enterprise* (CKE) sejak tahun 2010.

Variabel yang digunakan dalam penelitian ini ada lima variabel yaitu *food quality*, *service quality*, *perceived value*, *customer satisfaction*, dan *repurchase intention* variabel tersebut adalah variabel yang ada didalam objek ini Carl's Jr.

Jenis penelitian ini adalah penelitian kausal, karena penelitian ini digunakan untuk menjelaskan hubungan sebab akibat antara variabel – variabel dalam model penelitian, yaitu *food quality* terhadap *percieved value*, *service quality* terhadap *perceived value*, *perceived value* terhadap *customer satisfaction*, dan *customer satisfaction* terhadap *repurchase intention*. Penelitian ini juga digunakan untuk mengembangkan model penelitian yang telah ditentukan berdasarkan telaah pustaka untuk menjawab permasalahan yang telah diidentifikasi pada bab sebelumnya. Metode Penelitian yang digunakan pada penelitian ini adalah metode kuantitatif dan dalam penelitian digunakan program untuk perhitungan SPSS 16.0 dan AMOS 20.0.

Dalam penelitian ini diteliti pengaruh *food quality*, *service quality*, pada *repurchase intention* melalui *percieved value*, dan *customer satisfaction* dan dari penelitian yang sudah dilakukan terdapat dua variabel yang sangat mempengaruhi *repurchase intention* yaitu *perceived value* dengan koefisien regresi sebesar 0.903 dan *customer satisfaction* dengan koefisien regresi sebesar 0.851, sehingga pihak Carl's Jr. perlu guna meningkatkan variabel tersebut untuk meningkatkan *repurchase intention*.

**Kata Kunci:** *food quality* , *service quality*, *perceived value*, *customer satisfaction*, *repurchase intention*.

## ABSTRACT

The presence of fast-food restaurants was well received by the community. The restaurant provides a menu of practical and fast, to attract people to visit it. Group Trakindo tempted also to the culinary business. The company then make a trade network over fast-food restaurant Carl's Jr. in Indonesia which had been managed by Carl Karcher Enterprise (CKE) since 2010.

Variables used in this study there are five variables: food quality, service quality, perceived value, customer satisfaction and repurchase intention variables are variables that exist within this object Carl's Jr.

This research is a causal research, because this research is used to explain the causal relationship between the variables - variables in our model, namely food quality against perceived value, service quality on perceived value, perceived value to customer satisfaction, and customer satisfaction to repurchase intention. This study also used to develop a research model that has been determined based on literature review to address problems that have been identified in the previous chapter. Research methods used in this research is quantitative and the research method used for the calculation program SPSS 16.0 and AMOS 20.0.

In this study investigated the effect of food quality, service quality, the repurchase intention through the perceived value, and customer satisfaction and of the studies that have been done there are two variables that affect repurchase intention that perceived value with a regression coefficient of 0.903 and customer satisfaction with a regression coefficient of 0.851, so the Carl's Jr. need to increase these variables to increase the repurchase intention.

**Keywords: food quality, service quality, perceived value, customer satisfaction, repurchase intention.**