

ABSTRAK

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ANALISIS PENGARUH *SERVICE QUALITY*, *FOOD QUALITY*, *PERCEIVED VALUE*, TERHADAP *BEHAVIORAL INTENTIONS* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN RESTORAN DABU-DABU LEMONG DI MANADO

(xv + 110 halaman: 17 gambar, 36 tabel, 4 lampiran)

Industri makanan dan minuman juga mempunyai daya tarik yang sangat kuat karena market di Indonesia sangat besar. Alasan tersebut tentu menjadi peluang yang besar bagi pelaku pasar ataupun pebisnis di Indonesia dengan menjalankan usaha makanan jika dikelola secara baik dan benar. Januari 2023, dapat dilihat bahwa perkembangan kuliner sudah berkembang dengan pesat, seperti daerah perkotaan yang memiliki banyak daerah strategis untuk dijadikan restoran, salah satunya di kota Manado.

Tujuan yang ingin di peroleh melalui penelitian ini adalah untuk mengetahui seberapa berpengaruh factor *Service Quality*, *Food Quality*, *Perceived Value* yang mempengaruhi *Behavioral Intention* pada pelanggan Dabu-dabu lemong kota Manado melalui *Customer Satisfaction*. Manfaat yang bisa di ambil dari hasil penelitian ini yaitu sebagai bahan referensi untuk penulis selanjutnya. Hasil penelitian ini juga diharapkan dapat membantu untuk para pelaku usaha agar dapat mengembangkan bisnis mereka khususnya yang ada kaitannya dengan *Service quality*, *Food Quality*, *Perceived Value*, terhadap *Behavioral intention* melalui *Customer Satisfaction*.

Hasil penelitian ini menunjukkan bahwa variabel *Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.439; variabel *Food Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.502; variabel *Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.296; dan variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Behavioral Intentions* dengan koefisien regresi sebesar 0.794

Kata Kunci: *Service Quality*, *Food Quality*, *Perceived Value*, *Behavioral Intentions*, dan *Customer Satisfaction*

Referensi: 7 (2016 – 2022)

ABSTRACT

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ANALISIS FAKTOR *SERVICE QUALITY*, *FOOD QUALITY*, *PERCEIVED VALUE*, TERHADAP *BEHAVIORAL INTENTION* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN RESTORAN DABU-DABU LEMONG DI MANADO

(xv + 110 pages: 17 figures, 36 tables, 4 attachment)

The food and beverage industry also has a very strong attraction because the market in Indonesia is very large. This reason is certainly a big opportunity for market players or business people in Indonesia to run a food business if it is managed well and correctly. January 2023, it can be seen that culinary development has developed rapidly, such as urban areas which have many strategic areas for restaurants, one of which is in the city of Manado.

The aim to be obtained through this research is to find out how influential the Service Quality, Food Quality, Perceived Value factors are which influence Behavioral Intention in Dabu-dabu Lemong customers in Manado City through Customer Satisfaction. The benefits that can be taken from the results of this research are as reference material for future writers. It is also hoped that the results of this research can help business actors to develop their business, especially those related to Service Quality, Food Quality, Perceived Value, and Behavioral Intention through Customer Satisfaction.

The results of this research show that the Service Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.439; the Food Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.502; the Perceived Value variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.296; and the Customer Satisfaction variable has a significant effect on Behavioral Intentions with a regression coefficient of 0.794

Keywords: Service Quality, Food Quality, Perceived Value, Behavioral Intentions, dan Customer Satisfaction

Reference: 7 (2016 – 2022)