

## ABSTRAK

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Membangun *Brand Relationship* Untuk Restoran: Menguji Hubungan Atribut Restoran, *Other customers*, *Brand image*, *Customer satisfaction*, *Brand trust*, dan *Brand preference*

(69 halaman; 11 gambar; 17 tabel; 66 daftar pustaka)

Industri makanan dan minuman adalah industri yang potensial tetapi juga dengan persaingan yang paling ketat. Kemampuan Restoran Locaahands untuk menjadi prioritas pilihan pelanggan menjadi salah satu kunci keberhasilan. Tujuan penelitian ini adalah menjelaskan pengaruh *store atmosphere*, *food quality*, *service quality*, *others customer* terhadap *brand image*, *customer satisfaction*, *brand trust*, dan *brand preference*.

Desain penelitian ini adalah penelitian kuantitatif. Variabel penelitian meliputi laten eksogen, yaitu: *store atmosphere*, *food quality*, *service quality*, *others customer*. Sedangkan variabel laten endogen meliputi: *brand image*, *customer satisfaction*, *brand trust*, dan *brand preference*. Sampel penelitian sebanyak 450 sampel. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan structural equation model dengan program AMOS.

Kata Kunci: *Store atmosphere*, *Food quality*, *Service quality*, *Others customer*, *Brand image*, *Customer satisfaction*, *Brand trust*, *Brand preference*, Restoran Locaahands

## ABSTRACT

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Building *Brand Relationship*: An Examine The Relationship Among *Restaurant attributes, Other customers, Brand image, Customer satisfaction, Brand trust, and Brand preference*

(69 pages; 11 figures; 17 table; 66 references)

The food and beverage industry is a potential industry but also with the most intense competition. Locaahans Restaurant's ability to become a priority of customer choice is one of the keys to success. The purpose of this research is to explain the influence of *store atmosphere, food quality, service quality, other customers* on *brand image, customer satisfaction, brand trust, and brand preference*.

The design of this research is quantitative research. The research variables include exogenous latent, namely: *store atmosphere, food quality, service quality, other customers*. Meanwhile, endogenous latent variables include: *brand image, customer satisfaction, brand trust, and brand preference*. The research sample is 450 samples. Data collection techniques using a questionnaire. The data analysis technique uses a structural equation model with the AMOS program.

Keywords: *Store atmosphere, Food quality, Service quality, Others customer Brand image, Customer satisfaction, Brand trust, Brand preference, Restoran Locaahand*