

ABSTRAK

Pariwisata menjadi salah satu kunci pertumbuhan ekonomi di Indonesia. Dilansir melalui kompas.id adanya pertumbuhan nilai realisasi investasi dari sektor investasi hotel dan restoran yang mengalami kenaikan cukup signifikan yaitu 9,31% pada tahun 2023. Data hasil laporan Badan Pusat Statistik (BPS), DKI Jakarta menduduki posisi pertama sebagai provinsi dengan jumlah usaha pengolahan makanan dan minuman terbanyak, mencapai total 5.129 usaha. Imperial Group telah dikenal dengan reputasi unggulannya dalam hal kualitas masakan, layanan yang baik, hidangan lezat, harga terjangkau, dan suasana yang menyenangkan. Imperial Kitchen & Dimsum telah mengoperasikan 130 outlet yang tersebar di wilayah kota-kota besar salah satunya di kota Jakarta yang berlokasi di Mall Kelapa Gading. Rating secara keseluruhan yang didapatkan oleh Imperial Kitchen & Dimsum, Mall Kelapa Gading sebesar 2,4. Terdapat berbagai ulasan negatif yang menunjukkan kurangnya kualitas makanan dan pelayanan yang dimiliki oleh Mall Kelapa Gading. Maka dari itu, peneliti ingin mencari tahu bagaimana “Pengaruh Food Quality dan Service Quality Terhadap Customer Satisfaction Dan Customer Loyalty Di Imperial Kitchen & Dimsum Mall Kelapa Gading”. Peneliti ini menggunakan jenis penelitian kuantitatif dan teknik pengambilan sampel menggunakan nonprobability sampling. Dimana penelitian ini menyebarkan kuisioner kepada 153 responden. Teknik pengolahan data menggunakan Structural Equation Modeling (SEM) dengan aplikasi Smart PLS 4. Hasil penelitian menunjukkan bahwa Variabel *Food Quality* didukung *Customer Satisfaction*, Variabel *Service Quality* didukung *Customer Satisfaction*, dan Variabel *Customer Satisfaction* didukung *Customer Loyalty*.

Kata Kunci: : *Food Quality, Service Quality, Customer Satisfaction, Customer loyalty, Imperial Kitchen & Dimsum.*

ABSTRACT (ENGLISH VERSION)

Tourism is one of the keys to economic growth in Indonesia. Reported through kompas.id, there is a growth in the value of investment realization from the hotel and restaurant investment sector which has increased significantly, namely 9.31% in 2023. Data from the Central Statistics Agency (BPS) report, DKI Jakarta occupies the first position as the province with the largest number of food and beverage processing businesses, reaching a total of 5,129 businesses. Imperial Group has been known for its excellent reputation in terms of quality cuisine, good service, delicious dishes, affordable prices, and pleasant atmosphere. Imperial Kitchen & Dimsum has 130 outlets spread across major cities, one of which is in the city of Jakarta, located at Kelapa Gading Mall. The overall rating obtained by Imperial Kitchen & Dimsum, Mall Kelapa Gading is 2.4. Various negative reviews show the lack of food quality and service owned by Kelapa Gading Mall. Therefore, researchers want to find out how “The Effect of Food Quality and Service Quality on Customer Satisfaction and Customer Loyalty at Imperial Kitchen & Dimsum Mall Kelapa Gading”. This research uses quantitative research and sampling techniques using nonprobability sampling. Where this research distributes questionnaires to 153 respondents. The data processing technique uses Structural Equation Modeling (SEM) with the Smart Pls 4 application.

Keywords: *Food Quality, Service Quality, Customer Satisfaction, Customer loyalty, Imperial Kitchen & Dimsum.*