

ABSTRAK

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ANALISIS PENGARUH *FOOD QUALITY*, *PERSONAL INTERACTION QUALITY*, DAN *PHYSICAL ENVIRONMENT QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *SATISFACTION*, *TRUST*, DAN *COMMITMENT* PADA PELANGGAN RESTORAN *CARNIVOR STEAK AND GRILL* DI SURABAYA

(xxii + 298 halaman: 28 gambar; 42 tabel; 5 lampiran)

Di kota-kota besar, *café* sangatlah populer dan berkembang sangat pesat, dimana masyarakat sering meluangkan waktunya untuk berkunjung ke *café* untuk makan atau minum dan bahkan sekedar untuk aktif dalam sosial media, beraktifitas maupun bersantai. Restoran *Carnivor Steak and Grill* Surabaya menjadi salah satu yang bergerak dibidang tersebut dan memadukan konsep *western* yang *aesthetic*. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Food Quality*, *Personal Interaction Quality*, dan *Physical Environment Quality* terhadap *Customer Loyalty* melalui *Satisfaction*, *Trust*, dan *Commitment*.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan *software* AMOS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 159 responden dengan karakteristik responden, yaitu laki-laki dan perempuan, berumur 18-60 tahun, dan pernah makan di Restoran *Carnivor Steak and Grill* Surabaya 2 kali dalam 2 tahun terakhir.

Hasil penelitian menunjukkan bahwa variabel *Food Quality* berpengaruh positif signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.432; variabel *Physical Environment Quality* berpengaruh positif signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.257; variabel *Personal Interaction Quality* berpengaruh positif signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.284; variabel *Satisfaction* berpengaruh positif terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.223; variabel *Satisfaction* berpengaruh positif signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.357; variabel *Satisfaction* berpengaruh positif terhadap *Commitment* dengan koefisien regresi sebesar 0.219; variabel *Trust* berpengaruh positif signifikan terhadap *Commitment* dengan koefisien regresi sebesar 0.535; variabel *Trust* berpengaruh positif terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.183; dan variabel *Commitment* berpengaruh positif signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.435.

Kata Kunci : *Food Quality*, *Personal Interaction Quality*, *Physical Environment Quality*, *Satisfaction*, *Trust*, *Commitment*, *Customer Loyalty*, dan Restoran *Carnivor Steak and Grill* Surabaya

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF FOOD QUALITY, PERSONAL INTERACTION QUALITY, AND PHYSICAL ENVIRONMENT QUALITY ON CUSTOMER LOYALTY THROUGH SATISFACTION, TRUST, AND COMMITMENT ON CUSTOMERS AT CARNIVOR STEAK AND GRILL RESTAURANTS IN SURABAYA

(xxii + 298 halaman: 28 figure; 42 tables; 5 attachments)

In big cities, cafes are very popular and growing very rapidly, where people often take the time to visit cafes to eat or drink and even just to be active in social media, have activities and relax. The Carnivor Steak and Grill restaurant in Surabaya is one that is engaged in this field and combines an aesthetic western concept. This study aims to determine how the influence of Food Quality, Personal Interaction Quality, and Physical Environment Quality on Customer Loyalty through Satisfaction, Trust, and Commitment.

This research is a causal research. The research method used is quantitative method with data processing using AMOS software version 22.0. Data was collected by distributing questionnaires to 159 respondents with the characteristics of the respondents, namely male and female, aged 18-60 years, and had eaten at Carnivor *Steak and Grill* Restaurant Surabaya 2 times in the last 2 years.

The results showed that the *Food Quality* variable had a significant positive effect on *Satisfaction* with a regression coefficient of 0.432; *Physical Environment Quality* variable has a significant positive effect on *Satisfaction* with a regression coefficient of 0.257; *Personal Interaction Quality* variable has a significant positive effect on *Satisfaction* with a regression coefficient of 0.284; *Satisfaction* variable has a positive effect on *Customer Loyalty* with a regression coefficient of 0.223; *Satisfaction* variable has a significant positive effect on *Trust* with a regression coefficient of 0.357; *Satisfaction* variable has a positive effect on *Commitment* with a regression coefficient of 0.219; *Trust* variable has a significant positive effect on *Commitment* with a regression coefficient of 0.535; *Trust* variable has a positive effect on *Customer Loyalty* with a regression coefficient of 0.183; and the *Commitment* variable has a significant positive effect on *Customer Loyalty* with a regression coefficient of 0.435.

Keywords: *Food Quality, Personal Interaction Quality, Physical Environment Quality, Satisfaction, Trust, Commitment, Customer Loyalty, and Carnivor Steak and Grill Restaurant Surabaya*