

## ABSTRAK

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### **ANALISIS PENGARUH *DÉCOR AND ARTIFACTS, SPATIAL LAYOUT, AMBIENT CONDITIONS, FOOD QUALITY, SERVICE QUALITY, PRICE, DAN LOCATION* TERHADAP *AROUSAL, PLEASURE, DAN BEHAVIORAL INTENTION* PELANGGAN RESTORAN DOMICILE KITCHEN & LOUNGE SURABAYA**

(xvii + 289 halaman: 19 gambar, 50 tabel; 9 lampiran)

Industri makanan dan minuman menjadi salah satu harapan bagi perekonomian yang ada di Indonesia. Pertumbuhan industri makanan dan minuman dapat menjadi salah satu alasan bagi pengusaha yang ada untuk mengembangkan dan melakukan berbagai macam bentuk inovasi. Salah satu restoran yang sangat terkenal di kota Surabaya adalah Domicile Kitchen & Lounge. Domicile Kitchen & Lounge memberikan suasana tempat makan mulai dari perpaduan pengalaman makan di restoran dengan nuansa Barat – Timur hingga yang lainnya.

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh *Decor and Artifacts, Spatial Layout, Ambient Conditions, Food Quality, Service Quality, Price, Location*, terhadap *Arousal, Pleasure, dan Behavioral Intention*. Dalam penelitian ini, diharapkan untuk dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, terutama mengenai pengaruh yang dimiliki *Arousal* dan *Pleasure* dalam meningkatkan *Behavioral Intention* yang akan memberikan peningkatan terhadap penjualan dari Domicile Kitchen & Lounge.

Penelitian secara kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada *software* AMOS versi 22.0. Data akan dikumpulkan dengan menyebarkan kuesioner terhadap 170 responden dengan karakteristik pria dan wanita berusia 18 – 60 tahun, berdomisili di Surabaya, serta pernah berkunjung dan mendapatkan pelayanan dari restoran Domicile Kitchen & Lounge Surabaya selama 2 tahun terakhir.

Dalam penelitian yang telah dilakukan terdapat hasil yang menunjukkan, variabel yang berpengaruh positif signifikan terhadap *Arousal* adalah *Decor and Artifacts, Ambient Conditions, Service Quality, Price, Location* dan yang tidak berpengaruh signifikan adalah *Spatial Layout* dan *Food Quality*. Kemudian *Arousal* berpengaruh positif signifikan terhadap *Pleasure* dan *Pleasure* berpengaruh positif signifikan terhadap *Behavioral Intention*.

Refrensi: 106 (1985 – 2021)

## ABSTRACT

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**ANALYSIS OF *DÉCOR AND ARTIFACTS, SPATIAL LAYOUT, AMBIENT CONDITIONS, FOOD QUALITY, SERVICE QUALITY, PRICE, AND LOCATION* ON *AROUSAL, PLEASURE, AND BEHAVIORAL INTENTION* CUSTOMER DOMICILE KITCHEN & LOUNGE SURABAYA**

(xvii + 289 page: 19 figure, 50 table; 5 attachments)

The food and beverage industry has become one of the Indonesian's economic support. The growth of this industry become one of the reason for the entrepreneurs in Indonesia to develop and improve any kind of inovation. One of the famous restaurant in Surabaya is the Domicile Kitchen & Lounge, which are known by the ambience of the restaurant that bring the combination of dining experience in a restaurant with a Western – Eastern feel and others.

The study aims to analyze how the influence of *Decor and Artifacts, Spatial Layout, Ambient Conditions, Food Quality, Service Quality, Price, Location, on Arousal, Pleasure, and Behavioral Intention*. This study will be done with a hope that it can provide benefits in increasing knowledge in the field of management, especially about the influence from *Arousal* and *Pleasure* in increasing *Behavioral Intention* which will bring enhancement for the sales from Domicile Kitchen & Lounge.

Study by causal research and quantitative methods will be used in this study by data processing on *software* AMOS version 22.0. Data will be collected by distributing questionnaires to 170 respondent with the characteristics of men and women aged 18-60 years, domiciled in Surabaya, and has visited and received service from Domicile Kitchen & Lounge Surabaya restaurant for the last 2 years.

In this study, the result indicate that the variables have a significant positive effect on *Arousal* are *Decor and Artifacts, Ambient Conditions, Service Quality, Price, Location* and which has no significant effect is *Spatial Layout* and *Food Quality*. Then *Arousal* has significant positive effect on *Pleasure* and *Pleasure* has significant positive effect on *Behavioral Intention*.

References: 106 (1985 – 2021)