

## ABSTRAK

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### **ANALISIS PENGARUH *ATMOSPHERICS*, *FOOD QUALITY*, *SERVICE QUALITY* TERHADAP *BRAND IMAGE*, *CUSTOMER SATISFACTION*, *BRAND TRUST* YANG PADA AKHIRNYA TERHADAP *BRAND PREFERENCE* PADA PELANGGAN DE MANDAILING CAFÉ & EATERY CABANG MERR SURABAYA**

(xviii + 177 halaman; 23 gambar; 55 tabel; 4 lampiran)

Industri bisnis kuliner di Indonesia mengalami pertumbuhan yang sangat pesat akibat efek dari globalisasi. De Mandailing Café & Eatery cabang MERR Surabaya merupakan salah satu kafe yang mengikuti era globalisasi yang memiliki daya tarik tersendiri bagi pelanggannya karena atmosfer, layanan serta aneka macam produk yang mengikuti perkembangan zaman dan budaya.

Penelitian ini ditujukan untuk menganalisa pengaruh dari *atmospharics*, *food quality*, *service quality*, *brand image*, *customer satisfaction*, dan *brand trust* terhadap *brand preference* De Mandailing Café & Eatery cabang MERR Surabaya. Metode pengolahan data yang digunakan adalah SPSS versi 22.0. Sampel yang digunakan yaitu pelanggan De Mandailing Café & Eatery cabang MERR Surabaya yang berdomisili di Surabaya, wanita & pria berusia 18-60 tahun, pernah *dine-in* di De Mandailing Café & Eatery cabang MERR Surabaya minimal 2 kali dalam 6 bulan terakhir, dengan jumlah 150 responden.

Hasil penelitian menunjukkan *atmospharics* berpengaruh signifikan terhadap *brand image* dengan koefisien regresi sebesar 0.44; *atmospharics* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.197; *food quality* berpengaruh signifikan terhadap *brand image* dengan koefisien regresi sebesar 0.274; *food quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.2; *service quality* berpengaruh signifikan terhadap *brand image* dengan koefisien regresi sebesar 0.239; *service quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.278; *brand image* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.319; *brand image* berpengaruh signifikan terhadap *brand trust* dengan koefisien regresi sebesar 0.516; *customer satisfaction* berpengaruh signifikan terhadap *brand trust* dengan koefisien regresi sebesar 0.448; *brand trust* berpengaruh signifikan terhadap *brand preference* dengan koefisien regresi sebesar 0.896.

**Kata kunci:** *atmospharics*, *food quality*, *service quality*, *brand image*, *customer satisfaction*, *brand trust*, *brand preference*, De Mandailing Café & Eatery cabang MERR Surabaya

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**ANALISIS PENGARUH *ATMOSPHERICS*, *FOOD QUALITY*, *SERVICE QUALITY* TERHADAP *BRAND IMAGE*, *CUSTOMER SATISFACTION*, *BRAND TRUST* YANG PADA AKHIRNYA TERHADAP *BRAND PREFERENCE* PADA PELANGGAN DE MANDAILING CAFÉ & EATERY CABANG MERR SURABAYA**

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The culinary business industry in Indonesia is experiencing very rapid growth due to the effects of globalization. De Mandailing Café & Eatery, MERR Surabaya branch, is one of the cafes following the globalization era which is considered to have its own charm for its customers because of the atmosphere, service, and various products that keep up with the times and culture.

This study aimed to analyze the effect of atmosphere, food quality, service quality, brand image, customer satisfaction, and brand trust on the brand preference of De Mandailing Café & Eatery MERR Surabaya branch. The research method used using SPSS version 22.0. The samples used in this study were customers of De Mandailing Café & Eatery MERR Surabaya branch who live in Surabaya, women and men with a vulnerable age of 18 to 60 years, had (dine-in) at De Mandailing Café & Eatery, MERR Surabaya branch. at least 2 times in the last 6 months, with a total of 150 respondents.

The results showed that the atmosphere had a significant effect on brand image with a regression coefficient of 0.44; atmosphere has a significant effect on customer satisfaction with a regression coefficient of 0.197; food quality has a significant effect on brand image with a regression coefficient of 0.274; food quality has a significant effect on customer satisfaction with a regression coefficient of 0.2; service quality has a significant effect on brand image with a regression coefficient of 0.239; service quality has a significant effect on customer satisfaction with a regression coefficient of 0.278; brand image has a significant effect on customer satisfaction with a regression coefficient of 0.319; brand image has a significant effect on brand trust with a regression coefficient of 0.516; customer satisfaction has a significant effect on brand trust with a regression coefficient of 0.448; brand trust has a significant effect on brand preference with a regression coefficient of 0.896.

**Keywords:** *atmospherics, food quality, service quality, brand image, customer satisfaction, brand trust, brand preference, De Mandailing Café & Eatery cabang MERR Surabaya*

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