

ABSTRAK

Kegiatan seminar ini dilakukan untuk mempresentasikan hasil penelitian anteseden *revisit intention* dengan *customer satisfaction* pada konsumen milenial di *theme restaurant* Jakarta. Penelitian ini menggunakan metode survei. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner *online*. Target populasi yang diteliti dalam penelitian ini adalah konsumen milenial yang berdomisili di Jakarta, Bogor, Depok, Tangerang, Bekasi dengan usia 18-40 tahun dengan pendataan yang dilakukan pada bulan Oktober 2021. Teknik pengumpulan sampel menggunakan *purposive sampling* sehingga didapatkan jumlah responden yang valid sebanyak 200 yang kemudian dilakukan analisis data menggunakan program *PLS SEM* dengan *software smartpls 3.29*. Hasil dari penelitian ini, menunjukkan bahwa *food quality*, *dinerserve* dan *dinescape* berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh positif dan signifikan terhadap *revisit intention* di *theme restaurant* Jakarta.

Kata Kunci: *food quality, dinerserve, dinescape, revisit intention, customer satisfaction, theme restaurant*

ABSTRACT

This seminar activity was conducted to present the results of research on antecedents of revisit intention by mediating customer satisfaction studies on millennial consumer behavior at theme restaurants in Jakarta. This study uses a survey method. Data was collected using an online questionnaire instrument. The target population to be studied in this study is millennial consumers who live in Jakarta, Bogor, Depok, Tangerang, Bekasi with the age of 18-40 years with data

collection to be carried out in October 2021. The sample collection technique uses purposive sampling so that the number of respondents is obtained. as many as 200 valid data, which were then analyzed using the PLS SEM program with smartpls 3.29 software. The results of this study indicate that food quality, dinerserve and dinescape have a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on the intention to return to a theme restaurant in Jakarta.

Keywords: food quality, dinerserve, dinescape, revisit intention, customer satisfaction, theme restaurant

