

ABSTRAK

Industri makanan dan minuman merupakan sektor manufaktur yang berhasil tumbuh di masa pandemi saat ini. Industri makanan dan minuman adalah salah satu industri yang berkontribusi tinggi terhadap perekonomian Jawa Timur. Salah satu restoran yang memiliki konsep yang menarik di Indonesia adalah Pepper Lunch. Pepper Lunch pertama kali didirikan di Jepang oleh Chef Kuniyo Itchinose pada tahun 1994. Pepper Lunch telah memiliki lebih dari 200 cabang di Jepang, Singapore, Cina, Korea dan negara Asia lainnya.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Atmospherics*, *Food Quality*, *Service Quality*, *Other Customers* terhadap *Brand Preference* melalui *Brand Image*, *Customer Satisfaction* dan *Brand Trust* pada pelanggan Pepper Lunch Pakuwon Mall Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Pepper Lunch dalam menelaah pengaruh variabel *Atmospherics*, *Food Quality*, *Service Quality*, *Other Customers* terhadap *Brand Preference* melalui *Brand Image*, *Customer Satisfaction* dan *Brand Trust*

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 155 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah membeli dan mengkonsumsi minimal 2 kali dalam kurun waktu 6 bulan terakhir di Pepper Lunch Pakuwon Mall Surabaya, pernah membeli atau tertarik dengan menu yang berbeda-beda dan tidak asing dengan Pepper Lunch Pakuwon Mall Surabaya.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Brand Trust* terhadap variabel *Brand Preference* sebesar 0,672; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Customer Satisfaction* terhadap variabel *Brand Trust* sebesar 0,454; terbesar ketiga variabel *Food Quality* terhadap variabel *Brand Image* sebesar 0,429; terbesar keempat *Brand Image* terhadap variabel *Brand Trust* yang memiliki pengaruh sebesar 0,332; terbesar kelima variabel *Other Customers* terhadap variabel *Brand Image* sebesar 0,249; terbesar keenam variabel *Brand Image* terhadap variabel *Customer Satisfaction* sebesar 0,217; terbesar ketujuh variabel *Atmospherics* terhadap variabel *Customer Satisfaction* sebesar 0,209; terbesar kedelapan variabel *Service Quality* terhadap variabel *Customer Satisfaction* sebesar 0,205; terbesar kesembilan variabel *Atmospherics* terhadap variabel *Brand Image* sebesar 0,144; terbesar kesepuluh variabel *Other Customers* terhadap variabel *Customer Satisfaction* sebesar 0,136; terbesar kesebelas variabel *Food Quality* terhadap variabel *Customer Satisfaction* sebesar 0,127 dan terbesar keduabelas variabel *Service Quality* terhadap *Brand Image* sebesar 0,091.

Kata Kunci: *Atmospherics*, *Food Quality*, *Service Quality*, *Other Customers*, *Brand Image*, *Customer Satisfaction*, *Brand Trust* dan *Brand Preference*

ABSTRACT

The food and beverage industry is a manufacturing sector that has managed to grow during the current pandemic. The food and beverage industry is one of the industries that contributes greatly to the East Java economy. One restaurant that has an interesting concept in Indonesia is Pepper Lunch. Pepper Lunch was first established in Japan by Chef Kuniyo Itchinose in 1994. Pepper Lunch has more than 200 branches in Japan, Singapore, China, Korea and other Asian countries.

This study aims to determine how the influence of Atmospherics, Food Quality, Service Quality, Other Customers on Brand Preference through Brand Image, Customer Satisfaction and Brand Trust on Pepper Lunch Pakuwon Mall Surabaya customers. The expected benefits of this research are to contribute to the development of marketing theory and research, as well as useful for Pepper Lunch in examining the influence of Atmospherics, Food Quality, Service Quality, Other Customers variables on Brand Preference through Brand Image, Customer Satisfaction and Brand Trust

This research is a research with quantitative methods with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 155 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, had bought and consumed at least 2 times in the last 6 months at Pepper Lunch Pakuwon Mall Surabaya, had bought or were interested in different menus and familiar with Pepper Lunch Pakuwon Mall Surabaya.

The results showed that the variable that had the greatest influence is Brand Trust with the Brand Preference variable of 0.672; then the variable that had the second largest influence is the Customer Satisfaction variable on the Brand Trust variable of 0.454; the third largest is the Food Quality variable on the Brand Image variable of 0.429; the fourth largest Brand Image to the Brand Trust variable which has an influence of 0.332; the fifth largest Other Customers variable to the Brand Image variable is 0.249; the sixth largest Brand Image variable to the Customer Satisfaction variable is 0.217; the seventh largest Atmospherics variable to the Customer Satisfaction variable is 0.209; the eighth largest Service Quality variable to the Customer Satisfaction variable is 0.205, the ninth largest Atmospherics variable is the Brand Image variable is 0.144; the tenth largest variable Other Customers to the variable Customer Satisfaction of 0.136; the eleventh largest Food Quality variable to Customer Satisfaction variable is 0.127 and the twelfth largest Service Quality variable to Brand Image is 0.091.

Keywords: *Atmospherics, Food Quality, Service Quality, Other Customers, Brand Image, Customer Satisfaction, Brand Trust and Brand Preference*