

## ABSTRAK

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### **PENGARUH *FOOD QUALITY*, *SERVICE QUALITY* DAN *PHYSICAL ENVIRONMENT* TERHADAP *CUSTOMER SATISFACTION* DAN DAMPAKNYA TERHADAP *FUTURE BEHAVIORAL INTENTION* DI RESTORAN CEPAT SAJI PIZZA HUT SURABAYA**

(x + 95 halaman; 11 gambar; 33 tabel; 9 lampiran)

Pizza Hut merupakan restoran cepat saji yang telah memiliki jumlah outlet hingga mencapai 200 gerai restoran yang tersebar di seluruh Indonesia. Menu utama yang disediakan adalah pizza dan pasta. Besarnya jumlah outlet yang dimiliki oleh Pizza Hut mendorong untuk dapat memperhatikan *food quality*, *service quality*, dan *physical environment* dalam memberikan pengalaman makan yang memuaskan bagi konsumen. Oleh karena itu penelitian ini bertujuan menganalisis pengaruh *food quality*, *service quality*, dan *physical environment* terhadap *customer satisfaction* di restoran cepat saji Pizza Hut Surabaya. Tingginya kepuasan pelanggan terhadap pelayanan restoran akan meningkatkan niat beli pelanggan untuk membeli secara terus menerus di Pizza Hut Surabaya.

Penelitian ini juga meneliti dampak dari *customer satisfaction* terhadap *future behavioral intention* di Pizza Hut Surabaya. Dalam penelitian ini sampel yang diteliti sebanyak 113 responden yang dianalisis dengan regresi sederhana dan regresi linear berganda. Penelitian ini menggunakan metode penelitian kuantitatif dan pendekatan *purposive sampling*. Kemudian teknik analisis yang dilakukan adalah analisis regresi linier.

Berdasarkan hasil penelitian dapat dibuktikan bahwa *service quality* dan *food quality* berpengaruh positif terhadap *customer satisfaction*, sedangkan *physical environment* tidak berpengaruh positif terhadap *customer satisfaction*. Hasil penelitian berikutnya adalah *customer satisfaction* berpengaruh positif terhadap *future behavioral intention* pada konsumen restoran Pizza Hut Surabaya.

Referensi: 73 (2003-2021)

## ABSTRACT

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### **EFFECT OF FOOD QUALITY, SERVICE QUALITY AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION AND THEIR IMPACT ON FUTURE BEHAVIORAL INTENTION IN FAST FOOD PIZZA HUT RESTAURANT SURABAYA**

(x + 95 pages; 11 figures; 33 tables; 9 appendix)

Pizza Hut is a fast food restaurant that has a number of outlets up to 200 restaurant outlets spread throughout Indonesia. The main menu provided is pizza and pasta. The large number of outlets owned by Pizza Hut encourages them to pay attention to food quality, service quality, and the physical environment in providing a satisfying dining experience for consumers. Therefore, this study aims to analyze the effect of food quality, service quality, and physical environment on customer satisfaction at the fast food restaurant Pizza Hut Surabaya. High customer satisfaction with restaurant services will increase customer purchase intentions to buy continuously at Pizza Hut Surabaya.

This study also examines the impact of customer satisfaction on future behavioral intention at Pizza Hut Surabaya. In this study, the sample studied was 113 respondents who were analyzed by simple regression and multiple linear regression. This research uses quantitative research methods and purposive sampling approach. Then the analysis technique used is linear regression analysis.

Based on the research results, it can be proven that service quality and food quality have a positive effect on customer satisfaction, while the physical environment does not have a positive effect on customer satisfaction. The result of the next study is that customer satisfaction has a positive effect on future behavioral intention of Pizza Hut Surabaya restaurant consumers.

References: 73 (2003-2021)