

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED VALUE* TERHADAP *CUSTOMER SATISFACTION* DAN IMPLIKASINYA TERHADAP *REPURCHASE INTENTION* PELANGGAN MCDONALD DARMO SURABAYA

(xi + 108 halaman: 11 gambar; 34 tabel; 9 lampiran)

McDonalds merupakan salah satu restoran cepat saji yang populer dengan pertumbuhan jumlah resto yang banyak di Indonesia. McDonalds menjadi restoran yang termasuk dalam tiga besar dalam *top brand awards*, sehingga penting untuk menjaga kepuasan pelanggan dan keinginan pelanggan untuk melakukan *repurchase intention*. Tujuan dari penelitian ini adalah menganalisa pengaruh *service quality*, *physical environment*, dan *restaurant image* terhadap *perceived value*, *customer satisfaction*, dan *repurchase intention* pada pelanggan McDonald Darmo.

Penelitian ini merupakan penelitian kuantitatif dengan jenis investigasi sebab akibat. Objek penelitian ini adalah McDonalds Darmo. Pengumpulan data menggunakan kuesioner yang disebar secara online kepada setiap pelanggan McDonalds Darmo di Surabaya. Pengambilan sampel dilakukan secara *snowball sampling*. Teknik analisis data yang digunakan untuk menguji hipotesis adalah analisis regresi linier berganda dan sederhana.

Hasil penelitian membuktikan bahwa *service quality*, *physical environment*, dan *restaurant image* berpengaruh positif signifikan terhadap *perceived value* pelanggan McDonalds Darmo, kemudian *perceived value* juga berpengaruh positif signifikan terhadap *customer satisfaction* pelanggan McDonalds Darmo. Hasil penelitian juga membuktikan bahwa *customer satisfaction* pelanggan berpengaruh positif signifikan terhadap *repurchase intention* pada pelanggan McDonalds Darmo Surabaya.

References: 38 (1997-2020)

ABSTRACT

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ANALYSIS OF THE EFFECT OF PERCEIVED VALUE ON CUSTOMER SATISFACTION AND ITS IMPLICATIONS ON CUSTOMER REPURCHASE INTENTION MCDONALD DARMO SURABAYA

(xi + 108 pages: 11 figures; 34 table; 9 appendix)

McDonalds is one of the popular fast food restaurants with a large growth in the number of restaurants in Indonesia. McDonalds is a restaurant that is included in the top three in the top brand awards, so it is important to maintain customer satisfaction and customer repurchase intention. The purpose of this study is to analyze the effect of service quality, physical environment, and restaurant image on perceived value, customer satisfaction, and repurchase intention of McDonald Darmo customers.

This research is a quantitative research with causal investigation type. The object of this research is McDonalds Darmo. Data collection uses a questionnaire distributed online to every McDonalds Darmo customer in Surabaya. Sampling was done by snowball sampling. The data analysis technique used to test the hypothesis is multiple and simple linear regression analysis.

The results of the study prove that service quality, physical environment, and restaurant image have a significant positive effect on the perceived value of McDonalds Darmo customers, then perceived value also has a significant positive effect on customer satisfaction of McDonalds Darmo customers. The results also prove that customer satisfaction has a significant positive effect on repurchase intention at McDonalds Darmo Surabaya customers.

References: 36 (2003-2021)