ABSTRAK

Ryan Sutanto (01619200094)

ANTESEDEN DARI *TRADITIONAL FOOD PRODUCTS* DAN PENGARUHNYA TERHADAP *INTENTION TO REVISIT* DAN *POSITIVE E-WOM*
(xvi; 128 halaman; 28 tabel; 12 gambar; 8 lampiran)

Penelitian ini bertujuan untuk menganalisa faktor-faktor yang mempengaruhi *customer involvement* dalam makanan tradisional *Chinese food* dan bagaimana *involvement* terhadap makanan tradisional *Chinese food* tersebut memiliki pengaruh terhadap *intention to revisit* dan *positive electronic word-of-mouth* (e-WOM). Penelitian ini menggunakan pendekatan kuantitatif berdasarkan kerangka konseptual penelitian. Data dikumpulkan melalui survei dengan metode *purposive sampling* di daerah Jabodetabek di Indonesia, mendapatkan ukuran sampel sebesar 221 responden. Pendekatan *Partial Least Square – Structural Equation Modeling* (PLS-SEM) digunakan melalui SmartPLS™ versi 3.3.3 untuk menganalisa data yang didapatkan dari survei. Hasil penelitian menunjukkan bahwa *food quality*, nostalgia, *convenience orientation*, *health involvement*, *involvement in luxury*, dan *staff service* memiliki pengaruh positif terhadap *involvement in traditional Chinese food products*, dan *involvement in traditional Chinese food products* sendiri memiliki pengaruh positif terhadap *intention to revisit* dan *positive* e-WOM. *Food quality* ditemukan memiliki pengaruh terbesar pada *involvement in traditional Chinese food products*, dimana pengaruh tertinggi kedua adalah *health involvement*, diikuti dengan yang lain. Penelitian ini mengkontribusikan wawasan dan implikasi manajerial baru untuk pendekatan *involvement* dalam industri *tourism and hospitality*, ditambah dengan rekomendasi untuk penelitian selanjutnya.

Kata kunci: restoran makanan tradisional *Chinese food*, *involvement*, *traditional food products*, *intention to revisit*, *positive* e-WOM, pandemi COVID-19

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ANTECEDENT OF TRADITIONAL FOOD PRODUCTS AND ITS EFFECT ON INTENTION TO REVISIT AND POSITIVE E-WOM
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The study aims to analyse the factors affecting customer involvement in traditional Chinese food and whether said involvement in traditional Chinese food has an impact on intention to revisit and positive electronic word-of-mouth (e-WOM). The study follows quantitative approach based on the study's conceptual framework. Data was collected through a survey with a purposive sampling method in Jabodetabek area in Indonesia, gathering a sample size of 221 respondents. Partial Least Square – Structural Equation Modeling (PLS-SEM) approach was deployed through SmartPLS™ version 3.3.3 to analyse the data gained through the survey. The results show food quality, nostalgia, convenience orientation, health involvement, involvement in luxury, and staff service have a positive influence on involvement in traditional Chinese food products, and involvement in traditional Chinese food products itself has a positive influence on intention to revisit and positive e-WOM. Food quality is found to have the highest influence on involvement in traditional Chinese food products, while the second highest influence is from health involvement, followed by the others. The study contributes new insights and managerial implications for the involvement approach in the tourism and hospitality industry, as well as recommendations for future researches.

Keywords: *Chinese food restaurant, involvement, traditional food products, intention to revisit, positive e-WOM, COVID-19 pandemic*