

## ABSTRACT

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### **ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, OTHER CUSTOMERS, PERCEIVED VALUE/PRICE, CUSTOMER SATISFACTION, AND CUSTOMER REVISIT INTENTION AT BEBEK TEPI SAWAH RESTAURANT IN UBUD BALI**

(184 pages: 20 figures, 58 tables, 5 appendices)

Bebek Tepi Sawah Restaurant in Ubud Bali is a restaurant which is growing not only in terms of offering delicious dishes, but even further towards this search, are for a safe dining atmosphere, different tastes, even as a place for recreation. The research method used is quantitative which is carried out through distributing questionnaires to customers of Bebek Tepi Sawah Restaurant using software or statistical program assistance, namely SPSS 22.0. The sample that will be used in this research by distributing questionnaires is 125 respondents according to the characteristics that have been determined using primary data.

Based on the results of the R analysis between *Service quality, Food Quality, Atmospherics, Other Customers, and Perceived Value/Price*, a value of 0.712 is obtained, this means that there is a large correlation between these variables. Whereas for the variable *Customer Satisfaction (CSF)* on *Revisit Intention* shows a value of 0.516, this means that there is a fairly large correlation between these variables. The calculation results for the coefficient of determination in the first model obtained the R<sup>2</sup> number of 0.516 or 51.6%. This shows that the variables *Service Quality, Food Quality, Atmospherics, Other Customers, and Perceived Value/Price* show that the independent variables can explain 51.6% of the dependent variable, while the remaining 39.9% is influenced by other variables not included in the study. this.

**Keywords:** *between Service quality, Food Quality, Atmospherics, Other Customers, and Perceived Value/Price, Customer Satisfaction, and Revisit intention.*