

ABSTRAK

Era globalisasi menyebabkan industri restoran di Indonesia berkembang dengan sangat cepat. Industri restoran adalah salah satu industri yang memadukan produk dan jasa / layanan. Setiap restoran pun memiliki ciri khasnya sendiri yang membuat konsumen tertarik untuk mengetahui restoran lebih lanjut seperti penataan rumah makan, menu yang ditawarkan, dan pelayanan yang diberikan. Bersamaan dengan kian populernya kebiasaan makan di luar, bermunculan berbagai restoran yang menawarkan layanan terbaik untuk mengakomodasi kebutuhan makan bersama. Restoran Arumanis - Hotel Bumi Surabaya merupakan salah satu restoran yang mengikuti era globalisasi untuk memenuhi tuntutan konsumsi masyarakat yang menginginkan penyediaan makanan yang bervariasi, berkualitas dan bersih. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Quality of Physical Environment*, *Service Quality*, *Food Quality* terhadap *Repurchase Intention* melalui *Customer Perceived Value* dan *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Customer Perceived Value* dan *Customer Satisfaction* dalam meningkatkan *Repurchase Intention* sehingga akan menciptakan pembelian ulang pada Restoran Arumanis - Hotel Bumi Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 120 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah makan di Restoran Arumanis – Hotel Bumi Surabaya dalam 3 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Quality of Physical Environment* berpengaruh signifikan terhadap *Customer Perceived Value* dengan nilai C.R = 2,857 dan koefisien regresi sebesar 0,403; variabel *Service Quality* berpengaruh positif tetapi tidak signifikan terhadap *Customer Perceived Value* dengan nilai C.R = 0,612 dan koefisien regresi sebesar 0,056; variabel *Food Quality* berpengaruh signifikan terhadap *Customer Perceived Value* dengan nilai C.R = 2,918 dan koefisien regresi sebesar 0,627; variabel *Customer Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* dengan nilai C.R = 6,234 dan koefisien regresi sebesar 0,944; variabel *Customer Perceived Value* berpengaruh positif tetapi tidak signifikan terhadap *Repurchase Intention* dengan nilai C.R = 0,181 dan koefisien regresi sebesar 0,173; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention* dengan nilai C.R = 2,862 dan koefisien regresi sebesar 0,855.

Kata kunci: *Quality of Physical Environment*, *Service Quality*, *Food Quality*, *Customer Perceived Value*, *Customer Satisfaction*, *Repurchase Intention* dan Restoran Arumanis – Hotel Bumi Surabaya.

ABSTRACT

The era of globalization has caused the restaurant industry in Indonesia to develop very rapidly. The restaurant industry is one industry that combines products and service. Each restaurant also has its own characteristics that make consumers interested in finding out more about the restaurant such as restaurant arrangements, offered menus, and provided services. Along with the growing popularity of eating habits, various restaurants have sprung up offering the best service to accommodate shared eating needs. Arumanis Restaurant - Bumi Surabaya Hotel is one of the restaurants that follows the era of globalization to meet the demands of consumption of people who want the provision of variety, quality and clean food. This study aims to determine how the influence of *Quality of Physical Environment, Service Quality, Food Quality on Repurchase Intention through the Customer Perceived Value and Customer Satisfaction*. The expected benefits of this research are how much influence the Customer Perceived Value and *Customer Satisfaction* have on increasing *Repurchase Intention* so that it will create a repeat purchase at Arumanis Restaurant - Bumi Surabaya Hotel.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by distributing questionnaires to 120 respondents with the characteristics of male respondents and women aged 18-60 years, and had eaten at Arumanis Restaurant - Hotel Bumi Surabaya in the last 3 months.

The results of this study indicate that the *Quality of Physical Environment* variable has a significant effect on the *Customer Perceived Value* with a value of C.R = 2.857 and a regression coefficient of 0.403; *Service Quality* variables have a positive but not significant effect on *Customer Perceived Value* with a value of C.R = 0.612 and a regression coefficient of 0.056; *Food Quality* variable has a significant effect on *Customer Perceived Value* with value C.R = 2.918 and regression coefficient of 0.627; the *Customer Perceived Value* variable has a significant effect on *Customer Satisfaction* with a value of C.R = 6.234 and a regression coefficient of 0.944; the *Customer Perceived Value* variable has a positive but not significant effect on *Repurchase Intention* with a value of C.R = 0.181 and a regression coefficient of 0.173; *Customer Satisfaction* variable has a significant effect on *Repurchase Intention* with a value of C.R = 2.862 and a regression coefficient of 0.855.

Keywords: *Quality of Physical Environment, Service Quality, Food Quality, Customer Perceived Value, Customer Satisfaction, Repurchase Intention* dan Restoran Arumanis – Hotel Bumi Surabaya.