

## ABSTRACT

This study aimed to determine the effect of *service quality*, *restaurant atmospherics*, and *dining satisfaction* on *behavioral intention* at Rons Laboratory restaurant Surabaya.

The sample used in this study are the consumer of Rons Laboratory restaurant Surabaya who have made a purchase in the Rons Laboratory restaurant Surabaya more than 6 months and living in the city of Surabaya, the number of respondents were 100 people. For processing and analyzing the data in this study researcher is going to use *Structural Equation Modeling* (SEM) with AMOS 16.0 software as the software to process the data. The results of analysis showed that the *service quality*, *restaurant atmospherics*, and *dining satisfaction* have a positive and significant effect on *behavioral intention*.

These findings indicate that *restaurant atmospherics* has highest influence than *service quality* with a regression coefficient of 0.43, through the *dining satisfaction* has influence on *behavioral intention* with a regression coefficient of 0.67. *Service quality* have positive impact on *dining satisfaction* with a regression coefficient 0.54.

**Keywords :** *service quality, restaurant atmospherics, dining satisfaction dan behavioral intention, Rons Laboratory Surabaya.*