

DAFTAR ISI

	Hal
HALAMAN COVER	
PERSETUJUAN DOSEN PEMBIMBING DISERTASI.....	ii
ABSTRAK.....	iii
KATA PENGANTAR	iv
DAFTAR ISI.....	vi
DAFTAR GAMBAR	ix
DAFTAR TABEL.....	x
DAFTAR LAMPIRAN.....	xii
BAB I PENDAHULUAN	
1.1 Latar Belakang Penelitian	1
1.2 Masalah Penelitian	12
1.3 Pertanyaan Penelitian.....	18
1.4 Tujuan Penelitian	19
1.5 Manfaat Penelitian	20
1.6 Sistematika Penelitian.....	21
BAB II LANDASAN TEORI	
2.1 Dasar Teori	23
2.2 Variabel Penelitian	28
2.2.1 <i>Revisit Intention</i>	29
2.2.2 <i>Positive EWOM Intention</i>	29
2.2.3 <i>Customer Delight</i>	32
2.2.4 <i>Ethnic Dining Experience</i>	33
2.2.4 <i>Ethnic Food Authenticity</i>	36
2.2.5 <i>Ethnic Ambience</i>	36
2.2.6 <i>Service Encounter</i>	37
2.2.7 <i>Customer Interaction</i>	38
2.2.8 <i>Consumer Ethnocentrism</i>	39
2.3 Pengembangan Hipotesis.....	37
2.3.1 Pengaruh <i>Ethnic Food Authenticity</i> terhadap <i>Ethnic Dining Experience</i>	39
2.3.2 Pengaruh <i>Ethnic Ambience</i> terhadap <i>Ethnic Dining Experience</i>	41
2.3.3 Pengaruh <i>Service Encounter</i> terhadap <i>Dining Experience</i>	42

2.3.4 Pengaruh <i>Customer Interaction</i> terhadap <i>Ethnic Dining Experience</i>	43
2.3.5 Tingginya <i>Consumer Ethnocentrism</i> pada pengaruh <i>Ethnic Food Authenticity</i> dan <i>Ethnic Ambience</i> terhadap <i>Ethnic Dining Experience</i>	44
2.3.6 Pengaruh <i>Ethnic Dining Experience</i> dengan <i>Customer Delight</i>	46
2.3.7 Pengaruh <i>Customer Delight</i> dengan <i>Revisit Intention</i>	47
2.3.8 Pengaruh <i>Customer delight</i> terhadap <i>PEWOM Intention</i>	48
2.4 Rerangka Konseptual.....	49

BAB III METODE PENELITIAN

3.1 Pendekatan Penelitian.....	51
3.2 Subyek Penelitian	52
3.3 Objek Penelitian.....	52
3.4 Unit analisis	53
3.5 Pengukuran Variabel	53
3.5.1 Skala Pengukuran.....	54
3.5.2 Definisi Konseptual dan Operasional Variabel.....	55
3.6 Populasi dan Sampel.....	62
3.6.1 Populasi.....	62
3.6.2 Sampel.....	64
3.6.3 Penentuan Jumlah sampel.....	64
3.6.4 Metode Penarikan Sampel	66
3.7 Teknik Pengumpulan Data.....	67
3.8 Metode Analisis Data.....	68
3.8.1 Analisa Model Pada PLS SEM.....	69
3.8.1.1 <i>Outer Model</i>	71
3.8.1.2 <i>Inner Model</i>	74
3.9 Studi Pendahuluan	78
3.10 Hasil Face dan content validity.....	82

BAB IV HASIL DAN PEMBAHASAN

4.1 Profil Demografi Responden.....	91
4.2 Profil Perilaku Responden.....	95
4.3 Analisis Deskriptif Variabel.....	104
4.3.1 Analisis Deskriptif Variabel Independen	105
4.3.2 Analisis Deskriptif Variabel Moderasi	106

4.3.3 Analisis Deskriptif Variabel Mediasi	107
4.3.4 Analisis Deskriptif variabel Dependen	108
4.4 Analisis Inferensial.....	109
4.4.1 Hasil <i>Outer First Stage</i>	110
4.4.1.1 <i>First Stage Indicator Reliability</i>	111
4.4.1.2 <i>Construct Reliability First Stage</i>	113
4.4.1.3 <i>Construct Validity First Stage</i>	115
4.4.1.4 <i>First Stage Discriminant Validity</i>	116
4.4.2 Pengukuran <i>Model Second Stage</i>	120
4.4.2.1 <i>Second Stage Indicator Reliability</i>	121
4.4.2.2 <i>Second Stage Construct Reliability</i>	123
4.4.2.3 <i>Second Stage Construct Validity</i>	124
4.4.2.4 <i>Second Stage Discriminant Validity</i>	125
4.4.3 <i>Inner Model Second Stage</i>	127
4.4.3.1 Uji <i>Multicollinearity (VIF)</i>	129
4.4.3.2 <i>Coefficient determination (R Square)</i>	130
4.4.3.3 <i>Effect Size (f square)</i>	132
4.4.3.4 <i>Predictive Relevance (Q predict)</i>	134
4.4.3.5 <i>Cross-Validated Predictive Ability Test (CVPAT)</i>	135
4.4.3.6 Hasil Uji Hipotesis	137
4.4.3.7 Analisis Mediasi.....	150
4.4.4 <i>Advance Analytic</i>	154
4.4.4.1 <i>PLS POS (Prediction-Oriented Segmentation)</i>	154
4.4.4.2 <i>Importance Performance Map Analysis (IPMA)</i>	164
4.5 Pembahasan.....	170
BAB V KESIMPULAN DAN SARAN	
5.1 Kesimpulan	195
5.2 Implikasi Teoritis	197
5.3 Kontribusi Baru.....	199
5.4 Implikasi Manajerial	200
5.5 Implikasi Sosial.....	204
5.6 Keterbatasan dan Saran	206
DAFTAR PUSTAKA	207
LAMPIRAN.....	230

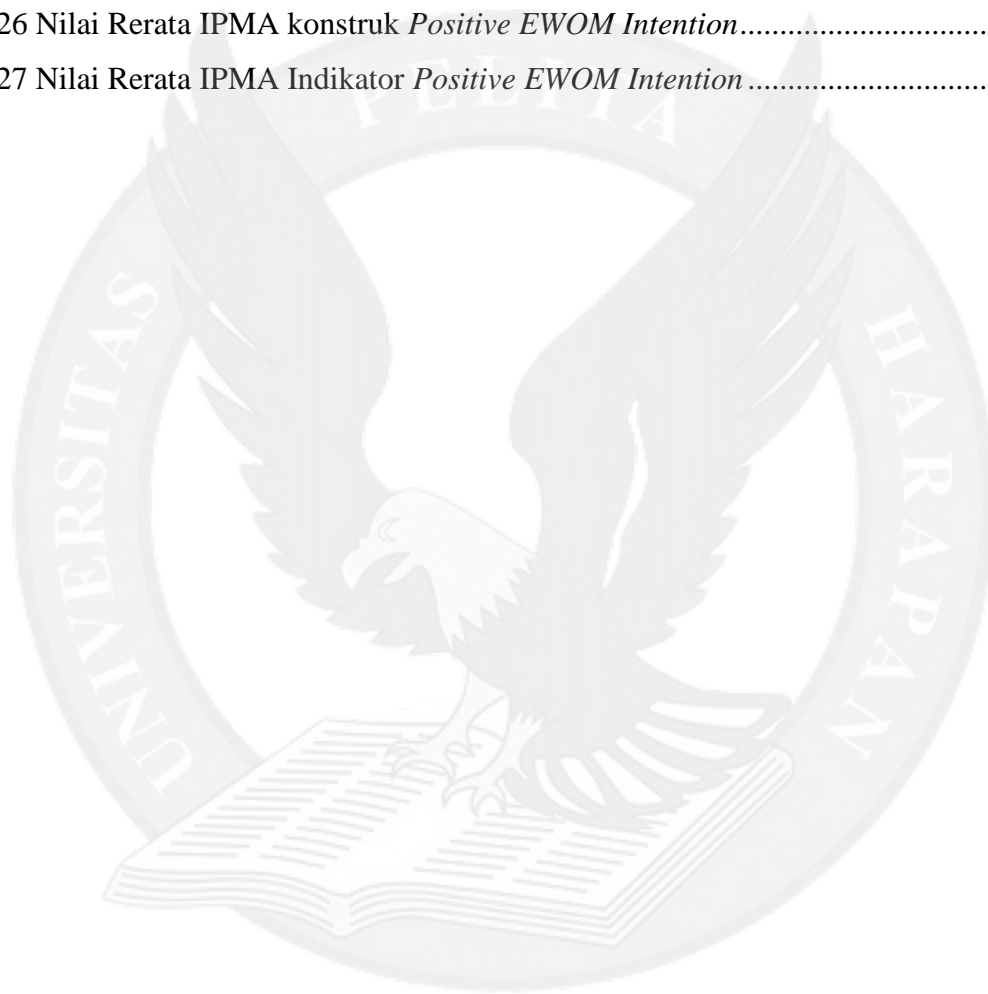
DAFTAR GAMBAR

	HAL
Gambar 1.1 Data Kecenderungan Industri Makanan dan Minuman 2011-2022	3
Gambar 2.1 <i>Underpinning Theory</i>	25
Gambar 2. 2 Rerangka Konseptual	50
Gambar 3.1 Hasil Penghitungan Sampel dengan <i>Power Analysis</i>	65
Gambar 3.2 Jenis Hubungan Pada <i>Higher Order Construct</i>	70
Gambar 3.3 Tahapan Dalam <i>Disjoint Two Stage Approach</i>	71
Gambar 4.1 Perilaku Responden Berdasar Latar Belakang Etnis.....	96
Gambar 4.2 Perilaku Responden Terakhir Kali Mengunjungi Restoran Nusantara	97
Gambar 4.3 Perilaku Responden Intensitas Mengunjungi Restoran	98
Gambar 4.4 Perilaku Responden Besar Pengeluaran Sekali Makan di Restoran	99
Gambar 4.5 Perilaku Responden Kelompok Teman mengunjungi Restoran	100
Gambar 4.6 Perilaku Responden Kelompok Pembayar Makan di Restoran	101
Gambar 4.7 Perilaku Responden Kelompok Durasi Menggunakan Media Sosial	102
Gambar 4.8 Perilaku Responden Kelompok Intensitas Memberi <i>Like</i> dan <i>Comment</i>	103
Gambar 4.9 Hasil <i>Outer Model First Stage</i>	110
Gambar 4.10 Hasil <i>Outer Model Second Stage</i>	108
Gambar 4.11 <i>Second Stage Inner Model</i>	129
Gambar 4.12 Pemoderasi Pada Pengaruh <i>Ethnic Food Authenticity</i>	144
Gambar 4.13 Pemoderasi Pada Pengaruh <i>Ethnic Ambience</i>	146
Gambar 4.14 PLS POS Segmen 1	158
Gambar 4.15 PLS POS Segmen 2	159
Gambar 4.16 IPMA Konstruk <i>Revisit Intention</i>	163
Gambar 4.17 IPMA Indikator <i>Revisit Intention</i>	166
Gambar 4.18 IPMA Konstruk <i>Positive EWOM Intention</i>	167
Gambar 4.19 IPMA Indikator <i>Positive EWOM Intention</i>	169
Gambar 4.20 Model Hasil Penelitian.....	183

DAFTAR TABEL

	HAL
Tabel 1.1 Kriteria Pemilihan Restoran Etnik Nusantara.....	7
Tabel 1.2 Hasil Wawancara Pengelola Restoran Etnik Nusantara	8
Tabel 1.3 Nilai <i>Nett Promoter Score</i>	10
Tabel 3.1 Definisi Konseptual dan Definisi Operasional Variabel.....	55
Tabel 3.2 Data Narasumber Pengelola Restoran Etnik Nusantara	80
Tabel 3.3 Hasil Wawancara Pengelola Restoran Khas Sunda dan Khas Bali	81
Tabel 3.4 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Feel</i>	83
Tabel 3.5 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Interpersonal</i>	85
Tabel 3.6 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Problem Solving</i>	86
Tabel 3.7 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Senses</i>	87
Tabel 3.8 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Timing</i>	88
Tabel 3.9 Hasil <i>Face</i> dan <i>Content Validity</i> Properti <i>Control</i>	89
Tabel 4.1 Profil Demografi Responden	91
Tabel 4.2 Kategori Jawaban.....	104
Tabel 4.3 Deskriptif Variabel Independen.....	105
Tabel 4.4 Deskriptif Variabel Moderasi	106
Tabel 4.5 Deskriptif Variabel Mediasi.....	107
Tabel 4.6 Deskriptif Variabel Dependen	108
Tabel 4.7 <i>Fisrt Stage Outer Loading</i>	112
Tabel 4.8 Nilai <i>Construct Reliability First Stage</i>	114
Tabel 4.9 Nilai <i>Construct Validity</i>	115
Tabel 4.10 Nilai <i>Rasio Heterotrait Monotrait</i>	119
Tabel 4.11 Nilai <i>Indicator Reliability Second Stage</i>	122
Tabel 4.12 Nilai <i>Construct Reliability Second Stage</i>	124
Tabel 4.13 Nilai <i>Convergent Validity Second Stage</i>	125
Tabel 4.14 Nilai <i>Rasio Heteratrait Monotrait Second Stage</i>	127
Tabel 4.15 Nilai <i>Inner Variance Inflation Factor</i>	130
Tabel 4.16 Nilai R^2	131
Tabel 4.17 Nilai F^2	133

Tabel 4.18 Nilai <i>Q Predict</i>	134
Tabel 4.19 Hasil Uji Analisis CVPAT.....	136
Tabel 4.20 Hasil Uji Hipotesis.....	136
Tabel 4.21 <i>Specific Indirect</i>	152
Tabel 4.22 Jumlah Sampel Minimum Uji <i>Post Hoc</i>	155
Tabel 4.23 PLS POS IPMA	156
Tabel 4.24 Nilai Rerata IPMA Konstruk <i>Revisit Intention</i>	161
Tabel 4.25 Nilai Rerata IPMA Indikator <i>Revisit Intention</i>	164
Tabel 4.26 Nilai Rerata IPMA konstruk <i>Positive EWOM Intention</i>	166
Tabel 4.27 Nilai Rerata IPMA Indikator <i>Positive EWOM Intention</i>	168



DAFTAR LAMPIRAN

	HAL
Lampiran 1 Kuesioner Penelitian.....	230
Lampiran 2 Survey Pendahuluan.....	242
Lampiran 3 Tabel Penelitian Terdahuli	246
Lampiran 4Tabel Matriks Penelitian Terdahulu	252

