

ABSTRAK

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ANALISA PENGARUH *SERVICE STAFF PERFORMANCE*, *PHYSICAL SORROUNDINGS* DAN *POSITIVE INTERACTIONS* TERHADAP *AUTHENTICITY PERCEPTION* DAN *EXPERIENTIAL VALUE* SERTA DAMPAKNYA TERHADAP *CUSTOMER SATISFACTION* NAMAAZ DINING

(86 hal + 22 tabel + 8 gambar)

Restoran saat ini bukan hanya dijadikan sebagai tempat makan, namun juga dapat menjadi tempat untuk memperoleh pengalaman yang menyenangkan seperti misalnya pada Namaaz Dining, yang menerapkan konsep *fine dining* dengan gastronomi molekuler untuk memberikan pengalaman lebih kepada para konsumen. Penelitian ini bertujuan untuk menguji pengaruh dari variabel *service staff performance*, *physical sorroundings* dan *positive interactions* terhadap *authenticity perception* dan *experiential value* serta dampaknya terhadap *customer satisfaction* pada konsumen yang pernah melakukan kunjungan pada restoran Namaaz Dining. Penelitian dilakukan secara kuantitatif dengan pendekatan kausal. Data dikumpulkan secara langsung dengan menyebarkan kuesioner pada responden penelitian dan diperoleh 238 responden. Analisa dilakukan dengan menggunakan teknik analisa *structural equation modelling* (SEM) pada aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa seluruh hipotesis pada penelitian ini diterima, artinya *service staff performance*, *physical sorroundings* dan *positive interactions* berpengaruh signifikan positif terhadap *authenticity perception*, begitu juga dengan *authenticity perception* yang berpengaruh signifikan dan positif terhadap *experiential value*, dan *experiential value* serta *perceived value* berpengaruh signifikan dan positif terhadap *customer satisfaction*.

Kata Kunci : Restoran, Kinerja Staf Layanan, Lingkungan Fisik, Interaksi Positif, Persepsi Keaslian, Nilai Pengalaman, Kepuasan Pelanggan

52 Referensi (2015-2024)

ABSTRACT

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ANALYSIS OF THE EFFECT OF SERVICE STAFF PERFORMANCE, PHYSICAL SURROUNDINGS AND POSITIVE INTERACTIONS ON AUTHENTICITY PERCEPTION AND EXPERIENTIAL VALUE AND ITS IMPACT ON CUSTOMER SATISFACTION AT NAMA AZ DINING

(86 page + 22 table + 8 picture)

Nowadays, restaurants are not only used as a place to eat, but can also be a place to get a pleasant experience such as at Namaaz Dining, which applies the concept of fine dining with molecular gastronomy to provide a more enjoyable experience to consumers. This study aims to test the effect of service staff performance, physical surroundings and positive interactions on authenticity perception and experiential value and their impact on customer satisfaction on consumers who have visited the Namaaz Dining restaurant. The study was conducted quantitatively with a causal approach. Data were collected directly by distributing questionnaires to research respondents and obtained 238 respondents. The analysis was carried out using the structural equation modeling (SEM) analysis technique on the SmartPLS application. The results of the study showed that all hypotheses in this study were accepted, meaning that service staff performance, physical surroundings and positive interactions had a significant positive effect on authenticity perception, as well as authenticity perception which had a significant and positive effect on experiential value, and experiential value and perceived value had a significant and positive effect on customer satisfaction.

Keywords: Restaurant, Service Staff Performance, Physical surroundings, Positive Interactions, Authenticity perception, Experiential Value, Customer Satisfaction

52 References (2015-2024)