

## ABSTRAK

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***Analisa Pengaruh Food Quality, Service Quality, Quality Of Physical Enviroment, Customer Perceived Value Terhadap Behavioral Intentions Melalui Customer Satisfaction pada Pelanggan Pepper Lunch Tunjungan Plaza Surabaya***

(xv + 121 halaman; 12 gambar; 42 tabel; 4 lampiran)

Di tengah situasi saat ini, industri makanan dan minuman tampil sebagai salah satu sektor manufaktur yang menunjukkan pertumbuhan positif. Sektor ini memainkan peran penting dalam mendorong pertumbuhan ekonomi di wilayah Jawa Timur. Pepper Lunch hadir sebagai salah satu inovasi dalam dunia kuliner Indonesia dengan konsep uniknya. Bermula dari negeri Sakura pada tahun 1994, restoran yang dirintis oleh Chef Kuniyo Itchinose ini telah mengembangkan sayapnya dengan mendirikan lebih dari 200 outlet yang tersebar di berbagai negara Asia, mulai dari Jepang, Singapura, Tiongkok, Korea, hingga negara-negara Asia lainnya. Studi ini dilakukan untuk menganalisis dampak dari berbagai faktor, yaitu Food Quality, Service Quality, Quality of Physical Enviroment, Customer Perceived Value terhadap Behavioral Intentions melalui Customer Satisfaction. Penelitian ini mengambil studi kasus pada pelanggan Pepper Lunch yang berlokasi di Tunjungan Plaza Surabaya. Hasil dari penelitian ini diharapkan dapat memberikan kontribusi terhadap pengembangan pengetahuan di bidang ini. Penelitian ini diharapkan memiliki manfaat untuk dapat memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Pepper Lunch dalam menelaah pengaruh variabel Food Quality, Service Quality, Quality of Physical Enviroment, Customer Perceived Value terhadap Behavioral Intentions melalui Customer Satisfaction. Metodologi yang digunakan dalam penelitian ini adalah Metode kuantitatif dengan analisis data menggunakan SPSS versi 22.0. Data dikumpulkan melalui survey berupa kuisisionaire terhadap 139 responden yang memenuhi kriteria tertentu. Kriteria responden meliputi: pria dan wanita dengan rentang usia 18-60 tahun yang berdomisili di Surabaya, memiliki pengalaman pembelian dan konsumsi minimal satu kali dalam tiga bulan terakhir di gerai Pepper Lunch Tunjungan Plaza Surabaya, menunjukkan ketertarikan pada variasi menu yang ditawarkan, serta memiliki familiaritas dengan outlet Pepper Lunch di lokasi tersebut. Hasil penelitian menunjukkan tidak semua hipotesis yaitu *Food Quality* berpengaruh signifikan terhadap *Customer Satisfaction*, *Service Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Quality of Physical Enviroment* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Customer Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction*, *Customer Satisfaction* berpengaruh terhadap *Behavioral Intentions*.

Kata kunci : *Food Quality, Service Quality, Quality of Physical Enviroment, Customer Perceived Value, Behavioral Intentions*

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(xv + 121 Pages; 12 figures; 42 tables; 4 appendices)

In the current situation, the food and beverage industry appears as one of the manufacturing sectors that shows positive growth. This sector plays an important role in driving economic growth in the East Java region. Pepper Lunch is present as one of the innovations in the Indonesian culinary world with its unique concept. Starting from the land of Sakura in 1994, this restaurant pioneered by Chef Kuniyo Itchinose has spread its wings by establishing more than 200 outlets spread across various Asian countries, from Japan, Singapore, China, Korea, to other Asian countries. This study was conducted to analyze the impact of various factors, namely Food Quality, Service Quality, Quality of Physical Environment, Customer Perceived Value on Behavioral Intentions through Customer Satisfaction. This study took a case study on Pepper Lunch customers located in Tunjungan Plaza Surabaya. The results of this study are expected to contribute to the development of knowledge in this field. This study is expected to have benefits to contribute to the development of marketing theory and research, and be useful for Pepper Lunch in examining the influence of Food Quality, Service Quality, Quality of Physical Environment, Customer Perceived Value variables on Behavioral Intentions through, Customer Satisfaction The methodology used in this study is a quantitative method with data analysis using SPSS version 22.0. Data were collected through a survey in the form of a questionnaire to 139 respondents who met certain criteria. Respondent criteria include: men and women aged 18-60 years who live in Surabaya, have a minimum of one purchase and consumption experience in the last three months at the Pepper Lunch Tunjungan Plaza Surabaya outlet, show interest in the variety of menus offered, and have familiarity with the Pepper Lunch outlet at that location. The results of the study showed that not all hypotheses, namely Food Quality has a significant effect on Customer Satisfaction, Service Quality does not have a significant effect on Customer Satisfaction, Quality of Physical Environment does not have a significant effect on Customer Satisfaction, Customer Perceived Value has a significant effect on Customer Satisfaction, Customer Satisfaction has an effect on Behavioral Intentions

**Keyword :** *Food Quality, Service Quality, Quality of Physical Environment, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions*

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