

## ABSTRAK

Juan Ryan Zen Antonio (02011210026)

**PENGARUH *FOOD QUALITY*, *SERVICE QUALITY*, *QUALITY OF ENVIRONMENT*, *PRICE FAIRNESS*, DAN *AUTHENTICITY* TERHADAP *SATISFACTION* DAN *BEHAVIORAL INTENTIONS* KEPADA KONSUMEN RESTORAN UNION DI KOTA SURABAYA**

(xvi + 127 halaman; 12 gambar; 35 tabel; 4 lampiran)

Penelitian ini memiliki tujuan untuk memahami pengaruh *Food Quality*, *Service Quality*, *Quality of Environment*, *Price Fairness*, dan *Authenticity* terhadap *Satisfaction* dan *Behavioral Intentions* Kepada Konsumen Restoran Union di Kota Surabaya. Dengan menggunakan metode kuantitatif dan pengelolaan data yang menggunakan *software* Smart-PLS 3, dengan mengumpulkan kuisioner yang disebar kepada 220 pelanggan Union Surabaya. Hasil dari penelitian ini menunjukkan bahwa ada tiga hipotesis yang tidak memiliki hasil yang signifikan, yaitu *Authenticity* terhadap *Satisfaction*, *Food Quality* terhadap *Behavioral Intentions*, dan *Quality of Environment* terhadap *Behavioral Intentions*. Hal ini menunjukkan bahwa adanya faktor eksternal atau persepsi setiap individu pelanggan yang berbeda dengan satu sama lain. Penelitian ini memberikan pengetahuan bagi pelaku bisnis *Food and Beverage* untuk memahami setiap faktor-faktor apa saja yang mempengaruhi kepuasan dan niat berperilaku pelanggan mereka.

**Kata Kunci:** Food Quality, Service Quality, Quality of Environment, Price Fairness, Authenticity, Satisfaction, Behavioral Intentions, Union Surabaya

Referensi : 43 (2019-2023)

## ABSTRACT

Juan Ryan Zen Antonio (02011210026)

***THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, QUALITY OF ENVIRONMENT, PRICE FAIRNESS, AND AUTHENTICITY ON SATISFACTION AND BEHAVIORAL INTENTIONS TO UNION RESTAURANT CONSUMERS IN THE CITY OF SURABAYA***

*(xvi + 127 pages; 12 pictures; 35 tables; 4 attachments)*

*This research aims to understand the influence of Food Quality, Service Quality, Quality of Environment, Price Fairness, and Authenticity on Satisfaction and Behavioral Intentions of Union Restaurant Consumers in the City of Surabaya. By using quantitative methods and data management using Smart-PLS 3 software, by collecting questionnaires which were distributed to 220 Union Surabaya customers. The results of this research show that there are three hypotheses that do not have significant results, namely Authenticity on Satisfaction, Food Quality on Behavioral Intentions, and Quality of Environment on Behavioral Intentions. This shows that there are external factors or perceptions of each individual customer that are different from each other. This research provides knowledge for Food and Beverage business people to understand what factors influence their customers' satisfaction and behavioral intentions.*

**Keywords:** *Food Quality, Service Quality, Quality of Environment, Price Fairness, Authenticity, Satisfaction, Behavioral Intentions, Union Surabaya*

**References :** 43 (2019-2023)