

ABSTRAK

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ANALISIS PENGARUH *FOOD QUALITY*, *SERVICE QUALITY*, *QUALITY OF ENVIRONMENT*, *PRICE FAIRNESS* DAN *AUTHENTICITY*, TERHADAP *BEHAVIORAL INTENTION* MELALUI *SATISFACTION* PADA PELANGGAN BON AMI SIMPANG DARMO

(ix + 148 halaman; 17 gambar; 49 tabel; 4 lampiran)

Penelitian ini ditujukan untuk menganalisa pengaruh *food quality*, *service quality*, *quality of environment*, *price fairness*, dan *authenticity* terhadap *behavioral intention* melalui *satisfaction* pada pelanggan bon ami simpang darmo. Sampel yang di pakai untuk penelitian ini yakni pada pria dan wanita, berusia 18-60 tahun yang berdomisili di Kota Surabaya. Sebanyak 154 responden telah melakukan pembelian minimal 2 kali dalam kurun satu tahun. Untuk melakukan penggodokan dan menganalisa data dalam penelitian ini digunakan software SPSS 22 sebagai software dalam pengolahan data. Penelitian ini memberikan implikasi bagi strategi dalam menganalisis dan memberi pemahaman lebih lanjut terhadap faktor yang membuat pelanggan Restoran Bon Ami Simpang Darmo dalam memperkuat niat perilaku dalam pembelian makanan di Restoran Bon Ami Simpang Darmo.

Kata Kunci: *Food Quality, Service Quality, Quality of Environment, Price Fairness, Authenticity, Satisfaction, Behavioral Intention*

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, ENVIRONMENTAL QUALITY, PRICE FAIRNESS, AND AUTHENTICITY ON BEHAVIORAL INTENTION THROUGH SATISFACTION AMONG CUSTOMERS OF BON AMI SIMPANG DARMO

(ix + 148 pages; 17 figures; 49 tables; 4 appendices)

This research aims to analyze the influence of food quality, service quality, environmental quality, price fairness, and authenticity on behavioral intentions through satisfaction among customers of Bon Ami Simpang Darmo. The sample for this study consists of men and women aged 18-60 who reside in the city of Surabaya. A total of 154 respondents have made at least two purchases within a year. To process and analyze the data, SPSS 22 software was used in this study. The research provides implications for strategies that analyze and further understand the factors that strengthen customers' behavioral intentions to purchase food at Bon Ami Simpang Darmo.

Keywords: *Food Quality, Service Quality, Quality of Environment, Price Fairness, Authenticity, Satisfaction, Behavioral Intention.*