

ABSTRAK

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ANALISIS PENGARUH *FOOD AND BEVERAGE OPTIONS*, *SERVICE QUALITY*, *QUALITY OF FOOD*, *VALUE FOR MONEY* DAN *AMBIENCE* TERHADAP *DINING FREQUENCY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN DI RESTORAN PARIGIE SURABAYA

Penelitian ini bertujuan untuk menganalisis pengaruh keberagaman menu makanan dan minuman, kualitas layanan, mutu hidangan, kesesuaian harga, serta suasana restoran terhadap frekuensi kunjungan pelanggan dengan kepuasan secara keseluruhan sebagai variabel mediasi. Objek penelitian difokuskan pada pelanggan Restoran Parigie Surabaya yang telah memiliki pengalaman bersantap minimal dua kali dalam tiga bulan terakhir. Data dikumpulkan menggunakan kuesioner dan dianalisis melalui pendekatan kuantitatif menggunakan metode Structural Equation Modeling berbasis Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa semua variabel independen memiliki pengaruh positif terhadap kepuasan pelanggan, dan kepuasan tersebut secara signifikan mendorong niat pelanggan untuk kembali mengunjungi restoran. Temuan ini memperkuat pentingnya strategi layanan holistik yang mengutamakan pengalaman bersantap secara menyeluruh demi mempertahankan loyalitas pelanggan.

Kata kunci: *Food and Beverage Options*, *Service Quality*, *Quality of Food*, *Value For Money*, *Ambience*, *Customer Satisfaction*, *Dining Frequency*.

Referensi: 37 (2012-2024)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF FOOD AND BAVERAGE OPTIONS, SERVICE QUALITY, QUALITY OF FOOD, VALUE FOR MONEY AND AMBIENCE ON DINING FREQUENCY THROUGH CUSTOMER SATISFACTION FOR CUSTOMERS IN PARIGIE RESTAURANT SURABAYA

This study aims to analyze the effect of food and beverage menu diversity, service quality, dish quality, price suitability, and restaurant atmosphere on customer visit frequency with overall satisfaction as a mediating variable. The object of research is focused on Parigie Surabaya Restaurant customers who have had a dining experience at least twice in the last three months. Data were collected using a questionnaire and analyzed through a quantitative approach using the Partial Least Square-based Structural Equation Modeling (SEM-PLS) method. The results showed that all independent variables had a positive influence on customer satisfaction, and that satisfaction significantly drove customers' intention to return to the restaurant. These findings reinforce the importance of a holistic service strategy that prioritizes the overall dining experience to maintain customer loyalty.

Keywords: *Food and Beverage Options, Service Quality, Quality of Food, Value For Money, Ambience, Customer Satisfaction, Dining Frequency.*

References: 37 (2012-2024)