

ABSTRAK

HANNIE ANDANNY (01619230068)

“ANALISIS PENGARUH *PRICE FAIRNESS*, *SERVICE QUALITY*, *FOOD QUALITY*, DAN *PHYSICAL ENVIRONMENT QUALITY* TERHADAP *CUSTOMER SATISFACTION* DENGAN *RESTAURANT IMAGE* SEBAGAI VARIABEL MEDIASI PADA RESTORAN MARTINIQUE SKY LOUNGE”

(xiv + 177 halaman; 23 tabel; 9 gambar; 4 lampiran)

Industri makanan dan minuman (F&B) di Indonesia, khususnya di Yogyakarta, terus mengalami pertumbuhan positif pascapandemi. Martinique Sky Lounge merupakan salah satu pelaku usaha yang mencatat peningkatan pendapatan, namun masih menghadapi tantangan dalam mencapai target Indeks Kepuasan Pelanggan (CSI). Penelitian kuantitatif dengan survei 309 responden ini menganalisis pengaruh kewajaran harga, kualitas layanan, kualitas makanan, dan kualitas lingkungan fisik terhadap kepuasan pelanggan, dengan citra restoran sebagai variabel mediasi. Analisis menggunakan PLS-SEM menunjukkan semua variabel berpengaruh positif dan signifikan. Citra restoran menjadi mediasi penting antara kualitas layanan dan kualitas makanan terhadap kepuasan pelanggan. Rekomendasi strategis meliputi peningkatan kualitas pelayanan melalui pelatihan staf, penerapan teknologi untuk mempercepat layanan, penggunaan SOP, sistem *feedback*, serta menjaga kenyamanan ruang dan akurasi pesanan. Langkah ini diharapkan memperkuat loyalitas pelanggan dan membantu Martinique Sky Lounge mencapai target CSI secara optimal.

Referensi: 91 (1977-2025)

Kata Kunci: Kewajaran Harga, Kualitas Layanan, Kualitas Makanan, Kualitas Lingkungan Fisik, Citra Restoran, Kepuasan Pelanggan, Martinique Sky Lounge, PLS-SEM, SmartPLS, Yogyakarta.

ABSTRACT

HANNIE ANDANNY (01619230068)

“ANALYSIS OF THE EFFECT OF PRICE FAIRNESS, SERVICE QUALITY, FOOD QUALITY, AND PHYSICAL ENVIRONMENT QUALITY ON CUSTOMER SATISFACTION WITH RESTAURANT IMAGE AS A MEDIATING VARIABLE AT MARTINIQUE SKY LOUNGE RESTAURANT”

(xiv + 177 pages; 23 tables; 9 figures; 4 appendix)

The food and beverage (F&B) industry in Indonesia, particularly in Yogyakarta, continues to experience positive growth following the pandemic. Martinique Sky Lounge is one of the businesses that has recorded increased revenue but still faces challenges in achieving the Customer Satisfaction Index (CSI) target. This quantitative study, based on a survey of 309 respondents, analyzes the influence of price fairness, service quality, food quality, and physical environment quality on customer satisfaction, with the restaurant's image as a mediating variable. Analysis using PLS-SEM shows that all variables have a positive and significant effect. The restaurant's image serves as an important mediator between service quality and food quality on customer satisfaction. Strategic recommendations include improving service quality through staff training, implementing technology to speed up service, applying standard operating procedures (SOPs), establishing feedback systems, as well as maintaining a comfortable environment and order accuracy. These steps are expected to strengthen customer loyalty and help Martinique Sky Lounge optimally achieve its CSI targets.

References: 91 (1977-2025)

Keywords: Price Fairness, Service Quality, Food Quality, Physical Environment, Restaurant Image, Customer Satisfaction, Martinique Sky Lounge, PLS-SEM, SmartPLS, Yogyakarta.