

ABSTRAK

Bisnis restaurant di Pulau Dewata memiliki peluang yang sangat besar menjadi destinasi kuliner ke depannya. Jamie's Italian Kuta Beach Restaurant resmi dibuka pada 1 Juni 2015 dan merupakan restoran Jamie's yang pertama di Indonesia . Menurut sejarah Jamie's Italian restaurant dibuka pertama kali di Oxford, Inggris, pada 2008. Restoran ini didirikan oleh Oliver dan mentor asal Italia yang bernama Chef Gennaro Contaldo, restaurant ini menyajikan hidangan klasik Italia yang menginspirasi mereka berdua sejak kecil.(www.food.detik.com di unduh pada tanggal 4 oktober 2016)

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Food Quality*, *Service Quality*, *Perceived Value* dan *Customer Satisfaction* terhadap *Repurchase Intention* Jamies Italian Kuta Beach Restaurant.

Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 100 responden yang berjenis kelamin laki-laki dan perempuan, berdomisili di Surabaya, dengan batasan usia 18-60 tahun. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Statistical product and service solutions* (SPSS) dengan software 22.0 sebagai software untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Food Quality* memiliki pengaruh terhadap *Perceived Value* dengan koefisien regresi sebesar 0.390. *Service Quality* memiliki pengaruh terhadap *Perceived Value* dengan koefisien regresi sebesar 0.217. *Perceived Value* memiliki pengaruh terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.709. *Customer Satisfaction* memiliki pengaruh terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.732.

Kata – kata kunci : *Food Quality* , *Service Quality*, *Perceived Value*, *Customer Satisfaction*, *Repurchase Intention*.

ABSTRACT

Business in Dewata Island is a good choice because in Bali there are so many business opportunities. Restaurants are good business that and have a very good chance in the future. Jamie's Italian Kuta Beach Restaurant has opened the 1st June 2015 and it's was the first branch of Jamie's Italian restaurant in all Indonesia. From its history Jamie's Italian restaurant has opened for the first time in Oxford, England in 2008, this restaurant was established by Oliver and Chef Gennaro Contaldo. This restaurant reserved Italian Classic Style that inspired them since they were children (www.food.detik.com downloaded in 4 Octobers 2016).

This research wants to analyze the influence of Food Quality, Service Quality, Perceived Value Variable and Customer Satisfaction to Repurchase Intention in Jamie's Italian Kuta Beach Restaurant.

Food Quality, Service Quality, Perceived Value Variable and Customer Satisfaction are widely recognized as keywords in the formation of consumer's repurchase intentions in service environment. For this research I take some samples. And the samples are consist of 100 respondents that divided in Man and Female around 18 – 60 years old and to analyze the data I used SPSS 22.0 (Statistical Product and Service Solution).

The Empirical invention was indicated the influences between food quality to perceived value with regression coefficient around 0.390, the regression coefficient between service quality to Perceived value around 0.217, the regression coefficient between customer satisfaction to perceived value around 0.709 and finally regression coefficient between customer satisfaction to repurchase intention around 0.732.

Keywords : Food Quality , Service Quality, Perceived Value, Customer Satisfaction, Repurchase Intention.