ABSTRACT

Human beings have so many kinds of needs that need to be fulfilled in order for them to live. One of those needs is food; this is considered as primary needs and with the continuous improvement of this era it makes various type of foods emerged including restaurant industry. Boncafe Steak Restaurant keeps on seeking something new to improve their quality of the physical environment, food, and service toward restaurant image, customer perceived value, customer satisfaction and behavioral intentions.

The purpose of this research is to analyze the influence and the effect of the quality of the physical environment, food and beverages, service towards restaurant images, customer perceived value, customer satisfaction, and behavioral intentions.

This research uses quantitative approach with Structural Equation Model (SEM) and AMOS 22.0 software. Data collection in this study was done by distributing questionnaires to 152 customers of Boncafe Restaurant in Surabaya, with the age range from 18 to 60 years old who made purchase at least the last six months.

The results showed that variables that has significant influence are; Quality of the Physical Environment toward Restaurant Image showed significant result with regression coefficient equal to 0.28, Food Quality toward Restaurant Image showed significant result with regression coefficient equal to 0.667, Service Quality toward Restaurant Image showed significant result with regression coefficient equal to 0.377, Quality of Physical Environment toward Customer Perceived Value showed significant result with regression coefficient equal to 0.347, Food Quality toward Customer Perceived Value showed significant result with regression coefficient equal to 0.279, Service Quality toward Customer Perceived Value showed significant result with regression coefficient equal to 0.267, Customer Perceived Value toward Restaurant Image showed significant result with regression coefficient equal to 0.257, Restaurant Image toward Customer Satisfaction showed significant result with regression coefficient equal to 0.956, Customer Perceived Value toward Customer Satisfaction showed insignificant result with regression coefficient equal to 0.036, and Customer Satisfaction toward Behavioral Intention showed significant result with regression coefficient equal to 0.873.

KEYWORDS: Quality of the Physical Environment, Food and Beverages Quality, Service Quality, Restaurant Image, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions, and Boncafe Steak House Restaurant