

ABSTRACT

Indonesia's economy is largely driven by rising household consumption, and one of the industries that thrives on is the food and beverages industry. The growth of the sales are expected due to rising personal incomes, and increased spending on food and drink especially from the growing number of middle class consumers. Therefore, most of the local companies are being ambitious with this food and beverages industry. Several players are optimistic that this business will do better from year-to-year. One of the reasons behind their optimistic attitude is because the population in Indonesia continues to expand which means that there are more mouths that need to be fed. Moreover, not only the population in Indonesia has been increasing, but also the consumer spending in Indonesia has been increasing from year-to-year. Therefore, for the past few years, there are more restaurants and cafes that can be found in Surabaya and one of them is Cacaote.

The purpose of this research is to reveal which factors between Food Quality, Service Quality, Atmospherics, and Other Customers that has the biggest effect on Repurchase Intention through Customer's Emotion on customers of Cacaote at Intro in Surabaya, which is aimed to use 6 variables to identify the Repurchase Intention of customers.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 156 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who have eaten on Cacaote at Intro in Surabaya in the last 3 months. The sampling method used in this research that is non - probability sampling.

The results showed that Food quality has a significant effect on customer's emotion with regression coefficient value of 0.359 and C.R. value of 3.034; Service Quality variable has significant effect on Customer's Emotion variable with regression coefficient value of 0.227 and C.R. value of 6.072; Atmospherics variable has significant effect on Customer's Emotion variable with regression coefficient value of 0.504 and C.R. value of 4.461; Other Customer variable has significant effect on Customer's Emotion variable with regression coefficient value of 0.326 and C.R. value of 2.179; Customer's Emotion variable has significant effect on Repurchase Intention variable with regression coefficient value of 0.679 and C.R. value of 6.072.

Keywords: Food Quality, Service Quality, Atmospherics, Other Customers, Customer's Emotion, Repurchase Intention, Cacaote, Intro.