

ABSTRAK

Industri makanan di Indonesia menjadi salah satu industri yang sangat cepat berkembang terutama di Jawa Timur, khususnya di kota Surabaya. Saat ini fenomena yang muncul pada bisnis kuliner terletak pada kecintaan masyarakat akan jenis makanan pedas. Kuliner satu ini merupakan pelopor Kober Mie Setan pertama yang ada di Indonesia. Kober Mie Setan telah berdiri selama 9 tahun, sejak 2010 dan pertama kali membuka outlet di Kota Malang, tepatnya berada di Jl. Bromo. Gemmy atau Aris Ardiyansyah memiliki komunitas yang diberi nama Kelompok Bermain (KoBer). Dari komunitas inilah Mie Kober tercetus. Kober Mie Setan memiliki 18 cabang yang terletak di Surabaya, Gresik, Kediri, Jember, dan Bali. Surabaya adalah cabang ketiga dari Kober Mie Setan, cabang pertama di Surabaya terletak di Jl. Kaca Piring no 14, Genteng dan disusul cabang kedua yang terletak di Jl. Semolowaru Utara V No. 5, Semolowaru. Kober Mie Setan menyediakan beberapa menu mie dengan tingkat rasa pedas yang disesuaikan dengan selera pembeli. Menu utama yang ditawarkan adalah Mie Setan, Mie Iblis, dan Mie Angel.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Food Quality*, *Service Quality*, *Physical Environment Quality* terhadap *Repurchase Intention* melalui *Perceived Value* dan *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Perceived Value* dan *Customer Satisfaction* sehingga meningkatkan *Repurchase Intention* pada konsumen Kober Mie Setan Semolowaru Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden pria dan wanita berumur 18-65 tahun, berdomisili di Surabaya, pernah membeli dan mengkonsumsi produk Kober Mie Setan Semolowaru Surabaya minimal dua kali dalam dua bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Food Quality* berpengaruh positif signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.243; variabel *Service Quality* berpengaruh positif signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.174; variabel *Physical Environment Quality* berpengaruh positif signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.544; variabel *Perceived Value* berpengaruh positif signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.504; variabel *Customer Satisfaction* berpengaruh positif signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.543.

Kata Kunci: *Food Quality*, *Service Quality*, *Physical Environment Quality*, *Perceived Value*, *Customer Satisfaction*, dan *Repurchase Intention*.

ABSTRACT

The food industry in Indonesia has become one of the fastest growing industries, especially in East Java, especially in the city of Surabaya. At present the phenomenon that arises in the culinary business lies in the love of society for the type of spicy food. This one culinary is the pioneer of the first Kober Mie Setan in Indonesia. Kober Mie Setan has been established for 9 years, since 2010 and first opened an outlet in Malang, precisely located at Jl. Bromo. Gemmy or Aris Ardiyansyah has a community named Play Group (KoBer). From this community Mie Kober was sparked. Kober Mie Setan has 18 branches located in Surabaya, Gresik, Kediri, Jember and Bali. Surabaya is the third branch of Kober Mie Setan, the first branch in Surabaya is located on Jl. Kaca Piring no 14, Genteng and followed by the second branch located on Jl. Semolowaru Utara V No. 5, Semolowaru. Kober Mie Setan provides several noodle menus with a spicy flavor level that is tailored to the tastes of the buyer. The main menu offered is Mie Setan, Mie Iblis, and Mie Angel.

This study aims to determine how the influence of Food Quality, Service Quality, Physical Environment Quality on Repurchase Intention through the Perceived Value and Customer Satisfaction. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence the Perceived Value and Customer Satisfaction have on increasing Repurchase Intention to consumers of Kober Mie Setan Semolowaru Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data collection was done by distributing questionnaires to 125 respondents with characteristics of male respondents and women aged 18-65 years, domiciled in Surabaya, having bought and consumed Kober Mie Setan Semolowaru Surabaya products at least twice in the last two months.

The results showed that the Food Quality variable had a significant positive effect on Perceived Value with a regression coefficient of 0.243; Service Quality variable has a significant positive effect on Perceived Value with a regression coefficient of 0.174; Physical Environment Quality variable has a significant positive effect on Perceived Value with a regression coefficient of 0.544; Perceived Value variable has a significant positive effect on Customer Satisfaction with a regression coefficient of 0.504; Customer Satisfaction variable has a significant positive effect on Repurchase Intention with a regression coefficient of 0.543.

Key words: Food Quality, Service Quality, Physical Environment Quality, Perceived Value, Customer Satisfaction, and Repurchase Intention.