

ABSTRAK

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ANALISIS PENGARUH *PHYSICAL ENVIRONMENT, FOOD QUALITY, CUSTOMER ORIENTATION, COMMUNICATION, RELATIONSHIP BENEFITS, PRICE FAIRNESS, TERHADAP COSTUMER LOYALTY MELALUI RELATIONSHIP QUALITY*

(xvi + 230 halaman; 13 gambar; 50 tabel; 4 lampiran)

Pertumbuhan industri restoran makanan di Indonesia cukup berkembang pesat, seiring berjalannya waktu restoran makanan dibedakan salah satunya restoran makanan cepat saji, yang dimana restoran makanan cepat saji ini tidak perlu menunggu waktu yang lama. Seiring berjalannya waktu pola masyarakatpun mulai bergeser dan cenderung lebih menyukai restoran cepat saji dikarenakan lebih cepat dan praktis. Salah satu restoran cepat saji di Indonesia adalah Warunk UpNormal Surabaya yang memiliki pengaruh terhadap perkembangan industri restoran cepat saji.

Penelitian ini ditujukan untuk mengetahui bagaimana pengaruh *Physical Environment, Food Quality, Costumer Orientation, Communication, Relationship Benefits, Price Fairness* terhadap *customer loyalty* melalui *Relationship Quality*. Manfaat yang diperoleh dari penelitian ini adalah menambah ilmu pengetahuan dalam bidang manajemen khususnya seberapa pengaruh *customer satisfaction* hingga dapat meningkatkan *customer loyalty* yang hasil akhirnya akan meningkatkan pelanggan Warunk UpNormal di Surabaya.

Penelitian ini menggunakan penelitian kausal. Metode di penelitian ini yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan software SPSS. Pada pengumpulan data dilakukannya dengan cara menyebarkan kuesioner dengan jumlah 145 responden dengan karakteristik responden laki-laki dan perempuan yang berumur 18-60 tahun, yang berdomisili Surabaya, pernah mengkonsumsi makanan dan minuman Warunk UpNormal Surabaya secara langsung (dine in) minimal dua kali dalam enam bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Physical Environment* berpengaruh positif tidak signifikan terhadap *Relationship Quality* dengan koefisien regresi sebesar 0.121 ; variabel *Food Quality* berpengaruh signifikan terhadap *Relationship Quality* dengan koefisien regresi 0.260 ; variabel *Costumer Orientation* berpengaruh signifikan terhadap *Relationship Quality* dengan koefisien regresi 0.400 ; variabel *Communication* berpengaruh positif tidak signifikan terhadap *Relationship Quality* dengan koefisien paling rendah sebesar 0.024 ; variabel *Relatioship Benefits* berpengaruh signifikan terhadap *Relationship Quality* dengan koefisien paling rendah sebesar 0.284 ; variabel *Price Fairness* berpengaruh signifikan terhadap *Relationship Quality* dengan koefisien sebesar 0.297 ; variabel *Relationship Quality* berpengaruh signifikan terhadap *Costumer Loyalty* dengan koefisien sebesar 0.297

Refrensi ; 80 (1980-2014)

ABSTRACT

The growth of the food restaurant industry in Indonesia is quite fast growing, as time goes by, food restaurants are distinguished, one of which is fast food restaurants, where fast food restaurants do not have to wait a long time. Fast food because it is faster and more practical. One of the fast food restaurants in Indonesia is Warunk UpNormal Surabaya which has an influence on the development of the fast food restaurant industry.

This study aims to determine how the influence of *Physical Environment, Food Quality, Customer Orientation, Communication, Relationship Benefits, Price Fairness* on customer loyalty through *Relationship Quality*. The benefit obtained from this research is to increase knowledge in the field of management, especially how the influence of customer satisfaction is to increase customer loyalty, which in turn will increase Warunk UpNormal customers in Surabaya.

This research uses causal research. The method used in this research is quantitative method with data processing using SPSS software. Data collection was done by distributing questionnaires with a total of 145 respondents with the characteristics of male and female respondents aged 18-60 years, who live in Surabaya, have consumed food and beverages Warunk UpNormal Surabaya directly (dine in) at least twice in six last month.

The results of this study indicate that the *Physical Environment* variable has a positive and insignificant effect on the *Relationship Quality* with a regression coefficient of 0.121; *Food Quality* variable has a significant effect on *Relationship Quality* with a regression coefficient of 0.260; the *Customer Orientation* variable has a significant effect on the *Relationship Quality* with a regression coefficient of 0.400; *Communication* variable has a positive and insignificant effect on *Relationship Quality* with the lowest coefficient of 0.024; the *Relationship Benefits* variable has a significant effect on *Relationship Quality* with the lowest coefficient of 0.284; *Price Fairness* variable has a significant effect on *Relationship Quality* with a coefficient of 0.297; *Relationship Quality* variable has a significant effect on *Customer Loyalty* with a coefficient of 0.297

Keywords: *Physical Environment, Food Quality, Customer Orientation, Communication, Relationship Benefits, Price Fairness, Relationship Quality*