

ABSTRAK

Andreas Gunawan (02011170075)

ANALISIS PENGARUH *FOOD QUALITY, SERVICE QUALITY, PRICE, CONVENIENCE, ATMOSPHERE* TERHADAP *CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION* PADA PELANGGAN RESTORAN PIZZA HUT DI SURABAYA

(XIV+139 pages: 16 gambar; 46 table; 4 lampiran)

Pada era globalisasi membuat hilangnya batasan antar negara, sehingga mempengaruhi berbagai macam hal mulai dari kepercayaan, budaya, hingga gaya hidup masyarakat. Sejak masuknya Era baru sebagai dunia yang tidak terbatas, industri restoran di dunia mengalami pertumbuhan yang sangat pesat. Pertumbuhan bisnis dalam Industri makanan dapat terlihat jelas dari tempat makan dan hotel yang semakin banyak berkembang di berbagai kota di Indonesia. Setiap restoran memiliki ciri khasnya masing-masing yang membuat pelanggan tertarik untuk datang dan makan di tempat tersebut. Restoran Pizza Hut – Surabaya adalah salah satu restoran keluarga yang mengikuti arus globalisasi untuk memenuhi tuntutan kebutuhan konsumsi masyarakat yang menginginkan makanan, layanan, dan tempat yang berkualitas. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *food quality, service quality, price, convenience, dan atmosphere* terhadap *repurchase intention* melalui *customer satisfaction*. Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 120 responden dengan karakteristik pria dan wanita berusia 18-60 tahun, dan pernah makan di Restoran Pizza Hut Surabaya yang berada di luar Mall dalam 6 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *food quality* tidak berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.070; variabel *service quality* berpengaruh tidak signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.162; variabel *price* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.285; variabel *convenience* tidak berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.048; variabel *atmosphere* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.381; variabel *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention* dengan nilai koefisien regresi sebesar 0.842.

Kata Kunci: *Food Quality, Service Quality, Price, Convenience, Atmosphere, Customer Satisfaction, Repurchase Intention*, dan Restoran Pizza Hut di Surabaya.

Referensi:66(1992-2018)

ABSTRACT

Andreas Gunawan (02011170075)

ANALYSIS OF THE EFFECT OF FOOD QUALITY, SERVICE QUALITY, PRICE, CONVENIENCE, ATMOSPHERE ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON PIZZA HUT RESTAURANT CUSTOMERS IN SURABAYA

(XIV+139 pages: 16 pictures; 46 tables; 4 attachments)

In the era of globalization, the boundaries between countries are lost, thus affecting various things ranging from beliefs, culture, to people's lifestyles. Since the entry of the New Era as a world that is not limited, the restaurant industry in the world has experienced very rapid growth. Business growth in the food industry can be seen clearly from the growing number of restaurants and hotels in various cities in Indonesia. Each restaurant has its own characteristics that make customers interested in coming and eating at the place. Pizza Hut Restaurant - Surabaya is a family restaurant that follows the flow of globalization to meet the demands of the consumption needs of people who want quality food, service and place. This study aims to determine how *food quality*, *service quality*, *price*, *convenience*, and *atmosphere* influence *repurchase intention* through *customer satisfaction*. This research is a causal research. The research method used is a quantitative method with data processing using SPSS. Data collection was carried out by distributing questionnaires to 120 respondents with the characteristics of men and women aged 18-60 years, and had eaten at the Pizza Hut Restaurant in Surabaya outside the Mall in the last 6 months.

The results of this study indicate that the *food quality* variable has no significant effect on *customer satisfaction* with a regression coefficient of 0.070; *service quality* variable has no significant effect on *customer satisfaction* with a regression coefficient of 0.162; *price* variable has a significant effect on *customer satisfaction* with a regression coefficient of 0.285; *convenience* variable has no significant effect on *customer satisfaction* with a regression coefficient of 0.048; variable *atmosphere* has a significant effect on *customer satisfaction* with a regression coefficient of 0.381; The *customer satisfaction* variable has a significant effect on *repurchase intention* with a regression coefficient value of 0.842.

Keywords: *Food Quality, Service Quality, Price, Convenience, Atmosphere, Customer Satisfaction, Repurchase Intention*, dan Restoran Pizza Hut di Surabaya.

References: 66 (1992-2018)