

ABSTRAK

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PENGARUH *PHYSICAL ENVIRONMENT, FOOD QUALITY, CUSTOMER ORIENTATION, COMMUNICATION, RELATIONSHIP BENEFIT, DAN PRICE FAIRNESS* TERHADAP *CUSTOMER LOYALTY* MELALUI *RELATIONSHIP QUALITY* PELANGGAN SHAO KAO MANYAR DI SURABAYA

(xiv + 172 halaman: 9 gambar; tabel: 5 lampiran)

Kuliner telah menjadi bisnis yang memiliki perkembangan cukup pesat saat ini. Jumlah berbagai jenis restoran terus bertambah di Surabaya. Hal ini mendorong pemilik bisnis kuliner untuk terus mengembangkan strategi bisnis yang mereka miliki untuk mempertahankan eksistensi mereka. Shao Kao Surabaya merupakan salah satu contoh restoran yang telah berdiri cukup lama yakni sejak tahun 2011. Tujuan penelitian ini yaitu untuk mengidentifikasi dan mengkaji hubungan antara *product quality, physical environment, customer orientation, communication, price fairness, physical environment, dan relationship behavior* terhadap *customer loyalty* melalui *relationship quality* yang dimiliki Restoran Shao Kao Surabaya.

Penelitian ini menggunakan Teknik analisis *Structural Equation Model* (SEM) dengan pendekatan kuantitatif serta *software* AMOS 22.0. Proses pengumpulan data dilakukan melalui pendistribusian kuesioner *online* kepada ---- responden berdasarkan karakteristik yaitu pria maupun wanita yang berdomisili di SUrabaya dan telah berusia 18-60 tahun yang telah berkunjung dan melakukan proses pembelian di tempat atau *dine-in* di restoran Shao Kao Surabaya minimal dua kali dalam periode waktu yaitu enam bulan terakhir.

Hasil penelitian menunjukkan bahwa *product quality, physical environment, customer orientation, communication, price fairness, physical environment, dan relationship behavior* melalui *relationship quality* secara positif memiliki pengaruh yang signifikan terhadap *customer loyalty*.

Refrensi: 161 (1977-2019)

ABSTRACT

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THE EFFECT OF PHYSICAL ENVIRONMENT, FOOD QUALITY, CUSTOMER ORIENTATION, COMMUNICATION, RELATIONSHIP BENEFIT, AND PRICE FAIRNESS TO THE CUSTOMER LOYALTY THROUGH RELATIONSHIP QUALITY IN SHAO KAO RESTAURANT IN SURABAYA

(xiv + 172 pages: 9 figures; tables: 5 attachments)

Culinary has become a business that has developed quite rapidly nowadays. The number of various types of restaurants continues to grow in Surabaya. This encourages culinary business owners to continue to develop their business' strategies to maintain their existence. Shao Kao Surabaya is an example of a restaurant that has been around for a long time, since 2011. The purpose of this research is to identify and study the relationship between product quality, physical environment, customer orientation, communication, price fairness, physical environment, and relationship behavior with customers. loyalty through the relationship quality that Shao Kao Restaurant Surabaya has.

This research uses Structural Equation Model (SEM) analysis technique with a quantitative approach and AMOS 22.0 software. The data collection process was carried out through distributing online questionnaires to respondents based on characteristics, namely men and women who live in Surabaya and aged 18-60 years who have visited and carried out the purchase process at the place or dine-in at the restaurant Shao Kao Surabaya at least twice in the last six months.

The results showed that product quality, physical environment, customer orientation, communication, price fairness, physical environment, and relationship behavior through relationship quality positively have a significant effect on customer loyalty.

References: 161 (1977-2019)