

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARD BEHAVIORAL INTENTION THROUGH CUSTOMER SATISFACTION FOR CHICKEN MANIA RESTAURANT IN SURABAYA

For urban people, dine in restaurant already become a lifestyle. Fast Food Restaurant with Fried Chicken product can be found in Surabaya easily. Nowadays, instead of global player, the local fast food restaurant also can be found easily, one of them is Chicken Mania. Customer segmentation for local fast food restaurant is middle low.

Research purpose to confirmatory that food quality and service quality variable will influence behavioral intention through customer satisfaction. Data collection conducted using questioners for respondents who have dined in Chicken Mania. Processing data have conducted using Structural Equation Module for validity, reliability and causality analysis

Finding on research both food quality and service quality will positively influence behavioral intention through intervening variable customer satisfaction