

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *atmospherics* terhadap *behavioral intention* melalui mediasi *service quality* dan *food quality* pada Dream of Khayangan Art Resto Surabaya. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software* AMOS 20. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 120 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *atmospherics* terhadap *service quality*, *atmospherics* terhadap *food quality*, *service quality* terhadap *behavioral intention*, *food quality* terhadap *behavioral intention*, *atmospherics* terhadap *behavioral intention*, *atmospherics* terhadap *behavioral intention* melalui mediasi *service quality*, dan *atmospherics* terhadap *behavioral intention* melalui mediasi *food quality*.

Kata kunci: *Atmospherics*, *Service Quality*, *Food Quality*, *Behavioral Intention*.

ABSTRACT

This study aims to know and analyze the influence of atmospherics on behavioral intention from mediation effect of service quality and food quality in Dream of Khayangan Art Resto Surabaya .This research using Structural Equation Modeling (SEM) with AMOS 20 software. Sampling techniques used in this research are non probability sampling with this type of convenience sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 120 respondents.

The results of this study showed the influence of Atmospherics on service quality, atmospherics on food quality green , service quality on behavioral intention, food quality on behavioral intention, atmospherics on behavioral intention, atmospherics on behavioral intention through the mediation service quality, and the atmospherics of the behavioral intention through the mediation of food quality.

Key words: Atmospherics, Service Quality, Food Quality, Behavioral Intention.