ABSTRACT

This study aims to find out and analyze the effect of Chinese Cultural Valu "Face" , "Harmony", and Service Quality by Customer Satisfaction and Customer Loyalty X.O Restaurant in Surabaya.

This study used Structural Equation Modeling (SEM) with LISREL software version 8.7. Sampling technique used in this study is a non-probability sampling technique with the type of convenience sampling. This study used survey to collect data by directly asking respondents through questionnaires. Sample of this study consisted of two hundred (310) respondents in Surabaya.The respondents must have visit X.O Restaurant at least twice in a year and have graduated from senior high school, or the minimum age is 17.

This study reveals that the two Chinese cultural Values and Service Quality are significantly and positively correlated to Customer Satisfaction of X.O Restaurant in Surabaya. While the two cultural values had no significant effect to Customer Loyalty of X.O Restaurant in Surabaya. Therefore, the service Quality is the only variable that are significantly and positively correlated to Customer Satisfaction and Customer Loyalty of X.O Restaurant in Surabaya.

Keywords: face, harmony, service quality, customer satisfaction, customer loyalty

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh nilai budaya *Face* dan *Harmony* serta *Service quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* Restoran X.O.di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode *Structural Equation Modeling (SEM)*dengan *software* LISREL 8.7, Sampel dari penelitian ini dipilih menggunakan teknik *non probability sampling, dan convenience sampling,* karakteristik populasi yang dituju adalah pria dan wanita yang berdomisili di Surabaya dengan pendidikan minimal SMA, yang pernah mengunjungi dan makan di restoran X.O minimal 2 kali dalam 1 tahun terakhir. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 310 sampel.

Hasil penelitian ini menunjukkan bahwa nilai budaya *face* dan *harmony* serta *Service quality*berpengaruh positif signifikan terhadap *Customer Satisfaction* dan hany a service quality yang berpengaruh positif dan signifikan terhadap *customer loyalty* Restoran X.O.di Surabaya (1). Nilai budaya *face* dan *harmony* berpengaruh positif signifikan terhadap *customer satisfaction* restoran X.Odi Surabaya (2). Nilai budaya *face* dan *harmony* tidak berpengaruh terhadap *customer loyalty* Restoran X.O.di Surabaya (3). *Service quality* berpengaruh postif signifikan terhadap *customer satisfaction* dan *customer loyalty* restoran X.O di Surabaya.

Keywords : *face, harmony, service quality, customer satisfaction, customer loyalty*