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SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE

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**THE IMPACT OF SERVICE QUALITY AND FOOD QUALITY:
THE MODERATING ROLE OF ATMOSPHERICS OF
KOREAN RESTAURANT 'MYOUNG GA'
IN SURABAYA**

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Abstract

This research aims to examine the direct effect of service and food quality on customer satisfaction and loyalty, as well as the moderating role of atmosphere of ethnic Korean restaurant in Surabaya, the restaurant 'Myoung Ga'. The data was primarily obtained from 130 respondents by using a set of questionnaires and employed the judgmental sampling technique. Respondents were people who've been going to 'Myoung Ga' in the last six months, and have a minimum education of senior high school or equivalent. Futhermore, data was processed using Structural Equation Modeling (SEM), helped by AMOS 16 software.

The results of this study indicate that service quality has a positive impact on customer satisfaction and loyalty, as well as food quality. While the atmosphere of restaurant moderates the relationship between service quality, food quality, and customer satisfaction significantly. It also moderates the relationship between service quality, food quality, and customer loyalty significantly.

Keywords: service quality, food quality, satisfaction, loyalty, and atmosphere