

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived hedonic value* dan *perceived utilitarian value* terhadap *behavioral intentions* melalui *customer satisfaction* pada Restoran Boncafe Surabaya, Indonesia.

Pengolahan data dilakukan dengan menggunakan pendekatan kualitatif dengan model *Structural Equation Modeling* (SEM) dengan software Amos 20. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Penelitian ini menggunakan sampel berupa responden yang berdomisili di Surabaya yang pernah mengunjungi Restoran Boncafe. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 160 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *perceived hedonic value* dan *perceived utilitarian value* terhadap *behavioral intentions* melalui *customer satisfaction* pada Restoran Boncafe Surabaya, Indonesia. Sedangkan, *perceived utilitarian value* lebih kuat dibandingkan *perceived hedonic value* terhadap *customer satisfaction* di Restoran Boncafe tidak terbukti. *Perceived utilitarian value* lebih kuat dibandingkan *perceived hedonic value* terhadap *behavioral intentions* di Restoran Boncafe juga tidak terbukti.

Kata kunci: *utilitarian value*, *hedonic value*, *customer satisfaction* dan *behavioral intentions*.

ABSTRACT

This purpose of this study is to investigated the influence of perceived hedonic value and perceived utilitarian value on behavioral intentions of customer satisfaction at Boncafe Restaurant, in Surabaya, Indonesia.

This research using Structural Equation Modeling (SEM) with Amos 20 software. Data collected directly from respondents who meet the specified characteristics of population by distributing questionnaires. This study uses a sample of respondents live in Surabaya who visited on Boncafe Restaurants. The samples used in this study were 160 respondents.

The results of this study showed the influence of perceived hedonic value and perceived utilitarian value to on behavioral intentions of customer satisfaction at Boncafe Restaurant, in Surabaya, Indonesia. While, the influence of perceived utilitarian value is more stronger then perceived hedonic value on customer satisfaction in Boncafe Restaurants rejected. The role of perceived utilitarian value is more stronger then perceived hedonic value on behavioral intentions in Boncafe Restaurants rejected also rejected.

Keywords: utilitarian value, hedonic value, customer satisfaction and behavioral intentions