

INTISARI

Bisnis restoran di Surabaya yang berkembang pesat membuat warga di Surabaya dan sekitarnya sangat tertarik menikmati pengalaman makan di berbagai restoran. Restoran Myoung Ga adalah restoran etnik Korea terfavorit di Surabaya. Beberapa peneliti menemukan perubahan perilaku konsumen yang kini memandang nilai yang diterima dari pengalaman makan tidak hanya berdasarkan nilai utilitarian, melainkan juga berdasarkan nilai hedonis. Nilai hedonis dan nilai utilitarian berpengaruh terhadap kepuasan pelanggan dan niat perilaku. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *hedonic value* dan *utilitarian value* terhadap *customer satisfaction* dan *behavioral intention* pada pelanggan Restoran Myoung Ga di Surabaya.

Penelitian ini menggunakan sampel sebanyak 189 responden yang merupakan pelanggan Restoran Myoung Ga yang pernah membeli dan makan *dine-in* di Restoran Myoung Ga minimal 1 kali dalam 3 bulan terakhir. Pengolahan data dalam penelitian ini menggunakan *software* SPSS dan metode pengolahan *Structural Equation Model* (SEM).

Hasil penelitian ini menunjukkan 4 dari total 5 hipotesis diterima. Hipotesis yang ditolak adalah adanya pengaruh positif *hedonic value* terhadap *customer satisfaction*. Hubungan antara *hedonic value* terhadap *customer satisfaction* tidak terbukti karena variabel tidak berpengaruh signifikan. Dalam penelitian ini ditemukan adanya pengaruh positif antara *utilitarian value* terhadap *customer satisfaction*, *customer satisfaction* terhadap *behavioral intention*, *hedonic value* terhadap *behavioral intention* dan *utilitarian value* terhadap *behavioral intention* pada pelanggan Restoran Myoung Ga di Surabaya.

Kata kunci: Nilai Hedonis, Nilai Utilitarian, Kepuasan Pelanggan, Niat Perilaku

ABSTRACT

Surabaya restaurant business in the rapidly growing makes people in Surabaya and its surrounding are very keen to enjoy the experience of dining at various restaurants. Restaurant Myoung Ga is the most favorite Koreans ethnic restaurant in Surabaya. Some researchers found changes in consumer behavior are now looking at the perceived value from the dining experience is not only based on utilitarian value, but also based on hedonic value. Hedonic value and utilitarian value will positively influence customer satisfaction and behavioral intentions. The purpose of this study was to determine and analyze the influence of hedonic value and utilitarian value to customer satisfaction and behavioral intention on customers of Restaurant Myoung Ga in Surabaya.

This study used a sample of 189 respondents who are customers of Myoung Ga Restaurant who ever bought and dine in Restaurant Myoung Ga least 1 times in the last 3 months. In this study the data were processed using SPSS software and processing methods Structural Equation Model (SEM).

The results of this study showed 4 of a total of 5 hypothesis is accepted. The rejected hypothesis is the positive influence hedonic value on customer satisfaction. The relationship between hedonic value to customer satisfaction is not proven because the variable has no significant effect. In this study found a positive effect between utilitarian value to customer satisfaction, customer satisfaction to behavioral intention, hedonic value to behavioral intention and utilitarian value to behavioral intention on customers of Restaurant Myoung Ga in Surabaya.

Keywords: Hedonic Value, Utilitarian Value, Customer Satisfaction, Behavioral Intention