

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *price promotion* terhadap evaluasi konsumen pada kedai kopi Starbucks di Surabaya.

Pengolahan data dilakukan dengan menggunakan *SEM (Structural Equation Model)* dengan *software* AMOS 18.0 for Windows. Pengujian hipotesis penelitian ini dengan melihat nilai signifikan (p-value). Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah responden yang digunakan dalam penelitian ini sebanyak 108 responden.

Hasil penelitian ini menunjukkan adanya pengaruh positif *price promotion* terhadap *perceived food quality* dan *perceived service quality*. Selanjutnya *perceived food quality* dan *perceived service quality* berpengaruh positif signifikan terhadap *satisfaction*. Hipotesis yang tidak terbukti yaitu *price promotion* terhadap *satisfaction*. Selanjutnya, pengaruh *satisfaction* terhadap *repeat purchase intention* juga terbukti dan pengaruh *price promotion* terhadap *repeat purchase intention* juga terbukti.

Kata kunci: Promosi Harga, Kualitas Layanan, Kualitas Makanan dan Minuman, Minat Pembelian Ulang, Kepuasan Pelanggan

## **ABSTRACT**

*This study aims to identify and analyze the effect price promotion to evaluation Starbucks consumers in Surabaya.*

*Data processing was performed by using SEM ( Structural Equation Model) with software AMOS 18.0 for Windows. Testing the hypothesis of this study to see significant value (p-value) of the wald test. Data obtained directly from respondents that meet the characteristics of the population are determined by observation and distributing questionnaires. Total respondent used in this study were 108 respondents.*

*The results of this study indicated positive impact price promotion to the perceived food quality and perceived service quality. Furthermore, perceived food quality and perceived servicee quality gives positive significant impact to satisfaction. The one and only hypotesis that not significant is price promotion to satisfaction. Moreover, the effect satisfaction to the repeat purchase intention is evident and the effect price promotion to the repeat purchase intention also evident.*

*Keywords: Price promotion, Service Quality, Food and Baverages Quality, Repeat Purchase Intention, satisfaction*

