

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh *Restaurant Atmosphere* terhadap *Customer Satisfaction* dan *Behavioral Intention* di *Domicile Kitchen & Lounge Surabaya* Menurut Warga Surabaya. Penelitian ini dilakukan terhadap warga Surabaya berusia minimal 17 Tahun yang pernah mengunjungi *Domicile* dalam satu tahun terakhir ini. Pengolahan data dilakukan dengan menggunakan *SPSS 20 for windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *convenience sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 150 responden yang memenuhi karakteristik populasi yang ditentukan. Data di olah menggunakan mean , standar deviasi , dan Analisis Regresi.

Hasil penelitian ini menunjukkan adanya Pengaruh *Restaurant Atmosphere* terhadap *Customer Satisfaction* dan *Behavioral Intention* di *Domicile Kitchen & Lounge Surabaya*.

Kata kunci: *Restaurant Atmosphere, Customer Satisfaction, Behavioral Intention, Surabaya*

## **ABSTRACT**

*This study aimed to identify and analyze Restaurant Atmosphere Influence on Customer Satisfaction and Behavioral Intention in Domicile Kitchen & Lounge Surabaya According to Surabaya Citizens. This research was conducted to Surabaya citizens aged at least 17 years who had visited Domicile in the past year.*

*Data processing was performed by using SPSS 20 for windows. The sampling technique used was non-probability sampling with convenience sampling type. The samples used in this study was 150 respondents who comply the determined population characteristic. Data is processed using mean, standard deviation, and Multiple Regression Analysis.*

*The results of this study shows the Restaurant Atmosphere Influence on Customer Satisfaction and Behavioral Intention in Domicile Kitchen & Lounge Surabaya According to Surabaya Citizens.*

*Key words: Restaurant Atmosphere, Customer Satisfaction, Behavioral Intention, Surabaya.*