

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis seberapa besar pengaruh kualitas lingkungan fisik, makanan, dan layanan terhadap *restaurant image*, *customer perceived value* yang menciptakan *satisfaction* dan *behavioral intentions* pada pengunjung restoran *Dream of Kahyangan Surabaya*. *Restaurant service quality dimension*, dalam hal ini adalah kualitas lingkungan fisik, makanan, layanan harus selalu ditingkatkan karena ketiga hal tersebut merupakan faktor utama penggerak dalam menentukan konsumen dalam mengevaluasi pengalaman makan di sebuah restoran.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuisioner. Responden dalam penelitian ini adalah 150 responden yang pernah berkunjung ke restoran *Dream of Kahyangan Surabaya* sebanyak minimal 2 kali 6 bulan terakhir dan pendidikan terakhir SMA. Teknik pengambilan sampel dalam penelitian ini adalah *non-probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Structural Equation Modelling* (SEM) dengan bantuan *Analisis of Moment Structures* (AMOS 20).

Hasil penelitian ini menunjukkan bahwa kualitas lingkungan fisik, makananan dan layanan berpengaruh positif terhadap *restaurant image* dan *customer perceived value*, *restaurant image* berpengaruh negatif terhadap *customer perceived value*, *restaurant image* berpengaruh positif terhadap *customer satisfaction*, *customer perceived value* tidak berpengaruh positif terhadap *customer satisfaction*, *customer satisfaction* berpengaruh positif terhadap *behavioral intentions*.

Keywords: kualitas, *restaurant image*, *customer perceived value*, *customer satisfaction*, *behavioral intentions*.

ABSTRACT

This research aims to identify and analyze how much influence the quality of the physical environment, food, and service to the restaurant image, customer perceived value that creates satisfaction and behavioral intentions in restaurant Dream of Kahyangan Surabaya. Restaurant service quality dimension, in that it is the quality of the physical environment, food, and service must be improved because of those three things is the main driving factor in determining the consumer in evaluating the experience of eating at a restaurant.

The data used in this research is primary data obtained from questionnaires. Respondents in this study were 150 respondents who had visited restaurant Dream of Kahyangan Surabaya were at least 2 times last 6 months and minimum education of high school. The sampling technique in this study is a non-probability sampling. This study uses a quantitative approach through statistical testing. Tests conducted using Structural Equation Modeling (SEM) with the help of Analysis of Moment Structures (AMOS 20).

The results showed that the quality of the physical environment, food, and service has positive effect on restaurant image and customer perceived value, restaurant image has negative affect on customer perceived value, restaurant image has positive effect on customer satisfaction, customer perceived value has no positive effect on customer satisfaction, customer satisfaction has positive effect on behavioral intentions.

Keywords: quality, restaurant image, customer perceived value, customer satisfaction, behavioral intentions.