

ABSTRACT

The purpose of the research is to analyze the influence of the quality of service in the restaurant industry (quality of physical environment, food quality and service quality) on the restaurant image, customer perceived value, customer satisfaction and behavioral intentions in Hachi-Hachi Bistro in Surabaya.

This research is a causal study using a causal explanation approach. The research is conducted using quantitative methods by distributing questionnaires directly to Hachi-Hachi Bistro customers in Surabaya with the criteria of at least 2 visits and dine-in visits in the restaurant from October 2015 to March 2016. There are 200 respondent samples used in this research. The data processing method uses SPSS software to perform pre-test and Lisrel to conduct normality test, confirmatory factor analysis (CFA) test, structural model and structural model respecification to obtain the good value criteria of goodness of fit.

Based on the findings in this research, there is a difference from the previous research by Ryu et al, 2012. The previous research takes the research object, respondent characteristics, the number of respondents and the different research time. In this research, it is found that physical environment quality affects the restaurant image, food quality affects the restaurant image, service quality affects the restaurant image, physical environment quality does not affect the customer perceived value, food quality affects the customer perceived value, service quality affects the customer perceived value, restaurant image affects the customer perceived value, restaurant image affects the customer satisfaction, customer perceived value affects the customer satisfaction and customer satisfaction affects the behavioral intentions so one research hypothesis is not accepted or does not affect (partially accepted) on physical environment quality toward customer perceived value.

Keywords: Quality of Physical Environment, Food Quality, Service Quality, Restaurant Image, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions.

INTISARI

Penelitian ini bertujuan untuk melakukan analisis pengaruh kualitas layanan dalam industri restoran (*quality of physical environment, food quality dan service quality*) terhadap *restaurant image, customer perceived value, customer satisfaction dan behavioral intentions* pada Hachi-Hachi Bistro di Surabaya.

Penelitian ini merupakan penelitian *causal study* dengan menggunakan pendekatan *causal explanation*. Penelitian yang dilakukan menggunakan metode kuantitatif dengan membagikan kuesioner secara langsung kepada pelanggan Hachi-Hachi Bistro di Surabaya dengan kriteria minimal 2 kali kunjungan dan makan di restoran tersebut pada bulan Oktober 2015-Maret 2016. Sampel responden yang digunakan dalam penelitian ini sebanyak 200 responden. Metode pengolahan data menggunakan *software* SPSS untuk melakukan *pre test* dan Lisrel untuk melakukan uji normalitas, uji *confirmatory factor analysis* (CFA), model struktural dan respesifikasi model struktural untuk mendapatkan kriteria nilai *goodness of fit* yang baik.

Berdasarkan hasil temuan dalam penelitian ini, ada perbedaan dari penelitian sebelumnya oleh Ryu *et al*, 2012. Penelitian sebelumnya mengambil obyek penelitian, karakteristik responden, jumlah responden dan waktu penelitian yang berbeda. Dalam penelitian ini, diketahui bahwa *quality of physical environment* berpengaruh terhadap *restaurant image, food quality* berpengaruh terhadap *restaurant image, service quality* berpengaruh terhadap *restaurant image, quality of physical environment* tidak berpengaruh terhadap *customer perceived value, food quality* berpengaruh terhadap *customer perceived value, service quality* berpengaruh terhadap *customer perceived value, restaurant image* berpengaruh terhadap *customer perceived value, restaurant image* berpengaruh terhadap *customer satisfaction, customer perceived value* berpengaruh terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh terhadap *behavioral intentions* sehingga 1 hipotesis penelitian tidak diterima atau tidak berpengaruh (diterima sebagian) pada *physical environment quality* terhadap *customer perceived value*.

Kata Kunci: *Quality of Physical Environment, Food Quality, Service Quality, Restaurant Image, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions.*