

## INTISARI

Pada era globalisasi saat ini, bisnis restoran semakin berkembang. Di Indonesia tipe restoan cepat saji menjadi pilihan favorit. Artikel ini ingin fokus untuk mempelajari apakah *service quality*, *food quality* dan *price value ratio* dari KFC akan mempengaruhi *customer satisfaction* yang setelah itu mempengaruhi *behavioral intention* dari konsumen yang pernah datang dan makan di restarant cepat saji KFC. Tidak hanya itu artikel ini juga ingin mempelajari apakah kepuasan pelanggan akan menyebabkan pelanggan akan kembali lagi dalam konteks restaurant makanan cepat saji.

Responden dalam penelitian ini berjumlah 303 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta AMOS versi 22.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa keseluruhan hipotesis telah terdukung dan berpengaruh positif signifikan. Adapun hipotesis tersebut yaitu *customer satisfaction* dengan *behavioral intention*, *service quality* dengan *customer satisfaction*, *food quality* dengan *customer satisfaction*, dan *price value ratio* dengan *customer satisfaction*

Kata kunci : *Fast food retailing*, *Customer satisfaction*, *Consumer service marketing behavioral intentions*, *Marketing strateg*

## ABSTRACT

*In this global era, culinary business has been developed much faster. Indonesian people tend to favor fast food restaurants such as KFC more than any other restaurants such as. This study will give the readers an understanding whether service quality, food quality, and price value ratio will affects customer satisfaction of the consumers. This study will show you the effect of service quality, food quality, and price value ratio on the consumers satisfaction and behavioral intention of KFC fast food restaurant in Surabaya. This study will also show whether consumers satisfaction will make the consumers want to come back and repurchase KFC products.*

*Respondents in this study amounted to 303 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that all the hypothesis were supported and have positive significantly effect such as customer satisfaction has positive and significant effect on behavioral intention, service quality has positive and significant effect on customer satisfaction, food quality has positive and significant effect on customer satisfaction, and the last correlation is price value ratio has positive and significant effect on customer satisfaction.*

*Keywords: Fast food retailing, Customer satisfaction, Consumer service marketing behavioral intentions, Marketing strateg*