

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *service quality*, *food quality*, *price-value ratio*, *satisfaction* terhadap *behavioral Intention* restoran cepat saji di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 18 *for Windows* dan Amos Graphics 21 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 200 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner.

Hasil penelitian ini menunjukkan adanya pengaruh positif *customer satisfaction* terhadap *behavioral intention*, pengaruh positif *service quality* terhadap *customer satisfaction*, pengaruh positif *service quality* terhadap *behavioral intention*, pengaruh positif *food quality* terhadap *customer satisfaction* dan pengaruh positif *price-value ratio* terhadap *customer satisfaction*

Kata kunci: *Fast food retailing*, *customer satisfaction*, *customer service marketing*, *behavioral intention* dan *marketing strategy*.

ABSTRACT

The purpose of this research is to understand and analyze the influence of attitude, personal norms, and willingness to pay toward purchasing behavior of organic food in Surabaya.

Data processing was conducted using SPSS 18 for Windows and Amos Graphic 21 for Windows. The sampling technique that used is non-probability sampling with purposive sampling type. 150 respondents who qualify the specified characteristics of the population were the total of sample used in this research which distributed by online questionnaire.

The result of this research that There is a significant and direct relationship between customer satisfaction and their behavioral intentions in a fast food restaurant, there is a significant and direct relationship between service quality and customer satisfaction level in a fast food restaurant, there is a significant and direct relationship between service quality and customer behavioral intentions in a fast food restaurant, there is a significant and direct relationship between food quality and customer satisfaction level in a fast food restaurant, there is a significant and direct relationship between pricevalue ratio and customer satisfaction level in a fast food restaurant.

Keywords: Fast food retailing, customer satisfaction, consumer service marketing, behavioral intentions, marketing strategy