

INTISARI

Penelitian ini dilakukan untuk mengetahui pengaruh *perceived restaurant food healthiness* terhadap *value*, *satisfaction*, dan *revisit intentions* yang dilakukan pada obyek penelitian D'Natural *Healthy Store & Resto*. Dalam melakukan penelitian ini, pengumpulan data dilakukan dengan menyebarkan kuesioner pada responden yang telah memenuhi batasan karakteristik dan populasi yang telah ditentukan dengan jumlah sampel sebesar 200 responden. Teknik pengambilan data menggunakan non-probability sampling dengan metode *judgement sampling*. Pengolahan data menggunakan aplikasi *SPSS 19.0 for Windows* dan *AMOS 20.0 for Windows* untuk jenis penelitian *structural equation model* (SEM). Penelitian ini menggunakan 16 indikator untuk mengetahui tanggapan responden mengenai variabel *perceived restaurant food healthiness*, *value*, *satisfaction*, dan *revisit intentions* di D'Natural *Healthy Store & Resto*.

Kata kunci: *Food healthiness, customer satisfaction, restaurant*

ABSTRACT

This study was conducted to determine the effect of perceived restaurant food healthiness to value, satisfaction, and revisit intentions conducted on the research object D'Natural Healthy Store & Resto. In conducting this research, data collection is done by distributing questionnaires on respondents who have met the characteristics and population limits that have been determined by the number of samples of 200 respondents. Technique of taking data using non-probability sampling with judgment sampling method. Data processing uses SPSS 19.0 for Windows and AMOS 20.0 for Windows applications for structural equation model (SEM). This study uses 16 indicators to determine the responses of respondents regarding variable perceived restaurant food healthiness, value, satisfaction, and revisit intentions at D'Natural Healthy Store & Resto.

Keywords: Food healthiness, customer satisfaction, restaurant