

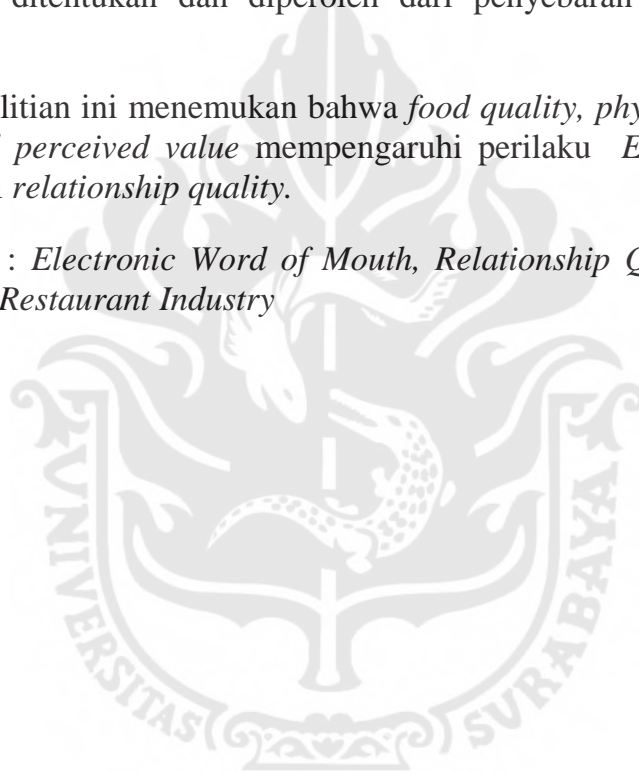
## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menguji faktor-faktor yang mempengaruhi *E-WOM* di restoran Domicile Kitchen & Lounge Surabaya dan peran penting *relationship quality*.

Metode SEM diterapkan pada penelitian ini. Pengolahan data dilakukan dengan menggunakan SPSS 18 *for Windows* dan Amos Graphics 20 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *convenience sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 150, responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara *offline*.

Penelitian ini menemukan bahwa *food quality*, *physical environment quality and perceived value* mempengaruhi perilaku *E-WOM* dan peran penting dari *relationship quality*.

Kata kunci : *Electronic Word of Mouth, Relationship Quality, Consumer Behaviour, Restaurant Industry*



## **ABSTRACT**

*The purpose of this research is to understand and analyze the influence the factors that may influence tourist Elctronic Word Of Mouth about restaurants Domicile Kitchen and Lounge Surabaya implying on the critical role of relationship quality.*

*A structural equation modelling procedure is applied to this research. Data processing was conducted using SPSS 18 for Windows and Amos Graphic 20 for Windows. The sampling technique thatused is convenience sampling type. 150 respondents for restaurant Domicile Kitchen and Lounge. qualify the specified characteristics of the population were the total of sample used in this research which distributed by offline quetionaire.*

*The paper found that food quality, personal interaction quality, physical environment quality and perceived value influence E-WOM behavior of customer in an direct way through relationship quality.*

*Keywords : Electronic Word of Mouth, Relationship Quality, consumer Behaviour, Restaurant Industry*

