

## INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh *food quality*, *personal interaction quality*, *physical environment quality*, *perceived value*, dan *relationship quality* (*satisfaction*, *trust*, dan *commitment*) terhadap *word of mouth intentions* pelanggan di industri restoran Indonesia *ethnic* di Surabaya.

Penelitian ini dianalisis menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.70. 200 responden diambil dari pelanggan yang pernah berkunjung dan merekomendasikan salah satu dari kesepuluh (10) restoran Indonesia *ethnic* di Surabaya dalam 6 bulan terakhir.

Hasil penelitian ini menemukan *food quality*, *personal interaction quality*, *physical environment quality*, dan *perceived value* memiliki pengaruh positif dan signifikan terhadap *satisfaction*. *satisfaction* yang telah dirasakan oleh konsumen memiliki pengaruh positif dan signifikan terhadap *trust*, *commitment*, dan *word of mouth*. *Trust* dan *commitment* tidak memiliki pengaruh yang signifikan terhadap *word of mouth intentions*. Pelanggan yang puas terhadap keseluruhan layanan restoran Indonesia *ethnic* di Surabaya akan bersikap *loyal* terhadap restoran, seperti melakukan *word of mouth* positif kepada orang lain disekitarnya.

Kata kunci: *food quality*, *satisfaction*, *trust*, *commitment*, *word of mouth intentions*.

## ABSTRACT

*The purpose of the study was to find out influence food quality, personal interaction quality, physical environment quality, perceived value, and relationship quality (satisfaction, trust, and commitment) would affect word of mouth intentions of the customers of the ethnic Indonesian restaurant industry in Surabaya.*

*The research was analyzed using Structural Equation Modelling (SEM) and the statistical package for Social Sciences (SPSS) version 18 and Lisrel 8.70. 200 respondents were chosen from the customers visiting and recommending on of the ten ethnic Indonesian restaurant in Surabaya within the last 6 months.*

*The result of the research found that food quality, personal interaction quality, physical environment quality, and perceived value have positive and significant influence on satisfaction. The satisfaction perceived by the customer has positive and significant influence on trust, commitment, and word of mouth. Trust and commitment have no significant effect on word of mouth intentions. The customers satisfied of the whole ethnic Indonesian restaurant service in Surabaya will be loyal to the restaurant, such as having positive word of mouth to other people around them.*

*Keywords: food quality, satisfaction, trust, commitment, word of mouth intentions.*

