

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Food Quality*, *Service Quality*, *Ambiance*, *Price* dan *Customer Characteristic* terhadap *Customer Satisfaction* di restoran Kintan Buffet Surabaya. Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis penelitian ini adalah penelitian kausal. Variabel yang digunakan dalam penelitian ini adalah *food quality*, *service quality*, *ambiance*, *price*, *Customer Characteristic*, dan *Customer Satisfaction*. Teknis analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan menggunakan program SPSS 23 *for Windows*

Penelitian ini menggunakan sampel berupa responden yang pernah berkunjung dan menikmati makanan di Kintan Buffet Surabaya dalam 6 bulan terakhir. Minimal Pendidikan terakhir responden adalah SMA dan berdomisili di Surabaya. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 150 responden. Hasil penelitian ini menunjukkan adanya pengaruh *Food Quality*, *Service Quality*, *Ambiance*, dengan moderasi *Customer Characteristic* terhadap *Customer Satisfaction*. Variabel yang tidak mempengaruhi *customer satisfaction* di restoran Kintan Buffet Surabaya adalah Variabel *Price*.

Kata kunci : *Food Quality*, *Service Quality*, *Ambiance*, *Price* dan *Customer Characteristic*, *Customer Satisfaction*.

## **ABSTRACT**

*The purpose of this research is to determine and analyze the influence of food Quality, Service Quality, Ambiance, Price and Customer Characteristic on Customer Satisfaction of Kintan Buffet restaurant. This research use the quantitative approach and the design of this research is causal. Variables used in this research are food Quality, Service Quality, Ambiance, Price and Customer Characteristic and Customer Satisfaction. Data analysis technique is Structural Equation Modeling (SEM) using SPSS 23 for windows.*

*This Study use a sample of respondents who had visited and enjoyed food at Kintan Buffet Surabaya in the past 6 months, minimum education is high school and domiciled in Surabaya. The number of samples used in this study were 150 respondents. The result of this research indicated the influence of food quality, service quality, ambiance, price and customer characteristic of customer satisfaction. Variables that do not affect customer satisfaction in a restaurant Kintan Buffet Surabaya is Variable Price.*

*Keywords: Food Quality, Service Quality, Atmosphere, Price and Customer Characteristics, Customer Satisfaction.*

