

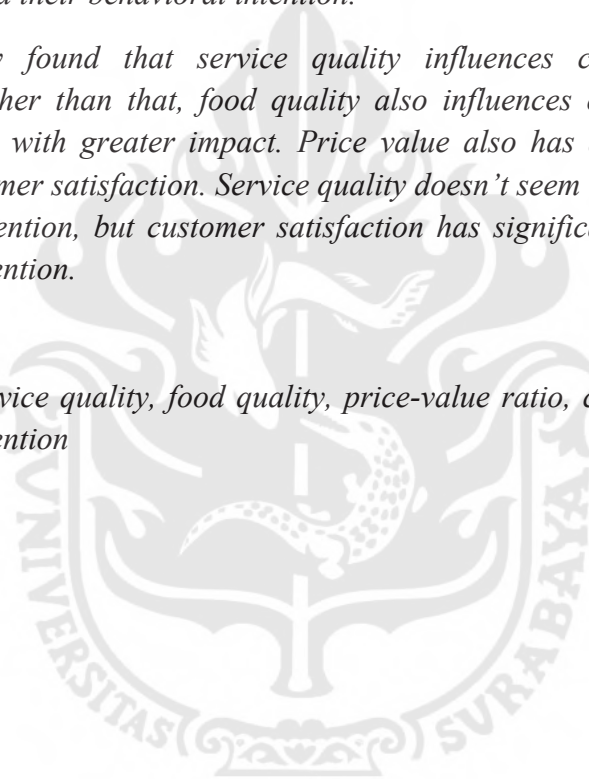
ABSTRACT

The purpose of this study is to determine and examine how many factors can influence customer satisfaction and behavioral intention of customer which eats at KFC in Surabaya. Besides that, this study also examines which factor is the most influential one.

This study uses confirmatory factor analysis with structural equation modeling to examine and determine which effect can explain consumer's satisfaction and their behavioral intention.

This study found that service quality influences customer satisfaction positively. Other than that, food quality also influences customer satisfaction positively but with greater impact. Price value also has a significant positive effect on customer satisfaction. Service quality doesn't seem to have any effects on behavioral intention, but customer satisfaction has significant positive effect on behavioral intention.

Keywords: service quality, food quality, price-value ratio, customer satisfaction, behavioral intention



ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi *customer satisfaction* dan *behavioral intention* untuk pelanggan KFC di Surabaya. Selain itu, penelitian ini ditujukan untuk mengetahui faktor mana yang paling memiliki pengaruh terhadap *customer satisfaction* dan *behavioral intention*.

Penelitian ini menggunakan CFA (*confirmatory factor analysis*) dengan model SEM (*structural equation modeling*) untuk mengukur dan menentukan faktor-faktor apa yang mempengaruhi *customer satisfaction* dan *behavioral intention* pada restoran KFC di Surabaya.

Penelitian ini memiliki hasil bahwa *service quality* memiliki pengaruh positif terhadap *customer satisfaction*. Selain itu, *food quality* juga memiliki pengaruh positif yang lebih besar terhadap *customer satisfaction*. *Price-value ratio* memiliki pengaruh signifikan positif terhadap *customer satisfaction*. *Service quality* tidak memiliki pengaruh terhadap *behavioral intention*, tetapi *customer satisfaction* memiliki pengaruh positif terhadap *behavioral intention*.

Kata kunci: *service quality, food quality, price-value ratio, customer satisfaction, behavioral intention*

