

**PENGARUH SERVICE QUALITY, FOOD QUALITY, PRICE VALUE RATIO TERHADAP CUSTOMER SATISFACTION PADA RESTAURANT CEPAT SAJI BURGER KING DI SURABAYA**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui Pengaruh *Service Quality*, *Food Quality*, *Price Value Ratio*, *Customer Satisfaction* Terhadap *Behavioral Intention* di Burger King Surabaya. Sebanyak 154 responden dalam penelitian ini yang telah diambil sampelnya. Populasi dalam penelitian ini adalah mahasiswa yang pernah makan di Burger King. Analisis dalam penelitian ini menggunakan *Structural Equation Modeling* (SEM) dan diolah menggunakan software SPSS versi 24.0 for Windows serta Amos versi 22.0 for windows untuk pengujian model pengukuran dan model struktural. Hasil penelitian ini menunjukkan bahwa hipotesis terdukung dan signifikan. Adapun hipotesis tersebut *Customer Satisfaction* dengan *Behavioral Intention*, *Service Quality* dengan *Customer Satisfaction*, *Food Quality* dengan *Customer Satisfaction* dan *Price Value Ratio* dengan *Customer Satisfaction*.

Kata Kunci : *Service Quality*, *Food Quality*, *Customer Satisfaction*, *Price Value Ratio*, *Behavioral Intention*.

# **THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, PRICE VALUE RATIO ON CUSTOMER SATISFACTION AT BURGER KING FAST FOOD RESTAURANT IN SURABAYA**

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## **ABSTRACT**

*This study aims to analyze and know the effect of Service Quality, Food Quality, Price Value Ratio, on Customer Satisfaction at Burger King fast food restaurant in Surabaya. There are 154 respondents were sampled in this study. The population in this study were students who had eaten at Burger King. The analysis in this study used Structural Equation Modeling (SEM) and processed using SPSS version 24.0 for Windows and Amos version 22.0 for windows for testing measurement models and structural models. The results of this study indicate that the hypothesis is valid and support the study. The hypothesis is Customer Satisfaction with Behavioral Intention, Service Quality with Customer Satisfaction, Food Quality with Customer Satisfaction and Price Value Ratio with Customer Satisfaction.*

**Keywords:** *Service Quality, Food Quality, Customer Satisfaction, Price Value Ratio, Behavioral Intention*