

JUDUL: PENGARUH *QUALITY* TERHADAP *RESTAURANT IMAGE*,
CUSTOMER PERCEIVED VALUE, *CUSTOMER SATISFACTION* DAN
BEHAVIORAL INTENTIONS PADA ENAM TIGA RESTO DI KOTA MALANG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dari *quality of physical environment*, *food quality*, dan *service quality* terhadap *restaurant image*, *customer perceived value*, *customer satisfaction* dan *behavioral intentions* pada Enam Tiga Resto di kota Malang. Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis dari penelitian ini adalah penelitian kasual. Variabel yang digunakan adalah *quality of physical environment*, *food quality*, *service quality*, *restaurant image*, *customer perceived value*, *customer satisfaction* dan *behavioral intentions*. Teknis analisis data yang digunakan adalah *Structural Equation Model* (SEM) dengan menggunakan SPSS 25.0 for Windows dan AMOS versi 22.

Penelitian ini menggunakan sampel berupa responden yang pernah berkunjung dan menikmati makanan di Enam Tiga Resto di kota Malang dalam 1 bulan terakhir, berusia minimal 18 tahun, dan minimal pendidikan terakhir responden adalah SMA. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 175 responden. Hasil penelitian ini menyatakan bahwa *food quality* mempunyai pengaruh yang cukup dominan pada variabel *restaurant image* serta *customer satisfaction* yang memiliki pengaruh yang signifikan terhadap *behavioral intentions*.

Kata Kunci: *Food Service Quality* (*physical environment*, *food*, *service*), *Restaurant Image*, *Customer Perceived Value*, *Customer Satisfaction*, *Behavioral Intentions*, Enam Tiga Resto Malang.

TITLE: THE INFLUENCE OF THE QUALITY ON RESTAURANT IMAGE, CUSTOMER PERCEIVED VALUE, CUSTOMER SATISFACTION AND BEHAVIORAL INTENTIONS IN ENAM TIGA RESTO IN MALANG.

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ABSTRACT

The purpose of this research is to determine and analyze the influence of quality of physical environment, food quality, and service quality on restaurant image, customer perceived value, customer satisfaction and behavioral intentions in the Enam Tiga Resto in Malang. The research uses the quantitative approach and the design of this research is causal. The variables used are quality of physical environment, food quality, service quality, restaurant image, customer perceived value, customer satisfaction and behavioral intentions. Data analysis technique is Structural Equation Model (SEM) using SPSS 25.0 for Windows and AMOS version 22.

This study uses a sample of respondents who have visited and enjoyed food at Enam Tiga Resto in Malang in the last 1 month, at least are 18 years old, and the minimum education is high school. The number of samples used in this study were 175 respondents. The results of this study indicate that food quality has a fairly dominant influence on restaurant image and customer satisfaction have a significant influence on behavioral intentions in the Enam Tiga Resto in Malang.

Keyword: *Food Service Quality (physical environment, food, service), Restaurant Image, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions, Enam Tiga Resto Malang.*