

JUDUL : PENGARUH SERVICE QUALITY, FOOD QUALITY, PRICE-VALUE RATIO, DAN SATISFACTION TERHADAP BEHAVIORAL INTENTIONS PADA RESTORAN MCDONALD'S DI SURABAYA

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**ABSTRAK**

Penelitian ini bertujuan untuk membuktikan pengaruh dari *service quality*, *food quality*, *price-value ratio*, *satisfaction* terhadap *behavioral intentions* pada restoran McDonald's di Surabaya. Jenis penelitian yang digunakan adalah *basic research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan tujuan untuk mendapatkan sampel dari orang – orang yang memenuhi beberapa kriteria yang telah ditentukan. Responden yang digunakan dalam penelitian ini berjumlah 240 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan menggunakan *software* SPSS versi 23 *for windows* dan juga AMOS versi 22 *for windows* yang digunakan untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif *satisfaction* terhadap *behavioral intentions*, pengaruh positif *service quality* terhadap *satisfaction*, pengaruh positif *service quality* terhadap *behavioral intentions*, pengaruh positif *food quality* terhadap *satisfaction*, dan pengaruh positif *price-value ratio* terhadap *satisfaction*.

Kata kunci : *fast food retailing*, *customer satisfaction*, *consumer service marketing*, *behavioral intentions*, *marketing strategy*

TITLE : THE EFFECTS OF TANGIBLE REWARDS, PREFERENTIAL  
TREATMENT, PERCEIVED STATUS ON RELATIONSHIP QUALITY  
AND CUSTOMER ENTITLEMENT IN GARUDAMILES

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**ABSTRACT**

*The purpose of this research aims to prove the effect of service quality, food quality, price-value ratio, satisfaction to behavioral intentions of McDonald's restaurant in Surabaya. The type of research used is basic research with causal purpose and quantitative approach. This research uses a purposive sampling approach, which is a sampling technique based on purpose to get a sample of people who meet several predetermined criteria. Respondents used in this study amounted to 240 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS version 23 software for Windows and AMOS version 22 for Windows which is used for testing Measurement Models and Structural Models.*

*The results of this study that there is a significant and direct relationship between satisfaction and their behavioral intentions in McDonald's, there is a significant and direct relationship between service quality and satisfaction in McDonald's, there is a significant and direct relationship between service quality and behavioral intentions in McDonald's, there is a significant and direct relationship between food quality and satisfaction in McDonald's, there is a significant and direct relationship between price-value ratio and satisfaction in McDonald's.*

**Keywords:** *fast food retailing, customer satisfaction, consumer service marketing, behavioral intentions, marketing strategy*