

ABSTRACT

This study aims to determine the effect of food quality, service quality, ambience quality, and price on customer satisfaction of typical Japanese restaurant customers in Surabaya. The data used in this study are primary data obtained from questionnaires. The sample in this study were 100 respondents with the criteria of having eaten at a Japanese restaurant in Surabaya more than once, and in the last three months at least have visited a typical Japanese restaurant in Surabaya. The sampling technique used is non probability sampling. This research uses a quantitative approach through statistical testing. The analysis used is multiple linear regression analysis using SPSS software. The results showed that food quality, service quality, ambience quality, and price each had a positive and significant effect on customer satisfaction.

Keywords: Food quality, service quality, ambience quality, price, and customer satisfaction

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *food quality*, *service quality*, *ambience quality*, dan *price* terhadap *customer satisfaction* pelanggan restoran khas Jepang di Surabaya. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Sampel dalam penelitian ini yaitu sebanyak 100 responden dengan kriteria yaitu pernah makan di restoran khas Jepang di Surabaya lebih dari satu kali, dan dalam tiga bulan terakhir minimal telah mengunjungi restoran khas Jepang di Surabaya. Teknik pengambilan sampel yang digunakan yaitu *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif melalui pengujian secara statistik. Analisis yang digunakan yaitu analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa *food quality*, *service quality*, *ambience quality*, dan *price* masing-masing berpengaruh positif dan signifikan terhadap *customer satisfaction*.

Kata kunci: *Food quality*, *service quality*, *ambience quality*, *price*, dan *customer satisfaction*