# FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU *WORD OF MOUTH INTENTION* PELANGGAN PADA TEMPAT MAKAN MASAKAN KHAS JAWA DI SURABAYA

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahai bagaimana pengaruh variabel pengaruh *food quality, personal interaction quality, physical environment quality, perceived value,* dan *relationship quality* (*satisfaction, trust,*dan *commitment*) terhadap perilaku *word of mouth intentions* pelanggan tempat makan masakan khas Jawa di Surabaya

Penelitian menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 25 dan Lisrel 8.8. untuk menganalisa hubungan setiap variabel dalam penelitian. Responden yang digunakan sebesar 200 responden. responden yang digunakan merupakan responden yang pernah mengunjungi salah satu dari sepuluh restoran makanan khas Jawa di Surabaya dalam kurun waktu 6 bulan terakhir.

Hasil dari penelitian ini menemukan bahwa *food quality, personal interaction quality, physical environment quality,* dan *perceived value* memiliki pengaruh positif dan signifikan terhadap *satisfaction.* Selain itu pelanggan menilai *satisfaction* memiliki pengaruh positif dan signifikan terhadap *trust* dan *word of mouth intentions* serta pelanggan menilai *trust* memiliki pengaruh positif terhadap *commitment*, selain itu pelangggan meniliai *satisfaction* tidak memiliki pengaruh terhadap *commitment,* serta *trust* dan *commitment* juga tidak memiliki pengaruh terhadap *word of mouth intentions.*

Kata kunci: *satisfaction, trust, commitment*, *word of mouth intentions, SPSS 25, Lisrel 8.8.*

# FACTORS INFLUENCING CUSTOMER BEHAVIOR WORD OF MOUTH IN THE DINING JAVA SPECIAL CUISINE IN SURABAYA

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## ABSTRACT

*The purpose of the study was to find out influence of variables influencing food quality, personal interaction quality, physical environment quality, perceived value, and relationship quality (satisfaction, trust, and commitment) to the behavior of word of mouth intentions of customers in typical Javanese cuisine in Surabaya*

*The research uses Structural Equation Model (SEM) with Statistical Package for Social Sciences (SPSS) program version 25 and Lisrel 8.8. to analyze the relationship of each variable in the study. Respondents used were 200 respondents. respondents used were respondents who had visited one of ten Javanese food restaurants in Surabaya in the past 6 months.*

*The results of this study found that food quality, personal interaction quality, physical environment quality, and perceived value have a positive and significant effect on satisfaction. In addition, customers assess satisfaction has a positive and significant effect on trust and word of mouth intentions, and customers assess trust as having a positive effect on commitment, besides customers assessing satisfaction has no effect on commitment, and trust and commitment also have no effect on word of mouth. intentions.*

*Keywords:satisfaction, trust, commitment, word of mouth intentions, SPSS 25, Lisrel 8.8.*