

PENGARUH *PERCEIVED FOOD QUALITY*, *PRICE FAIRNESS*, *PERCEIVED VALUE*, *CUSTOMER SATISFACTION* TERHADAP *REVISIT INTENTION* DAN *WOM INTENTION* PADA GREENLY SURABAYA.

Hansen Gunawan  
Manajemen Layanan Pariwisata  
Pembimbing:  
Siti Rahayu, S.E., M.M  
Adi Prasetyo Tedjakusuma B.Bus., M.Com

**ABSTRAK**

Kebiasaan makan orang di seluruh dunia berubah akibat Pandemi COVID-19. Karena banyak orang-orang menghabiskan waktu di rumah, untuk mengisi waktu mereka memasak makanan sendiri dan memastikan bahan makanan yang mereka beli aman, dalam mencegah ancaman penyakit COVID-19 membuat banyak orang dan perusahaan bersama-sama mempromosikan pentingnya makan makanan sehat, terutama yang dapat meningkatkan sistem kekebalan tubuh. Pandemi corona turut memberi dampak pada meningkatnya kesadaran masyarakat terhadap pentingnya menjaga kesehatan, baik melalui olahraga hingga lewat makanan sebagai asupan gizi bagi tubuh. Kondisi ini juga menjadi peluang bagi pelaku usaha healthy food untuk semakin mengembangkan bisnisnya. Penelitian ini bertujuan untuk menguji kembali variabel peran *perceived food quality (PFQ)*, *price fairness (PF)*, *perceived value (PV)*, *customer satisfaction (CS)*, *revisit intention (RI)* dan *word of mouth (WOM)*. Penelitian ini adalah penelitian kuantitatif dengan jenis penelitian kausal yang menggunakan *structural equation modeling method*. Hasil penelitian ini menunjukkan seluruh hipotesis terdukung, kecuali *Perceived food quality* terhadap *satisfaction*.

Kata Kunci: *perceived food quality*, *customer satisfaction*, *revisit intention*, *word of mouth*.

*THE EFFECT OF PREPARING FOOD QUALITY, FAIRNESS PRICE,  
PERCEIVED VALUE, CUSTOMER SATISFACTION AGAINST REVISIT  
INTENTION AND WOM INTENTION IN GREENLY SURABAYA.*

Hansen Gunawan  
*Tourism Service Management*  
Contributor:  
Siti Rahayu, S.E., M.M  
Adi Prasetyo Tedjakusuma B.Bus., M.Com

*ABSTRACT*

*The eating habits of people around the world have changed due to the COVID-19 Pandemic. Because many people spend time at home, to fill their time cooking their own food and making sure the food they buy is safe, in preventing the threat of COVID-19, it makes many people and companies together the importance of eating healthy, especially those that can improve the system to improve. body. The corona pandemic also has an impact on public awareness of maintained health, both through food service as food for nutrition for the body. This condition is also an opportunity for healthy food businesses to develop their business. This study aims to examine the role variables of perceived food quality (PFQ), price fairness (PF), perceived value (PV), customer satisfaction (CS), revisit intention (RI) and word of mouth (WOM). This research is a quantitative research with the type of causal research using structural equation modeling methods. The results of this study indicate that all hypotheses are supported, except for the quality of the food received on satisfaction.*

*Keywords: perceived food quality, customer satisfaction, revisit intention, word of mouth*