

**PENGARUH *SERVICE QUALITY* DAN *CUSTOMER SATISFACTION*  
TERHADAP *BEHAVIORAL INTENTIONS* PADA *J.CO DONUTS & COFFEE* DI  
SURABAYA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality* terhadap *behavioral intentions* pada *J.Co Donuts & Coffee* di Surabaya. Pengolahan data pada penelitian ini menggunakan program PASW (*Predictive Analytics SoftWare*) versi 18. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jumlah sampel sebanyak 185 responden berusia 15 tahun keatas, berpendidikan minimal SMP dan pernah berkunjung untuk membeli dan mengkonsumsi *J.CO Donuts & Coffee* dalam 3 bulan terakhir minimal 2 kali di Surabaya. Hasil penelitian ini menunjukkan bahwa *service quality*, *food quality*, dan *price value ratio* berpengaruh positif terhadap *customer satisfaction* serta *service quality* dan *customer satisfaction* berpengaruh positif terhadap *behavioral intentions*.

Kata kunci : *service quality*, *behavioral intentions*, *customer satisfaction*.

*THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON  
BEHAVIORAL INTENTIONS IN J.CO DONUTS & COFFEE AT SURABAYA*

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ABSTRACT

*This study aims to determine the effect of service quality on behavioral intentions at J.Co Donuts & Coffee in Surabaya. Data processing in this study uses the PASW (Predictive Analytics SoftWare) program version 18. The sampling technique used is non-probability sampling with a sample size of 185 respondents aged 15 years and over, with at least junior high school education and have visited to buy and consume J.CO Donuts. & Coffee in the last 3 months at least 2 times in Surabaya. The results of this study indicate that service quality, food quality, and price value ratio have a positive effect on customer satisfaction and service quality and customer satisfaction have a positive effect on behavioral intentions.*

*Keywords : service quality, behavioral intentions, customer satisfaction*