

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
CUSTOMER SATISFACTION DAN REVISIT INTENTION
PADA RESTORAN DOMICILE KITCHEN & LOUNGE
SURABAYA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari faktor-faktor seperti *service quality, food quality, atmospherics, perceived value/price, other customer* terhadap *customer satisfaction* dan *customer satisfaction, restaurant reputation, variety seeking tendency, trust* terhadap *revisit intention* pada restoran Domicile Kitchen & Lounge Surabaya. Jenis penelitian yang digunakan adalah *basic research* yang menggunakan 10 variabel penelitian yaitu *service quality, food quality, atmospherics, perceived value/price, other customer, customer satisfaction, variety seeking tendency, restaurant reputation, trust* dan *revisit intention*.

Penelitian ini menggunakan data primer dengan menyebarkan 210 responden. Sedangkan metode pengolahan data dalam penelitian ini menggunakan *software IBM SPSS Statistic 24 (Statistical Package for the Social Sciences)* untuk melakukan uji Validitas dan uji Reliabilitas. Sedangkan metode kedua yang digunakan adalah Metode PLS-SEM (*Partial least square-Structural Equation Modeling*) untuk menguji model penelitian. Hasil penelitian ini menunjukkan bahwa variabel *service quality, food quality, atmospherics, perceived value/price, other customer* berpengaruh positif signifikan terhadap *customer satisfaction*. Variabel *customer satisfaction, customer satisfaction* dengan *trust* sebagai mediasi, *restaurant reputation* dengan *trust* sebagai mediasi serta *trust* berpengaruh positif signifikan terhadap *revisit intention*. Sedangkan variabel *restaurant reputation, variety seeking tendency* tidak memiliki pengaruh terhadap *revisit intention*.

Kata Kunci : *service quality, food quality, customer satisfaction, trust , revisit intention*.

THE ANALYSIS OF FACTORS THAT AFFECT CUSTOMER SATISFACTION AND REVISIT INTENTION IN DOMICILE KITCHEN & LOUNGE SURABAYA'S RESTAURANT

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ABSTRACT

This study aims to determine the effect of factors such as service quality, food quality, atmosphere, perceived value / price, other customer on customer satisfaction and customer satisfaction, restaurant reputation, variety seeking tendency, trust on revisit intention in Domicile Kitchen & Lounge Surabaya's restaurant. The type of research is basic research that uses 10 research variables, namely service quality, food quality, atmosphere, perceived value / price, other customer, customer satisfaction, variety seeking tendency, restaurant reputation, trust and revisit intention.

This study uses primary data by distributing 210 respondents. While the data processing method in this study used the IBM SPSS Statistic 24 software (Statistical Package for the Social Sciences) to test the validity and reliability test. While the second method used is the PLS-SEM (Partial least square-Structural Equation Modeling) method to test the research model. The results of this study indicate that the variable service quality, food quality, atmosphere, perceived value / price, other customer has a significant positive effect on customer satisfaction. The variables of customer satisfaction, customer satisfaction with trust as mediation, restaurant reputation with trust as mediation and trust have a significant positive effect on revisit intention. Meanwhile, restaurant reputation, variety seeking tendency has no effect on revisit intention.

Keywords : service quality, food quality, customer satisfaction, trust , revisit intention.