

PERSEPSI PELANGGAN TENTANG KUALITAS LAYANAN DAN PEMBENTUKAN NIAT PERILAKU SETELAH BERKUNJUNG DI KFC SURABAYA

Belinda Dewi Sutandyo
Manajemen Pemasaran
Dudi Anandya
Indarini

ABSTRAK

Tujuan dari penelitian ini untuk mengetahui pengaruh *service quality*, *food quality*, *price-value ratio* terhadap *customer satisfaction* dan *behavioral intentions* KFC di Surabaya. Tipe penelitian ini menggunakan *causal research* dengan pendekatan kuantitatif dan data kuesioner sebanyak 165 responden. Cara menganalisis penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 24 dan AMOS 22. Hasil penelitian ini menunjukkan bahwa *service quality* tidak berpengaruh positif terhadap *behavioral intentions* KFC di Surabaya. Namun, variabel pada *service quality*, *food quality* dan *price-value ratio* berpengaruh positif terhadap *customer satisfaction* KFC di Surabaya

Kata Kunci: *Behavioral Intentions, Service Quality, Customer Satisfaction, Food Quality, Price-Value Ratio*

***CUSTOMER'S PERCEPTIONS ABOUT SERVICE QUALITY AND
FORMATION OF BEHAVIORAL INTENTIONS AFTER VISITING KFC
SURABAYA***

Belinda Dewi Sutandyo
Marketing Management
Dudi Anandya
Indarini

ABSTRACT

The purpose of this study was to determine the effect of service quality, food quality, price-value ratio on customer satisfaction and behavioral intentions of KFC in Surabaya. This type of research uses causal research with a quantitative approach and questionnaire data as many as 165 respondents. The method of analyzing this research is using SEM (Structural Equation Modeling) with software. SPSS 24 and AMOS 22. The results of this study indicate that service quality has no positive effect on behavioral intentions KFC in Surabaya. However, variables of service quality, food quality and price-value ratio have a positive effect on customer satisfaction KFC in Surabaya.

Keywords: Behavioral Intentions, Service Quality, Customer Satisfaction, Food Quality, Price-Value Ratio