PENGARUH *SERVICE QUALITY*, *FOOD QUALITY*, DAN *PRICE*

TERHADAP *CUSTOMER SATISFACTION*

PADA RESTORAN CEPAT SAJI PIZZA HUT SURABAYA

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ABSTRAK

Skripsi ini memiliki tujuan untuk mengetahui pengaruh *service quality*, *food quality*, dan *price* terhadap *customer satisfaction* pada restoran cepat saji Pizza Hut Surabaya. Objek yang digunakan pada skripsi ini adalah Restoran cepat saji Pizza Hut di Surabaya. Pengolahan data diolah dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software* AMOS versi 22 *for windows*. Dalam penelitian menggunakan data primer, data diperoleh dari menyebarkan kuesioner secara online menggunakan *google form*. Banyaknya responden yang digunakan pada penelitian sebanyak 221 responden yang pernah makan langsung di restoran Pizza Hut Surabaya dalam waktu 7-8 bulan terakhir. Penelitian menggunakan teknik pengambilan sampel dengan teknik *Non-Probability* dengan *Quota Sampling*. Hasil penelitian menunjukan terdapat hubungan signifikan positif antara *Price* terhadap *Customer Satisfaction*, *Location and Environment* terhadap *Customer Satisfaction*, dan hubungan *Customer Satisfaction* terhadap *Customer Loyalty*. Sedangkan hubungan *Food Quality* terhadap *Customer Satisfaction*, dan *Service Quality* terhadap *Customer Satisfaction* berpengaruh tidak positif signifikan pada restoran cepat saji Pizza Hut Surabaya.

Kata Kunci: Kualitas Layanan, Kualitas Makanan, Harga, Kepuasan Pelanggan, Restoran Cepat Saji.

EFFECT OF SERVICE QUALITY, FOOD QUALITY, AND PRICE TO CUSTOMER SATISFACTION ON FAST FOOD RESTAURANT PIZZA HUT SURABAYA

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ABSTRAC

This thesis aims to determine the effect of service quality, food quality, and price on customer satisfaction at the fast food restaurant Pizza Hut Surabaya. The object used in this thesis is Pizza Hut fast food restaurant in Surabaya. Data processing is used by using Structural Equation Modeling (SEM) with AMOS software version 22 for windows. In a study using primary data, data was obtained from distributing questionnaires online using google form. The number of respondents used in the study was 221 respondents who had eaten directly at the Pizza Hut Surabaya restaurant in the last 7-8 months. The study used a sampling technique with a Non-Probability Technique with Quota Sampling. The results showed there is a significant positive relationship between price and customer satisfaction, location and environment to customer satisfaction, and the relationship between customer satisfaction and customer loyalty. Meanwhile, the relationship between Food Quality and Customer Satisfaction and Service Quality to Customer Satisfaction has no significant positive effect on the fast food restaurant Pizza Hut Surabaya.

Key Word: Service Quality, Food Quality, Price, Customer Satisfaction, Fast Food Restaurant