

PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *BEHAVIORAL INTENTIONS* PADA *FAST FOOD RESTAURANT CARL'S JR SURABAYA*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *service quality* terhadap *customer satisfaction & behavioral intentions* pada *fast food restaurant* Carl's Jr di Surabaya. Carl's Jr merupakan salah satu restoran cepat saji terbaik di Surabaya (dilihat dari nilai *review* di Google), yang memiliki standar pelayanan baik. Sampel dari penelitian ini sebanyak 270 pelanggan Carl's Jr di Surabaya yang berusia setidaknya 17 tahun, pernah datang, membeli dan mengonsumsi Produk Carl's Jr dalam 1 tahun terakhir, mengunjungi Carl's Jr setidaknya 2 kali dalam satu tahun terakhir, dan berpendidikan minimal SMA/ sederajat. Penelitian ini bersifat kuantitatif. Pengolahan data menggunakan *software* SPSS dan metode pengolahan SEM (*Structural Equation Modelling*). Hasil dari penelitian terdapat pengaruh positif *service quality* terhadap *customer satisfaction* dan *behavioral intentions* pada Carl's Jr di Surabaya. Lebih lanjut penelitian juga menemukan hubungan positif antara *food quality & price-value ratio* terhadap *customer satisfaction*. Dari penelitian juga ditemukan bahwa *behavioral intentions* memiliki nilai respon paling tinggi. Pernyataan dalam *behavioral intentions* yang memiliki tingkat persetujuan paling tinggi adalah "Saya akan mengatakan kekurangan Carl's Jr ketika saya berbicara dengan orang lain".

Kata kunci: *Service Quality, Customer Satisfaction, Behavioral Intentions, Food Quality, Price-value Ratio*

***THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION
AND BEHAVIORAL INTENTIONS IN FAST FOOD RESTAURANT CARL'S
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ABSTRACT

This study aims to determine and analyze the effect of service quality on customer satisfaction & behavioral intentions at Carl's Jr. fast food restaurant in Surabaya. Carl's Jr. is one of the best fastfood restaurants in Surabaya (according to the review score on Google) which has good service standards. The sample of this study consisted of 270 Carl's Jr customers in Surabaya who were at least 17 years old, had come, bought and consumed Carl's Jr. Products in the last 1 year, visited Carl's Jr. at least 2 times in the past year, and had a minimum high school education / equivalent. This research is quantitative in nature. Data processing using SPSS software and SEM (Structural Equation Modeling) processing methods. The result of this shows there is a positive effect of service quality on customer satisfaction and behavioral intentions at Carl's Jr. in Surabaya. Furthermore, the study also found a positive relationship between food quality & price-value ratio on customer satisfaction. The research also found that behavioral intentions had the highest response value. The statement in behavioral intentions that had the highest approval rate was "I would say Carl's Jr.'s flaws when I talk to other people".

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