

PENGARUH *FOOD QUALITY*, *SERVICE QUALITY*, DAN *ATMOSPHERIC QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *BEHAVIORAL INTENTIONS* PADA *COFFEE SHOP* JOKOPIDI SURABAYA

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ABSTRACT

This research was conducted with the aim of knowing the effect of Food Quality, Service Quality, and Atmospheric Quality on Customer Satisfaction, and the effect of Customer Satisfaction on the Behavioral Intention of Jokopi cafe customers. This research is a basic research which is included in the type of causal research. The research approach used is quantitative using a structural model. The sampling technique used is non-probability sampling with purposive sampling method. The sample criteria used are Jokopi cafe customers who are at least 18 years old and domiciled in Surabaya. Research data processing using Amos 21.0 software. The results showed that each independent variable, namely Food Quality, Service Quality, and Atmospheric Quality, had a significant effect on Customer Satisfaction. In addition, it is also concluded that Customer Satisfaction has a significant effect on the Behavioral Intention of customers at the Jokopi cafe.

Keywords: Food Quality, Service Quality, Atmospheric Quality, Customer Satisfaction, Behavioral Intention

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ABSTRAK

Penelitian ini dilakukan dengan tujuan yaitu untuk mengetahui pengaruh *Food Quality*, *Service Quality*, dan *Atmospheric Quality* terhadap *Customer Satisfaction*, serta pengaruh *Customer Satisfaction* terhadap *Behavioral Intention* pelanggan kafe Jokopi. Penelitian ini merupakan *basic research* yang termasuk dalam jenis *causal research*. Pendekatan penelitian yang digunakan yaitu kuantitatif dengan menggunakan model struktural. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan metode *purposive sampling*. Kriteria sampel yang digunakan yaitu pelanggan kafe Jokopi berusia minimal 18 tahun dan berdomisili di Surabaya. Pengolahan data penelitian menggunakan *software* Amos 21.0. Hasil penelitian menunjukkan bahwa masing-masing variabel bebas yaitu *Food Quality*, *Service Quality*, dan *Atmospheric Quality* berpengaruh signifikan terhadap *Customer Satisfaction*. Selain itu juga disimpulkan bahwa *Customer Satisfaction* berpengaruh signifikan terhadap *Behavioral Intention* pelanggan di kafe Jokopi.

Kata Kunci: *Food Quality*, *Service Quality*, *Atmospheric Quality*, *Customer Satisfaction*, *Behavioral Intention*.