

**PENGARUH *SERVICE QUALITY, FOOD QUALITY, PRICE VALUE RATIO, SATISFACTION* TERHADAP *BEHAVIORAL INTENTION* KONSUMEN RESTORAN KFC DI SURABAYA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis apakah *customer satisfaction, service quality* memiliki pengaruh langsung dan signifikan terhadap *behavioral intention* konsumen restoran KFC di kota Surabaya, menganalisis apakah *service quality, food quality* dan *price value ratio* memiliki pengaruh langsung dan signifikan terhadap *customer satisfaction* konsumen restoran KFC di kota Surabaya. Jenis penelitian ini adalah *basic research* yang menggunakan pendekatan kuantitatif dengan analisis data berupa SEM (*Structural Equation Modeling*). Pengolahan data dilakukan dengan menggunakan program LISREL yang dilakukan untuk pengujian struktural dan SPSS untuk pengujian validitas dan reliabilitas data. Teknik pengambilan sampel yang digunakan pada penelitian yaitu *purposive sampling* dengan teknik *non-probability* menggunakan sampel yang berjumlah 200 responden. Kriteria responden yaitu wanita atau pria yang berusia 17 tahun dan pernah makan di restoran KFC di Kota Surabaya. Hasil penelitian ini menunjukkan bahwa *customer satisfaction* berpengaruh positif signifikan terhadap *behavioral intention* pada customer di KFC Surabaya. *Service quality* berpengaruh positif signifikan terhadap *customer satisfaction* pada customer di KFC Surabaya, *service quality* berpengaruh positif tidak signifikan terhadap *behavioral intention* pada customer di KFC Surabaya. *Food quality* berpengaruh positif signifikan terhadap *customer satisfaction* pada customer di KFC Surabaya. *Price value ratio* berpengaruh positif signifikan terhadap *customer satisfaction* pada customer di KFC Surabaya.

Kata Kunci: *behavioral intention, customer satisfaction, food quality, price-value ratio, service quality.*

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**ABSTRACT**

*This study aims to analyze whether customer satisfaction, service quality have a direct and significant influence on consumer intentions for KFC restaurants in the city of Surabaya, analyze whether service quality, food quality, and price value ratios have a direct and significant influence on customer satisfaction at KFC restaurants in the city of Surabaya. This type of research is basic research that uses a quantitative approach with data analysis in the form of SEM (Structural Equation Modeling). Data processing was carried out using the LISREL program for structural testing and SPSS for testing the validity and reliability of the data. The sampling technique used in this research is purposive sampling with a non-probability technique using a sample that collects 200 respondents. The respondent's criteria are women or men who are 17 years old and have eaten at KFC restaurants in the city of Surabaya. The results of this study indicate that customer satisfaction has a significant positive effect on the behavioral intentions of customers at KFC Surabaya. Service quality has a significant positive effect on customer satisfaction at KFC Surabaya, service quality has no significant positive effect on customer behavioral intentions at KFC Surabaya. Food quality has a significant positive effect on customer satisfaction at KFC Surabaya. The price-value ratio has a significant positive effect on customer satisfaction at KFC Surabaya.*

*Keywords : behavioral intention, customer satisfaction, food quality, price-value ratio, service quality.*