

**PENGARUH *SERVICE QUALITY* DAN *CUSTOMER SATISFACTION*
TERHADAP *REVISIT INTENTION* MELALUI *MEDIA TRUST* PADA
RESTORAN DAN BAR CHAMAS BRAZILIAN CHURRASCARIA DI
SURABAYA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Service Quality* dan *Customer Satisfaction* Terhadap *Revisit Intention* Melalui *Media Trust* Pada Restoran dan Bar Chamas Brazilian Churrascaria di Surabaya. Dalam penelitian ini menggunakan 250 responden yang digunakan dalam pengambilan sampel. Pengolahan data penelitian dilakukan dengan menggunakan software SPSS dan SEM-PLS. Hasil penelitian menunjukkan bahwa Kualitas Layanan, Kualitas Makanan, Suasana, Pelanggan Lainnya, dan Nilai/Harga berpengaruh signifikan terhadap Kepuasan Pelanggan, Kepuasan Pelanggan, Reputasi Restoran, dan Kecenderungan Mencari Variasi berpengaruh signifikan terhadap Kunjungan Kembali, Kepercayaan memediasi secara signifikan pengaruh Kepuasan Pelanggan dan Reputasi Restoran terhadap Kunjungan Kembali pada restoran dan bar Chamas Brazilian Churrascaria di Surabaya

Kata Kunci: Kualitas Layanan, Kualitas Makanan, Kepuasan Pelanggan, Kepercayaan, Kunjungan Kembali.

***THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION
ON REVISIT INTENTION THROUGH MEDIA TRUST ON CHAMAS
BRAZILIAN CHURRASCARIA RESTAURANT AND BAR IN SURABAYA***

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ABSTRACT

This study aims to determine the effect of Service Quality and Customer Satisfaction on Revisit Intention through Media Trust at Chamas Brazilian Churrascaria Restaurant and Bar in Surabaya. In this study using 250 respondents used in sampling. Research data processing is done using SPSS and SEM-PLS software. The results showed that Service Quality, Food Quality, Atmosphere, Other Customers, and Value/Price had a significant effect on Customer Satisfaction, Customer Satisfaction, Restaurant Reputation, and Variety Seeking Tendency had a significant effect on Return Visits, Trust mediates significantly the effect of Customer Satisfaction and Reputation Restaurants against Return Visits to the Chamas Brazilian Churrascaria restaurant and bar in Surabaya

Keyword: *Service Quality, Food Quality, Customer Satisfaction, Trust, Revisit Intention*