

PENGARUH *CUSTOMER SATISFACTION* TERHADAP *REVISIT INTENTION*
PADA PAVILION RESTAURANT DI JW MARRIOT SURABAYA

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ABSTRAK

JW Marriot hotel memiliki restoran dengan nama Pavilion Restaurant dengan 242 ulasan di *website* tripadvisor dengan rata-rata ulasan mengatakan bahwa makanan yang disajikan sangat enak dan memuaskan. Para pengunjung memberikan penilaian luar biasa untuk Pavilion Restaurant. Tujuan penelitian ini dilakukan untuk mengetahui pengaruh *Customer Satisfaction* terhadap *Revisit Intention* pada Pavilion Restaurant di JW Marriot Surabaya. Data dalam penelitian ini diolah menggunakan metode *Structural Equation Modeling* (SEM) pada *software* SmartPLS 3. Total data yang digunakan pada penelitian ini sejumlah 342 responden yang pernah melakukan pembelian makanan di Pavilion Restaurant di JW Marriot Surabaya. Penelitian ini menemukan bahwa *Food Quality*, *Atmospherics* dan *Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* namun, *Service Quality* dan *Other Customers* tidak berpengaruh signifikan terhadap *Customer Satisfaction*. Kemudian *Variety Seeking Tendency* berpengaruh signifikan terhadap *Revisit Intention*, namun *Customer Satisfaction* dan *Restaurant Reputation* tidak berpengaruh signifikan terhadap *Revisit Intention*. Lalu, seluruh hipotesis mediasi pada penelitian ini berpengaruh positif dan signifikan.

Kata Kunci: *Customer Satisfaction*, *Revisit Intention*, Pavilion Restaurant JW Marriot

*THE EFFECT OF CUSTOMER SATISFACTION ON REVISIT INTENTION AT
PAVILION RESTAURANT AT JW MARRIOT SURABAYA*

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ABSTRACT

JW Marriot hotel has a restaurant called Pavilion Restaurant with 242 reviews on the Tripadvisor website with the average review saying that the food served is very tasty and satisfying. Visitors give excellent ratings to Pavilion Restaurant. The purpose of this research was to determine the effect of Customer Satisfaction on Revisit Intention at the Pavilion Restaurant at JW Marriot Surabaya. The data in this study was processed using the Structural Equation Modeling (SEM) method in SmartPLS 3 software. The total data used in this study was 342 respondents who had purchased food at the Pavilion Restaurant JW Marriot Surabaya. This research found that Food Quality, Atmospherics and Perceived Value have a significant effect on Customer Satisfaction, however, Service Quality and Other Customers do not have a significant effect on Customer Satisfaction. Then Variety Seeking Tendency has a significant effect on Revisit Intention, but Customer Satisfaction and Restaurant Reputation do not have a significant effect on Revisit Intention. Then, all mediation hypotheses in this study have a positive and significant effect.

Keywords: Customer Satisfaction, Revisit Intention, Pavilion Restaurant JW Marriot