

PENGARUH PENGALAMAN BERSANTAP TERHADAP *CUSTOMER
OVERALL SATISFACTION* YANG DIMEDIASI OLEH *CUSTOMER REVISIT
INTENTION* PADA JATINANGOR HOUSE KOTA SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Food Quality, Service Quality, Convenience* dan *Ambience* Terhadap *Customer Revisit Intention* Yang Dimediasi Oleh *Customer Revisit Intention* pada *Jatinangor House* Kota Surabaya. Penelitian ini memiliki tiga belas dimensi dari variabel *Food Quality, Service Quality, Convenience, Ambience, Customer Overall Satisfaction* dan *Customer Revisit Intention*. Data yang dikumpulkan untuk mendukung variabel awal didistribusikan kepada pelanggan *Jatinangor House* Kota Surabaya melalui 300 responden kuesioner. Penelitian ini menggunakan SmartPLS 4 karena ketahanan dalam melakukan pengujian model prediksi. Secara khusus, penelitian ini menunjukkan bagaimana pengaruh *Food Quality, Service Quality, Convenience* dan *Ambience* Terhadap *Customer Revisit Intention* Yang Dimediasi Oleh *Customer Revisit Intention* pada *Jatinangor House* Kota Surabaya. Studi ini menunjukkan bahwa kualitas makanan, kenyamanan, dan suasana *Jatinangor House* Kota Surabaya mempunyai pengaruh yang signifikan terhadap niat pelanggan untuk berkunjung kembali. Kenyamanan dan niat untuk berkunjung kembali mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan *Jatinangor House* Kota Surabaya. Disamping itu, kualitas makanan, kenyamanan, dan suasana tempat dari *Jatinangor House* Kota Surabaya memberikan pengaruh pada niat pelanggan untuk berkunjung kembali yang dimediasi oleh kepuasan pelanggan *Jatinangor House* di Kota Surabaya.

Kata kunci: *Customer Revisit Intention, Customer Overall Satisfaction*

*THE INFLUENCE OF EXPERIENCE DINING ON CUSTOMER OVERALL
SATISFACTION MEDIATED BY CUSTOMER REVISIT INTENTION AT
JATINANGOR HOUSE SURABAYA CITY*

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ABSTRACT

This research aims to analyze the influence of Food Quality, Service Quality, Convenience and Ambience on Customer Revisit Intention which is mediated by Customer Overall Satisfaction. This research has thirteen dimensions, namely Food Quality, Service Quality, Convenience, Ambiance, Customer Overall Satisfaction and Customer Revisit Intention. The data collected to support the initial variables was distributed to customers of Jatinangor House Surabaya City through 300 questionnaire respondents. This research uses SmartPLS 4 because of its robustness in testing prediction models. Specifically, this research shows the influence of Food Quality, Service Quality, Convenience and Ambience on Customer Revisit Intention which is mediated by Customer Overall Satisfaction. This study shows that the food quality, comfort and atmosphere of Jatinangor House, Surabaya City have a significant influence on customers' intention to visit again. Comfort and intention to visit again have a significant influence on customer satisfaction at Jatinangor House, Surabaya City. Apart from that, the quality of the food, comfort and atmosphere of the Jatinangor House in Surabaya City have an influence on customers' intention to visit again which is mediated by customer satisfaction at Jatinangor House in Surabaya City.

Keywords: *Customer Revisit Intention, Customer Overall Satisfaction*