

Analisis pengaruh servicescape terhadap revisit intention pada theme restaurant dan non-theme restaurant : studi kasus Nanny's Pavillon dan Solaria = Servicescape influence analysis to revisit intention of theme restaurant and non-theme restaurant : case study Nanny's Pavillon and Solaria

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Abstrak

Penelitian ini membahas mengenai atribut servicescape yang mempengaruhi pleasure-feeling dan perceived service quality terhadap perilaku konsumen untuk datang kembali (revisit intention). Penelitian ini menggunakan program SPSS seri 18.0 dengan analisis simple regression untuk mengetahui hubungan antara servicescape dan pleasure-feeling, servicescape dan perceived service quality, perceived service quality dan pleasure-feeling, serta servicescape dan revisit intention. Selanjutnya, multiple regression dilakukan untuk menguji apakah pleasure-feeling dan perceived service quality dapat menentukan revisit intention pelanggan yang berkunjung dan juga menguji apakah pleasure-feeling dan perceived service quality memediasi hubungan antara servicescape dan revisit intention.

Penelitian ini menunjukkan bahwa servicescape dapat mempengaruhi pleasure-feeling pada responden Nanny's Pavillon dan perceived service quality pada responden Solaria. Selanjutnya perceived service quality memiliki hubungan yang positif terhadap pleasure-feeling kedua responden restoran. Begitu pula dengan hubungan antara perceived service quality dan pleasure-feeling yang memiliki hubungan positif dengan revisit intention.

.....This research investigates servicescape attribute of influencing pleasur-feeling and perceived service quality in revisit customer behaviour (revisit intention). This research implemented SPSS series 18.0 through simple regression to investigate relation between servicescape and pleasure-feeling, servicescape and perceived service quality, perceived service quality and pleasure-feeling, aslo servicescape and revisit intention. Furthermore, multiple regression was applied to test whether pleasure-feeling and perceived service quality may determine revisit intention of visiting customer and also mediating relation between servicescape and revisit intention.

This research suggest that servicescape may influence pleasure-feeling on Nanny's Pavillon response and perceived service quality on Solaria response. Additionally, perceived service quality may have positive relation on pleasure-feeling on both of response group. Also the relation of perceived service quality and pleasure-feeling which is affirmativley related with revisit intention.