

Faktor-faktor yang mempengaruhi Dedication Behavior pelanggan restoran premium : studi kasus Restoran Pancious Pancake di Jakarta =
The influence factors of dedication behavior of premium restaurant consumers : case study Pancious Pancake Restaurant in Jakarta

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Abstrak

Untuk mengetahui sikap masyarakat terhadap premium restoran, peneliti ingin mengetahui faktor-faktor yang membuat konsumen merasa puas dengan restoran sehingga mampu memiliki hubungan yang baik, yaitu delapan dimensi gaya komunikasi, kualitas makanan, dan lingkungan fisik dapat mempengaruhi COSE, kepuasan, dan dedication behavior. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM).

Hasil penelitian menunjukkan gaya komunikasi perhatian, meninggalkan kesan dan santai memiliki pengaruh positif terhadap COSE. Selanjutnya, lingkungan fisik dan kualitas makanan memiliki pengaruh positif terhadap kepuasan. Dan kepuasan serta COSE berpengaruh positif terhadap dedication behavior.

.....To know people's behavior about premium restaurant, the manufacturer is expected to find out factors which make customers feel satisfied with the restaurant, to build good relationship between them, which are eight dimensions of communication style, food quality, physical environment, which influences COSE, satisfaction, and dedication behavior. This research used Structural Equation Modeling (SEM) as data analysis technique.

The result showed that communication style, which are attentive, impression leaving, and relax have a positive impact on COSE. Furthermore, physical environment and food quality have a positive impact on satisfaction, additionally satisfaction and COSE have a positive impact to dedication behavior.