

# Analisa variabel variabel-variabel yang membentuk dan mempengaruhi behavioral intention : studi kasus pada Restoran Solaria-Jakarta = The antecedents variables analysis and its effect on behavioral intention : a case study at Solaria Restaurant- Jakarta

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## Abstrak

Industri makanan adalah bisnis yang tak lekang oleh waktu. Badan Pusat Statistik (BPS) mencatat, pada tahun 2010 terdapat 2.916 usaha restoran dan rumah makan berskala menengah dan besar di Indonesia. Segmen quick-casual dining telah menjadi salah satu industri food service terbesar di dunia. Salah satu bentuk restoran quick-casual di Indonesia adalah Restoran Solaria.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel restaurant image, perceived value dan kepuasan konsumen terhadap behavioral intention konsumen Solaria. Penelitian menggunakan desain riset deskriptif dengan metode survei. Sampel dihimpun dengan metode nonprobability sampling dengan teknik judgment sampling sebanyak 275 sampel. Alat ukur yang digunakan adalah kuesioner dengan menggunakan skala Likert. Untuk mencapai tujuan penelitian data diolah dengan teknik analisa data SEM. Hasil menunjukkan kepuasan konsumen mampu membentuk behavioral intention secara langsung. Restaurant image mampu membentuk perceived value konsumen secara langsung dan secara tidak langsung mampu membentuk kepuasan konsumen melalui mediasi perceived value. Selain itu, perceived value mampu membentuk behavioral intention secara tidak langsung dengan dimediasi kepuasan konsumen. Hal ini menunjukkan bahwa kepuasan konsumen mempunyai peranan yang signifikan sebagai mediasi untuk membentuk behavioral intention pada industri quick-casual restaurant.

.....Food industry is an eternal business. Badan Pusat Statistik (BPS) has recorded, that in 2010 there were 2.916 restaurants with medium and large business scale in Indonesia. Quick-casual dining segment has become one of the biggest food service industry in the world. Solaria is the one of quick casual restaurant form in Indonesia.

The objective of this research is to determine the influence of the restaurant image, perceived value and customer satisfaction on consumer behavioral intention Solaria. This research is using descriptive research design with survey method. Non probability sampling with judgment sampling technique were used to collect 275 samples. Questionnaire with Likert scale was used as measuring tool. SEM data analysis technique applied to achieve the objective of this research.

The result displays that customer satisfaction is able to directly shape the behavioral intention. Restaurant image is able to directly shape perceived value and it's able to shape customer satisfaction indirectly with perceived value as the mediation. More over, perceived value is able to directly shape customer satisfaction and it's able to shape behavioral intention indirectly with customer satisfaction as the mediation. It showed that customer satisfaction has significant mediating role in forming behavioral intention in the quick-casual restaurant industry.