

Perilaku konsumen restoran etnis pengaruh empat kelompok atribut terhadap kepuasan pelanggan dan post dining behavioral intentions studi kasus restoran etnis sunda di wilayah jakarta = Ethnic restaurants consumers behavior the influence among four groups of attributes towards customer satisfaction and post dining behavioral intentions case study sundanese ethnic restaurants in jakarta

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Abstrak

Skripsi ini membahas tentang atribut-atribut yang berpengaruh terhadap kepuasan pelanggan serta post dining behavioral intentions pelanggan restoran etnis Sunda di wilayah Jakarta, serta melihat apakah kepuasan pelanggan juga berpengaruh terhadap post dining behavioral intentions pelanggan. Penelitian ini merupakan penelitian kuantitatif dengan desain deskriptif. Hasil penelitian ini menyarankan untuk manajemen restoran etnis Sunda yang ada di wilayah Jakarta, apabila mereka ingin meningkatkan kepuasan pelanggan dan juga post dining behavioral intentions pelanggan, maka atribut terkait masakan dan atmosfer perlu ditingkatkan (food related attributes dan atmospheric related attributes). Dalam penelitian ini juga membuktikan bahwa kepuasan pelanggan memiliki pengaruh terhadap post dining behavioral intentions pelanggan.

*The focus of this study is to examine about the attributes that influencing customer satisfactions and post dining behavioral intentions of Sundanese ethnic restaurants customers in Jakarta, also to find the relationship between customer satisfaction towards post dining behavioral intention. This research is quantitative descriptive interpretive. The researcher suggests that if Sundanese ethnic restaurants wants to increasing customers satisfaction and customers post dining behavioral intention, they have to increasing those attributes related to food anf atmosferic. This study also find that customer satisfaction influencing post dining behavioral intention of customers.*