

Pengaruh atmosfer restoran terhadap niat perilaku dengan dimediasi oleh persepsi kualitas layanan dan persepsi kualitas makanan pada restoran etnik Jepang; studi kasus restoran Ramen 1 dan restoran Gokana Ramen & Teppan = The effect dining atmospherics on behavioral intentions mediated by perceptions of service quality and food quality at restaurant Ramen 1 and restaurant Gokana Ramen & Teppan

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Abstrak

Penelitian ini membahas tentang pengaruh atmosfer restoran terhadap niat perilaku dengan dimediasi oleh persepsi kualitas layanan dan persepsi kualitas makanan pada restoran etnik Jepang khususnya pada restoran Ramen 1 dan restoran Gokana Ramen & Teppan. Responden penelitian ini berjumlah 200 orang yang pernah mengunjungi salah satu atau kedua restoran Ramen 1 Mall Margo City dan restoran Gokana Ramen & Teppan Dmall Depok dalam 3 bulan terakhir. Pengolahan data dalam penelitian menggunakan Structural Equation Modeling (SEM) dengan menjalankan program LISREL 8.5.

Adapun hasil penelitian menunjukkan bahwa atmosfer restoran berpengaruh positif dan signifikan terhadap persepsi kualitas layanan dan persepsi kualitas makanan. Serta persepsi kualitas layanan dan persepsi kualitas makanan berpengaruh positif dan signifikan terhadap niat perilaku. Namun, atmosfer restoran tidak berpengaruh signifikan terhadap niat perilaku.

*This research aims to discuss the effect of dining atmospherics on behavioral intentions, mediated by perceptions of service quality and food quality at ethnic Japanese restaurants, especially at Ramen 1 and Gokana Ramen & Teppan restaurant. Respondents of this research of 200 people who had visited one or both of Ramen 1 and Gokana Ramen & Teppan Restaurants in the last 3 months. Data were analyzed using Structural Equation Modeling (SEM) with LISREL 8.5 software.*

*The results of this research showed that the dining atmospherics indicate positive and significant effect toward perceived service & food quality. In addition, perceived service & food quality have significant positive effect on behavioral intentions. As well as the perception quality of service and food, significant positive effect on behavioral intentions. But, dining atmospherics have no significant effect on behavioral intentions.*