

Pengaruh kualitas makanan lingkungan fisik pelayanan terhadap citra restoran nilai yang dipersepsikan pelanggan kepuasan pelanggan dan intensi berperilaku pada restoran Nanny's Pavillon di Pacific Place =
The influence of the quality of the food physical environment and service on restaurant image customer perceived value customer satisfaction and behavioral intentions at Nanny's Pavillon restaurant Pacific Place

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Abstrak

Penelitian ini bertujuan untuk menganalisis sebuah model dari pengaruh kualitas makanan, lingkungan fisik, pelayanan terhadap citra restoran, nilai yang dipersepsikan pelanggan, kepuasan pelanggan dan intensi berperilaku pada restoran Nanny's Pavillon. Restoran ini dikenal dengan dekorasi gerainya yang memiliki tema berbeda-beda. Data yang dikumpulkan berasal dari para pelanggan yang pernah berkunjung di Nanny's Pavillon Pacific Place dengan penyebaran kuesioner. Analisis hasil uji ini menggunakan Teknik two step approach untuk menilai hasil uji pengukuran dan struktural model.

Hasil temuan menunjukkan bahwa kualitas lingkungan fisik mempengaruhi secara signifikan terhadap citra restoran. Kemudian kualitas makanan, lingkungan fisik, pelayanan mempengaruhi secara signifikan terhadap nilai yang dipesepsikan pelanggan. Ditemukan juga bahwa citra restoran mempengaruhi secara signifikan nilai yang dipersepsikan pelanggan. Citra restoran dan nilai yang dipersepsikan pelanggan mempengaruhi kepuasan pelanggan, dan kepuasan juga mempengaruhi secara signifikan terhadap intensi berperilaku.

This research is to propose an integrated model that examines the impact of three foodservice quality (food, physical environment, and service) on restaurant image, customer perceived value, customer satisfaction, and behavioral intention at Nanny's Pavillon. The restaurant known had a different theme decoration in every store. Data were collected from customers Nanny's Pavillon restaurant located in Pacific Place Jakarta via a self-administered questionnaire. Two-step approach was used to assess the measurement and structural models.

Findings structural equation modeling shows that the quality physical environment were significant determinants of restaurant image. Also, the quality of the food, physical environment and service were significant predictors of customer perceived value. The restaurant image was also found to be a significant influence of customer perceived value. In addition, the results reinforced that restaurant image and customer perceived value is indeed a significant determinant of customer satisfaction, and customer satisfaction is a significant predictor of behavioral intentions.