

Analisis pengaruh price quality schema prestige sensitivity dan self-congruity terhadap perceived quality pada restoran casual-dining = The effects of price quality schema prestige sensitivity and self-congruity on perceived quality in casual-dining restaurants

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Abstrak

Pertumbuhan konsumen kelas menengah menimbulkan tren gaya hidup baru di Jakarta, yaitu konsumsi restoran kelas menengah khususnya pada tipe restoran casual-dining. Penelitian ini bertujuan untuk menganalisa pengaruh variabel Price-Quality Schema, Prestige Sensitivity, dan Self-Congruity terhadap Perceived Quality dari konsumen anak muda pada restoran casual-dining. Penelitian ini menggunakan sampel konsumen restoran casual-dining di Jakarta yang berusia 18-33 tahun dengan metode nonprobability sampling. Data hasil penelitian diolah menggunakan metode Structural Equation Modeling. Hasil penelitian menunjukkan bahwa Price-Quality Schema dan Self-Congruity merupakan faktor-faktor yang berpengaruh terhadap Perceived Quality dari konsumen anak muda pada konteks restoran casual-dining.

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The growth of middle-class consumers creates new lifestyle trend in Jakarta. The new lifestyle trend is consumption of middle class restaurants, specifically casualdining restaurants. The purpose of this research is to analyze the effect of Price- Quality Schema, Prestige Sensitivity, and Self-Congruity on Perceived Quality of young adult consumers in casual-dining restaurants context. This research uses sample of young adult consumers from 18-33 age group who have visited casualdining restaurant in Jakarta using nonprobability sampling method. The data collected then analyzed using Structural Equation Modeling method. The result of this research shows that Price-Quality Schema and Self-Congruity are factors that affect Perceived Quality of young adult consumers in casual-dining restaurants context.