

Pengaruh service encounters dan experiential value terhadap kepuasan pelanggan dalam restoran fast food (Studi kasus : KFC dan Lotteria) =  
The effect of service encounters and experiential value of customer satisfaction of fast food restaurant (Case study : KFC and Lotteria)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan dari variabel service encounters elements terhadap experiential value dan variable customer satisfaction serta variabel experiential value terhadap customer satisfaction pada restoran fast food KFC dan Lotteria. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 300 orang konsumen restoran KFC dan Lotteria. Model penelitian dengan tujuh hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menyatakan bahwa faktor yang paling mempengaruhi experiential value adalah interaction with service employees dan restaurant environments factors pada KFC dan Lotteria. Tetapi pada restoran fast food Lotteria, Interaction service with employees tidak mempengaruhi experiential value secara signifikan.

*The purpose of this study is to identify the impact and relation from some service encounters elements to experiential value and customer satisfaction, then experiential value to customer satisfaction toward customer satisfaction of fast food restaurants. This research uses exploratory and descriptive design research conducted in one time period (cross sectional design). Respondents of this study are 300 people who visit KFC and Lotteria. The seven-hypotheses research model in this study are tested with Structural Equation Modeling (SEM). The results finds that almost all variables have a significant and positive relationship for both fast food restaurants KFC and Lotteria. Only one variable in Lotteria that have insignificant result that is interaction with service employees toward experiential value of Lotteria fast food restaurants.*