

Pengaruh price/quality inference, price consciousness, dan product involvement terhadap loyalitas pada restoran makanan khas Indonesia di pusat perbelanjaan modern (MAL) dengan perceived product information sebagai variabel moderasi = Effects of price/quality inference, price consciousness, and product involvement on loyalty of Indonesian local food restaurants in shopping mall with perceived product information as moderating variable

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Abstrak

Penelitian ini membahas tentang pengaruh price/quality inference, price consciousness, dan product involvement terhadap loyalitas pada restoran makanan khas Indonesia di mal. Di dalamnya terdapat juga variabel perceived product information sebagai variabel moderasi.

Penelitian ini menghasilkan kesimpulan bahwa price/quality inference dan product involvement berpengaruh secara signifikan pada loyalitas. Selain itu, perceived product information memoderasi hubungan antara price/quality inference dan loyalitas. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

*This study discusses the effect of price/quality inference, price consciousness, and product involvement on loyalty of Indonesian local food restaurant in shopping mall. This study also includes perceived product information as moderating variable.*

*This research shows that price/quality inference and product involvement significantly influence loyalty. In addition, perceived product information moderates relationship between price/quality inference and loyalty. There are also managerial implications and advices for the next research.*