

Analisis pengaruh service quality restoran terhadap consumer attitudes toward brands dan brand preference studi kasus restoran casual dining di jakarta = The effect of restaurant's service quality towards consumer attitudes toward brands and brand preference case study casual dining restaurants in jakarta / Novasari Putri Wulandari

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Abstrak

[Pertumbuhan konsumen kelas menengah atas menimbulkan tren gaya hidup baru di Jakarta, yaitu konsumsi restoran kelas menengah atas khususnya pada tipe restoran casual-dining. Penelitian ini bertujuan untuk menganalisa hubungan antara variabel-variabel Service Qualities yaitu Physical Environment Quality, Interactional Quality, dan Outcome Quality, serta pengaruhnya terhadap variabel Consumer Utilitarian Attitudes Toward Brands, Consumer Hedonic Attitudes Toward Brands, dan Brand Preference dari konsumen restoran casual-dining. Penelitian ini menggunakan sampel konsumen berusia 18-33 tahun yang pernah mengunjungi restoran casual-dining di Jakarta dalam kurun waktu 6 (enam) bulan terakhir dengan metode non-probability sampling. Data hasil penelitian diolah menggunakan metode Structural Equation Modeling. Hasil penelitian menunjukkan bahwa Physical Environment Quality, Interactional Quality, dan Outcome Quality saling berhubungan dan memiliki pengaruh positif satu sama lain. Kemudian, Interactional Quality dan Outcome Quality memiliki pengaruh positif terhadap Utilitarian Attitude dan Hedonic Attitude. Pada akhirnya, Utilitarian Attitude dan Hedonic Attitude terbukti memiliki pengaruh positif terhadap Brand Preference.; the growth of middle-class consumers creates new lifestyle trend in Jakarta.

The new lifestyle trend is consumption of upper-middle class restaurants, specifically casual-dining restaurants. The purpose of this research is to analyze the relationship between the variables of Service Qualities, which are Physical Environment Quality, Interactional Quality, and Outcome Quality, as well as their effects on Consumer Utilitarian Attitudes Toward Brands, Hedonic Attitudes Toward Brands, and Brand Preference in casual-dining restaurants. This research uses sample of young adult consumers from 18-33 age group who have visited casual-dining restaurant in Jakarta in the last 6 (six) months using non-probability sampling method. The data collected then analyzed using Structural Equation Modeling method. The result of this research shows that Physical Environment Quality, Interactional Quality, and Outcome Quality are interrelated and have positive effects on each other. Interactional Quality and Outcome Quality positively affect Utilitarian Attitude and Hedonic Attitude. Finally, Utilitarian Attitude and Hedonic Attitude positively affect Brand Preference.; the growth of middle-class consumers creates new lifestyle trend in Jakarta. The new lifestyle trend is consumption of upper-middle class restaurants, specifically

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