

Analisis pengaruh restaurant atmospherics terhadap customer satisfaction dan behavioral intentions studi kasus terhadap upscale restaurant di jakarta h gourmet vibes = The influence of restaurant atmospherics on customer satisfaction and behavioral intentions case study on an upscale restaurant in jakarta h gourmet vibes

Adinindra Prasetyo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20422257&lokasi=lokal>

Abstrak

ABSTRAK

Skripsi ini meneliti pengaruh dari restaurant atmospherics terhadap customer satisfaction dan behavioral intentions. Responden penelitian ini adalah masyarakat yang pernah mengunjungi restoran H Gourmet & Vibes.

Metode yang digunakan untuk mengolah data penelitian ini adalah regresi sederhana dan regresi ganda.

Hasil penelitian ini membuktikan secara signifikan bahwa dimensi restaurant atmospherics yaitu spatial layout, employee factors dan view from the window memiliki pengaruh positif terhadap dining satisfaction dan seluruh dimensi restaurant atmospherics berpengaruh positif terhadap behavioral intentions.

ABSTRACT

This research examines the influences of restaurant atmospherics on customer satisfaction and behavioral intentions. Respondents of this research come from the ones who have visited H Gourmet & Vibes.

Methodologies used for data processing are the simple linear regression and multiple regressions.

The obtained result shows that restaurant atmospherics dimensions of spatial layout, employee factors, and view from the window is positively influence the customer satisfaction and all of the restaurant atmospherics dimensions positively influence the behavioral intentions, and lastly customer satisfaction positively influence the behavioral intentions.