

Analisis pengaruh service quality perception dan merchandise quality perception terhadap behavioral intentions pada industri casual dining restaurant dengan brand trust sebagai variabel mediasi: studi kasus: restoran Warunk Upnormal = The effect of service quality perception and merchandise quality perception toward behavioral intentions on casual dining restaurant industry with brand trust as mediating variable: case study: restoran Warunk Upnormal

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh service quality perception dan merchandise quality perception terhadap brand trust dan behavioral intentions pada industry Casual Dining Restaurant, yaitu pada restoran Warunk Upnormal. Penelitian ini menguji peran langsung dari service quality perception yang terdiri dari lima dimensi; tangible, reliability, responsiveness, assurance, dan empathy, dan merchandise quality perception, serta menguji peran brand trust sebagai variabel mediasi. Data dalam penelitian ini diperoleh dari 431 pelanggan Warunk Upnormal yang pernah mengunjungi dan makan di Warunk Upnormal, berusia 17-25 tahun, dan berdomisili di Jabodetabek. Data dianalisis menggunakan Structural Equation Modeling SEM dengan menggunakan Lisrel 8.80. Hasil dari penelitian ini menunjukkan bahwa: 1 service quality perception dan merchandise quality perception berpengaruh positif terhadap brand trust, 2 service quality perception and merchandise quality perception berpengaruh positif terhadap behavioral intentions, dan 3 brand trust berpengaruh positif terhadap behavioral intentions.

.....This research aims to analyze the effects of service quality perception and merchandise quality perception toward brand trust and behavioral intentions on Warunk Upnormal Restaurant as a casual dining restaurant. This research examine direct role of service quality perception that consist of five dimensions tangible, reliability, responsiveness, assurance, and empathy, and merchandise quality perception, and also examine the role of brand trust as mediating variable. The data were collected from 431 customer from Warunk Upnormal, that have an experience eating in Warunk Upnormal, aged 17 25 years old, and live in Jabodetabek. Data analysis was performed using structural equation modeling SEM with Lisrel 8.80. The result shows that 1 service quality perception and merchandise quality perception positively influence brand trust, 2 service quality perception and merchandise quality perception positively influence behavioral intentions, 3 brand trust positively influences behavioral intentions.