

## Strategi peningkatan repurchase intention melalui customer satisfaction: studi kasus restoran khas Indonesia = Strategy increasing repurchase intention through customer satisfaction: study case Indonesian restaurant

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### Abstrak

Restoran merupakan usaha yang dapat mendukung perlu konsumtif masyarakat Indonesia dan menjadi salah satu usaha yang terus berkembang sampai saat ini. Namun, dengan berkembangnya usaha restoran, menjadi kompetisi semakin kuat antar restoran lainnya, peran kepuasan pelanggan sangat berkengaruh terhadap peningkatan keuntungan perusahaan. Maka dari itu, Manajemen Waroeng Spesial Sambal perlu mengetahui faktor-faktor yang berpengaruh terhadap niat mengunjungi kembali repurchase intention melalui kepuasan pelanggan customer satisfaction. Diteliti pengaruh faktor Food Quality, Service Quality, Physical Environment, Price, External Environment, dan Cleanliness Hygiene terhadap kepuasan pelanggan Customer Satisfaction dengan menggunakan metode SEM-PLS. Penelitian ini mengambil studi kasus pada Waroeng Spesial Sambal untuk cabang daerah Jabodetabek. Hasil dari penelitian ini dapat dihunakan untuk meningkatkan kepuasan pelanggan Customer Satisfaction Waroeng Spesial Sambal cabang Jabodetabek, sehingga dapat bersaing dengan restoran lainnya yang ada di Indonesia.

.....The restaurant is an effort that can support the consumptive needs of the people of Indonesia and become one of the businesses that continue to grow to date. However, as the restaurant business grows, as the competition gets stronger among other restaurants, the role of customer satisfaction greatly affects the increase in corporate profits. Therefore, Management Special Waroeng Sambal need to know the factors that affect the intention of repurchase repurchase intention through customer satisfaction customer satisfaction . The influence of factors of Food Quality, Service Quality, Physical Environment, Price, External Environment, and Cleanliness Hygiene on Customer Satisfaction by using SEM PLS method. This study takes a case study on Waroeng Spesial Sambal for Jabodetabek regional branch. The results of this research can be used to improve customer satisfaction Customer Satisfaction Waroeng Spesial Sambal Jabodetabek branch, so it can compete with other restaurants in Indonesia.