

# Peran servicescape dan image perception terhadap behavioral intention milenial: studi kasus: Warunk Upnormal = The role of servicescape and image perception on millennial behavioral intention: case study: Warunk Upnormal

Aida Yunita, author

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## Abstrak

Skripsi ini membahas hubungan antara komponen servicescape, image perception dan behavioral intention pada studi kasus Warunk Upnormal. Penelitian ini menggunakan metode conclusive descriptive dan cross-sectional. Teknik sampling yang digunakan adalah non-probability sampling yaitu convenience sampling, kemudian kuisioner disebar kepada 182 responden. Responden penelitian ini adalah pelanggan Warunk Upnormal yang digolongkan sebagai generasi milenial, yaitu yang berusia 18-37 di tahun 2018 dengan syarat pernah menongkrong di Warunk Upnormal pada tahun 2018 sebanyak minimal dua kali dengan waktu singgah minimal 30 menit. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian ini menunjukkan bahwa substantive staging of servicescape dan communicative staging of servicescape memiliki pengaruh positif terhadap perceived overall image. Kemudian perceived overall image memiliki pengaruh positif terhadap customer satisfaction. Dan di sisi lain, customer satisfaction juga memiliki pengaruh positif terhadap revisiting intention dan word-of-mouth intention.

.....This study discusses the relationship between servicescape, image perception and behavioral intention components in the Warunk Upnormal case study. This study uses descriptive and cross-sectional conclusive methods. The sampling technique used was non-probability sampling, namely convenience sampling, then the questionnaire was distributed to 182 respondents. Respondents of this study are customers of Warunk Upnormal who are classified as millennials, namely those aged 18-37 in 2018 on the condition that they have to hang out at Warunk Upnormal in 2018 at least twice with a minimum of 30 minutes stop time. Data is processed using the Structural Equation Modeling method. The results of this study indicate that substantive staging of servicescape and communicative staging of servicescape has a positive influence on the perceived overall image. Then the perceived overall image has a positive influence on customer satisfaction. And on the other hand, customer satisfaction also has a positive influence on revisiting intention and word-of-mouth intention.