

Pengaruh Perceived Authenticity terhadap Perceived Quality, Perceived Value, dan Behavioral Intention pada Konsumen Jaringan Restoran Padang = The Influence of Perceived Authenticity to Perceived Quality, Perceived Value, and Behavioral Intention on Chain Padang Restaurant Consumers

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari perceived authenticity terhadap perceived quality (food, environment, service), perceived value, dan behavioral intention pada konsumen jaringan restoran Padang. Penelitian ini menggunakan metode survei daring untuk pengumpulan data dan berhasil memperoleh 270 responden. Data dianalisis menggunakan PLS-SEM pada perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa perceived authenticity signifikan mempengaruhi perceived quality, perceived value, dan behavioral intention konsumen jaringan restoran Padang. Namun, tidak ditemukan pengaruh langsung food quality dan environment quality pada behavioral intention.

.....The purpose of this study was to understand the influence of perceived authenticity on perceived quality (food, environment, service), perceived value, and behavioral intention among consumers of the Padang restaurant chain. This research utilized an online survey method for data collection and successfully obtained 270 respondents. The data was analyzed using PLS-SEM on the SmartPLS 4 software. The results of the study indicate that perceived authenticity significantly influences perceived quality, perceived value, and the behavioral intention of consumers of the Padang restaurant chain. However, no direct influence was found between food quality and environment quality on behavioral intention.