

PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, SUASANA RESTORAN, DAN LOKASI TERHADAP NIAT KONSUMEN BERKUNJUNG KEMBALI KE RESTORAN BERKONSEP SANTAP SEPUIASNYA

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INTISARI

Munculnya pemain-pemain baru yang menawarkan konsep serupa membuat persaingan antar restoran dengan konsep santap sepuasnya semakin ketat. Perusahaan perlu mempertahankan bisnisnya dalam menghadapi persaingan. Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas layanan, kualitas produk, suasana restoran, dan lokasi terhadap niat konsumen berkunjung kembali. Pengumpulan data dilakukan dengan membagikan kuesioner terhadap 275 responden secara *online*. Teknik analisis data terdiri dari uji validitas dan reliabilitas, uji asumsi klasik, analisis statistik deskriptif, analisis regresi linear berganda, serta uji hipotesis dengan menggunakan bantuan *software* MS. Excel, SmartPLS 4.0 dan IBM SPSS 23. Hasil penelitian menunjukkan bahwa kualitas layanan, kualitas produk, suasana restoran, dan lokasi secara simultan berpengaruh positif terhadap niat konsumen berkunjung kembali ke restoran berkonsep santap sepuasnya di daerah DKI Jakarta. Variabel kualitas produk, suasana restoran, dan lokasi secara parsial berpengaruh positif terhadap niat konsumen berkunjung kembali ke restoran berkonsep santap sepuasnya di daerah DKI Jakarta. Namun, variabel kualitas layanan secara parsial tidak berpengaruh terhadap niat konsumen berkunjung kembali ke restoran berkonsep santap sepuasnya di DKI Jakarta.

(Kata kunci: Kualitas Layanan, Kualitas Produk, Lokasi, Niat Konsumen Berkunjung Kembali, Suasana Restoran)

**THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY,
RESTAURANT ATMOSPHERE, AND LOCATION ON CONSUMER
INTENTION TO RETURN TO A CONCEPT RESTAURANT
ALL YOU CAN EAT**

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ABSTRACT

The emergence of new players offering similar concepts has made competition between restaurants with an all-you-can-eat concept increasingly fierce. Companies need to maintain their business in the face of competition. The aim of this research is to analyze the influence of service quality, product quality, restaurant atmosphere and location on consumers' intention to visit again. Data collection was carried out by distributing questionnaires to 275 respondents online. Data analysis techniques consist of validity and reliability tests, classical assumption tests, descriptive statistical analysis, multiple linear regression analysis, and hypothesis testing using MS Excel, SmartPLS 4.0 and IBM SPSS 23 software. The research results show that service quality, product quality, The atmosphere of the restaurant and location simultaneously have a significant influence on consumers' intention to return to restaurants with an all-you-can-eat concept in the DKI Jakarta area. The variables product quality, restaurant atmosphere and location partially have a significant effect on consumers' intentions to return to restaurants with an all-you-can-eat concept in the DKI Jakarta area. However, the service quality variable does not partially influence consumers' intentions to return to restaurants with an all-you-can-eat concept in DKI Jakarta.

(Key words: Service Quality, Product Quality, Location, Consumer Intention to Return, Restaurant Atmosphere)