

ABSTRACT

This study aims to examine the effect of food quality, physical environment, personal relationships, and perceived value that may influence tourists' word of mouth about restaurants implying on the critical role of relationship quality in the Korean restaurant industry. The model of this study was tested through online questionnaire of 269 consumers who had experience in being customers in Korean restaurants in the Yogyakarta Special Region for the past six months.

This study uses Partial Least Square (PLS) as a data processing method. The results show that the quality of food, the quality of personal interaction, the quality of the physical environment, and the perceived value have a positive effect on word of mouth behavior through constructs of relationships quality such as satisfaction, commitment, and trust.

Keywords: Word of Mouth, Commitment, Trust, Satisfaction, Food Quality, Physical Environmental Quality, Personal Interaction Quality, Perceived Value

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas makanan, lingkungan fisik, hubungan personal, dan nilai yang dirasakan terhadap kepuasan pelanggan terhadap restoran, yang kemudian berpengaruh terhadap kepercayaan serta komitmen pelanggan, yang pengaruh akhirnya terhadap getok tular konsumen di dalam industri restoran korea. Model penelitian ini diuji dengan kuesioner daring terhadap 269 konsumen yang memiliki pengalaman menjadi pelanggan di restoran korea di Daerah Istimewa Yogyakarta selama enam bulan terakhir.

Penelitian ini menggunakan *Partial Least Square* (PLS) sebagai metoda pengolahan data. Hasil menunjukkan bahwa kualitas makanan, kualitas interaksi personal, kualitas lingkungan fisik, dan nilai yang dirasakan berpengaruh positif terhadap perilaku getok tular melalui konstruk kualitas hubungan seperti kepuasan, komitmen, dan kepercayaan.

Kata kunci: Getok Tular, Komitmen, Kepercayaan, Kepuasan, Kualitas Makanan, Kualitas Lingkungan Fisik, Kualitas Interaksi Personal, Nilai yang Dirasakan