

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi kualitas pelayanan, makanan, kualitas, lingkungan fisik dan nilai yang dirasakan pada kepuasan pelanggan di Dae Jang Geum Restaurant, Yogyakarta. Selain itu, Kepuasan Pelanggan juga digunakan untuk mengukur Intensi Pembelian Kembali dari restoran Dae Jang Geum. Ada 8 variabel independen yaitu *Tangible*, *Reliability*, *Assurance*, *Responsiveness*, *Empathy*, Kualitas Makanan, Persepsi Nilai dan Lingkungan Fisik. Selain itu, kepuasan pelanggan juga termasuk dalam penelitian ini untuk mencari tahu apakah pelanggan yang puas akan dapat mempengaruhi niat berperilaku atau tidak. *Non-probability purposive sampling* digunakan dan responden dipilih apabila responden pernah mempunyai pengalaman bersantap di restoran Dae Jang Geum. Penelitian ini melibatkan 160 responden dengan umur dalam kisaran 18 - 40 tahun dan memang pernah bersantap di restoran Dae Jang Geum. Metode analisis data menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa dimensi SERVQUAL: *Tangible*, *Reliability*, *Assurance*, *Responsiveness*, dan *Empathy* memiliki pengaruh positif terhadap Kepuasan Pelanggan. Variabel lain seperti Kualitas Makanan, Persepsi Nilai dan Lingkungan Fisik juga terbukti mempengaruhi Kepuasan Pelanggan. Selain itu, Kepuasan Pelanggan juga terbukti mempunyai pengaruh positif terhadap Niat Berperilaku.

Keywords: SERVQUAL, Kualitas Makanan, SERVICESCAPE, Kepuasan Pelanggan, Niat Berperilaku

## ABSTRACT

This study aims to analyze the influence of Service Quality Dimensions, Food, Quality, Physical Environment and Perceived Value on Customer Satisfaction in Dae Jang Geum Restaurant, Yogyakarta. In addition, the Customer Satisfaction will also be used to measure the Repurchase Intention of Dae Jang Geum restaurant. There are 8 independent variables which are Tangible, Reliability, Assurance, Responsiveness, Empathy, Food Quality, Perceived Value and Physical Environment. In addition, customer satisfaction is also included in this study in order to figure out whether a satisfied customer will be able to influence the behavioral intention or not. Non-probability purposive sampling is used and respondents were selected only if they have experienced a dining experience in Dae Jang Geum restaurant. This study involved 160 respondents with age in the range of 18 – 40 years old and have ever been experienced a dining experience in the restaurant. Method of data analysis is using multiple linear regression. The findings from this study have shown that SERVQUAL dimensions: Tangible, Reliability, Assurance, Responsiveness and Empathy does have a positive effect towards the Customer Satisfaction. Other variables such as Food Quality, Perceived Value and Physical Environment have shown the same results as well, which positive influences the Customer Satisfaction. In addition, Customer Satisfaction does have a significant positive impact on Behavioral Intention.

Keywords: SERVQUAL, Food Quality, SERVICESCAPE, Customer Satisfaction, Behavioral Intention