

**PENGARUH *SERVICE QUALITY*, *FOOD QUALITY*, DAN *PRICE*
TERHADAP KEPUASAN PELANGGAN DAN *FUTURE BEHAVIORAL*
INTENTION DI RESTORAN MANSE KOREAN GRILL, YOGYAKARTA**

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ABSTRAK

Bisnis kuliner berada di dalam 3 urutan tertinggi lapangan usaha yang berkontribusi dalam perekonomian di DIY tahun 2019. Semakin berkembangnya bisnis kuliner, pengusaha restoran diharuskan untuk mempertahankan kualitas produk maupun jasa yang ditawarkan karena kualitas produk yang dirasakan oleh konsumen adalah salah satu faktor kompetitif terpenting yang dapat berpengaruh terhadap kepuasan pelanggan. Oleh karena itu, tujuan dari penelitian ini adalah menganalisis pengaruh *service quality*, *food quality*, dan *price* terhadap kepuasan pelanggan dan *future behavioral intention*, menganalisis pengaruh kepuasan pelanggan terhadap *future behavioral intention*, serta mengurutkan 5 dimensi *service quality* berdasarkan nilai pengaruhnya terhadap kepuasan pelanggan di Restoran Manse Korean Grill, Yogyakarta.

Analisis dilakukan dengan menggunakan metode SEM-PLS dengan bantuan *software smartPLS*. Jumlah responden yang digunakan adalah 220 responden. Variabel laten yang digunakan meliputi 5 variabel, yakni *service quality*, *food quality*, *price*, kepuasan pelanggan, dan *future behavioral intention*.

Dari penelitian yang telah dilakukan, didapatkan dari hasil uji hipotesis bahwa faktor yang paling berpengaruh terhadap kepuasan pelanggan adalah *price* dengan indikator yang paling berpengaruh besar adalah restoran ini menawarkan nilai yang bagus untuk harga. Hasil penelitian menunjukkan bahwa kepuasan pelanggan menjadi mediator dari pengaruh tidak langsung *service quality*, *food quality*, *price* terhadap *future behavioral intention*. *Future behavioral intention* dipengaruhi secara langsung oleh variabel kepuasan pelanggan. Dimensi *service quality* dengan nilai tertinggi adalah *responsiveness*.

Kata Kunci: *Service Quality*, *Food Quality*, *Price*, Kepuasan Pelanggan, *Future Behavioral Intention*, SEM-PLS

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**THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, AND
PRICE ON CUSTOMER SATISFACTION AND FUTURE BEHAVIORAL
INTENTION IN MANSE KOREAN GRILL YOGYAKARTA
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ABSTRACT

The culinary business is in the top 3 business fields that contribute to the economy in Yogyakarta Province in 2019. With the growing development of culinary business, restaurant managements are required to maintain the quality of products and services offered due to product quality perceived by consumers is one of the most important competitive factors that can affect customer. Therefore, the purpose of this study is to analyze the effect of service quality, food quality, and price on customer satisfaction and future behavioral intention, to analyze the effect of customer satisfaction on future behavioral intention, and to sort the 5 dimensions of service quality based on the value of their effect on customer satisfaction in Manse Korean Grill Yogyakarta restaurant.

The analysis was performed using the SEM-PLS method with the help of smartPLS software. The number of respondents used was 220 respondents. The latent variables used include 5 variables, namely service quality, food quality, price, customer satisfaction, and future behavioral intention.

From the research that has been done, it is obtained from the results of hypothesis testing that the factor that most influences customer satisfaction is price with the most influential indicator is that this restaurant offers a good value for the price. The results showed that customer satisfaction became a mediator of the indirect influence of service quality, food quality, price on future behavioral intention. Future behavioral intention is directly influenced by customer satisfaction variables. The dimension of service quality with the highest value is responsiveness.

Keywords: *service quality, food quality, price, customer satisfaction, future behavioral intention, SEM-PLS*

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