

INTISARI

Penelitian ini bertujuan untuk (1) mengkaji konsep *servicescape* restoran etnik di Daerah Istimewa Yogyakarta, (2) mengkaji faktor-faktor yang memengaruhi pengunjung untuk datang ke restoran tersebut, dan (3) menemukan model *servicescape* berbasis budaya. Sampel dalam penelitian ini adalah pelanggan yang berkunjung di The House of Raminten, Gubug Makan Mang Engking, dan Bale Raos, yang diambil menggunakan teknik non-probabilita. Jumlah sampel sebanyak 621 sampel. Data dikumpulkan dengan teknik observasi, wawancara, dan penyebaran kuesioner. Metode analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan program AMOS 18. Hasil penelitian menunjukkan bahwa restoran etnik di Daerah Istimewa Yogyakarta telah menerapkan konsep *servicescape* yang terdiri atas *ambient*, *disain/layout*, perilaku karyawan, karyawan, produk, harga dan budaya. Terdapat tiga unsur *servicescape* yang paling disukai pengunjung, yaitu *ambient*, karyawan, dan *disain/layout*. Unsur-unsur *servicescape* memengaruhi loyalitas pengunjung Gubug Makan Mang Engking, Bale Raos dan The House of Raminten. Variabel budaya memiliki nilai korelasi yang kuat untuk menjadi salah satu dari refleksi variabel *servicescape*. Model SEM yang dihasilkan menunjukkan bahwa faktor budaya dapat merefleksikan *servicescape* secara keseluruhan. Dari Model hasil penelitian ini budaya merupakan novelty disertasi ini karena dapat dimasukkan kedalam variabel *servicescape* dan mempunyai nilai yang dapat mempertahankan budaya di setiap daerah, baik di Indonesia maupun di mancanegara.

Kata kunci: Servicescape, Loyalitas Pelanggan, Restoran Etnik

ABSTRACT

This study aims at (1) studying the concept of servicescape in ethnic restaurants in Yogyakarta, (2) elaborating the factors that affect visitors to come to the restaurant, and (3) finding a model based on servicescape culture. The samples of this study are the customers who visit at The House of Raminten, Gubug Makan Mang Engking, and Bale Raos. The samples were chosen by using a non-probability techniques. A total samples are 621 samples. Data were collected by observation, interviews, and questionnaires. Data analysis method used was Structural Equation Modelling (SEM) by using AMOS 18. The results showed that ethnic restaurants in Yogyakarta has implemented the concept of servicescape comprising ambient, design / layout, behavior of the employee, the employee, product, price, and culture. There are three elements servicescape which visitors favored the most: ambient, the image of the employees, and design / layout. Servicescape elements influence visitors' loyalty in Gubug Spot Mang Engking, Bale Raos, and The House of Raminten. Cultural variables have a strong correlation value to be one of reflections of the servicescape variable. SEM generated models indicate that cultural factors may reflect servicescape in overall. Model results of this research culture is dissertation's novelty because can be incorporated into the culture servicescape variable and it has a valuation assessment to sustain the culture of each region both in Indonesia and abroad .

Keywords: Servicescape, Customers' Loyalty, Ethnic Restaurants