

Analisis pengaruh Dining Factors terhadap Behavioral Intentions konsumen restoran khas Jepang : studi kasus Restoran Sushi Tei di Jakarta = The analysis of dining factors influence on behavioral intentions of Japanese Restaurant customer : case study of Sushi Tei Restaurant in Jakarta

Frinantika Novira, author

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi dining factors dalam mempengaruhi emosi positif, perceived value, dan behavioral intentions konsumen restoran Sushi Tei. Penelitian ini mengembangkan model Mehrabian-Russell dengan menambahkan food dan atmospherics authenticity untuk mengkaji bagaimana authenticity mempengaruhi behavioral intentions. Teknik sampling yang digunakan yaitu snowball sampling dan mall intercept dengan total sampel berjumlah 235 responden. Teknik analisis data yang digunakan adalah Structural Equation Model (SEM).

Hasil penelitian menunjukkan kualitas makanan memiliki pengaruh positif terhadap emosi positif dan perceived value, tetapi atmospheric authenticity hanya berpengaruh positif terhadap perceived value. Selain itu emosi positif dan perceived value memiliki pengaruh positif terhadap behavioral intentions.

.....This research is intended to identify how dining factors influence positive emotions, perceived value, and behavioral intentions of Sushi Tei customers. This research modified the extended Mehrabian-Russell model by adding the authenticity of food and atmospherics to examine how ethnic authenticity influences behavioral intentions. Sampling technique used snowball sampling and mall intercept with total sample are 235 respondents. This research used Structural Equation Modeling (SEM) as the data analysis technique. The results show that food quality influences positive emotions and perceived value, but atmospheric authenticity only influences perceived value. Furthermore positive emotions and perceived value have an influence on behavioral intentions.