

Analisis pengaruh relationship quality pada foodservice terhadap electronic word of mouth: studi pada: Independent Café di Jakarta = The influence of relationship quality in foodservice towards electronic word of mouth: study of Independent Café in Jakarta

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Abstrak

ABSTRAK

Sebagai salah satu kategori foodservice Indonesia yang sedang berkembang, independent cafe? memiliki keterbatasan modal untuk melakukan kegiatan pemasaran, maka hal yang dapat dilakukan oleh independent cafe? adalah memanfaatkan kualitas hubungan dengan pelanggan yang sudah ada untuk mendapatkan pelanggan baru melalui electronic word of mouth eWOM . Penelitian ini bertujuan untuk menganalisis pengaruh relationship quality pada foodservice terhadap eWOM intention pada independent cafe? di Jakarta. Hasil penelitian menunjukkan bahwa food quality, physical environment quality, personal interaction, dan perceived value merupakan faktor-faktor yang dapat mempengaruhi kepuasan pelanggan. Selanjutnya, satisfaction tidak memiliki pengaruh signifikan terhadap commitment dan eWOM intention, kemudian trust tidak memiliki pengaruh signifikan terhadap eWOM intention. Oleh karena itu untuk mencapai eWOM intention, independent cafe? harus mencapai beberapa tahapan pada relationship quality terlebih dahulu yaitu kepuasan pelanggan satisfaction yang menjadi kepercayaan pelanggan trust, kemudian menjadi komitmen pelanggan commitment.

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ABSTRACT

One of the most rapid growth in Indonesia's foodservice industry is independent cafe . This category is facing limited budget for its marketing activities, so for this matter independent cafe can improve its relationship quality with its existed customers and encourage them to spread information about their experience with independent cafe to prospective customers by electronic word of mouth eWOM . This study aims to analyze the influence of relationship quality in foodservice towards eWOM in Jakarta's independent cafes. The result of this research shows that Food Quality, Physical Environment Quality, Personal Interaction Quality and Perceived Value have positive effect on satisfaction. Furthermore, satisfaction doesn't affect commitment and eWOM intention significantly, also trust doesn't affect eWOM intention significantly. In conclusion, independent cafe can achieve eWOM intention from its customers through several steps of relationship quality, they are satisfaction to trust then to commitment.