

Analisis pengaruh ambient conditions terhadap emotional state, customer satisfaction dan behaviour intention (studi kasus pada konsumen foodrink house) = Analysis of effect of ambient conditions on emotional state, customer satisfaction and behaviour intention (case study on foodrink house consumers) / Chandra Lesmana

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Abstrak

ABSTRAK

Penelitian ini tentang pengaruh komponen ambient conditions yang terdiri dari Lighting and Colour pencahayaan dan pewarnaan , Size and Shape Perception persepsi luas dan bentuk , dan Noise and Music Kebisingan dan Musik terhadap kondisi emosi pelanggan dengan pendekatan unipolar, kepuasan konsumen dan keinginan berperilaku dari pelanggan restoran. Penelitian ini menggunakan teori perilaku konsumen, dengan memakai tiga elemen dasar dalam analisis konsumen yaitu, afeksi dan kognisi, lingkungan konsumen dan perilaku terbuka konsumen. Penelitian ini menggunakan data kuesioner dari 124 responden pelanggan restoran Foodrink House, menggunakan metode regresi Multivariate General Linear Model dan Univariate General Linear Model dengan software SPSS 16.0. Hasil Penelitian menunjukkan bahwa ambient conditions mempunyai pengaruh yang signifikan terhadap kondisi emosi seseorang, dan kondisi emosi seseorang mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan, analisis selanjutnya menunjukkan kepuasan pelanggan mempunyai pengaruh signifikan terhadap keinginan berperilaku seseorang.

ABSTRACT

This study examines the effect of component ambient condition consist of Lighting and Colour, Size and Shape Perception, and Noise and Music on consumer emotional state with unipolar approach, customer satisfaction and behaviour intention in restaurant customer. This study refers to consumer behaviour theories using three basic elements for consumer analysis, which contain, affection and cognition, consumer environment and overt consumer behaviour. This study uses questionnaire data of 124 respondents from Foodrink House restaurant and was processed with SPSS 16.0 software using Multivariate General Linear Model dan Univariate General Linear Model regression method. The result of this study explains that ambient conditions have significant effect with emotional state of a person, and emotional state of a person have significant effect with customer satisfaction, futher analysis showed that customer satisfactions have significant effects with consumer behaviour intention.