

## Analisis faktor yang memengaruhi word-of-mouth behaviour di industri restoran: studi kasus Restoran Ojju = Factors influencing word of mouth behaviour in the restaurant industry: case study Ojju Restaurant

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### Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi word-of-mouth behaviour di industri restoran yang menekankan pada peran dari restaurant relationship quality, khususnya pada restoran Ojju. Penelitian ini bertujuan untuk melihat food quality, physical environment quality, personal interaction quality, dan juga perceived value terhadap kepuasan, kepercayaan, dan juga komitmen konsumen di restoran Ojju dan pengaruhnya terhadap word-of-mouth behaviour. Data penelitian ini diperoleh dari survey kepada 180 konsumen restoran Ojju yang telah makan setidaknya 2 kali di restoran Ojju dalam kurun waktu enam bulan terakhir.

Penelitian ini menggunakan metode analisis berupa Structural Equation Modelling SEM dengan software LISREL 8.51 untuk menguji hipotesis penelitian. Pada penelitian ini ditemukan bahwa personal interaction quality, dan perceived value memengaruhi kepuasan konsumen di restoran Ojju. Selain itu, faktor kepuasan dan juga komitmen berpengaruh terhadap word-of-mouth behaviour konsumen.

.....The purpose of this study is to analyze factors influencing word of mouth intention in restaurant industry implying the critical role of restaurant relationship quality, especially in Ojju restaurant. This study examines the influence of food quality, physical environment quality, personal interaction quality, and perceived value to customer satisfaction, trust, and commitment in Ojju restaurant and how those influence word ofmouth behaviour. This study utilizes online questionnaire survey to 180 Ojju restaurant customer who have eaten in Ojju restaurant not less than two times in the last six months.

This study uses Structural Equation Modeling SEM with LISREL 8.51 to test the hypothesis. This paper found that personal interaction quality and perceived value influence customer satisfaction. This paper also found that customer satisfaction and customer commitment influence customer word of mouth behaviour.