

Pengaruh Kualitas Makanan yang Dirasakan, Kewajaran Harga, Suasana dan Kepuasan terhadap Niat Kunjungan Kembali Pelanggan dan Promosi secara Lisan: Walking Drums Cafe = THE INFLUENCE OF PERCEIVED FOOD QUALITY, PRICE FAIRNESS, ATMOSPHERE, AND SATISFACTION ON CUSTOMER REVISIT AND WORD-OF-MOUTH INTENTION : WALKING DRUMS CAFE

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Abstrak

Tren pembukaan restoran kafe saat ini muncul secara konstan secara bersamaan. Walking Drums Cafe merupakan jenis cafe yang terus berkembang di Pati Unus dan Margonda. Dalam penelitian ini, tujuan dari penelitian ini adalah untuk menyelidiki peran persepsi kualitas (PQ), keadilan harga (PF), Atmosphere (ATM) dan kepuasan pelanggan (STF) pada niat berkunjung kembali (RI) pelanggan dan niat dari mulut ke mulut (WOM) terhadap Walking Drums Cafe. Untuk tujuan ini, data empiris dikumpulkan melalui instrumen survei tertulis dari pelanggan yang pernah mengunjungi atau sedang mengunjungi Walking Drums Cafe. Hipotesis dianalisis dengan estimasi kemungkinan maksimum. Temuan menunjukkan bahwa PQ dan PF tidak memiliki pengaruh yang signifikan terhadap STF sementara ada pengaruh yang signifikan dari ATM ke STF, PQ ke PF, dan STF terhadap WOM dan RI. Beberapa wawasan teoritis dan manajerial yang signifikan juga disajikan.

.....The trend of an opening of a cafe restaurants currently emerged in a constant way simultaneously. Walking Drums Cafe is the type of cafe which is growing continuously in Pati Unus and Margonda. In this research, the aim of the current study is to investigate the role of perceived food quality (PQ), price fairness (PF), Atmosphere (ATM), and customer satisfaction (STF) on customers' revisit intention (RI) and word-of-mouth (WOM) intentions towards Walking Drums Cafe. For this purpose, the empirical data were collected by means of a written survey instrument from customers who had previously visited or currently visiting the Walking Drums Cafe. The hypotheses were analyzed with maximum-likelihood estimation. The findings revealed that PQ and PF didn't have a significant impact to STF while there's a significant impact from ATM to STF, PQ to PF, and STF to WOM and RI. Some significant theoretical and managerial insights are also presented.