

ABSTRAK

Siti Ayu Handayani, 2019; Pengaruh *Experiential Marketing*, *Food Quality*, dan *Physical Environment* Terhadap *Customer Satisfaction* serta Dampaknya pada *Repurchase Intention* Survei pada Konsumen Restoran Jepang di DKI Jakarta, Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, S.E., M.Si, & Andrian Haro, S.Si., M.M.

Tujuan dari penelitian ini adalah: 1) Untuk menguji apakah *experiential marketing* berpengaruh terhadap *customer satisfaction*; 2) Untuk menguji apakah *food quality* berpengaruh terhadap *customer satisfaction*; 3) Untuk menguji apakah *physical environment* berpengaruh terhadap *customer satisfaction*; 4) Untuk menguji apakah *customer satisfaction* berpengaruh terhadap *repurchase intention* pada restoran Jepang berkonsep *conveyor belt* di Jakarta. Metode pengumpulan data menggunakan survei dengan instrumen berupa kuesioner. Objek penelitian sebanyak 260 responden yang telah mengunjungi Restoran Jepang berkonsep *conveyor belt* selama minimal satu kali dalam satu bulan terakhir. Penelitian ini menggunakan analisis *Structural Equation Model* (SEM) dengan alat bantu analisis SPSS versi 22 dan AMOS versi 24. Hasil pengujian hipotesis menunjukkan: 1) Adanya pengaruh positif *Experiential marketing* terhadap *customer satisfaction*; 2) Tidak ada pengaruh positif *Food quality* terhadap *customer satisfaction*; 3) Adanya pengaruh positif *Physical environment* terhadap *customer satisfaction*; 4) Adanya pengaruh positif *Customer satisfaction* terhadap *repurchase intention*.

Kata kunci: *Experiential Marketing*, *Food Quality*, *Physical Environment*, *Customer Satisfaction*, *Repurchase Intention*, Restoran Jepang Jakarta.

ABSTRACT

Siti Ayu Handayani, 2019; Effect of Experiential Marketing, Food Quality, and Physical Environment Terhadap Customer Satisfaction serta Dampaknya pada Repurchase Intention Survei pada Konsumen Restoran Jepang di DKI Jakarta, Skripsi, Jakarta: Program Studi SI Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, S.E., M.Si, & Andrian Haro, S.Si., M.M.

The purpose of this research are: 1) To determine whether experiential marketing affect customer satisfaction; 2) To determine whether food quality affect customer satisfaction; 3) To determine whether physical enviroment affect customer satisfaction; 4) To determine whether customer satisfaction affect repurchase intention at Japanese Restaurant with conveyor belt concept in Jakarta. Methods of collecting data using surveys with instruments in the form of questionnaires. The research object was 260 respondents who had visited Japanese Restaurant with conveyor belt concept at least once in the past one month. Analyzing method using Structural Equation Model (SEM) and helped by SPSS version 22 and AMOS version 24. The results of hypothesis testing indicates: 1) There is a positive influence on Experiential marketing towards customer satisfaction; 2) There is no positive influence on Food quality towards customer satisfaction; 3) There is a positive influence on Physical environment towards customer satisfaction; 4) There is a positive influence on Customer satisfaction towards repurchase intention.

Keywords: *Experiential Marketing, Food Quality, Physical Environment, Customer Satisfaction, Repurchase Intention, Japanese restaurant in Jakarta.*