INFLUENCE OF ASSURANCE, PRICE, RESPONSIVENESS AND EMPATHY, MEAL PACE, AND RELIABILITY TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION OF JAPANESE RESTAURANT IN COCARI SURABAYA

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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2016
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THESIS

INFLUENCE OF ASSURANCE, PRICE, RESPONSIVENESS & EMPATHY, MEAL PACE, AND RELIABILITY TO CUSTOMER SATISFACTION THROUGH CUSTOMER LOYALTY OF JAPANESE RESTAURANT IN COCARI SURABAYA

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The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, August 10th, 2016

Researcher

(Regioana Chenny Lay)
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ABSTRACT

This study was conducted to examine the direct and indirect impacts of the factors of model; assurance, price, responsiveness & empathy, meal pace and reliability on customer loyalty through customer satisfaction of ‘all you can eat’ restaurant in Surabaya.

The population of this study is that guests staying or stayed in the restaurant in East Java. The sample for this study of 100 people with characteristics such pick a restaurant in East Java on the basis of a personal decision, with an age ≥ 17 years old, domicile in Surabaya, and already know about the competitors in the same industry. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM) can be deduced all the hypotheses proposed in this study received. It means that the higher the service increases customer satisfaction on restaurant in East Java. So it can be said that the better the services and provided a restaurant in East Java will increase consumer desire for a return stay at the restaurant hotel and recommend to others.

Suggestions put forward as a result of this study is the manager of a restaurant should pay more attention to every detail that is used to create the services and that matches the theme of the restaurant.

Keywords: Assurance, Price, Responsiveness and Empathy, Meal Pace, and Reliability, Customer Satisfaction, Customer Loyalty.