

THE INFLUENCE OF FOOD & BEVERAGE QUALITY, SERVICE QUALITY, PLACE, AND PERCEIVED PRICE TO CUSTOMER SATISFACTION AND REPURCHASE INTENTION

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Abstract	<p>This type of the research is case study with survey method by using questionnaire as a tool of data collection. The study was conducted in Purwokerto area. There are many varioustype of culinary business, such as cafe, restaurant, foodstreet, foodcourt, etc. But one of the most popular in the society now is cafe and restaurant. One of the new cafe and resto that had been just found in Purwokerto is Level Up. As a new arrival, Level Up have a unique concept, place, foods and beverages, and also the services that can attract young adult in Purwokerto to visit Level Up. But, there was a decrease in the customers who visited Level Up after a year of standing and the problem that faced by Level Up become a business phenomenon. Based on the problems above, this research was conducted to analyze the food and beverage quality, service quality, place, and perceived price to customers satisfaction and repurchase intention. Respondents of this research are 165 respondents came from consumers in Purwokerto who have been visited Level Up Purwokerto. This research uses SEM (Structural Equation Model) as analysis tools technique. Statistical software SPSS is used to analyze the data. The result of hypothesis testing using T-test is in the following: (1) Food and beverage quality has positive effect on customer satisfaction. (2) Service quality has positive effect on customer satisfaction. (3) Place has a positive but no significant effect on customer satisfaction. (4) Perceived price has a positive effect on customer satisfaction. (5) Customer satisfaction has a positive effect on repurchase intention.</p>
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Author	Dr Drs AGUS SUROSO