

ABSTRAK

HUBUNGAN ANTARA *FOOD QUALITY*, *SERVICE QUALITY*, E-WOM DAN *REVISIT INTENTION* RESTORAN VEGETARIAN DI LOVING HUT YOGYAKARTA

Tujuan yang hendak dicapai dalam penelitian ini adalah: (1) Mengetahui pengaruh E-WOM terhadap *revisit intention* Restoran Vegetarian di Loving Hut Yogyakarta; (2) Mengetahui pengaruh *food quality* terhadap *revisit intention* Restoran Vegetarian di Loving Hut Yogyakarta; (3) Mengetahui pengaruh *food quality* terhadap E-WOM Restoran Vegetarian di Loving Hut Yogyakarta; (4) Mengetahui pengaruh *service quality* terhadap *Revisit Intention* Restoran Vegetarian di Loving Hut Yogyakarta; dan (5) Mengetahui pengaruh *service quality* terhadap E-WOM Restoran Vegetarian di Loving Hut Yogyakarta.

Variabel dalam penelitian ini adalah *food quality*, *service quality*, E-WOM, dan *revisit intention*. Populasi pada penelitian ini adalah seluruh konsumen atau pengunjung Restoran Vegetarian Loving Hut Jalan Moses Gatotkaca Nomor A18, Yogyakarta. Jumlah sampel minimal pada penelitian ini adalah 240, namun untuk mengurangi adanya kekeliruan, diambil 250 sebagai sampel yang ditetapkan. Teknik pengumpulan data menggunakan kuesioner. Teknik pengolahan data dengan menggunakan metode SEM berbasis *Partial Least Square* (PLS). Aplikasi SmartPLS yang digunakan adalah SmartPLS versi 2.0. M3.

Berdasarkan hasil penelitian disimpulkan bahwa: (1) Hasil pengujian menunjukkan bahwa H1 diterima yaitu bahwa E-WOM berpengaruh positif terhadap *revisit intention* konsumen. (2) Hasil pengujian menunjukkan bahwa H2 diterima yaitu bahwa *food quality* berpengaruh positif terhadap *revisit intention* konsumen. (3) Hasil pengujian menunjukkan bahwa H3 diterima yaitu bahwa *food quality* berpengaruh positif terhadap E-WOM. (4) Hasil pengujian menunjukkan bahwa H4 diterima yaitu bahwa *service quality* berpengaruh positif terhadap *revisit intention* konsumen. (5) Hasil pengujian menunjukkan bahwa H5 diterima yaitu bahwa *service quality* berpengaruh positif terhadap E-WOM. (6) Hasil pengujian menunjukkan bahwa E-WOM tidak berperan dalam memediasi hubungan antara *food quality* dan *revisit intention* konsumen. (7) Hasil pengujian menunjukkan bahwa E-WOM tidak berperan dalam memediasi hubungan antara *service quality* dan *revisit intention* konsumen.

Kata Kunci: *food quality*, *service quality*, E-WOM, *revisit intention*.

ABSTRACT

RELATIONSHIP BETWEEN FOOD QUALITY, SERVICE QUALITY, E-WOM AND REVISIT INTENTION TO VEGETARIAN RESTAURANT IN LOVING HUT YOGYAKARTA

The objectives to be achieved in this study were: (1) Knowing the effect of E-WOM on revisit intention to Vegetarian Restaurants in Loving Hut Yogyakarta; (2) Determine the effect of food quality on revisit intention to Vegetarian Restaurants in Loving Hut Yogyakarta; (3) Determine the effect of food quality on E-WOM in Vegetarian Restaurants at Loving Hut Yogyakarta; (4) Determine the effect of service quality on Revisit Intention of Vegetarian Restaurants in Loving Hut Yogyakarta; and (5) Knowing the effect of service quality on E-WOM in Vegetarian Restaurants at Loving Hut Yogyakarta.

The variables in this study are food quality, service quality, E-WOM, and revisit intention. The population in this study was the population in this study were all consumers or visitors of Loving Hut Vegetarian Restaurant Jalan Moses Gatotkaca Number A18, Yogyakarta. The minimum number of samples in this study was 240, but to reduce any errors, 250 were taken as determined samples. Data collection techniques using a questionnaire. Data processing techniques using SEM method based on Partial Least Square (PLS). The SmartPLS application used is SmartPLS version 2.0. M3.

Based on the results of the study concluded that: (1) The test results indicate that H1 is accepted, namely that E-WOM has a positive effect on consumer revisit intention. (2) The test results show that H2 is accepted, namely that food quality has a positive effect on consumer revisit intention. (3) The test results show that H3 is accepted, namely that food quality has a positive effect on E-WOM. (4) The test results show that H4 is accepted, namely that service quality has a positive effect on consumer revisit intention. (5) The test results show that H5 is accepted, namely that service quality has a positive effect on E-WOM. (6) The test results show that E-WOM has no role in mediating the relationship between food quality and consumer revisit intention. (7) The test results show that E-WOM has no role in mediating the relationship between service quality and consumer revisit intention.

Keywords: *food quality, service quality, E-WOM, revisit intention.*