

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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RESTAURANT IN COCARI
SURABAYA**

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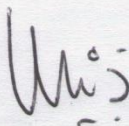
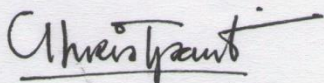
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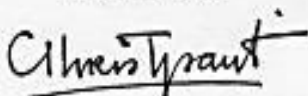
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FOREWORDS

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Surabaya, August 10th, 2016

Researcher

(Regioana Chenny Lay)

TABLE OF CONTENTS

COVER PAGE	i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER	ii
APPROVAL PAGE.....	iii
RATIFICATION PAGE.....	iv
FOREWORDS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF APPENDIX.....	xi
ABSTRACT	xii
CHAPTER 1: INTRODUCTION.....	1
1.1. Background	4
1.2. Research Question.....	9
1.3. Research Purpose	9
1.4. Research Benefit.....	10
1.5. Writing Systematic	11
CHAPTER 2: LITERATURE REVIEW.....	7
2.1. Previous Research	7
2.2. Theoretical Background.....	21
2.2.1. Assurance.....	27
2.2.2. Price	27
2.2.3. Responsiveness and Empathy	27

2.2.4. Meal Pace	27
2.2.5. Realibility	27
2.2.6. Customer Satisfaction.....	27
2.2.7. Customer Loyalty	27
2.2.8. Assurance to Customer Loyalty through Customer Satisfaction.....	27
2.2.9. Price to Customer Loyalty through Customer Satisfaction.....	27
2.2.10. Responsiveness and Empathy to Customer Loyalty through Customer Satisfaction.....	27
2.2.11. Meal Pace to Customer Loyalty through Customer Satisfaction.....	27
2.2.12. Realibility to Customer Loyalty through Customer Satisfaction.....	27
CHAPTER 3: RESEARCH METHOD	31
3.1. Research Design	31
3.2. Identification of Variables.....	31
3.3. Definition of Variable Operational.....	34
3.4. Type and Source of Data	34
3.5. Measurement of Data	35
3.6. Data Collection Method	36
3.7. Population and Sample of Research	37
3.8. Data Collection Techniques	39
3.9. Data Analysis Techniques	39

CHAPTER 4: DISCUSSION AND ANALYSIS	41
4.1. Characyeristics of Respondent	41
4.2. Descriptive Statistic Variable Research	43
4.2.1. Descriptive Statistic Variable of Assurance.....	43
4.2.2. Descriptive Statistic Variable of Price	43
4.2.3. Descriptive Statistic Variable of Responsiveness and Empathy	43
4.2.4. Descriptive Statistic Variable of Meal Pace	43
4.2.5. Descriptive Statistic Variable of Reliability	43
4.2.6. Descriptive Statistic Variable of Customer Satisfaction.....	43
4.2.7. Descriptive Statistic Variable of Customer Loyalty	43
4.3. Test assumptions Equational Structural Modeling (SEM)	45
4.3.1. Testing Assumptions Normality	74
4.3.2. Validity Test	74
4.3.3. Reliability Test.....	74
4.3.4. Evaluation of The Suitability Models	74
4.3.5. Model Test Match.....	74
4.3.6. Hypotheses Test.....	74
4.4. Discussion	74
4.4.1. Assurance Give The Effect on Customer Satisfaction.....	74
4.4.2. Price Give The Effect on Customer Satisfaction	74
4.4.3. Responsiveness and Empathy Give The Effect on Customer Satisfaction	74
4.4.4. Meal Pace Give The Effect on Customer Satisfaction.....	74
4.4.5. Reliability Give The Effect on Customer Satisfaction.....	74

4.4.6. Customer Satisfaction Give	
The Effect on Customer Loyalty	74
4.4.7. Assurance Give The Effect on	
Customer Loyalty Through Customer Satisfaction	74
4.4.8. Price Give The Effect on	
Customer Loyalty Through Customer Satisfaction	74
4.4.9. Responsiveness and Empathy Give The Effect on	
Customer Loyalty Through Customer Satisfaction	74
4.4.10. Meal Pace Give The Effect on	
Customer Loyalty Through Customer Satisfaction	74
4.4.11. Reliability Give The Effect on	
Customer Loyalty Through Customer Satisfaction	74
CHAPTER 5: CONCLUSION AND SUGGESTION	89
5.1. Conclusion.....	89
5.2. Suggestion	90
REFERENCES	
APPENDIX	

LIST OF TABLES

Table 4.1. Eating and drinking at the Japanese restaurant Cocari, Surabaya at least 4 times in the last 1 year.....	43
Table 4.2. Age	44
Table 4.3. Domicile	44
Table 4.4. Knowing Cocari competitors in the same industry class...	45
Table 4.6. Interval Ratings	50
Table 4.7. Descriptive Statistics Variable of Assurance.....	51
Table 4.8. Descriptive Statistics Variable of Price.....	53
Table 4.9. Descriptive Statistics Variable of Responsiveness and Emphaty	55
Table 4.10. Descriptive Statistics Variable of Meal Pace	58
Table 4.11. Descriptive Statistics Variable of Reliability	61
Table 4.12. Descriptive Statistics Variable of Customer Satisfaction..	64
Table 4.13. Descriptive Statistics Variable of Customer Loyalty	67
Table 4.14. Result Test of Univariate Normality	70
Table 4.15. Result Test of Multivariate Normality.....	72
Table 4.16. Result Test of Validity.....	72
Table 4.17. Result Test of Reliability.....	72
Table 4.18. Overall Suitability Testing Model	72
Table 4.19. Hypotheses Test.....	72

LIST OF FIGURES

Figure 2.1. Research Model.....	33
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LIST OF APPENDIX

- Appendix 1. Questionare
- Appendix 2. Result of Respondent
- Appendix 3. Characteristic of Respondent
- Appendix 4. Descriptive Statistics Variable Research
- Appendix 5. Normality Test
- Appendix 6. Validity Test
- Appendix 7. Reliability Test
- Appendix 8. Model Test Match
- Appendix 9. Hypotheses Test
- Appendix 10. Output Lisrel
- Appendix 11. Estimates Diagram
- Appendix 12. Standarized Solution's Diagram\
- Appendix 13. Tvalue's Diagram

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.

