

## DAFTAR ISI

ABSTRAK .....	i
<i>ABSTRACK</i> .....	ii
LEMBAR PENGESAHAN .....	iii
LEMBAR ORISINALITAS .....	iv
PERNYATAAN PERSETUJUAN PUBLIKASI .....	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	viii
DAFTAR GAMBAR.....	x
DAFTAR TABEL.....	xi
DAFTAR LAMPIRAN .....	xii
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
A. <b>LATAR BELAKANG.....</b>	<b>1</b>
B. <b>PERTANYAAN PENELITIAN.....</b>	<b>6</b>
C. <b>TUJUAN PENELITIAN.....</b>	<b>7</b>
D. <b>KEBARUAN PENELITIAN .....</b>	<b>7</b>
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>9</b>
A. <b>LATAR BELAKANG TEORI.....</b>	<b>9</b>
1. <i>Behavioral Intention</i> (Niat Perilaku) .....	9
2. <i>Customer Satisfaction</i> (Kepuasan Pelanggan) .....	10
3. <i>Service Quality</i> (Kualitas Layanan).....	11
4. <i>Food Quality</i> (Kualitas Makanan).....	12
5. <i>Price</i> (Harga).....	13
B. <b>KERANGKA TEORI DAN HIPOTESIS .....</b>	<b>14</b>
1. <i>Service Quality dan Customer Satisfaction</i> .....	14
2. <i>Food Quality dan Customer Satisfaction</i> .....	16
3. <i>Price dan Customer Satisfaction</i> .....	17
4. <i>Customer Satisfaction dan Behavioral Intention</i> .....	18
5. <i>Service Quality dan Behavioral Intention</i> .....	19
6. <i>Food Quality and Behavioral Intention</i> .....	20
7. <i>Price dan Behavioral Intention</i> .....	20
<b>BAB III METODE PENELITIAN .....</b>	<b>24</b>
A. <b>TEMPAT DAN WAKTU PENELITIAN.....</b>	<b>24</b>

<b>B. PENDEKATAN PENELITIAN .....</b>	<b>24</b>
<b>C. POPULASI DAN SAMPEL .....</b>	<b>25</b>
1. Populasi.....	25
2. Sampel.....	25
<b>D. PENYUSUNAN INSTRUMENTASI.....</b>	<b>26</b>
1. Operasional Variabel .....	26
2. Skala Pengukuran.....	30
<b>E. TEKNIK PENGUMPULAN DATA .....</b>	<b>31</b>
<b>F. TEKNIK ANALISIS DATA.....</b>	<b>32</b>
1. Analisis Deskriptif .....	32
2. Uji Validitas dan Reliabilitas.....	32
3. Uji Kesesuaian Model.....	33
4. Pengujian Hipotesis .....	35
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>	<b>38</b>
<b>A. DESKRIPSI DATA.....</b>	<b>38</b>
<b>B. HASIL ANALISIS DATA .....</b>	<b>41</b>
1. Analisis Deskriptif .....	41
2. <i>Exploratory Factor Analysis</i> .....	50
3. Uji Reliabilitas.....	56
4. <i>Confirmatory Factor Analysis</i> .....	56
5. Pengujian Hipotesis .....	65
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>71</b>
<b>A. KESIMPULAN.....</b>	<b>71</b>
<b>B. SARAN .....</b>	<b>73</b>
<b>DAFTAR PUSTAKA .....</b>	<b>76</b>
<b>LAMPIRAN.....</b>	<b>83</b>
<b>RIWAYAT HIDUP PENULIS.....</b>	<b>104</b>

## DAFTAR GAMBAR

Gambar 1.1 Fenomena Anstusias Masyarakat .....	3
Gambar 1.2 Penilaian Buruk Lawless Burgerbar .....	4
Gambar 2.1 Model Penelitian .....	21
Gambar 4.1 Model <i>First Order Construct</i> Variabel <i>Service Quality</i> .....	57
Gambar 4.2 Model <i>First Order Construct</i> Variabel <i>Food Quality</i> .....	58
Gambar 4.3 Model <i>First Order Construct</i> Variabel <i>Price</i> .....	59
Gambar 4.4 Model <i>First Order Construct</i> Variabel <i>Customer Satisfaction</i> .....	60
Gambar 4.5 Model <i>First Order Construct</i> Variabel <i>Behavioral Intention</i> .....	61
Gambar 4.6 Hasil <i>Full Model</i> .....	62
Gambar 4.7 Hasil <i>Fit Model</i> .....	63

## DAFTAR TABEL

Tabel 1.1 Kebaruan Penelitian .....	7
Tabel 2.1 Tabel Hipotesis .....	22
Tabel 3.1 Operasionalisasi Variabel.....	27
Tabel 3.2 Skala Ordinal.....	31
Tabel 3.3 Indeks Kelayakan Model.....	34
Tabel 4.1 Karakteristik Responden Berdasarkan Tahap Screening .....	38
Tabel 4.2 Karakteristik Responden Berdasarkan Domisili Kota .....	38
Tabel 4.3 Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia .....	39
Tabel 4.4 Karakteristik Responden Berdasarkan Pendidikan dan Status Pernikahan .....	39
Tabel 4.5 Karakteristik Responden Berdasarkan Status Pekerjaan dan Pendapatan Per Bulan .....	40
Tabel 4.6 Analisis Deskriptif Variabel <i>Service Quality</i> .....	42
Tabel 4.7 Analisis Deskriptif Variabel <i>Food Quality</i> .....	43
Tabel 4.8 Analisis Deskriptif Variabel <i>Price</i> .....	45
Tabel 4.9 Analisis Deskriptif Variabel <i>Customer Satisfaction</i> .....	47
Tabel 4.10 Analisis Deskriptif Variabel <i>Behavioral Intention</i> .....	48
Tabel 4.11 KMO dan <i>Barlett's Test</i> Variabel <i>Service Quality</i> .....	51
Tabel 4.12 <i>Exploratory Factor Analysis</i> Variabel <i>Service Quality</i> .....	51
Tabel 4.13 KMO dan <i>Barlett's Test</i> Variabel <i>Food Quality</i> .....	52
Tabel 4.14 <i>Exploratory Factor Analysis</i> Variabel <i>Service Quality</i> .....	52
Tabel 4.15 KMO dan <i>Barlett's Test</i> Variabel <i>Price</i> .....	53
Tabel 4.16 <i>Exploratory Factor Analysis</i> Variabel <i>Price</i> .....	53
Tabel 4.17 KMO dan <i>Barlett's Test</i> Variabel <i>Customer Satisfaction</i> .....	54
Tabel 4.18 <i>Exploratory Factor Analysis</i> Variabel <i>Customer Satisfaction</i> .....	54
Tabel 4.19 KMO dan <i>Barlett's Test</i> Variabel <i>Behavioral Intention</i> .....	55
Tabel 4.20 <i>Exploratory Factor Analysis</i> Variabel <i>Behavioral Intention</i> .....	55
Tabel 4.21 Hasil Uji Reliabilitas .....	56
Tabel 4.22 <i>First Order Construct</i> Variabel <i>Service Quality</i> .....	57
Tabel 4.23 <i>First Order Construct</i> Variabel <i>Food Quality</i> .....	58
Tabel 4.24 <i>First Order Construct</i> Variabel <i>Price</i> .....	59
Tabel 4.25 <i>First Order Construct</i> Variabel <i>Customer Satisfaction</i> .....	60
Tabel 4.26 <i>First Order Construct</i> Variabel <i>Behavioral Intention</i> .....	61
Tabel 4.27 Hasil <i>Full Model</i> .....	62
Tabel 4.28 Hasil <i>Fit Model</i> .....	63
Tabel 4.29 Perbandingan Hasil <i>Full Model</i> dan <i>Fit Model</i> .....	63
Tabel 4.30 Pernyataan Indikator dalam <i>Fit Model</i> .....	64
Tabel 4.31 Estimasi Parameter <i>Regression Weights Model</i> .....	65
Tabel 4.32 Hasil <i>Fitted Model</i> .....	67

## DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Survei Peran Atribut Serta <i>Customer Satisfaction</i> Lawaless Burgerbar Menteng .....	83
Lampiran 2 <i>Output Explanatory Factor Analysis</i> .....	90
Lampiran 3 <i>Output Uji Reliabilitas</i> .....	95
Lampiran 4 <i>Output Goodness of Fit Indices</i> .....	96
Lampiran 5 Tampilan awal SPSS dan AMOS .....	103