

ABSTRAK

PENGARUH *PERCEIVED CAFE FOOD HEALTHINESS, VALUE, SERVICE QUALITY, SATISFACTION*, TERHADAP *REVISIT INTENTIONS*

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Penelitian ini bertujuan mengetahui Pengaruh *Perceived Cafe Food Healthiness, Value, Service Quality, Satisfaction* terhadap *Revisit Intentions*. Jenis penelitian ini merupakan penelitian asosiatif kausalitas. Metode pengambilan sampel dalam penelitian ini menggunakan non probability sampling dengan teknik purposive sampling dengan jumlah responden 100 responden di ambil menggunakan rumus slovin. Analisis data dalam penelitian ini menggunakan Software SmartPLS. Hasil penelitian ini menunjukkan bahwa *Perceived Cafe Food Healthiness* tidak berpengaruh terhadap *Revisit Intentions, Satisfaction* berpengaruh terhadap *Revisit Intentions, Service Quality* tidak berpengaruh terhadap *Revisiit intentions, Value* tidak berpengaruh terhadap *Revisiit intentions*.

Kata Kunci : *Perceived Cafe Food Healthiness, Value, Service Quality, Satisfaction dan Revisit Intentions*

ABSTRACT

THE EFFECT OF PERCEIVED CAFE FOOD HEALTHINESS, VALUE, SERVICE QUALITY, SATISFACTION, ON REVISIT INTENTIONS

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This study aims to determine the Effect of Perceived Cafe Food Healthiness, Value, Service Quality, Satisfaction on Revisit Intentions. This study used a causality associative research method. The non-probability sampling with purposive sampling technique uses to invite the number of respondents, a total 100 peoples for the sample of study using the slovin formula. Data analysis in this study using SmartPLS Software. The results of this study indicate that Perceived Cafe Food Healthiness has no effect on Revisit Intentions, Satisfaction has no effect on Revisit Intentions, Service Quality has no effect on Revisit intentions, Value has no effect on Revisit intentions.

Keywords: *Perceived Cafe Food Healthiness, Value, Service Quality, Satisfaction and Revisit Intentions*