

**PENGARUH *MEAL EXPERIENCE*
TERHADAP *REPURCHASE INTENTION***
**(Survei pada konsumen yang berkunjung ke Shukagrill BBQ,
Shabu & Agemono Bekasi)**

SKRIPSI

**Diajukan sebagai salah satu syarat untuk mengikuti Sidang
Skripsi Pada Program Studi Manajemen Pemasaran
Pariwisata**



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SKRIPSI
PENGARUH *MEAL EXPERIENCE* TERHADAP *REPURCHASE*
INTENTION

(Survei pada konsumen yang berkunjung ke Shukagrill BBQ, Shabu & Agemono
Bekasi)

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PENGARUH MEAL EXPERIENCE TERHADAP REPURCHASE INTENTION

(Survey pada Konsumen yang berkunjung ke Shukagrill BBQ, Shabu & Agemono Bekasi)

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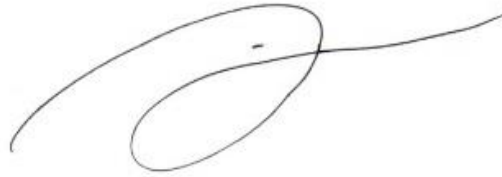
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul **“Pengaruh Meal Experience Terhadap Repurchase Intention”** (Survei pada konsumen yang berkunjung ke Shukagrill BBQ, Shabu & Agemono Bekasi) ini beserta dengan seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

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ABSTRAK

Najiah Thafani 1705326 “Pengaruh *Meal Experience* Terhadap *Repurchase Intention*” di bawah bimbingan Dr. Gita Siswhara, M.M dan Andreas Suwandi, S.Pd., Gr., M.Pd.

Restoran dengan konsep *all you can eat*, merupakan restoran yang sedang diminati dari segala kalangan dalam beberapa tahun belakangan ini. Dengan banyaknya restoran berkonsep *all you can eat*, khususnya di Kota Bekasi. Hal tersebut, membuat restoran *all you can eat* yang ada harus memiliki inovasi agar dapat bersaing dengan restoran *all you can eat* lainnya. Salah satu restoran *all you can eat* di Bekasi yang memiliki konsep berbeda adalah restoran Shukagrill BBQ, Shabu & Agemono Bekasi. Memiliki tiga konsep berbeda yaitu *barbeque*, *shabu-shabu* dan *agemono* (gorengan) dalam satu mejanya, serta sudah bersertifikasi Halal. Membuat konsumen yang berkunjung memiliki *meal experience* yang baru dan berbeda dari restoran *all you can eat* lainnya.

Meal experience atau bisa disebut pengalaman makan interaksi antara pihak restoran baik itu pemilik restoran ataupun pelayan dengan para tamu atau pelanggan berdasarkan produk yang ditawarkan oleh restoran, baik itu yang berwujud maupun yang tidak berwujud. Bisa dikatakan tidak hanya mencakup pengalaman dalam mengkonsumsi produk namun juga pengalaman saat dan setelah mengkonsumsi suatu produk yang meliputi emosi, perasaan dan pikiran. Jika konsumen merasa puas akan pengalaman makan yang mereka rasakan, maka dapat diperkirakan konsumen akan memiliki niat untuk melakukan pembelian kembali terhadap produk tersebut di masa depan yang bisa disebut *repurchase intention*. *Repurchase intention* merupakan penilaian atau tindakan seseorang untuk mendapatkan produk yang serupa ataupun baru dari perusahaan yang sama berdasarkan pengalaman melakukan pembelian di waktu sebelumnya dan kemungkinan untuk terus menggunakan produk serta jasa dan keinginan untuk kembali membeli produk serupa di masa depan.

Tujuan penelitian ini adalah untuk mengetahui bagaimana pengaruh dari *meal experience* terhadap *repurchase intention* di Shukagrill BBQ, Shabu & Agemono Bekasi. Variabel *independent* (X) pada penelitian ini adalah *meal experience* yang memiliki beberapa sub dimensi antara lain *food and drink*, *variety in menu choice*, *level of service*, *price and value for money*, *interior design*, *atmosphere and mood*, *location and accessibility* dan *food and beverage service employees* lalu yang menjadi variabel *dependent* (Y) adalah *repurchase intention* atau niat pembelian kembali. Penelitian ini menggunakan pendekatan kuantitatif. Data primer diperoleh melalui penyebaran instrument penelitian kepada konsumen. Instrument penelitian yang digunakan pada penelitian ini adalah kuesioner (angket) dan *google form* yang di distribusikan kepada 400 konsumen yang berkunjung ke Shukagrill BBQ, Shabu & Agemono Bekasi. Teknis analisis data pada penelitian ini adalah regresi berganda dengan menggunakan bantuan IBM SPSS 24 *for windows*. Hasil penelitian menunjukkan temuan bahwa variabel *meal experience* memberi pengaruh yang signifikan pada variabel *repurchase intention* di Shukagrill BBQ, Shabu & Agemono Bekasi yaitu pada sub variabel *food and drink*, *variety in menu choice*, *price value for money*, *interior design*, dan *atmosphere and mood*. Namun sub variabel lainnya tidak menunjukkan adanya pengaruh yang signifikan terhadap niat pembelian kembali.

Kata kunci : *meal experience*; *repurchase intention*; restoran *all you can e*

ABSTRACT

Najiah Thafani 1705326, “The Influence of Meal Experience on Repurchase Intention” (Survey of consumers who visited Shukagrill BBQ, Shabu & Agemono Bekasi) under the guidance of Dr. Gita Siswhara, M.M dan Andreas Suwandi, S.Pd., Gr., M.Pd.

A restaurant with an all you can eat concept is a restaurant that has been in great demand from all walks of life in recent years. With so many restaurants with an all you can eat concept, especially in Bekasi City. This makes existing all you can eat restaurants have to innovate in order to compete with other all you can eat restaurants. One of the all you can eat restaurants in Bekasi that has a different concept is the Shukagrill BBQ, Shabu & Agemono Bekasi restaurant. It has three different concepts, namely barbecue, shabu-shabu and agemono (fried food) in one table, and is Halal certified. Making visiting consumers have a new and different meal experience from other all you can eat restaurants.

Meal experience or what can be called an interactive eating experience between the restaurant, be it the restaurant owner or the waiter, with the guests or customers based on the products offered by the restaurant, both tangible and intangible. It can be said that it includes not only the experience of consuming a product but also the experience when and after consuming a product which includes emotions, feelings and thoughts. If consumers are satisfied with the dining experience they have, it can be expected that consumers will have the intention to repurchase these products in the future which can be called repurchase intention. Repurchase intention is a person's judgment or action to get a similar or new product from the same company based on experience in making purchases in the past and the possibility to continue using products and services and the desire to return to buy similar products in the future.

The purpose of this study was to find out how the effect of meal experience on repurchase intention at Shukagrill BBQ, Shabu & Agemono Bekasi. The independent variable (X) in this study is meal experience which has several sub dimensions including food and drink, variety in menu choice, level of service, price and value for money, interior design, atmosphere and mood, location and accessibility and food and The last beverage service employees who became the dependent variable (Y) were repurchase intention. This study uses a quantitative approach. Primary data obtained through the distribution of research instruments to consumers. The research instrument used in this study was a questionnaire (questionnaire) and google forms which were distributed to 400 consumers who visited Shukagrill BBQ, Shabu & Agemono Bekasi. The data analysis technique in this study was multiple regression using IBM SPSS 24 for windows. The results of the study show that the meal experience variable has a significant influence on the repurchase intention variable at Shukagrill BBQ, Shabu & Agemono Bekasi, namely in the food and drink sub-variables, variety in menu choice, price value for money, interior design, and atmosphere and mood. However, the other sub-variables did not show a significant effect on repurchase intention.

Keywords : meal experience, repurchase intention, all you can eat restaurant

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Skripsi ini disusun sebagai salah satu syarat untuk mengikuti Ujian Sidang dan mendapatkan gelar sarjana pada Program Studi Manajemen Pemasaran Pariwisata – Universitas Pendidikan Indonesia. Tujuan dari skripsi ini yaitu untuk mencari pengaruh antara *Meal Experience* terhadap *Repurchase Intention* pada konsumen yang berkunjung ke Shukagrill BBQ, Shabu & Agemono Bekasi. Semoga skripsi ini dapat bermanfaat bagi pembaca.

Penulis sangat menyadari bahwa penulisan skripsi ini jauh dari kata sempurna. Oleh karena itu, penulis memohon maaf dan juga mengharapkan adanya kritik dan saran dari berbagai pihak yang bersifat membangun untuk dijadikan perbaikan dalam penyusunan penelitian di masa yang akan datang. Semoga penelitian ini dapat bermanfaat, khususnya dalam perkembangan industri pariwisata bidang pemasaran serta dunia pendidikan dan penelitian.

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Yang Membuat Pernyataan



Najiah Thafani

DAFTAR ISI

LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN	iii
ABSTRAK	iv
<i>ABSTRACT</i>	i
KATA PENGANTAR	i
UCAPAN TERIMA KASIH	vii
DAFTAR ISI	ix
DAFTAR TABEL	xii
DAFTAR GAMBAR	xvi
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	11
1.3 Tujuan Penelitian	11
1.4 Kegunaan Penelitian	11
1.5 Struktur Organisasi Skripsi	11
BAB II	13
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	13
2.1 Kajian Pustaka	13
2.1.1 Konsep <i>Repurchase Intention</i>	13
2.1.2 Konsep <i>Meal Experience</i>	16
2.1.3 Hubungan <i>Meal Experience</i> dengan <i>Repurchase Intention</i>	22
2.1.4 Orisinalitas Penelitian	23
2.2 Kerangka Pemikiran	25
2.3 Hipotesis	30
BAB III	33
METEDOLOGI PENELITIAN	33
3.1 Objek Penelitian	33
3.2 Metode Penelitian	33

3.2.1 Jenis Penelitian dan Metode yang Digunakan	33
3.2.2 Operasionalisasi Variabel	34
3.2.3 Jenis dan Sumber Data.....	41
3.2.4 Populasi, Sampel dan Teknik Sampling	42
3.2.5 Teknik Pengumpulan Data.....	44
3.2.6 Pengujian Validitas dan Realibilitas	46
3.2.7 Analisis Data.....	53
BAB IV	62
HASIL PENELITIAN DAN PEMBAHASAN	62
4.1 Profil Perusahaan, Karakteristik dan Pengalaman Konsumen	62
4.1.1 Profil Perusahaan	62
4.1.2 Karakteristik Responden Shukagrill BBQ, Shabu & Agemono Bekasi	65
4.1.3 Pengalaman Responden Shukagrill BBQ, Shabu & Agemono Bekasi	68
4.2 Gambaran <i>Meal Experience</i> di Shukagrill BBQ, Shabu & Agemono Bekasi	71
4.2.1 Tanggapan Responden Terhadap <i>Food and Drink</i>	71
4.2.2 Tanggapan Responden Terhadap <i>Variety in Menu Choice</i>	73
4.2.3 Tanggapan Responden Terhadap <i>Level of Service</i>	75
4.2.4 Tanggapan Responden Terhadap <i>Price and Value for Money</i>	76
4.2.5 Tanggapan Responden Terhadap <i>Interior Design</i>	78
4.2.6 Tanggapan Responden Terhadap <i>Atmosphere and Mood</i>	79
4.2.7 Tanggapan Responden Terhadap <i>Location and Accessibility</i>	81
4.2.7 Tanggapan Responden Terhadap <i>Food and Beverage Service</i> <i>Employees</i>	82
4.3 Gambaran <i>Repurchase Intention</i> di Shukagrill BBQ, Shabu & Agemono Bekasi	83
4.3.1 Tanggapan Responden Terhadap <i>Repeated Purchase</i>	84
4.3.2 Tanggapan Responden Terhadap <i>Willingness to Recommend</i>	85
4.3.2 Tanggapan Responden Terhadap <i>Loyal Customer</i>	86
4.3.3 Rekapitulasi Hasil Tanggapan Responden Terhadap <i>Meal Experience</i> di Shukagrill BBQ, Shabu & Agemono Bekasi.....	87
4.3.4 Rekapitulasi Tanggapan Responden Terhadap <i>Repurchase Intention</i> di Shukagrill BBQ, Shabu & Agemono Bekasi.....	89

4.4 Pengujian Hipotesis	91
4.4.1 Hasil Pengujian Asumsi Klasik	91
4.4.2 Hasil Pengujian Korelasi dan Koefisien Determinasi.....	96
4.4.3 Pengujian Hipotesis Melalui Uji Signifikansi Secara Simultan (Uji F) 97	
4.4.4 Pengujian Hipotesis Secara Parsial (Uji t)	98
4.5 Model Persamaan Regresi Berganda Pengaruh <i>Meal Experience</i> Terhadap <i>Repurchase Intention</i>	99
4.6 Pembahasan Penelitian	101
4.6.1 Pembahasan Gambaran <i>Repurchase Intention</i>	101
4.6.2 Pembahasan Gambaran <i>Meal Experience</i>	101
4.6.3 Pembahasan Pengaruh <i>Meal Experience</i> Terhadap <i>Repurchase Intention</i>	102
4.7 Implikasi Hasil Temuan Penelitian	104
4.7.1 Temuan Penelitian Bersifat Teoritis	104
4.7.2 Temuan Bersifat Empiris	105
BAB V.....	107
KESIMPULAN DAN REKOMENDASI	107
5.1 Kesimpulan.....	107
5.2 Rekomendasi	108
DAFTAR PUSTAKA	xvii
LAMPIRAN.....	111

DAFTAR TABEL

TABEL 1. 1.....	2
JUMLAH RUMAH MAKAN DAN RESTORAN.....	2
DI KOTA BEKASI.....	2
TAHUN 2017-2022.....	2
TABEL 1. 2.....	4
RESTORAN <i>ALL YOU CAN EAT</i>	4
DI KOTA BEKASI.....	4
TAHUN 2023.....	4
TABEL 1. 3.....	5
JUMLAH KUNJUNGAN KONSUMEN.....	5
DI SHUKAGRILL BBQ, SHABU & AGEMONO BEKASI.....	5
TAHUN 2021-2022.....	5
TABEL 1.4.....	6
REVIEW KONSUMEN.....	6
SHUKAGRILL BBQ, SHABU & AGEMONO BEKASI.....	6
TAHUN 2021-2022.....	6
TABEL 2. 1.....	15
DEFINISI REPURCHASE INTENTION MENURUT PARA AHLI.....	15
TABEL 2. 2.....	18
DEFINISI MEAL EXPERIENCE MENURUT PARA AHLI.....	18
TABEL 2. 3.....	23
PENELITIAN TERDAHULU.....	23
TABEL 3. 1.....	35
OPERASIONAL VARIABEL.....	35
TABEL 3. 2.....	41
JENIS DAN SUMBER DATA.....	41
TABEL 3. 1.....	42
POPULASI KONSUMEN YANG BERKUNJUNG DI SHUKAGRILL BBQ, SHABU & AGEMONO.....	42
TAHUN 2022.....	42
TABEL 3. 2.....	45
TEKNIK PENGUMPULAN DATA.....	45
TABEL 3.3.....	48
HASIL PENGUJIAN VALIDITAS.....	48
TABEL 3.4.....	53
HASIL PENGUJIAN REALIBILITAS.....	53
TABEL 3. 5.....	54
ALTERNATIF JAWABAN MENURUT SKALA <i>LIKERT</i>	55
TABEL 3. 6.....	57

PEDOMAN UNTUK INTERPRETASI HASIL PERHITUNGAN ANALISIS	
KORELASI	57
TABEL 4.1	65
KARAKTERISTIK RESPONDEN BERDASARKAN JENIS KELAMIN DAN	
USIA	65
TABEL 4.2	66
KARAKTERISTIK RESPONDEN BERDASARKAN PEKERJAAN DAN	
PENDAPATAN PERBULAN	66
TABEL 4.3	67
KARAKTERISTIK RESPONDEN BERDASARKAN ASAL TEMPAT	
TINGGAL	67
TABEL 4.4	68
KARAKTERISTIK RESPONDEN BERDASARKAN SUMBER INFORMASI	
TABEL 4.5	69
DATA PENGALAMAN RESPONDEN BERDASARKAN PARTNER	
BERKUNJUNG DAN RATA-RATA BIAYA DIKELUARKAN	69
TABEL 4.6	70
DATA PENGALAMAN RESPONDEN BERDASARKAN ALASAN	
BERKUNJUNG DAN FREKUENSI BERKUNJUNG	70
TABEL 4.7	71
TANGGAPAN RESPONDEN MENGENAI <i>FOOD AND DRINK</i>	71
TABEL 4.8	73
TANGGAPAN RESPONDEN MENGENAI <i>VARIETY IN MENU CHOICE</i>	73
TABEL 4.9	75
TANGGAPAN RESPONDEN MENGENAI <i>LEVEL OF SERVICE</i>	75
TABEL 4.10	76
TANGGAPAN RESPONDEN MENGENAI <i>PRICE AND VALUE FOR MONEY</i>	
.....	76
TABEL 4.11	78
TANGGAPAN RESPONDEN MENGENAI <i>INTERIOR DESIGN</i>	78
TABEL 4.12	79
TANGGAPAN RESPONDEN MENGENAI <i>ATMOSPHERE AND MOOD</i>	79
TABEL 4.13	81
TANGGAPAN RESPONDEN MENGENAI <i>LOCATION AND ACCESSIBILITY</i>	
.....	81
TABEL 4.14	82
TANGGAPAN RESPONDEN MENGENAI <i>FOOD AND BEVERAGE SERVICE</i>	
<i>EMPLOYEES</i>	82
TABEL 4.15	84
TANGGAPAN RESPONDEN MENGENAI <i>REPEATED PURCHASE</i>	84
TABEL 4.16	85

TANGGAPAN RESPONDEN MENGENAI <i>WILLINGNESS TO RECOMMEND</i>	85
TABEL 4.17	86
TANGGAPAN RESPONDEN MENGENAI <i>LOYAL CUSTOMER</i>	86
TABEL 4.18	87
REKAPITULASI TANGGAPAN RESPONDEN TERHADAP <i>MEAL EXPERIENCE</i> DI SHUKAGRILL BBQ, SHABU & AGEMONO BEKASI	87
TABEL 4.19	89
REKAPITULASI TANGGAPAN RESPONDEN TERHADAP <i>REPURCHASE INTENTION</i> DI SHUKAGRILL BBQ, SHABU & AGEMONO BEKASI	89
TABEL 4.20	92
HASIL PENGUJIAN NORMALITAS MENGGUNAKAN KOLMOGOROV-SMIRVOV	92
TABEL 4.21	93
HASIL PENGUJIAN ASUMSI HETEROSKEDASTISITAS	93
TABEL 4.22	94
HASIL UJI LINERITAS	94
TABEL 4.23	94
HASIL PENGUJIAN ASUMSI AUTOKORELASI	94
TABEL 4.24	95
HASIL PENGUJIAN ASUMSI MULTIKOLINERITAS	95
TABEL 4.25	96
HASIL PENGUJIAN KORELASI DAN KOEFISIEN DETERMINASI	96
TABEL 4.26	97
HASIL UJI F	97
TABEL 4.27	98
HASIL UJI T	98

DAFTAR GAMBAR

GAMBAR 2.1	29
KERANGKA PEMIKIRAN PENGARUH <i>MEAL EXPERIENCE</i> TERHADAP <i>REPURCHASE INTENTION</i>	29
GAMBAR 2 2	30
PARADIGMA PENELITIAN PENGARUH <i>MEAL EXPERIENCE</i> TERHADAP <i>REPURCHASE INTENTION</i>	30
GAMBAR 3. 1	58
REGRESI LINEAR BERGANDA	58
GAMBAR 4.1	62
LOGO SHUKAGRILL BBQ, SHABU & AGEMONO.....	62
GAMBAR 4.2	89
GARIS KONTINUM VARIABEL <i>MEAL EXPERIENCE</i>	89
GAMBAR 4.3	91
GARIS KONTINUM VARIABEL <i>REPURCHASE INTENTION</i>	91

DAFTAR PUSTAKA

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