

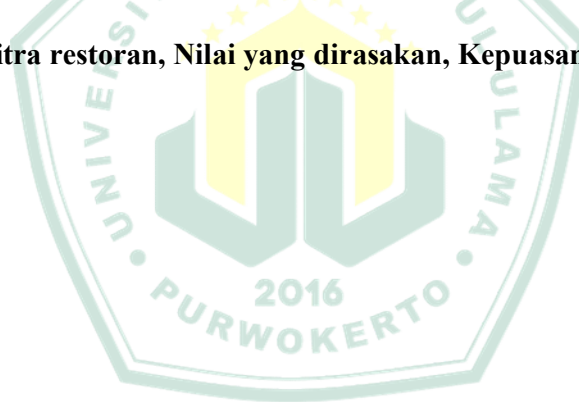
RINGKASAN

Penelitian ini bertujuan untuk menganalisis Pengaruh Citra Restoran, Nilai Yang Dirasakan Dengan Mediasi Kepuasan Pelanggan, Terhadap Niat Perilaku Konsumen Mixue Di Purwokerto. Masalah yang diangkat adalah bagaimana persaingan antar bisnis waralaba Ice Cream semakin ketat, khususnya di Purwokerto, dan bagaimana Mixue dapat mempertahankan penjualannya di tengah banyaknya merek bisnis waralaba Ice Cream yang menjamur.

Penelitian menggunakan pendekatan kuantitatif dengan metode Partial Least Square-Structural Equation Modeling (PLS-SEM). Data dikumpulkan melalui kuesioner yang didistribusikan kepada 100 responden. Variabel yang diteliti meliputi citra restoran, nilai yang dirasakan, kepuasan pelanggan, dan niat perilaku.

Hasil menunjukkan bahwa citra restoran dan nilai yang dirasakan berpengaruh positif terhadap kepuasan pelanggan, yang pada pasangan meningkatkan niat konsumen untuk terus membeli dan merekomendasikan Mixue. Kepuasan pelanggan terbukti memediasi hubungan antara kedua variabel tersebut terhadap niat berperilaku. Hal ini menandakan pentingnya peningkatan citra restoran dan kualitas nilai yang dirasakan untuk menjaga niat berperilaku konsumen mixue purwokerto untuk terus membeli atau merekomendasikan Mixue.

Kata kunci : Citra restoran, Nilai yang dirasakan, Kepuasan pelanggan, Niat Perilaku



SUMMARY

This study aims to analyze the influence of restaurant image and perceived value, mediated by customer satisfaction, on the behavioral intentions of Mixue consumers in Purwokerto. The issue raised is how competition among ice cream franchise businesses is becoming increasingly fierce, especially in Purwokerto, and how Mixue can maintain its sales amid the proliferation of ice cream franchise brands.

The study uses a quantitative approach with the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. Data was collected through questionnaires distributed to 100 respondents. The variables studied included restaurant image, perceived value, customer satisfaction, and behavioral intention.

The results show that restaurant image and perceived value have a positive effect on customer satisfaction, which in turn increases consumers' intention to continue purchasing and recommending Mixue. Customer satisfaction was found to mediate the relationship between the two variables and behavioral intention. This indicates the importance of improving restaurant image and perceived value quality to maintain the behavioral intention of Mixue Purwokerto consumers to continue purchasing or recommending Mixue.

Keywords: *Restaurant image, Perceived value, Customer satisfaction, Behavioral intention*

