ABSTRACT
Nowadays in Indonesia, family restaurants gaining more popularity and become the most favourite place to eat for Indonesian families. The purpose of this study is to know whether service quality, food quality, and price value of Boncafe Steak and Ice Cream Manyar restaurant will effect customer satisfaction and will effect behavioral intentions of the consumers that have visited and dined in the restaurant before. Aside from that this study also examine whether consumers satisfaction will make the consumers want to visit Boncafe Steak and Ice Cream Manyar restaurant again. The study of this research is basic research with causal purpose and quantitative approach. This study using quota sampling approach, which is a sampling technique that based on control characteristic in accordance with respondents characteristic that the researcher wants, and after that the researcher will determine quantity of the quota in order to fulfill minimum requirement to excute the analysis. As for the characteristics of the control set are respondents that have visit and dine in Boncafe Steak and Ice Cream Manyar and aged between 18-70 years old. Respondents that used on this study are 250 peoples. Result on this study showed that three hypotesis on this study are supported and two hypotesis on this study are not supported. As for the hypotesis are customer satisfaction have positive effect to behavioral intention, service quality have positive affect to customer satisfaction, service quality have positive effect to behavioral intention, food quality have positive effect to customer satisfaction, and price value ratio have positive effect to customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Behavioral Intentions, Food Quality, Price Value Ratio
1. INTRODUCTION
Visiting restaurants is not just triggered by the biological needs of the community to eat but eat the dishes in the restaurant, and for the event of socialization. Steven Kim, Chief Executive Officer (CEO) and founder of Qraved.com, say, eating trends in restaurants is part of social activities. Half of the diners in the restaurant come in groups with business associates, friends, or family. They come together, three, or four to socialize and try an international dish.

When compared to a few years ago, home daily where the food served is a result of its own preparations. While now, with a very busy in each family member, especially the wife or mother who works, the meal is often done alone and rarely done at home. In addition, the habits and lifestyles of the people in Surabaya have turned towards a luxurious and excessive lifestyle that culminates in a consumptive lifestyle. Nowadays, consuming food outdoors is no longer just to fulfill the needs, but as a lifestyle. Therefore, eating in a restaurant has become an option for urban people who are busy with their activities so they do not have time to cook, eat and being together with their families (Mufidah, 2012).

Habits of people eating in a restaurant make the growing business. Business competition makes the company competing to make consumers satisfied with improve the quality of service and product quality. Companies can survive if they create and maintain customer. Customer satisfaction is a major factor in return visits at a restaurant. Customer satisfaction is the most important factor for determining a business's success and improving efficiency. If the level of customer satisfaction is high, then the rate for return visit and also give good “world of mouth” to others.

Customer satisfaction is influenced by 3 variables: service, food quality, and price value. Customer satisfaction and service quality affect the behavioral intention of customers of a restaurant (Namin, 2016). There are 10 kinds of business in the field of food located in Surabaya: family, fast food, formal diner (fine dining restaurant) which is usually found in star hotels, cafe pastry and bakery house, ice cream cafe, coffee shop, pub and bar, steak house and pizza, and restaurants that serve food with international menu such as Japanese, Thai and Korean food. Of all the food business in Surabaya, almost 60% of food business in Surabaya is a restaurant or family restaurant, where this type of restaurant offers food menu for family consumption.

This research was conducted to see the perception of fast food restaurant visitor who visited again to service quality, food quality, price value ratio can influence to customer satisfaction. Service quality and customer satisfaction affect the behavioral intentions of the restaurant. Researchers recommend that similar research be conducted on different types of restaurants to be able to see the difference in customer satisfaction with service quality in different types of restaurants. Casual dining restaurant has a more specific type of restaurant that is family restaurant.

Family restaurant is a simple restaurant that serves food and drinks at a low price, especially provided for family, guests and groups. Usually have large tables (Marsum, 1994 in www.library.binus.ac.id). Examples of family restaurant in Surabaya is Boncafé Steak and Ice Cream, which is located on Jl. Manyar Kertoarjo V no. 1-5 Surabaya and Steak Hut on Jl. Manyar Kertoarjo no. 80 Surabaya. Both restaurants serve European-style steaks. Visitors of Boncafé Steak and Ice Cream restaurant is satisfied with the quality of service, quality of food, provided by Boncafé Steak and Ice Cream restaurant to its customers, the price paid by consumers in accordance with the menu offered (https://www.tripadvisor.co.id/).

The visitors of the Boncafé Steak and Ice Cream restaurant and Steak Hut restaurant is satisfied with the quality of service, quality of food, provided by Boncafé Steak and Ice
Cream restaurant and Steak Hut restaurant to its customers, the price paid by consumers according to the menu offered (https://www.tripadvisor.co.uk/). The number of positive ratings from visitors shows that food quality in the Boncafé Steak and Ice Cream restaurant has a good rating. This is shown by the rating obtained that is equal to 4 of 5. While the food quality in Steak Hut restaurant has the same rating of 4 out of 5. Both restaurants also have a delicious taste of food and have a variety of food variants. This makes the customers feel satisfied with the food served both the restaurant. In terms of service quality, visitors of Boncafé Steak and Ice Cream restaurant feel that the service provided with good ratings obtained is 4 of 5, while the Steak Hut restaurant rating is 4 of 5. The attitude of quick responsiveness of employees is one factor that makes consumers feel satisfied with the services provided (https://www.tripadvisor.co.uk/).

Boncafé Steak and Ice Cream restaurant was established since 1977 by Mrs Evelina Natadihardja. The word Boncafé itself in French means "good cafe". In the beginning Boncafé Steak and Ice Cream was named Boncafé - Snack House and located on Jl. Gubeng Surabaya. The food served at the beginning lo mie, chicken satay, american fried chicken, and various cake. After some period of time, Boncafé serves steak as one of the western food types known to many people (Mantofa, 2017). In 2015, Boncafé was awarded the "Lifetime Achievement Award" at the Surabaya Restaurant Award. This is the highest award because Boncafé has always been the winner of 5 times Best Restaurant of The Year in a row. This proves that Boncafé can survive even though many restaurants with similar food and service concept emerged in Surabaya. In addition to the Lifetime Achievement award awarded in 2015 by the Surabaya Government, Boncafé Steak and Ice Cream is also certified ISO 22000: 2005 on food safety management system. Boncafé currently has 5 outlets in Surabaya, namely Manyar, Gubeng, Pregolan, Kupang Indah and Graha Family, and 2 outlets respectively in Samarinda and Makassar.

Boncafé Steak and Ice Cream Manyar Kertoarjo is one of the biggest outlets in Surabaya which has a capacity of up to 600 pax. Boncafé Steak and Ice Cream Manyar Kertoarjo also has several room options. In addition, Boncafé Steak and Ice Cream Manyar Kertoarjo is the central of all Boncafé Steak and Ice Cream restaurants in Surabaya. In terms of service, Boncafé Steak and Ice Cream Manyar Kertoarjo get a good assessment from consumers. Response given by the consumers of Boncafé Steak and Ice Cream Manyar Kertoarjo shows that the price given in accordance with the portion and taste of the dishes provided by Boncafé Steak and Ice Cream restaurant. In addition, consumers are also satisfied with the quality of service and alertness of Boncafé Steak and Ice Cream restaurant employees. The atmosphere of Boncafé Steak and Ice Cream is also very suitable for families because it comes with some child games. The existence of phenomena and facts that have proven that the factors that affect customer satisfaction in the context of a restaurant worthy of further investigation. This research is focused on Boncafé Steak and Ice Cream Restaurant Manyar Kertoarjo Surabaya as one of family restaurant with good reputation in Surabaya. This study looks at the variables of service quality, food quality, price value ratio and its effect on customer satisfaction and service quality, customer satisfaction and its effect on behavioral intention.

2. LITERATURE REVIEW

2.1. Service Quality

Quality is something that must be well done by the service provider. Quality applications as the nature of performance are a key of corporate strategy in order to achieve sustainable advantages, either as a market leader or as a strategy to continue to grow. The advantage of a service product depends on the uniqueness and quality shown by the service, whether it is in
accordance with the expectations and wishes of customers (Supranto, 2012). Lehtinen (1991) in Namin (2016) summarize service quality in three elements: physical quality, which includes components such as buildings and equipment used; corporate quality, which includes organizational image and attributes; and interactive quality, which results from the interaction between service staff and customers and the interaction among customers. Zeithaml and Bitner (1996) in Namin (2016) mention that improvement in service quality attracts new customers and helps the organization keep their current customers.

SERVQUAL service quality dimension is a service quality dimension where every service offered has several aspects that can be used to know its quality level. Parasuraman et al, 1988 divides service quality into five dimensions: 1). Reliability, describes the ability of service providers to provide appropriate and reliable services. 2) Tangibles, physical appearance of the company such as facilities and equipment. 3) Responsiveness, the desire to help customers and provide services quickly. 4) Assurance, the ability of employees to convince consumers of the promises that have been given. 5) Empathy, employee care and attention to customers in person.

2.2. Food Quality
Food quality standards, although difficult to define and can not be measured mechanically, can still be evaluated through their nutritional value, the level of ingredients used, the taste and appearance of the product. Although there are differences of opinion regarding the application of these criteria on each food. Some of the factors that influence individual opinions about the criteria include age, cultural and social background, economy, past experiences related to food, education and scientific and emotional knowledge (Widjaja 2006, p.39). There are four aspects to the expectation factor about the quality of the food to be measured in the study by West et al. (2006, p.39): the diversity of the menu, the distinctiveness of food taste, the presentation of food, freshness and content of food. The four aspects included in the expectation factor about the quality of this food will be measured how much influence as one of the factors that determine the expectations of customers to make a purchase.

2.3. Price Value Ratio
If what is paid is in accordance with what is received, or if what is received exceeds consumer expectations of a good or service, then the consumer will be satisfied. Conversely, if the paid is considered too high and not in accordance with the accepted, then consumers are not satisfied.

2.4. Behavioral Intention
If the behavioral intention / intention of buying behavior of a company is high then the loyalty of consumers in the company will participate tends to be high.

2.5. The Effect of Customer Satisfaction on Behavioral Intentions
Kivela et al. (1999) in Namin (2016) develop a predicting model of behavioral intentions based on customer satisfaction. Further, while service quality and customer satisfaction have interactions, Brady and Robertson (2001) in Namin (2016) show that service quality impacts behavioral intentions through customer satisfaction, which they identify as an intermediary effect. Many researchers have provided empirical evidence that there is a positive relationship between customer satisfaction and behavioral intention, such as the emergence of a signal or intention to repurchase and want to promote to others. The purpose of satisfying the
customers is to obtain loyal customers and positive word-of-mouth thereby improving company profits (Barsky, 1992 in Jang et al. 2010). Namkung and Jang (2007) in Jang et al (2010) also proved a significant relationship between customer satisfaction and behavioral intention, including repurchase intention, word of mouth, and product recommendation.

**H1** Customer satisfaction has a significant influence on Behavioral Intention in Boncafé Steak and Ice Cream.

### 2.6. The Effect of Service Quality to Customer Satisfaction

In this area of research, many empirical studies have reported a positive relationship between customer satisfaction and behavioral intention (Cronin et al., 2000; Kivela et al., 1999; Olorunniwo et al., 2006 in Prybutok 2009). Storbacka and Lehtinen, 2001 in Namin 2016 The relationship between service quality and customer satisfaction has been emphasized by researchers. For instance, emerging service quality models are mostly observed in the literature after the 1980's (O'Neill et al., 1998 in Namin 2016), pointing out the importance of this problem. The European and American customer satisfaction indices models, want to show that service quality is a component of customer satisfaction (Fornell et al., 1996 in Namin 2016). Tjiptono 1996: 78 states that superior service and consistent quality can grow customer satisfaction and will provide various benefits, such as corporate relationships with its customers become harmonious, a good basis for repeat purchase, can encourage the creation of customer loyalty, Forming a word of mouth profitable for the company, the company's reputation to be good, profits can be increased.

**H2** Service Quality has a significant influence on Customer Satisfaction at Boncafé Steak and Ice Cream

### 2.7. Effect of Service Quality on Behavior Intentions

Kim and Leigh (2011) in Namin (2016) revealed customers, who are more loyal to the service, will become more satisfied with the service That, in turn, will increase their purchase probability (behavioral intentions) and will also help the firm use word-of-mouth from its satisfied customers (Lacziak et al., 2001 in Namin 2016). Yu (2002) in (Namin 2016) mentions, higher service quality will make customers be more satisfied, which will then increase the repurchase incident (i.e., behavioral intentions). When data for industry were tested separately, the same authors found that "service quality has a direct effect on behavioral intention in four of the six industries." Two industries that are believed to have no direct relationship between service quality and behavioral intention are health care and long-carrier industries.

**H3** Service Quality has a significant influence on Behavioral Intention in Boncafé Steak and Ice Cream

### 2.8. Effect of Food Quality on Customer Satisfaction

In addition to service quality, there are other variables associated with customer satisfaction that are also tested in the restaurant. Shock and Stefanelli (1992) in Namin (2016) discuss the theory that service quality, place, products, and prices affect the restaurant processes and their success. It has been suggested that service quality is only one aspect of customer satisfaction and that customer satisfaction should be measured from different angles rather than from only one. Law et al. (2004) in Namin (2016) study the relationship between factors impacting customer satisfaction. They show that food quality and the variety of foods offered are an important element of customer satisfaction. Food quality is an indication of the raw materials and food served by the restaurant including the cleanliness, freshness and healthiness of the restaurant. Johns and Howard (1998) in Namin (2016) show that the main
The purpose of going to a restaurant is to respond to a human need (hunger). In other words, customers go to a restaurant to eat; that's why quality of food is an extremely important factor in attracting the customers to, and maintaining them in, a dining place. They also show that quality of food is so important that even knowledgeable employees would not be considered a substitute for that from the customers’ perspective. Important side of food quality has been discussed in previous research, food quality serve as dimension of customer satisfaction.

**H4** Food Quality has a significant influence on Customer Satisfaction at Boncafé Steak and Ice Cream

### 2.9. The Effect of Price Value Ratio to Customer Satisfaction

Another important factor in determining customer satisfaction is the price to value ratio. Bell et al. (1997) in Namin (2016) show that customers consider price of an item relative to their overall perceived value of it, rather than only the price itself. In particular, Johns and Howard (1998) in Namin (2016) show that price to value ratio gets a high score as one of the important factors in predicting and determining customer satisfaction. Ribeiro Soriano (2002) in Namin (2016) shows the relationship between the price-value ratio with customer repurchase incident. Fornell et al. (1996) in Namin (2016) find a positive relationship between the perceived value and customer satisfaction where the perceived value is defined as the perceived level of quality compared with the paid price. Therefore, following the literature in this study the price value ratio is considered as an important factor in customer satisfaction analysis and used in developing and testing the five hypotheses of this study.

**H5** Price Value Ratio has a significant influence on Customer Satisfaction in Boncafe Steak and Ice Cream

### 3. Research Methods

This type of research is basic research, where the research is used to develop and expand the boundaries of knowledge in general and not directed to solve the problem of pragmatic in particular and not intended to meet the needs of certain organizations. This study belongs to the causal research because it aims to try to explain the causal relationship between the factors that affect overall satisfaction on consumers who buy and enjoy Boncafe Steak and ice cream dishes. The approach used is a quantitative approach with the processing of statistical data from selected primary sources. The data collection technique used is by survey method. The type of data used in this study is the primary data obtained through the spread of questionnaires. Characteristics of respondents include: aged 18-70 years; and had visited and ate at Restaurant boncafe steak and ice cream located in Manyar Kertoajo and domiciled in Surabaya, with the number of respondents 250 respondents. This research uses 5 points-scale (scale 1-5).

### 3.1. Research Result

The result of validity and reliability test done on 40 initial questionnaires has shown valid and reliable value in which all items have Pearson correlation value above 0.3 (valid) and each variable has Cronbach’s alpha value above 0.6 (reliable). Furthermore, the data were analyzed using a measurement model on the overall construct variable and its indicator by using 5 Goodness-of-Fit indices. The result is as follows:
Table 1

Test Results Measurement Model

| No. | Uji Kecocokan | Kriteria Kecocokan | Hasil | Keterangan |
|-----|---------------|--------------------|-------|------------|
| 1.  | CMIN/DF      | CMIN/DF ≤ 2        | 1.924 | Good Fit   |
| 2.  | GFI           | GFI ≥ 0.80         | 0.876 | Marginal Fit|
| 3.  | RMSEA         | RMSEA ≤ 0.08       | 0.061 | Good Fit   |
| 4.  | CFI           | CFI ≥ 0.80         | 0.928 | Good Fit   |
| 5.  | TLI           | TLI ≥ 0.80         | 0.914 | Good Fit   |

Since the index on the measurement model has shown good fit value, the study was conducted by analysis on the structural model. The suitability of the structural model with empirical data is measured by the Goodness-Of-Fit index. Goodness-Of-Fit indicates how well a given model produces a covariance matrix between each indicator. Table 2 shows the results of structural model fit tests.

Table 2

Structural Model Test Results

| No. | Uji Kecocokan | Kriteria Kecocokan | Hasil | Keterangan |
|-----|---------------|--------------------|-------|------------|
| 1.  | CMIN/DF      | CMIN/DF ≤ 2        | 1.940 | Good Fit   |
| 2.  | GFI           | GFI ≥ 0.80         | 0.873 | Marginal Fit|
| 3.  | RMSEA         | RMSEA ≤ 0.08       | 0.061 | Good Fit   |
| 4.  | CFI           | CFI ≥ 0.80         | 0.926 | Good Fit   |
| 5.  | TLI           | TLI ≥ 0.80         | 0.914 | Good Fit   |

The results of hypothesis testing in this study can be seen in Figure 1 below:

**Figure 1**

Structural Model

Description: Description: The number shown indicates the value of Standardized estimate

*** significant at the 0.001 level

** significant at the 0.05 level.

* .significant at level 0.1.

Figure 1 shows that the hypothesis 1.4.5 is supported and has a positive effect. But for hypotheses 2 and 3 are not supported. Table 3 below shows that the hypothesis 1.4.5 is supported and acceptable because it meets the specified criteria that is significant when P-value ≤ 0.05 while in hypotheses 2 and 3 is not significant because it does not meet the requirements.
Table 3

Hypothesis testing

| Hypothesis | Pengaruh | Standardized Estimates | Critical Ratio | P. Value | Keterangan |
|------------|----------|------------------------|----------------|----------|------------|
| H1         | CS→BI    | 0.501                  | 5.832          | ***      | H1 terdukung |
| H2         | SQ→CS    | 0.126                  | 0.621          | 0.535    | H2 tidak terdukung |
| H3         | SQ→BI    | 0.148                  | 0.838          | 0.405    | H3 tidak terdukung |
| H4         | FQ→CS    | 0.460                  | 4.786          | ***      | H4 terdukung |
| H5         | PVR→CS   | 0.269                  | 2.588          | 0.010    | H5 terdukung |

Description: *** = significant with p-value value ≤ 0.001 or 1%
** = significant with p-value value ≤ 0.05 or 5%
* = significant with p-value value ≤ 0.10 or 10%

The first hypothesis or H1 is supported and significant with a probability level of P value ≤ 0.01 where in this study using α = 5% so that this probability value indicates a significant relationship. These results are also supported by research conducted by Namin (2016) which states a direct and significant relationship between customer satisfaction and behavioral intention. Many studies provide empirical evidence of a positive relationship between Customer Satisfaction and Behavioral Intentions such as repurchasing and word of mouth. According to Barsky (1992), Namkung and Jang (2007) in Liono (2017) Customer Satisfaction aims to gain loyal customers and positive word of mouth, repurchase and recommend this product is expected to increase company profits. From the results of this study can be seen that the relationship or influence between Customer Satisfaction to Behavioral Intentions. In this area of research, many empirical studies have reported a positive relationship between customer satisfaction and behavioral intention (Cronin et al., 2000; Kivela et al., 1999; Olorunniwo et al., 2006 in Prybutok 2009).

The second hypothesis or H2 that describes the relationship between service quality with customer satisfaction. From the test results obtained results where service quality variable is not significantly positive or does not have influence on customer satisfaction with the value ratio of 0.621, standardized estimate of 0.126 and p-value probability above 0.01 0.535 where in this study using α = 5 % so that this probability value indicates an insignificant relationship. Based on these values, the hypothesis H2 is not supported. But the results of this study are supported by Cronin and Taylor (1992) in Tan et al., (2014) which states that high quality of service can make high customer satisfaction, but customer satisfaction can also be influenced by several factors including price, personal and situation factors, and emotional evaluation. Customer satisfaction is not a significant factor or tool in measuring service quality. In addition the measurements used are less in line with Boncafe Steakhouse steak and ice cream family of type dinning.

The third hypothesis or H3 describes the relationship between service quality and behavioral intentions. From the test results obtained results where the variable service quality is not significantly positive or has no effect on behavioral intentions with a value ratio of 0.838, standardized estimate of 0.148 and p-value probability above 0.01 0.405 where in this study using α = 5 %, the results of this study support the results of the study Namin (2016) which states that service quality does not directly affect the behavioral instentions, but using customer satisfaction as a service quality to communicate the behavioral intentions. The results of Hsu, (2006) in Liono (2017) also has the same result where the relationship between service quality and behavioral intention can not be supported, due to co-linearity and

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misspecification model. The model's misspecification is that the model can not explain the direct relationship between service quality and behavioral intention. It is caused by the relationship service quality with behavioral intention must be through mediation with customer satisfaction. Customer satisfaction mediates a full service quality relationship with behavioral intention. A direct relationship between service quality and behavioral intention can not be supported.

Customer satisfaction variable has a positive influence on behavioral intention with a critical ratio value of 4.786 and a standardized estimate of 0.460. Fourth Hypothesis or H4 supported and significant with probability level value \( P \leq 0.001 \) which in this study using \( \alpha = 5\% \) so that this probability value shows a significant relationship. This research hypothesis is supported and in line with previous research conducted by Namin (2016). Law et al., (2004) in Namin (2016) studied the relationship between factors influencing customer satisfaction. They show that food quality and the variety offered are an important element of customer satisfaction. This finding is also reinforced by Law et al., 1998 in research Ramanathan et al (2016) who said that the quality of food is considered as one candidate that produces customer satisfaction in the restaurant. According to Kivela (1997) healthy food is one of the quality of food benchmarks in restaurants.

The variable price value ratio has a positive influence on customer satisfaction with the critical ratio value of 2.588 and the standardized estimate of 0.460. The fifth or H5 hypothesis is supported and significant with the probability level of \( P \leq 0.05 \) which in this study uses \( \alpha = 5\% \) so that this probability value shows a significant relationship. Based on that value, H5 hypothesis is supported and in line with the research done by Namin (2016) stating that price value will have a positive and significant impact on customer satisfaction. Fornell et al. (1996) in Namin (2016) found a positive relationship between the price value ratio and customer satisfaction in which the price value ratio is defined as the ratio of the perceptual level of quality to the price to be paid. In line with the results of research from Bell et al. (1997) in Namin (2016) suggests that customers consider the Price Value Ratio against their overall perceived value of the product, rather than just the price itself. In particular, Johns and Howard (1998) in Namin (2016) suggest that price value ratios score high as an important factor in predicting and determining customer satisfaction. Klara's research (2001) in Ramanathan, et al., (2016) suggests that the restaurant that is being favored by customers provides a variety of choices and outside food becomes an integral part of everyday lifestyle.

4. CONCLUSION
Based on the results of tests that have been done and discussed in the previous chapter it can be concluded that from 5 hypotheses that have been tested by using SEM through AMOS program version 22.0 for windows, found that 3 hypothesis acceptable or supported, while the rest is not supported. Here is a description of the criteria of respondents who have visited and ate at Boncafe Steak and Ice Cream Restaurant Surabaya located in Manyar Kertoarjo street:

1. Customer Satisfaction has a positive significant influence on Behavioral Intentions
2. Service Quality has a positive but not significant effect on Customer Satisfaction.
3. Service Quality has a positive but not significant effect on Behavioral Intentions.
4. Food Quality has a positive significant effect on Customer Satisfaction.
5. Price Value Ratio have a positive significant effect on Customer Satisfaction.

Future research is expected:

a) Respondents in this study 39.6% of them aged 18-22 years, so the answers of these respondents are more biased and subjective, therefore it is advisable to use study respondents with varying ages for more objective research results.
b) This study only uses respondents who are domiciled in Surabaya, Indonesia. It would be better if researchers further use the region or other areas to know consumer ratings of service quality, food quality, price value ratio, customer satisfaction and behavioral intention.

c) This research only use object type family restaurant. For further research is expected to conduct research by using different types of restaurant objects. For example by using the type of restaurant buffet.

d) This research does not identify for payment. We recommend further research to identify related payments.

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