

ABSTRAK

Nursalsabilla Abdulrahman, 2024. Peran *Perceived Value* Dalam Memediasi Pengaruh *Dining Experience Quality* Terhadap Intensi Berperilaku (Studi Pada SS Home Resto Di Kota Ternate). Ketua Komisi: Dr.Sulfi Abdul Haji, SE, M.Si. Anggota Komisi: Zandy Pratama Zain SE., M.M

Penelitian ini bertujuan: (1) Menganalisis pengaruh *Dining Experience Quality* terhadap Intensi Berperilaku, (2) Menganalisis pengaruh *Dining Experience Quality* terhadap *Perceived Value* (3) Menganalisis pengaruh *Perceived Value* terhadap intensi berperilaku pengunjung restoran, (4) Menganalisis pengaruh *Dining Experience Quality* terhadap Intensi Berperilaku melalui *Perceived Value* sebagai mediasi. Jumlah sampel penelitian ini adalah 100 responden yang pernah berkunjung untuk makan malam di SS Home Resto Ternate. Alat analisis yang digunakan adalah *Structural Equation Modeling* (SEM) dengan menggunakan *Smart Partial Leas Square* (*SmartPLS 4*) sebagai alat uji statistic.

Hasil penelitian menunjukkan bahwa: (1) *Dining Experience Quality* berpengaruh positif dan signifikan terhadap Intensi Berperilaku, (2) *Dinning Experience Quality* berpengaruh positif dan signifikan terhadap *perceived Value*, (3) *Perceived Value* berpengaruh positif dan signifikan terhadap Intensi Berperilaku, (4) *Dinning Experience Quality* berpengaruh positif dan signifikan terhadap intensi berperilaku dengan *perceived value* sebagai mediasi.

Kata Kunci: *Dining Experience Quality, Intensi Berperilaku, Perceived Value*

ABSTRAK

Nursalsabilla Abdulrahman 2024. *The Role of Perceived Value in Mediating the Influence of Dining Experience Quality on Behavioral Intentions (Study at SS Home Resto in Ternate City).* Chairman of the Commission: Dr. Sulfi Abdul Haji, SE, M.Si. Commission Member: Zandy Pratama Zain SE., M.M

This research aims to: (1) Analyze the influence of Dining Experience Quality on Behavioral Intentions, (2) Analyze the influence of Dining Experience Quality on Perceived Value (3) Analyze the influence of Perceived Value on behavioral intentions of restaurant visitors, (4) Analyze the influence of Dining Experience Quality on Intentions Behave through Perceived Value as mediation. The sample size for this research was 100 respondents who had visited for dinner at SS Home Resto Ternate. The analytical tool used is Structural Equation Modeling (SEM) using Smart Partial Leas Square (SmartPLS 4) as a statistical test tool.

The results of the research show that: (1) Dining Experience Quality has a positive and significant effect on Behavioral Intentions, (2) Dining Experience Quality has a positive and significant effect on perceived Value, (3) Perceived Value has a positive and significant effect on Behavioral Intentions, (4) Dining Experience Quality has a positive and significant effect on behavioral intentions with perceived value as mediation.

Keywords: *Dining Experience Quality, Behavioral Intention, Perceived Value*