

ABSTRACT

The city of Bandung is famous for the bakery of Kartika Sari. Kartika Sari is a business of simple cake making. With the increasingly popular culinary food and souvenirs of Bandung, Kartika Sari does not only sell offline products, but Kartika Sari also makes online reservations.

This study measures the service quality of Kartikasari Bandung by looking at the dimensions of complementary of interaction quality, complementary of environment quality, complementary of outcome quality, and trust in the retailer which pass the mediator variable of intention to recommendation before reaching to the image congruence.

This study uses a quantitative method, a causal type, does not intervene in the data, individual unit of analysis and a cross-section of research time. In collecting the data, this study used online data through social media with a valid sample of 100 respondents, with the criteria of respondents as customers of Kartikasari Bandung and has spread in 24 universities. The sampling technique using non probability sampling with sampling incidental or accidental sampling. The data are analyzed using Structural Equation Modeling (SEM)-Partial Least Square (PLS) by using the application of SmartPLS 3.0, and hypothesis testing with partial T-test. The result of this study is that there are 5 accepted hypotheses and 1 rejected hypothesis of a total of 6 hypotheses.

Keyword : Service Quality, Trust In The Retailer, Structural Equation Modeling (SEM), PLS (Partial Least Square).