

ABSTRACT

In fast-food restaurants, customer satisfaction is influenced by service quality, food quality, and price value ratios, giving rise to both positive and negative customer behavioral intentions. It is indicated in fast food restaurants that there is a contradiction that good service quality but does not increase customer satisfaction will reduce customer behavioral intentions towards the fast food restaurant. One way to find out customer satisfaction is by looking at consumer complaints against a brand.

Pizza Hut Indonesia has an Instagram social media account which is a place for promotion as well as a place for consumers to provide criticism and suggestions. But seen from the table of consumer complaints made by the researcher, it shows on the official Instagram account belonging to Pizza Hut, not a few complaints submitted by Pizza Hut customers, namely regarding service quality, food quality, and price value ratio. Consumer complaints on Pizza Hut's official Instagram account. Complaints submitted by Pizza Hut customers are regarding service quality, food quality, and price value ratio which will affect customer satisfaction and have an impact on behavioral intention at the Pizza Hut restaurant. This study has the aim of knowing the effect of service quality, food quality, and price value ratio conducted by Pizza Hut Bandung on customer satisfaction and their impact on customer behavioral intention.

This study uses quantitative methods by distributing questionnaires to 244 respondents to Pizza Hut Bandung customers as a sample with a sampling technique that is purposive sampling. Respondents were asked to provide their perceptions on five ordinal scales of 39 statement items. The data analysis technique used in this study is SEM, in which there is an analysis of the inner model, outer model, structural equation modeling and hypothesis testing. This research uses the help of the SmartPLS application.

The results showed that the Price Value Ratio variable proved to have a positive and significant effect on Customer Satisfaction at Pizza Hut Bandung with a T statistic value of 6.028 and a strength value of 0.348 with the Customer Satisfaction variable proven to have a positive and significant effect on the Behavioral Intention of customers at Pizza Hut Bandung with a T value. the statistic is 12.856 and the strength value is 0.611.

The suggestion from the researcher for this research is to conduct a similar study for other fast food restaurants by investigating the service quality, behavioral intentions and customer satisfaction of these restaurants. Another suggestion for Pizza Hut Bandung itself, the author gives suggestions, namely to further improve the prices of food and beverages that are more adapted to the size of the food obtained by customers. The majority of Pizza Hut customers in Bandung are teenagers to adults with an age range of 18-28 years, the value-price ratio is very important because customers will feel satisfied if the food and drinks they get are commensurate with the value or price that customers spend.

Keywords: *Service Performance, Customer Satisfaction, Behavioral Intentions, SEM*