

**PENGARUH *CUSTOMER PERCEIVED VALUE* TERHADAP *REVISIT INTENTION* YANG DIMEDIASI *MEMORABLE FOOD EXPERIENCES*
(STUDI PADA PELANGGAN MIE PEDAS)**

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh *Customer Perceived Value* terhadap *Revisit Intention* yang di mediasi *Memorable Food Experiences* pada Mie Gacoan atau Mie Kober. Penelitian ini menggunakan metode penelitian *Eksplanasi* yang dilaksanakan melalui pengumpulan data lapangan menggunakan angket. Responden dalam penelitian ini 100 pelanggan yang sebelumnya pernah menggunakan dan melakukan pembelian di Mie Gacoan atau Mie Kober. Teknik analisis data menggunakan PLS-SEM dan pengujian hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa *Customer Perceived Value* berpengaruh positif terhadap *Memorable Food Experiences*, *Memorable Food Experiences* berpengaruh positif terhadap *Revisit Intention*, dan *Memorable Food Experiences* secara *Partial* memediasi antara *Customer Perceived Value* terhadap *Revisit Intention* pada pelanggan Mie Pedas

Kata Kunci : *Customer Perceived Value, Memorable Food Experiences, Revisit Intention.*

***THE EFFECT OF CUSTOMER PERCEIVED VALUE ON REVISIT
INTENTION MEDIATED BY MEMORABLE FOOD EXPERIENCES
(STUDY ON CUSTOMERS SPICY NOODLES)***

ABSTRACT

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This study aims to analyze the effect of Customer Perceived Value on Revisit Intention mediated by Memorable Food Experiences on Mie Gacoan or Mie Kober. This research uses the Explanation research method which is carried out through field data collection using a questionnaire. Respondents in this study were 100 customers who had previously used and made purchases at Mie Gacoan or Mie Kober. The data analysis technique used PLS-SEM and hypothesis testing. Based on the results of the study, it shows that Customer Perceived Value has a positive effect on Memorable Food Experiences, Memorable Food Experiences has a positive effect on Revisit Intention, and Memorable Food Experiences partially mediates between Customer Perceived Value and Revisit Intention for Spicy Noodle customers.

Keywords : Customer Perceived Value, Memorable Food Experiences, Revisit Intention.