ABSTRACT

Pengaruh *Dining Experience* dan *Brand Image* terhadap *Revisit Intention* melalui Mediasi *Customer Satisfaction*

Tasya Nurrizky[1]

[1] *Students of the Management Study Program, Pembangunan Jaya University*

The aim of this study is to examine the Influence of Dining Experienceand Brand Image on Revisit Intention s through the Mediation of Customer Satisfaction. This research is quantitative in nature and utilizes both primary and secondary data. Data collection techniques involve literature review and questionnaire distribution. The population of this study comprises all consumers of Bajawa Kopi Flores. The research indicators consist of 21 multiplied by 5, resulting in a required sample of 205 partisipants. The sample is selected using purposive sampling. The analysis technique employed is Structural Equation Modeling based on Partial Least Squares using Smart PLS software. The research results show that there is a positive and significant influence of Dining Experienceon Brand Image, Customer Satisfaction and Revisit Intention. Brand Image was also found to have an influence on Customer Satisfaction and Revisit Intention and Customer Satisfaction had an influence on Revisit Intention. The research results also found that there is an influence of Dining Experienceon Revisit Intention through Brand Image and Customer Satisfaction and there is an influence of Brand Image on Revisit Intention through Customer Satisfaction

Kata kunci: *Dining Experience, Brand Image, Revisit Intention, Customer Satisfaction*