

PENGARUH *FOOD QUALITY*, *SERVICE QUALITY*, DAN *PERCEIVED VALUE* TERHADAP *BRAND TRUST* DENGAN *BRAND IMAGE* SEBAGAI VARIABEL INTERVENING PADA RESTORAN *GRILL ME* PONTIANAK

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ABSTRAK

Berdasarkan data Pemerintah Kota Pontianak, pertumbuhan bisnis kuliner di Kota Pontianak sepertinya akan terus bergerak dinamis dan meningkat di masa yang akan mendatang, sehingga akan menyebabkan tingginya persaingan yang ada. Oleh karena itu, agar dapat berkembang dan bersaing dengan kompetitor, para pelaku bisnis kuliner khususnya restoran harus bisa membuat suatu strategi yang tepat untuk menciptakan keunggulan yang kompetitif serta mempertahankan kualitasnya. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis pengaruh dari *food quality*, *service quality*, dan *perceived value* terhadap *brand trust* yang dimediasi oleh *brand image* pada Restoran *Grill Me* Pontianak. Penelitian ini merupakan penelitian eksplanatori (*Explanatory Research*) dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan jumlah sampel 240 responden di Kota Pontianak dan menggunakan kuesioner sebagai instrumen pengumpulan data. Teknik analisis data yang digunakan adalah SEM-PLS dengan bantuan aplikasi smartpls 4.0. hasil penelitian menunjukkan *service quality* dan *perceived value* berpengaruh positif dan signifikan terhadap *brand image* dan *brand trust*. Sedangkan *food quality* berpengaruh positif dan signifikan terhadap *brand image*, namun tidak berpengaruh signifikan terhadap *brand trust*. Variabel *brand image* berhasil memediasi hubungan antara *food quality*, *service quality*, dan *perceived value* terhadap *brand trust* secara positif dan signifikan. Sementara itu, *brand image* berpengaruh secara positif dan signifikan terhadap *brand trust*.

Kata Kunci: *Food quality*, *service quality*, *perceived value*, *brand image*, *brand trust*

**THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, AND
PERCEIVED VALUE ON BRAND TRUST WITH BRAND IMAGE AS AN
INTERVENING VARIABLE IN GRILL ME PONTIANAK RESTAURANT**

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ABSTRACT

Based on data from the Pontianak City Government, the growth of the culinary business in Pontianak City is likely to continue to move dynamically and increase in the future, so that there will be high competition. Therefore, in order to develop and compete with competitors, culinary business actors, especially restaurants, must be able to create an appropriate strategy to create competitive advantage and maintain quality. The purpose of this study was to identify and analyze the effect of food quality, service quality, and perceived value on brand trust mediated by brand image at the Grill Me Pontianak Restaurant. This research is an explanatory research with a quantitative approach. The sampling technique used a non-probability sampling technique with a total sample of 240 respondents in Pontianak City and used a questionnaire as a data collection instrument. The data analysis technique used is SEM-PLS with the help of the smartpls 4.0 application. the results of the study show that service quality and perceived value have a positive and significant effect on brand image and brand trust. While food quality has a positive and significant effect on brand image, but does not have a significant effect on brand trust. The brand image variable manages to mediate the relationship between food quality, service quality, and perceived value on brand trust in a positive and significant way. Meanwhile, brand image has a positive and significant effect on brand trust.

Keywords: *Food quality, service quality, perceived value, brand image, brand trust*