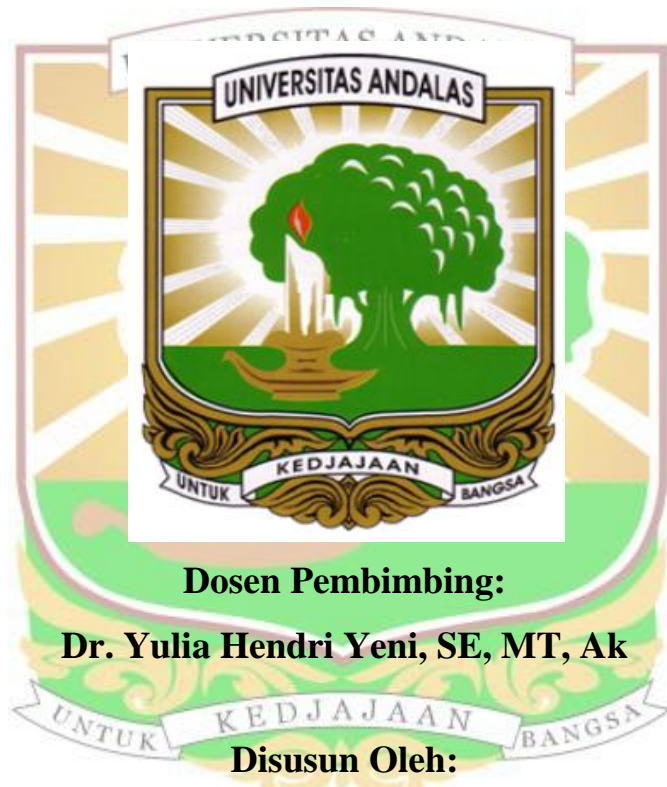


**PENGARUH *GENERAL RISK*, *SATISFACTION* DAN *TRUST* TERHADAP
INTENTION TO RECOMMEND PADA RESTORAN PADANG DI
SUMATERA**

TESIS

Diajukan Sebagai Salah Satu Syarat Untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen
Fakultas Ekonomi dan Bisnis Universitas Andalas



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**PENGARUH *GENERAL RISK*, *SATISFACTION* DAN *TRUST* TERHADAP
INTENTION TO RECOMMEND PADA RESTORAN PADANG DI
SUMATERA**

Thesis oleh Melani Wahyu Diatri
Pembimbing Ibu Dr. Yulia Hendri Yeni, SE, MT, Ak

ABSTRAK

Penelitian ini bertujuan untuk melihat Pengaruh *General Risk*, *Satisfaction* dan *Trust* terhadap *Intention to Recommend* pada Restoran Padang di Sumatera. Populasi dalam penelitian ini adalah konsumen restoran padang di Sumatera. Teknik pengumpulan sampel dilakukan dengan *purposive sampling* berjumlah 155 orang. Teknik analisis data yaitu Structural Equation Modeling (SEM) menggunakan SMART PLS 3.0. Hasil penelitian menunjukkan bahwa *general risk* tidak mempengaruhi *satisfaction* (*p-values* sebesar $0.114 > 0,05$ dan *t-statistic* $1.584 < 1,96$), *general risk* mempengaruhi *trust* (*p-values* sebesar $0.031 < 0,05$ dan *t-statistic* $2.162 > 1,96$), *general risk* mempengaruhi *intention to recommend trust* (*p-values* sebesar $0.000 < 0,05$ dan *t-statistic* $5.380 > 1,96$), *satisfaction* tidak mempengaruhi *intention to recommend* (*p-values* sebesar $0.871 > 0,05$ dan *t-statistic* $0.163 < 1,96$), *trust* mempengaruhi *intention to recommend* (*p-values* sebesar $0.908 > 0,05$ dan *t-statistic* $0.116 < 1,96$). Secara tidak langsung, *satisfaction* dan *trust* tidak memediasi *general risk* dan *intention to recommend* pada restoran padang di Sumatera.

Kata Kunci: *General Risk*, *Trust*, *Satisfaction*, *Intention to Recommend*

**THE INFLUENCE OF GENERAL RISK, SATISFACTION AND TRUST ON
INTENTION TO RECOMMEND AT PADANG RESTAURANTS IN
SUMATRA**

Thesis by Melani Wahyu Diatri
Advisor: Dr. Yulia Hendri Yeni, SE, MT, Ak

ABSTRACT

This study aims to see the effect of General Risk, Satisfaction and Trust on Intention to Recommend at Padang Restaurants in Sumatra. The population in this study were consumers of Padang restaurants in Sumatra. The sample collection technique was carried out by purposive sampling of 155 people. The data analysis technique is Structural Equation Modeling (SEM) using SMART PLS 3.0. The results showed that general risk did not affect satisfaction (p-values were $0.114 > 0.05$ and t-statistic $1.584 < 1.96$), general risk affected trust (p-values were $0.031 < 0.05$ and t-statistic $2.162 > 1.96$), general risk affects intention to recommend trust (p-values of $0.000 < 0.05$ and t-statistic $5.380 > 1.96$), satisfaction does not affect intentions to recommend (p-values of $0.871 > 0.05$ and t-statistic $0.163 < 1.96$), trust affects intention to recommend (p-values of $0.908 > 0.05$ and t-statistic $0.116 < 1.96$). Indirectly, satisfaction and trust do not mediate general risk and intention to recommend Padang restaurants in Sumatra.

Keywords: General Risk, Trust, Satisfaction, Intention to Recommend