This study aims to know the effect of service quality, service value and satisfaction impact to behavioral intentions. The research used purposive sampling method, and questionnaires were distributed to 150 fast food customer in Yogyakarta. The data were, then, analyzed with Structural Equation Model. The result of the research are: sacrifice had positive impact to service value, service quality had positive impact to service value, service quality had positive impact to satisfaction, service value had positive impact to satisfaction, service value had positive impact to behavioral intentions, satisfaction had positive impact to behavioral intentions, service quality had positive impact to behavioral intentions. There are indirect effect service quality to behavioral intentions through service value, service quality to behavioral intentions through satisfaction, service value to behavioral intentions through satisfaction.

**Keyword**: sacrifice, service quality, service value, customer satisfaction and behavioral intentions.