

# Analysis of Factors Affecting Customer Satisfaction and Revisit Intention in the Restaurant Business

Septiandrika Vinisindya Heriyantaningrum<sup>1</sup>, Erna Andajani<sup>1,\*</sup>,

Juliani Dyah Trisnawati<sup>1</sup>

<sup>1</sup> University of Surabaya, Indonesia

\*Corresponding author. Email: [ernajani@staff.ubaya.ac.id](mailto:ernajani@staff.ubaya.ac.id)

## ABSTRACT

This study aims to determine the effect of factors such as service quality, food quality, atmosphere, perceived value / price, other customer on customer satisfaction and customer satisfaction, restaurant reputation, variety seeking tendency, trust on revisit intention in DKLS's restaurant (Domicile Kitchen & Lounge Surabaya). The type of research is basic research that uses 10 research variables, namely service quality, food quality, atmosphere, perceived value / price, other customer, customer satisfaction, variety seeking tendency, restaurant reputation, trust and revisit intention. This study uses primary data by distributing 210 respondents. While the data processing method in this study used the IBM SPSS Statistic 24 software to test the validity and reliability test. While the second method used is the PLS-SEM method to test the research model. The results of this study indicate that the variable service quality, food quality, atmosphere, perceived value / price, other customer has a significant positive effect on customer satisfaction. The variables of customer satisfaction, customer satisfaction with trust as mediation, restaurant reputation with trust as mediation and trust have a significant positive effect on revisit intention. Meanwhile, restaurant reputation, variety seeking tendency has no effect on revisit intention.

**Keywords:** *food quality, other customer, variety seeking tendency, revisit intention.*

## 1. INTRODUCTION

Mannan et al., (2019) proved that there are several factors that cause customer satisfaction and willingness to revisit several restaurants in the city of Bangladesh. The causal factors are service quality, food quality, atmospherics, other customers, perceived value/price as independent variables. The results of the study stated that food quality, atmospherics, perceived value/price, other customers have the most significant influence and have a positive influence on customer satisfaction. Mannan et al., (2019) also stated that variety seeking tendency, customer satisfaction, restaurant reputation as independent variables, revisit intention as dependent variables while trust as mediation. Trust as a mediator of customer satisfaction towards revisit intention and restaurant reputation towards revisit intention

Erkmen and Hancer (2019), in their research is to test the role of other customers that cause customer satisfaction. The results of the study identified are atmospherics, food quality, service quality, other customers as independent variables and customer satisfaction as dependent variables. The results of this study state that atmospherics, food quality, and service quality have a very significant influence on customer satisfaction. On the other hand, other customers have no significant influence on customer satisfaction.

This study refers to the research of Mannan et al. (2019) with 10 variables, namely service quality, food quality, atmospherics, other customers, perceived value/price, customer satisfaction, variety seeking tendency, restaurant reputation, trust, and revisit intention. The results of the study by Mannan et al. (2019) other customers have an effect on customer satisfaction. Erkmen and Hancer (2019) found that other customers have no effect on customer satisfaction. The difference in the results of the hypothesis test found as a research gap that was retested with a different research object. This study uses the Mannan et al. (2019) research model with the object of the restaurant DKLS (Domicile Kitchen & Lounge Surabaya).

Ha and Jang (2010), found that service quality is one of the important factors in influencing customer satisfaction and has been a marketing tool for a long time. H1: Service quality has a positive effect on customer satisfaction.

Food quality is one of the important things that must be maintained because it can affect customer satisfaction (Andaleeb and Conway, 2006). Of all the dimensions and attributes of the restaurant experience, food quality is the

most important factor in understanding customer desires and creating customer satisfaction (Ha and Jang, 2010; Namkung and Jang, 2007). H2: Food quality has a positive effect on customer satisfaction

Ha and Jang (2012) atmospherics are important factors to attract restaurant customers to come, the atmospheric factors are calm, aroma, color, music while the design factors are the layout of the room and furniture. There are sources that support that atmospherics have a positive influence on customer satisfaction (Haghighi et al., 2012; Minor et al., 2004; Wu and Liang, 2009). H3: Atmospherics have a positive influence on customer satisfaction.

The concept of other customers in influencing customer satisfaction has always been a topic of interest from the physical service environment because of the lack of research conducted (Brocato et al., 2012; Grove and Fisk, 1997). H4: Other customers have a positive effect on customer satisfaction.

Wang (2015) perceived value is very important for customers to make purchasing decisions. Perceived value is the value felt by customers related to the assessment of the net value of a product or service by comparing the overall benefits received with the sacrifices made (Zeithaml, 1988). Considering perceived value as the price of customer satisfaction is a good start and has a direct impact on overall customer satisfaction, which will turn customers into more loyal (Singh and Sirdeshmukh, 2000; Szymanski and Henard, 2001). H5: Perceived value/Price has a positive effect on customer satisfaction.

Oliver (1997) explains that customer satisfaction is a customer's feeling that arises as a result of satisfaction and dissatisfaction with the service. Parasuraman (1997) explains in simpler terms about customer satisfaction, namely the difference between the perception of value towards a product or service. High customer satisfaction reduces the customer's intention to switch to another service provider, which can increase revisit intention (Han et al., 2009). Customer satisfaction is a factor that influences the customer's desire to revisit (Oh, 2002; Tian-Cole et al., 2002). H6: Customer satisfaction has a positive effect on revisit intention.

Low and Lamb (2000) define brand image or reputation as something that is sensitive to customers, when customers try to recognize a particular brand. Restaurant reputation usually refers to the beliefs, perceptions and ideas that customers feel about the restaurant (Ryu et al., 2012). Hallmann et al. (2015) said that a good reputation of a company's brand will facilitate customer decision making such as the desire to revisit. H7: Restaurant reputation has a positive effect on revisit intention.

Legoherel et al. (2012), the general behavior of customers is to prefer trying several new restaurants next time. Ha and Jang (2013) said in the rapidly growing restaurant industry it is very unrealistic to expect customers to visit the same restaurant repeatedly. H8: Variety seeking tendency has a positive effect on revisit intention.

Kotler et al. (2009) overall customer satisfaction depends on a customer's assessment based on the match between actual results and customer expectations of a service. On the other hand, trust reduces uncertainty among customers (Chen and Dibb, 2010), and positively influences behavioral intention (Bart et al., 2005). H9: Customer satisfaction has a positive effect on revisit intention with trust as an intervening variable.

Hu et al., (2009) and Lai et al., (2009) showed that the image or reputation of a restaurant has a positive influence on the willingness to revisit. On the other hand, trust influences customers to buy the same service or product repeatedly (Jarvenpaa et al. 2000). Oh (2002) said that trust has a positive influence on revisit intention for restaurant customers. H10: Restaurant reputation has a positive influence on revisit intention mediated by trust. H11: Trust has a positive influence on revisit intention.

## **2. RESEARCH METHODS**

The type of research used is basic research by developing previous research. This research is causal research which is a study to test the influence of service quality, food quality, atmospherics, perceived value/price, other customers on customer satisfaction and customer satisfaction, variety seeking tendency, restaurant reputation, trust on revisit intention at DKLS restaurants. The type of data used in this study is primary data. This data was obtained by distributing questionnaires online to respondents. The measurement level used in this study is the interval level. This study uses non-probability sampling techniques with convenience sampling. Data processing uses IBM SPSS Statistic 24 software.

## **3. RESULT AND DISCUSSIONS**

The research respondents were 210 who had transacted at DKLS during the last 1 year with a frequency of visits of 1-3 times. Based on gender, respondents were divided into 70.5% (148) female respondents and 29.5% (62) male respondents. The majority of respondents aged 17-25 years (199 respondents) visited the restaurant. The majority of

respondents' professions were students and college students as many as 181 respondents with incomes below Rp. 2,000,000.

**Tabel 1.** Results of Average Variance Extracted (AVE) and Reliability Calculations

Variabel	AVE	Result	Composite Reliability	Result
Service Quality	0.658	Valid	0.885	Reliabel
Food Quality	0.535	Valid	0.873	Reliabel
Atmospherics	0.581	Valid	0.893	Reliabel
Other Customer	0.674	Valid	0.861	Reliabel
Perceived Value/Price	0.632	Valid	0.837	Reliabel
Restaurant Reputation	0.641	Valid	0.842	Reliabel
Customer Satisfaction	0.650	Valid	0.881	Reliabel
Trust	0.722	Valid	0.928	Reliabel
Variety Seeking Tendency	0.780	Valid	0.947	Reliabel
Revisit Intention	0.732	Valid	0.891	Reliabel

Based on Table 1 above, it shows that the AVE value has exceeded  $\geq 0.5$  and is declared valid because it meets the specified requirements. The composite reliability and Cronbach's alpha values have a value of  $\geq 0.7$ . These results indicate that each variable has a high reliability value.

**Tabel 2.** Result R-Square dan Predictive Relevance Calculation

	R-Square	Predictive Relevance (Q-Square)
Customer Satisfaction	0.636	0.401
Revisit Intention	0.691	0.490
Trust	0.444	0.315

Hypothesis testing is carried out after the model suitability test (outer model and inner model) with the aim of seeing the influence that occurs between variables. The hypothesis can be accepted if it meets the T-statistic requirements, each coefficient has a p-value  $\leq 0.05$ .

**Tabel 3.** Hypothesis Result

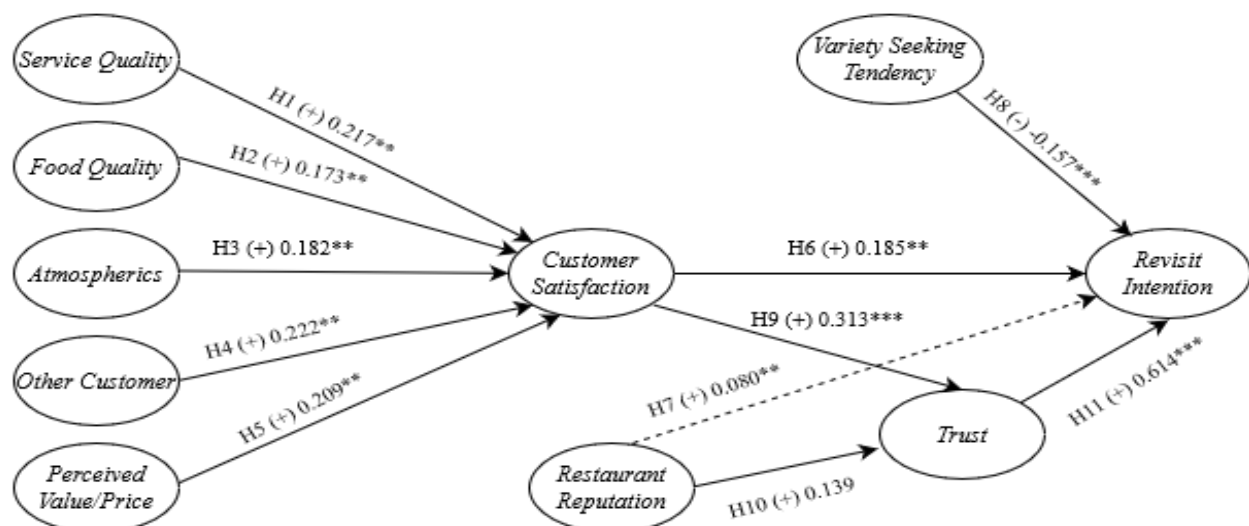
Hypotesis	T-statistics	P-value	Path Coefficient (Original Sample)	Result
H1: SQ $\rightarrow$ CS	2.459	0.014	0.217	Supported
H2: FQ $\rightarrow$ CS	2.373	0.018	0.173	Supported
H3: A $\rightarrow$ CS	2.802	0.005	0.182	Supported
H4: OC $\rightarrow$ CS	3.075	0.002	0.222	Supported
H5: PV $\rightarrow$ CS	3.019	0.003	0.209	Supported
H6: CS $\rightarrow$ RI	3.300	0.001	0.185	Supported
H7: RR $\rightarrow$ RI	1.670	0.095	0.080	Not Supported
H8: VS $\rightarrow$ RI	4.156	0.000	-0.157	Supported
H9: CS $\rightarrow$ T $\rightarrow$ RI	6.638	0.000	0.313	Supported
H10: RR $\rightarrow$ T $\rightarrow$ RI	3.133	0.002	0.139	Supported
H11: T $\rightarrow$ RI	12.583	0.000	0.614	Supported

Service quality test on customer satisfaction gives positive and significant results according to Mannan et al., (2019) and Erkmén and Hancer (2019). Customers assess service quality by seeing DKLS employees provide fast service and employees who are always willing to help customers if they need something. This has an impact on feelings of happiness and satisfaction for DKLS restaurant customers. In the hypothesis, the influence of food quality on customer satisfaction shows positive and significant, supporting the research of Mannan et al., (2019) and Erkmén and Hancer (2019). Food Quality includes fresh, healthy food ingredients and food aromas as well as food presentation according to temperature and visually attractive can cause customers to feel happy and get satisfaction from the DKLS restaurant. The influence

of atmospherics on customer satisfaction gives the same results as Mannan et al., (2019) and Erkmen and Hancer (2019). Attractive interior design, the right level of lighting, restaurant cleanliness, neatness of employees and the right layout so that customers can easily move can create or generate high customer satisfaction from the DKLS restaurant.

The influence of other customers on customer satisfaction is the same as Mannan et al., (2019) which is significantly positive on customer satisfaction. However, it is inversely proportional to the research of Erkmen and Hancer (2019) which shows that other customers do not have a significant positive influence on customer satisfaction. Other customers are also one of the factors that influence customer emotions when receiving service (Ryu and Jang, 2008). For example, the number of people in a restaurant, the appearance of other customers and the behavior of other customers. As is known that the DKLS restaurant, the behavior of other customers can affect the emotions of other customers there so that customers who feel disturbed do not feel satisfied while at the DKLS restaurant.

The influence of perceived value/price on customer satisfaction supports Mannan et al., (2019) which shows a significant positive. DKLS customers expect to get service that is commensurate and even more than the price or money spent and this is realized when customers make transactions. The influence of customer satisfaction on revisit intention shows a significant positive and supports Mannan et al., (2019). Customers feel happy and satisfied at the Domicile restaurant, which makes customers have a high intention to visit again. The results of the test of the influence of restaurant reputation on revisit intention show positive and insignificant. This is contrary to the research of Mannan et al., (2019). Han et al. (2009) argue that customers do not consider restaurant reputation as an important part for customers to decide to return to the restaurant. The main thing is that the quality of service and restaurant food must be good and meet customer expectations. This allows customers to come back to the restaurant without looking at the reputation of the DKLS restaurant.



**Figure 1.** Research Model

Remark: \*\* p-value  $\leq 0,05$ , \*\*\* p-value  $\leq 0,01$

The hypothesis of variety seeking tendency towards revisit intention gives negative but significant results which means it is supported. These results are in accordance with Mannan et al., (2019). Customers will spend their time looking for variety by looking for new alternatives that are different from before. The varied and changing needs of customers occur due to the factors that influence them, therefore the restaurant must understand consumer behavior. Domicile Kitchen Surabaya must create ideas by offering a variety of different food menus or something special to attract customers to come back.

Customer satisfaction towards revisit intention through trust gives significant positive results, in accordance with Mannan et al., (2019). In this study, trust has a partial mediation effect. This means that with or without trust, customer satisfaction still has an effect on revisit intention. The results of the hypothesis test of the influence of restaurant reputation on revisit intention with trust as a mediator show positive and significant support for Mannan et al., (2019). Trust is a perfect mediation (full mediation) in this study. This means that trust as a mediator has a positive and significant effect on the influence of restaurant reputation on revisit intention. If trust is not included as a mediator in the relationship between the influence of restaurant reputation on revisit intention, the results of the hypothesis test are not supported. It is concluded that without trust, restaurant reputation has no effect on revisit intention. The hypothesis

of the influence of trust on revisit intention gives positive and significant results and is in accordance with Mannan et al., (2019). The more customers trust the DKLS restaurant, the more likely they are to return to the restaurant.

#### 4. CONCLUSION

In the study, there are 10 supported hypotheses and 1 unsupported hypothesis. The supported and positive hypotheses are service quality to customer satisfaction, food quality to customer satisfaction, atmospherics to customer satisfaction, other customers to customer satisfaction, perceived value/price to customer satisfaction, customer satisfaction to revisit intention, restaurant reputation to revisit intention, customer satisfaction through trust to revisit intention through trust, restaurant reputation to revisit intention through trust, trust to revisit intention. The unsupported hypothesis and negative value is negative variety seeking tendency to revisit intention.

The limitation of this research is that it is only conducted on one research object located in the city of Surabaya. In further research, it can be conducted in all restaurants in Surabaya or restaurant objects in other regions in Indonesia, it can also be with the scope of objects in different service industries other than restaurants.

#### 5. REFERENCES

- Andaleeb, S.S. and Conway, C. (2006), "Customer satisfaction in the restaurant industry: an examination of the transaction-specific model", *Journal of Services Marketing*, Vol. 20 No. 1, pp. 3-11.
- Bart, Y., Shankar, V., Sultan, S. and Urban, G.L. (2005), "Are the drivers and role of online trust the same for all websites and consumers? A large-scale exploratory empirical study", *Journal of Marketing*, Vol. 69 No. 4, pp. 133-152.
- Brocato, E.D., Voorhees, C.M. and Baker, J. (2012), "Understanding the influence of cues from other customers in the service experience: a scale development and validation", *Journal of Retailing*, Vol. 88 No. 3, pp. 384-398.
- Chen, J. and Dibb, S. (2010), "Consumer trust in the online retail context: exploring the antecedents and consequences", *Psychology and Marketing*, Vol. 27 No. 4, pp. 323-346.
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality*, 31(3), 1469-1487.
- Grove, S.J. and Fisk, R.P. (1997), "The impact of other consumers on service experiences: a critical incident examination of 'getting Along'", *Journal of Retailing*, Vol. 73 No. 1, pp. 63-85.
- Ha, J. and Jang, S. (2010), "Effects of service quality and food quality: the moderating role of atmospherics in an ethnic restaurant segment", *International Journal of Hospitality Management*, Vol. 29 No. 3, pp. 520-529.
- Ha, J. and Jang, S. (2012), "The effects of dining atmospherics on behavioral intentions through quality perception", *Journal of Services Marketing*, Vol. 26 No. 3, pp. 204-215.
- Ha, J. and Jang, S.C. (2013), "Variety seeking in restaurant choice and its drivers", *International Journal of Hospitality Management*, Vol. 32, pp. 155-168.
- Haghighi, M., Dorosti, A., Rahnama, A. and Hoseinpour, A. (2012), "Evaluation of factors affecting customer loyalty in the restaurant industry", *African Journal of Business Management*, Vol. 6 No. 14, pp. 5039-5046.
- Hallmann, K., Zehrer, A. and Muller, S. (2015), "Perceived destination image: an image model for a winter sports destination and its effect on intention to revisit", *Journal of Travel Research*, Vol. 54 No. 1, pp. 94 -106
- Hu, H., Kandampully, J. and Juwaheer, T.D. (2009), "Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study", *The Service Industries Journal*, Vol. 29 No. 2, pp. 111-125.
- Jarvenpaa, S.L., Tractinsky, J. and Vitale, M. (2000), "Consumer trust in an internet store", *Information Technology and Management*, Vol. 1 Nos 1/2, pp. 45-71.
- Kotler, P. (1973), "Atmospherics as a marketing tool", *Journal of Retailing*, Vol. 49 No. 4, pp. 48-64.
- Lai, I.K. (2015), "The roles of value, satisfaction, and commitment in the effect of service quality on customer loyalty in Hong Kong-style tea restaurants", *Cornell Hospitality Quarterly*, Vol. 56 No. 1, pp. 118-138.
- Lai, F., Griffin, M. and Babin, B.J. (2009), "How quality, value, image, and satisfaction create loyalty at a chinese telecom", *Journal of Business Research*, Vol. 62 No. 10, pp. 980-986.
- Lai, W.T. and Chen, C.-F. (2011), "Behavioral intentions of public transit passengers—the roles of service quality, perceived value, satisfaction and involvement", *Transport Policy*, Vol. 18 No. 2, pp. 318-325.
- Legohérel, P., Dauce, B. and Hsu, C.H.C. (2012), "Divergence in variety seeking: an exploratory study among international travelers in Asia", *Journal of Global Marketing*, Vol. 25 No. 4, pp. 213-225.
- Low, G.S. and Lamb, C.W. (2000), "The measurement and dimensionality of Brand association", *Journal of Product and Brand Management*, Vol. 9 No. 6, pp. 350-368.
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922-947.
- Minor, M.S., Wagner, T., Brewerton, F.J. and Hausman, A. (2004), "Rock on! an elementary model of customer satisfaction with musical performance", *Journal of Services Marketing*, Vol. 18 No. 1, pp. 7-18.

- Namkung, Y. and Jang, S. (2007), "Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions", *Journal of Hospitality and Tourism Research*, Vol. 31 No. 3, pp. 387-409.
- Oh, H. (2002), "Transaction evaluations and relationship intentions", *Journal of Hospitality and Tourism Research*, Vol. 26 No. 3, pp. 278-305.
- Oliver, R.L. (1981), "Measurement and evaluation of satisfaction process in retail settings", *Journal of Retailing*, Vol. 57 No. 3, pp. 25-48.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Parasuraman, A. (1997), "Reflections on gaining competitive advantage through customer value", *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 332-342.
- Ryu, K., Lee, H.R. and Gon Kim, W. (2012), "The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions", *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 2, pp. 200-223.
- Singh, J. and Sirdeshmukh, D. (2000), "Agency and trust mechanisms in consumer satisfaction and loyalty judgements", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 150-167.
- Szymanski, D.M. and Henard, D.H. (2001), "Customer satisfaction: a Meta-analysis of the empirical evidence", *Journal of the Academy of Marketing Science*, Vol. 29 No. 1, pp. 16-35.
- Tian-Cole, S.T., Crompton, J.K. and Willson, V.L. (2002), "An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge", *Journal of Leisure Research*, Vol. 34 No. 1, pp. 1-24.
- Wu, C.H.J. and Liang, R.D. (2009), "Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants", *International Journal of Hospitality Management*, Vol. 28 No. 4, pp. 586-593.
- Wu, H.C. (2013), "An empirical study of the effects of service quality, perceived value, corporate image, and customer satisfaction on behavioral intentions in the Taiwan quick service restaurant industry", *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 14 No. 4, pp. 364-390.
- Wu, H.C. (2014), "The effects of customer satisfaction, perceived value, corporate image and service quality on behavioral intentions in gaming establishments", *Asia Pacific Journal of Marketing and Logistics*, Vol. 26 No. 4, pp. 540-565.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.