



ANTECEDENTS OF REVISIT INTENTION WITH MEDIATED CUSTOMER SATISFACTION A STUDY ON MILLENNIAL CONSUMER BEHAVIOUR AT THEME RESTAURANT IN JAKARTA

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History Article

Article history:

Received Okt 15, 2023
Approved Nov 23, 2023

Keywords:

Food quality
diner serve,
Revisit, Intention
Customer
satisfaction

ABSTRACT

The main aim of this research was to investigate the potential impact of food quality, diner serve, and dines cape on customers' likelihood to revisit theme restaurants in Jakarta. Additionally, the study sought to explore whether customer satisfaction played a mediating role in this relationship. To achieve these objectives, a survey method was employed, and data collection was carried out using an online questionnaire instrument. The target population of the study consisted of millennial consumers aged 18 to 40 years living in Jakarta, Bogor, Depok, Tangerang, and Bekasi. The data collection took place in October 2021. A purposive sampling technique was utilized to select 200 valid respondents, who were then subjected to data analysis using the PLS SEM (Partial Least Squares Structural Equation Modeling) program with smartpls 3.29 software. The findings from this research indicate that food quality, dinerserve, and dinescape significantly and positively influence customer satisfaction. Furthermore, it was observed that customer satisfaction itself plays a significant and positive role in determining the effect on revisit intention at theme restaurants in Jakarta.

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INTRODUCTION

In modern society, many people like to eat and drink out because it has become a lifestyle. The lifestyle of today's society provides opportunities for the food and beverage industry to respond to market needs. In Indonesia, especially the city of Jakarta, the development of the restaurant business has increased due to the large number of consumers who want to eat at restaurants, especially by millennial consumers. Based on (Central Bureau of Statistics, 2021) that millennial consumers dominate in second place at 25.87% and then followed by generation Z at 27.94% which dominates in Indonesia. Millennials are those born between 1981 and 2000 (Hasanuddin Ali, 2017). Researchers chose the millennial generation in the

city of Jakarta and its surroundings because based on (Badan Pusat Statistik, 2021) which says that the number of millennials who dominate in the city of Jakarta is more than other generations, namely 26.78% or 2.83 million of the total 10.56 million population in the capital city of Jakarta.

Based on Badan Pusat Statistik that in early 2020, there was a covid-19 pandemic in Indonesia. Therefore, it caused the growth of the restaurant industry to decline. Based on (DataIndustry, 2020), there was a decrease in the growth of the restaurant industry in 2020 by -18% compared to 2019 by 4%. If we look at the GDP (Gross Domestic Product), the restaurant industry in 2020 also experienced a decrease of 50,000 M compared to 2019 of 70,000 M. Based on (mandiri institute, 2020) said that until December 2020, public visits to restaurants slowly began to increase, namely visits to fast food restaurants rose to 78% and to other restaurants rose to 75%. One of the restaurants that still survive in the midst of a pandemic is the type of restaurant that has architectural characteristics, interior design and a certain layout which is often referred to as a theme restaurant.

The study was conducted by selecting customers who have visited Union, GIOI, Monsieur spoon, and The Garden restaurants located in Jakarta. The characteristic of a theme restaurant is a restaurant that focuses on displaying the atmosphere and place in the restaurant (dinescape). However, it does not abandon the quality of food (food quality) and the quality of service (dinerserve) offered. Food Quality, Dinerserve, and Dinescape will influence consumer behaviour to come back to the restaurant (Ozdemir & Caliskan, 2015; Sadeghi et al., 2017). Various previous studies have indicated that Food Quality, Dinerserve, and Dinescape play a significant role in shaping consumers' inclination to revisit restaurants. Rajput and Gahfoor (2020) conducted a study revealing a positive correlation between food quality, service quality, physical environment quality, and customer satisfaction, all contributing to the revisit behavior in fast food restaurants. Similarly, food quality, service quality, and restaurant atmosphere had a positive impact on customer satisfaction, revisit intentions, and the likelihood of making recommendations (Chun and Nyam-Ochir's, 2020).

Food Quality is an assessment of the quality of food that plays an important role in determining consumer choices (Heide & Olsen, 2018). Food quality can determine consumer satisfaction and restaurant revisit intentions (Erkmen, E., & Hancer, 2019). The indicators to measure Food Quality are presentation, menu variety, health choices, taste, freshness, food temperature (Nor Azureen et al., 2016).

Dinerserve is a person's ability to provide a service to consumers in satisfying consumers (Ramya N, 2019). With service quality, it can measure how far consumers are satisfied with the services provided and is important for the success of a restaurant (Dandotiya et al., 2020) and (Zhong, Y., & Moon, 2020). Service quality in a restaurant can affect a person's experience when dining so that it creates a good first impression (Kotler, P., & Keller, 2016). The indicators to measure Dinerserve are physical evidence (tangible), reliability, responsiveness, assurance, (Marković et al., 2013).

Dinescape is a specially created or designed design that can affect consumer satisfaction when dining in a restaurant (Rajput & Gahfoor, 2020). Dinescape inside and outside the restaurant can be tangible or intangible which includes decoration, temperature, cleanliness, furniture, lighting, colours, and music (Githiri, 2016; Hanaysha, 2016). Interior and exterior design will influence consumers to come back to the restaurant so that as a restaurant owner must pay attention to a good dinescape to satisfy customers (Oh & Oh, 2018). The indicators to measure Dinescape are facility aesthetics, ambience, lighting, layout, table setting, service staff (Wilianto et al., 2017).

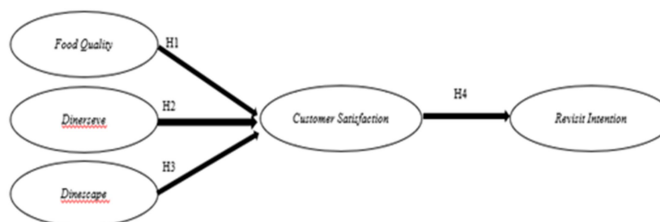
Customer satisfaction is a feeling of satisfaction of consumers after they receive a product or service as expected (Roz, 2019). Customer satisfaction will have an impact on revisit intention in a restaurant (Gholipour Soleimani & Einolahzadeh, 2018). Customer satisfaction is the most important key to success (Shapoval et al., 2018). Satisfied consumers will come back, while unsatisfied consumers will hesitate to come in the future (Prayag et al., 2017). The indicators to measure customer satisfaction are consumer feelings, performance expectations (Huang et al., 2014).

Revisit intention refers to an individual's inclination to return to a place and share positive experiences with others, thereby creating lasting memories of their visit (Banerjee & Singhania, 2018). When customers have an excellent dining experience at a restaurant, they tend to recommend it to others,

spread positive feedback, and exhibit loyalty towards the establishment (Chun & Nyam-Ochir, 2020). Indicators commonly used to measure Revisit Intention include recommending the place to others, returning for another visit, expressing positive sentiments, visiting more frequently, and consistently prioritizing the location (Agustimas et al., 2018; Suhud & Wibowo, 2016).Based on the extensive literature review and the findings of previous research, this study proposes the following hypotheses:

- H1: Food quality has a positive and significant impact on customer satisfaction.
- H2: Dinerserve has a positive and significant impact on customer satisfaction.
- H3: Dinescape has a positive and significant impact on customer satisfaction.
- H4: Customer satisfaction has a positive and significant effect on revisit intention.

Figure 1 Conceptual Framework



Source: Data Processed Result (2023)

METHODS

In this study, using a quantitative survey method. The population in this study are respondents aged 18-40 years who live in Jabodetabek, who have visited theme restaurants (Union, GIOI, Monsieur spoon, and The Garden) in the last 6 months from April 2021 to October 2021. In this study, the sample technique used non-probability sampling with the type of sampling, namely purposive sampling. Data collection techniques with questionnaires via google form which are distributed online. There were 227 respondents collected, however, 200 respondents were valid. Measurement of variables in this study using multiple choice. Data analysis technique using PLS-SEM.

RESULTS AND DISCUSSION

Validity Test, Reliability Test

The author has conducted validity and reliability tests of the distributed online questionnaires. The validity and reliability test results can be seen from table 1 as follows:

Table 1. Validity Test, Reliability Test.

Variable and indicator	Outer Loading
<i>Food Quality</i> /FQ (AVE = 0.753 , CR = 0.924)	
FQ1 Food at ths restaurant is delicious	0.894
FQ2 The food in this restaurant has a wide variety of food menus.	0.878
FQ3 The presentation of the food served at this restaurant is interesting	0.831
FQ4 Restaurants serve food that is fresh	0.867
<i>Dinerserve</i> /DS (AVE = 0.753 , CR = 0.939)	
DS1 Employees at this restaurant serve food according to customer orders	0.834

DS2 Employees at the restaurant serve skillfully	0.912
DS3 Employees in the restaurant are always willing to help customers	0.889
DS4 Employees at this restaurant are very attentive to customers	0.838
DS5 The staff at this restaurant are friendly and polite	0.865
<i>Dinescape/DC (AVE = 0.761 , CR = 0.927)</i>	
DC1 The music in this restaurant is pleasant to listen to	0.862
DC2 The décor in this restaurant looks attractive	0.868
DC3 A restaurant with a cheerful atmosphere	0.868
DC4 Restaurant facilities are well-maintained	0.891
<i>Customer Satisfaction/CS (AVE = 0.836 , CR = 0.953)</i>	
CS1 I'm satisfied eating at this restaurant	0.919
CS2 This restaurant lived up to my expectations	0.887
CS3 I am satisfied visiting this restaurant	0.929
CS4 The whole restaurant makes me happy	0.922
<i>Revisit Intention/RI (AVE = 0.831 ,CR = 0.951)</i>	
RI1 I will come back to this restaurant	0.903
RI2 I will recommend this restaurant to others	0.918
RI3 I will tell others about this restaurant	0.904
RI4 I will visit the restaurant more often	0.920

Notes:

AVE = Average Variance Extracted;

CR = Composite Reliability* = significant (one-tailed test, p<0.05)

In the table above, it shows that the measurements for the validity test where the AVE value ranges from 0.753 to 0.836 while the outer loading or factor loading value ranges from 0.831 to 0.929 so that the AVE value and the outer loading or factor loading value are declared valid because they meet the specified requirements. For the reliability test, the composite reliability ranges from 0.927 - 0.953 so that it is said to be reliable because it meets the specified requirements, which are greater than 0.7 - 0.95 (Hair et al., 2014).

Discriminant Test

Table 2: Discriminant Test heterotrait-monotrait ratio of correlations (HTMT)

	CS	DS	DC	FQ	RI
CS					
DS	0.852				
DC	0.882	0.864			
FQ	0.866	0.877	0.889		
RI	0.848	0.688	0.745	0.802	

Source: processed data of 2021

In the table above, it shows that the results of the discriminant test with the heterotrait-monotrait ratio of correlations (HTMT) are valid because the results obtained are below 0.9.

R² testTable 3. R² Test

Variabel	R ²
RI	0.630

Source: processed data of 2021

In the table above, the R² value shows a good value because the R² result is more than 0.50 so that it can predict the construct of exogenous variables on the construct of endogenous variables.

Demographic Characteristics of Respondents

Based on the online questionnaire that has been distributed by the author, the following are some of the characteristics of the respondents in table 4 as follows:

Table 4. Demographic Characteristics of Respondents

Respondent Characteristic	Numbers	Percentage
Gender		
Female	131	65.5%
Male	69	34.5%
Age		
18-24 years old	158	79%
25-31 years old	20	10%
32- 40 years old	22	11%
Educational background		
High School	59	29.5%
Diploma	26	13%
Bachelor (s1/s2/s3)	115	57.5%
Jobs		
Student	121	60.5%
Private Entrepreneur	73	36.5%
Official goverment	2	1%
Housewife	4	2%
Domicile:		
Jakarta	151	75.5%
Bogor	6	3%
Tangerang	43	21.5%
Frequency		
1 times	101	50.5%
2 times	53	26.5%
3 times	19	9.5%
>3 times	27	13.5%

Source: processed data of 2021

In this study, it is more dominant for women with an age range of 18-24 years, where the majority are students with an undergraduate educational background (S1, S2, S3) who live in Jakarta and have visited theme restaurants 1 time in the last 6 months.

Behavior Characteristics of Respondents

Based on the online questionnaire that has been distributed by the author, the following are some behavioral characteristics of respondents in table 5 as follows:

Table 5. Behavior Characteristics of Respondents.

Respondent Characteristic	Numbers	Percentage
Who to visit the restaurant with		
Alone	9	4.5%
Pair	46	23%
Family	80	40%
Colleagues	42	21%
Friend	23	11.5%
The time spent		
Less then 1 hour	17	8.5%
Up to 2 hours	147	73.5%
More than 2 hours	36	18%
Cost		
Rp. 100.000-Rp. 500.000	74	37%
Rp. 500.00-Rp. 1.000.000	60	30%
Rp. 1.000.000-Rp.2.000.000	40	20%
> Rp. 2.000.000	26	13%

Source: processed data of 2021

Based on the results of table 5, it shows that the majority who visit theme restaurants with family with time spent as much as 1 hour - 2 hours with expenses of Rp. 100,000-Rp. 500,000.

Hypothesis Test

The results of the hypothesis test in table 6 are as follows:

Table 6. Hypothesis Test

Hipotesis	T Statistik	P Value	Keputusan
H1: pengaruh <i>food quality</i> terhadap <i>customer satisfaction</i>	2.353	0.009	Supported
H2 : pengaruh <i>dinerserve</i> terhadap <i>customer satisfaction</i>	2.681	0.004	Supported
H3 : pengaruh <i>dinescape</i> terhadap <i>customer satisfaction</i>	3.980	0.000	Supported
H4 : pengaruh <i>customer satisfaction</i> terhadap <i>revisit intention</i>	16.226	0.000	Supported

Source: processed data of 2021

In the above variables, it shows that the hypothesis of the independent variable on the dependent variable is supported because it has a tcount value < 1.65 . Thus, H1, H2, H3 and H4 have a positive and significant influence.

Mediation Test

Table 7. Mediation Test

		T Statistic	P Value	Remark
<i>Dinerserve Satisfaction intention</i>	<i>Customer revisit</i>	2.678	0.004	Mediation
<i>Dinescape Satisfaction intention</i>	<i>Customer revisit</i>	3.740	0.000	Mediation
<i>Food Quality Satisfaction intention</i>	<i>Customer revisit</i>	2.282	0.011	Mediation

Source: processed data of 2021

Based on the table above, it can be explained that:

1. Customer Satisfaction is a mediating variable between the dinerserve and revisit intention variables where the calculated t-statistic value of 2.678 is greater than the t table value of 1.68 or the p value of 0.004 is smaller than 0.05.
2. Customer Satisfaction is a mediating variable between the dinescape and revisit intention variables where the t-statistic value of 3.740 is greater than the ttable value of 1.68 or the p value of 0.000 is smaller than 0.05.
3. Customer Satisfaction is a mediating variable between the food quality variable and revisit intention where the t-statistic value of 2.282 is greater than the ttable value of 1.68 or the p value of 0.011 is smaller than 0.05.

The effect of food quality on customer satisfaction

Food is one of the things needed in life and can be a challenge for the restaurant business in creating customer satisfaction (Uddin, 2019). One of the factors that can make consumers feel satisfied is the quality of food (Namin, 2017). In food quality, not only taste, texture is considered but the safety or content of a food is the most important thing to consider in satisfying consumers. This can cause poison in consumers who swallow the food (Cassa & Iona, 2020).

Previous research conducted (Abdullah et al., 2018; Banerjee & Singhania, 2018) said that food quality has a significant effect on restaurant customer satisfaction and the results of research conducted by (Aliff et al., 2021) also said that food quality has a positive and significant effect on consumer satisfaction. Thus, improving the quality of food will affect customer satisfaction. The better the quality of the food, the more satisfied consumers are. In research conducted (Yuliantoro et al., 2019) said the same thing that food quality has a significant effect on customer satisfaction.

The effect of dinerserve on customer satisfaction

Service quality is a form of service provided to consumers, while customer satisfaction is the experience obtained or received by consumers (Slack et al., 2020). Service quality plays an important role in measuring service performance which later results in customer satisfaction (Dehghanpouri et al., 2020).

In measuring the standardization of service quality, it is very difficult to measure because the quality of service of restaurants with other restaurants is different and if resources are lacking, the services

provided to consumers are also lacking (Djofack & Camacho, 2017). Good service quality can create customer satisfaction.

Previous research conducted by (Richardson et al., 2019) said that there is a positive effect of service quality on overall satisfaction and future visit intentions and the results of research conducted by (Agustimas Anwar Suharyono Aniesa Samira Bafadhal, 2018) also said that service quality can significantly affect consumer satisfaction. In research conducted by (Subaebasni, Subaebasni Henny, Risnawaty, A.R. Arie, 2019) said the same thing that service quality has a positive effect on customer satisfaction.

The influence of dinescape on customer satisfaction

Dinescape is a place design or design that is made so that consumers buy restaurant products or services (Mannan et al., 2019). According to previous research conducted by Hartanto and Andreani (2019), it was found that dinescape significantly and positively influences customer satisfaction. Likewise, a study conducted by Diawan et al. (2016) also supported this idea, indicating that the ambiance or atmosphere of a place has a considerable impact on customer satisfaction. This conclusion was further reinforced by the research conducted by El-Said et al. (2021), which also emphasized the positive influence of the place's atmosphere on customer satisfaction. Moreover, Azmi's research (2021) also corroborates these findings, stating that the atmosphere of the place significantly affects customer satisfaction.

The effect of customer satisfaction on revisit intention

Customer satisfaction occurs when the service provided by the restaurant matches consumer expectations. The restaurant must maintain customer satisfaction so that later consumers can visit again because satisfied consumers are also likely to return (Bae et al., 2018). According to previous research conducted by Wirakananda (2021), it was found that customer satisfaction plays a substantial role in influencing revisit intention. Supported this notion, indicating that customer satisfaction positively affects revisit intention (Han and Jung 2021). Additionally, research conducted by Damanik and Yusuf (2021) reached the same conclusion, highlighting the positive and significant relationship between customer satisfaction and revisit intention.

CONCLUSION

From the research results, it can be concluded that hypotheses H1, H2, H3 and H4 are supported. This study proves that food quality, dinerserve, dinescape have a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on revisit intention. The managerial implications of the results of this study are that the restaurant is expected to maintain food quality, dinerserve, and dinescape which can load customer satisfaction and revisit intention. In this study, there are still many limitations and suggestions including the limited number of samples and the variables that the author wants to study on revisit intention. Therefore, further research is expected to be able to conduct restaurants with the concept of fastfood, finedining and develop the dependent variable studied by looking at electronic Word Of Mouth to support marketing activities in finding new customers in the restaurant.

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