International Journal of Application on Economics and Business (IJAEB)
Volume 1, Issue 4, 2023. ISSN: 2987-1972

FACTORS AFFECTING CUSTOMER LOYALTY WITH SATISFACTION MEDIATION AT THE KINTAN BUFFET RESTAURANT

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Submitted: 24-05-2023, Revised: 21-07-2023, Accepted: 07-09-2023

ABSTRACT

The variety of lifestyles has an impact on several business fields, including the culinary field. Sales of food and beverages grew in line with rising income or the level of public consumption. Customers are the basis of a business and become an important party in the development of the company. The purpose of this research is to find out how far customer loyalty to the Kintan Buffet restaurant in Central Park Mall Jakarta is due to the quality of service received, the perceived atmosphere of the store, and how reasonable the price to be paid is. Satisfaction is the first thing before consumers become loyal. Consumer opinion was collected by distributing questionnaires online and managed to get 200 respondents. Intake of respondents using non-probability sampling method with certain criteria or purposive sampling. The collected data is then processed using the SmartPLS 3.0 program. Convergent validity testing uses the Outer Loadings test and the AVE test. Discriminant validity testing using Fornell-Larcker and Cross Loadings analysis. Reliability testing uses Cronbach's Alpha and Composite Reliability tests. Formative indicator testing uses the Multicollinearity test and the Sign of Weight test. The results of the data analysis show that the quality of service provided by restaurants, the atmosphere of the store, in this case, the restaurant, and the fairness of the prices paid positively influence customer satisfaction and also influence customer loyalty positively and significantly. Indirectly, only the atmosphere of the restaurant does not significantly affect loyalty through customer satisfaction.

Keywords: *Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, and Customer Loyalty.*

1. INTRODUCTION

The food and beverage industry is one of the industries that contribute greatly to the economy. In the second quarter of 2021, the Indonesian economy managed to reach 7.07% (year on year/yoy), which shows the highest growth in the last 16 years, as stated by the Central Bureau of Statistics (2021). The development of the food business in Indonesia shows that there has been a shift in Indonesian people's interest from traditional food to foreign food. Customers visit restaurants not only to enjoy food but also to explore new flavors and concepts.

The food and beverage industry has a tough level of competition with many players from the country itself and foreign countries. In recent years, the development of unique restaurant business concepts has accelerated, one of which is the All You Can Eat (AYCE) concept. One restaurant that carries the AYCE concept is the Kintan Buffet restaurant. Customers are the foundation of a business. Every restaurant has a strong desire to create a superior performance so as to achieve and maintain customer loyalty. Loyal customers with restaurants are a long-term relationship that restaurants need to maintain.

Kintan Buffet Restaurant carries the tagline "Serving With Heart" in each restaurant branch. This can lead to customer satisfaction when visiting a restaurant and increased restaurant customer loyalty. A comfortable store atmosphere will make customers want to subscribe. Price fairness is also an important indicator in creating consumer satisfaction. Research

conducted by Githiri (2018) states that measuring price fairness can also be based on proper food and beverage portion sizes and better prices than competitors. Food quality also has an influence on customer satisfaction and customer loyalty. Customer satisfaction is also an important factor in a restaurant because if the customer is satisfied, the customer will return when the same need arises and will be loyal.

The problems in this study are as follows:

a. Does service quality have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
b. Does the store atmosphere have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
c. Does price fairness have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
d. Does customer satisfaction have a positive effect on customer loyalty at Kintan Buffet Central Park Jakarta?
e. Does service quality have a positive effect on customer loyalty at Kintan Buffet Central Park Jakarta?
f. Does the store atmosphere have a positive effect on customer loyalty at Kintan at Buffet Central Park Jakarta?
g. Does price fairness have a positive effect on customer loyalty at Kintan Buffet at Central Park Jakarta?
h. Can customer satisfaction mediate the effect of service quality on customer loyalty at Kintan Buffet Central Park Jakarta?
i. Can customer satisfaction mediate the effect of store atmosphere on customer loyalty at Kintan Buffet Central Park Jakarta?
j. Can customer satisfaction mediate the effect of price fairness on customer loyalty at Kintan Buffet Central Park Jakarta?

Sharma (2017) defines service quality as an assessment of the gap or difference between customer perceptions of service performance and customer expectations for the service. Meanwhile, research by Parasuraman et al. (1988, p. 31) defines service quality as "assess a given firm's quality along each of the five service dimensions by averaging the difference scores on items making up the dimension". Asubonteng, Mcleary, and Swan (1996, p. 64) define service quality as "the difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received". Based on these definitions, it can be concluded that service quality is the assessment or perception given by customers to the company. Measurement of service quality can be done in the form of an average score of the five existing dimensions. Service quality is also related to customer expectations and customer reality.

According to Kotler (1973, p. 50), technically, a store's atmosphere is "*the air surrounding a sphere. The term is also used more colloquially to describe the quality of the surroundings. Thus, one hears a restaurant described as having an atmosphere which is meant that the physical surroundings evoke pleasant feelings*". Berman, Evans, and Chatterjee (2018) state that store atmosphere is "the physical characteristics of a store that project an image and attract customers". Another understanding was also conveyed by Sezgin and Küçükköylü (2014, p. 186) that store atmosphere can be described as*"general atmosphere in which all kinds of stimulants are involved such as store decoration, product shapes, packages, the presentation of products within the store, colors, illumination, ventilation, odors, music, the*

appearances of sales representatives and their attitudes, other customers and any other stimuli affecting the customers in some way". Based on some of these definitions, it can be concluded that the atmosphere of the store is every stimulus and ornament that is in the store that can influence customers. The store atmosphere is related to the environmental, physical, and image quality of the store.

Hidayat, Adanti, Darmawan, and Setyaning (2019, p. 134) define price fairness as "an assessment of whether the process for achieving an outcome is acceptable or not. Price fairness can affect consumer attitudes and behavior". Complementing this statement, Namkung and Jang (2008, p. 1237) argue that price fairness is "a consumer's overall judgment of price based on a comparison of the actual price to acceptable prices determined by both social standards (reference price) and self-interest (adaptation level). Furthermore, the notion of fairness of price according to Xia, Monroe, and Cox (2004, p. 3) is a "consumer assessment and associated emotions of whether the difference (or lack of difference) between a seller's price and the price of a comparatiinfluenceseasonable, acceptable, or justified. Based on some of these definitions, it can be concluded that price fairness is the assessment given by customers regarding the price obtained. Customers also assess a fair price through a comparison between the actual price and the comparative price of other parties.

According to Oliver (1997, p. 23), customer satisfaction is "the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant". Furthermore, Mahato and Goet (2020, p. 1256) define customer satisfaction as "the real difference between service expectations and service achieved". Another definition is also explained by Kotler et al. (2005, p. 909) that customer satisfaction is "*The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted".* The definition of customer loyalty according to Mcllroy and Barnett (2000, p. 348) in a business context is *"customer's commitment to do business with a particular organization, purchasing their goods and services repeatedly, and recommending the services and products to friends and associates".*

Furthermore, Duffy (2003, p. 480) also states that customer loyalty is "the feeling that a customer has about a brand. Loyalty ultimately generates positive and measurable financial results". According to Oliver (1999), customer loyalty can be defined as a deeply held commitment to repurchase a preferred product or service in the future despite situational influences that have the potential to cause switching behavior.

Based on these definitions, it can be concluded that customer loyalty is a customer's commitment to repurchase even though the conditions may not be the same. Customer loyalty brings benefits to the company's sustainability. From these definitions, it is clear that when customer satisfaction is getting bigger, they will keep using or consuming a product or service. Satisfaction relates to the extent to which customers feel expectations are achieved. If performance matches expectations, the customer will be satisfied. Conversely, if the performance is far from expectations, dissatisfaction will arise.

Based on the results of research conducted by Febrianti and Keni (2021), service quality has a positive effect on customer satisfaction. The respondents in this study were part of all consumers in one of the Jakarta restaurants. The Likert scale is used to measure the object of research. Furthermore, Ing, Lin, Xu, and Thurasamy (2020) also stated that service quality has a positive influence on customer satisfaction. Research by Abdullah, Hamir, Nor,

Krishnaswamy, and Rostum (2018), states that price fairness has a significant influence on customer satisfaction. This study used a purposive sampling technique and data collection using an online questionnaire. A total of 110 respondents were successfully collected and analyzed using PLS-SEM. Furthermore, research by Munawaroh and Widuri (2022) shows that price fairness has a significant effect on customer satisfaction. The sampling technique in this study used the quota sampling method with 140 respondents.

Research by Munawaroh and Widuri (2022), states that service quality can influence customer loyalty through customer satisfaction positively and significantly. Research conducted by Febrianti and Keni (2021) showed the same results as previous researchers. Customer satisfaction can mediate the positive influence of service quality on customer loyalty. The samples collected in the study were 154 respondents and were analyzed using PLS-SEM. The hypothesis is Service Quality, Restaurant Atmosphere, Price Fairness, and Customer Satisfaction have positive impact on Customer Loyalty significantly.

2. RESEARCH METHOD

The research design used is a descriptive research design with a cross-sectional research design type. In collecting research data, the approach used was quantitative for customers at the Kintan Buffet Central Park Jakarta restaurant. PLS-SEM was used as a data analysis technique in this study with the help of SmartPLS 3 software and the number of samples collected was 200 respondents. The existence of indicators in each variable used in this study is the right factor for processing data using SmartPLS.

Population, Sampling Technique, and Sample Size

The sampling method is a non-probability sampling method with a purposive sampling technique. Respondent criteria are customers who have visited the Kintan Buffet Central Park Jakarta restaurant at least twice in the last year. Reinartz et al. (2009) stated that the number of samples for PLS-SEM was a minimum of 100 and a maximum of 500. According to Hair et al. (2014), each variable in the study has a minimum of 20 case questions with a minimum rule of at least five times as many observations as the number of variables to be analyzed. In this study, the researcher got 200 respondents.

This study uses SmartPLS application which does not limit the number of samples because there is a total sample of 200 respondents. The data is not normally distributed so it does not require a normality test when using SmartPLS. In addition, the existence of indicators in each variable is the right factor for processing data in this study using SmartPLS. Data analysis consists of two models, namely the outer model analysis and the structural model or in other terms the inner model.

3. RESULTS AND DISCUSSIONS

Validity Analysis

The result of the validity is shown below.

Table 1 The results of the Fornell Larcker Criterion Test

Variable	Customer satisfaction	Customer Loyalty	Reasonable Price	Service Quality	Shop Atmosphere
Customer satisfaction	0.839				
Customer Loyalty	0.792	0.804			
Reasonable Price	0.758	0.766	0.824		
Service Quality	0.752	0.761	0.683	0.773	
Shop Atmosphere	0.706	0.746	0.698	0.760	0.844

It is shown on Table 7, the AVE root value of each construct is greater than the correlation value between one construct and the other constructs, so the discriminant validity is stated to be good.

Reliability Analysis

The reliability test in this research is using Cronbach's Alpha and Composite Reliability.

Table 2 The Results of Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Customer Satisfaction	0.831	0.899
Customer Loyalty	0.908	0.931
Reasonable Price	0.778	0.871
Service Quality	0.966	0.969
Shop Atmosphere	0.919	0.943

Formative Indicator Testing

According to Hair et al. (2011), the multicollinearity test is a valuable test for formative indicators by looking at the Variance Inflation Factor (VIF) value. If the VIF value is less than 10 (<10), then there is no multicollinearity between the independent variables. The VIF service quality dimensions are 4.410, 6.54, 4.409, 7.480, and 3.375. The coefficient of Determination (R^2) for Customer Satisfaction and Customer Loyalty are 0.685 and 0.741.

Path Coefficients

Table 3 Path Coefficients

	Path Coefficients
Service Quality → Customer Satisfaction	**0.360**
Store Atmosphere → Customer Satisfaction	**0.147**
Price Fairness → Customer Satisfaction	**0.409**
Customer Satisfaction → Customer Loyalty	**0.299**
Service Quality → Customer Loyalty	**0.214**
Store Atmosphere → Customer Loyalty	**0.190**
Price Fairness → Customer Loyalty	**0.262**
Service Quality → Customer Satisfaction → Customer Loyalty	**0.108**
Store Atmosphere → Customer Satisfaction → Customer Loyalty	**0.044**
Price Fairness → Customer Satisfaction → Customer Loyalty	**0.123**

Hypothesis Testing

Table 4 Bootstrapping Results for Hypothesis Testing

	t-Statistics	***P-Values***
Service Quality → Customer Satisfaction	4.000	0.000
Store Atmosphere → Customer Satisfaction	2.046	0.041
Price Fairness → Customer Satisfaction	5.611	0.000
Customer Satisfaction → Customer Loyalty	3.571	0.000
Service Quality → Customer Loyalty	2.513	0.012
Store Atmosphere → Customer Loyalty	2.244	0.025
Price Fairness → Customer Loyalty	3.274	0.000
Service Quality → Customer Satisfaction → Customer Loyalty	2.559	0.011
Store Atmosphere → Customer Satisfaction → Customer Loyalty	1.675	0.095
Price Fairness → Customer Satisfaction → Customer Loyalty	3.101	0.002

Mediation Test

Quality Service → Customer Loyalty shows a significant effect (Not Rejected). Service Quality → Customer Satisfaction → Customer Loyalty shows a significant relationship effect (Not Rejected). Due to the relationship between the quality variable's significant direct effects and significant indirect effects. So there ended up being a partial mediation. Store Atmosphere → Customer loyalty is significant (Not Rejected). Store Atmosphere → Customer Satisfaction → Customer Loyalty shows no significant effect (Rejected). Because the direct effect relationship is significant and the indirect effect is not significant. Then finish no mediation. Price Fairness → Customer Loyalty shows a significant effect (Not Rejected). Price Fairness → Customer Satisfaction → Customer Loyalty shows a significant effect (Not Rejected). Because the direct effect relationship is significant and the indirect effect is significant. So there ended up being a partial mediation.

The first test in this study showed that H1 was not rejected. The results of the test show that service quality has a positive and significant effect on customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by Febrianti and Keni (2021) entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable" The results of this study indicate that service quality has a positive and significant impact on customer satisfaction. This is also in line with research conducted by Ing, Lin, Xu, and Thurasamy (2020) entitled "Customer Loyalty in Sabah full-service restaurant". In this research, the hypothesis found that service quality has a positive and significant influence on customer satisfaction. Research conducted by San, Kijkasiwat, and Abbasi (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" found that service quality has a positive and significant influence on customer satisfaction.

Second hypothesis in this study is not rejected. The restaurant atmosphere makes customer feel satisfy when they eat at the Kintan Buffet restaurant in Central Park Jakarta. This results has same result with the research entitled "The Effect of Store Atmosphere, Product Quality, Customer Satisfaction and Electronic Word of Mouth on Customer Loyalty in Gubuk Coffee Padang". In this research, Rafika and Yulhendri (2019) said their variables has a positive and significant influence on customer satisfaction. Other researchers Krisnayanti and Sinambela

(2022), in their research entitled "Factors that Influence Customer Loyalty for Fast Food Restaurants Consumers in Batam City" found that the store atmosphere has a positive and significant effect on customer satisfaction.

Price fairness as the third variable has a positive and significant effect on customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. This results similar what with Abdullah, Hamir, Nor, Krishnaswamy, and Rostum (2018) said in their research, entitled "Food Quality, Service Quality, Price Fairness, and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction". That research found that fairness has a positive and significant influence on customer satisfaction. Research conducted by Munawaroh and Widuri (2022) entitled "Understanding Customer Loyalty Through Customer Satisfaction (The Case of Coffee Shop Industry in Kediri City)" tells that price fairness has a positive and significant effect on customer satisfaction. Mulyawan, Tulsi, and Rafdinal (2022) in a study entitled "Predicting Customer Loyalty of Local Brand Fast-Food Restaurant in Indonesia: The Role of Restaurant Quality and Price Fairness" found that price fairness has a positive and significant effect on customer satisfaction.

The fourth hypothesis is not rejected. Customer satisfaction has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. This result is supported by other research conducted by Krisnayanti and Sinambela (2022) entitled "Factors that Influence Customer Loyalty for Fast Food Restaurants Consumers in Batam City" , by Febrianti and Keni (2021), entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable" found that customer satisfaction has a positive and significant effect on customer loyalty, and by San et al. (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" found that customer satisfaction has a positive and significant influence on customer loyalty.

Service quality has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. Research conducted by San et al. (2022), Sugianto and Syamsuar (2020), and by Yesenia and Siregar (2014) have same conclusions that service quality has a positive and significant influence on customer loyalty. Sixth hypothesis tells that the store atmosphere has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. The results also supported by Sunefo and Harjanti (2019), Ramdani (2021), and by Listiono and Sugiarto (2015) entitled "The Influence of Store Atmosphere on Customer Loyalty with Consumer Satisfaction as an intervening variable in Libreria Eatery Surabaya" that store atmosphere has a positive and significant influence on customer loyalty.

Testing the eighth hypothesis in this study shows that H8 is not rejected. The results of hypothesis testing indicate that service quality has a positive and significant effect on customer loyalty mediated by customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with the results of research conducted by Munawaroh and Widuri (2022) finding results that customer satisfaction can mediate the influence of service quality positively and significant effect on customer loyalty. A study conducted by San et al. (2022) found that customer satisfaction as a mediating variable has a positive and significant effect on service quality of customer loyalty. In line with the results of Febrianti and Keni's research (2021), entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable"

found that customer satisfaction can mediate the effect of service quality positively and significantly on customer loyalty.

Different from eighth hypothesis, ninth hypothesis is rejected. The results of hypothesis testing indicate that the store atmosphere has a positive but insignificant effect on customer loyalty mediated by customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The researches which have the same results, are conducted by Marso and Idris' research (2022) entitled "The Impact of Store Atmosphere on Customer Loyalty through Perceived Quality and Satisfaction: Evidence from Boutique Industry in Tarakan", by Sunefo and Harjanti (2019), and by Krisnayanti and Sinambela's (2022). The last hypothesis is not rejected. The results of hypothesis testing indicate that price reasonableness has a significant positive effect on customer loyalty mediated by customer satisfaction. Research conducted by Munawaroh and Widuri's (2022), by Wilson (2022), and by Ahmed, Asheq, Ahmed, Chowdhury, Sufi, and Mostofa (2022) support this research.

From all hypotheses in this study, three exogen variables have a positive and significant influence on customer satisfaction and on customer loyalty. The customer satisfaction variable has also a positive and significant effect on customer loyalty. When these three variables mediated by customers satisfaction, only The variables of service quality, store atmosphere, and price fairness have a positive and significant influence on customer loyalty. Customer satisfaction as a mediating variable can positively and significantly mediate the effect of service quality on customer loyalty and the effect of price fairness on customer loyalty. Meanwhile, customer satisfaction as a mediating variable positively and not significantly mediates the effect of store atmosphere on customer loyalty.

In this study, most respondents were Male with expenses range Rp.1,000,000 – Rp.3,000,000 as a college student. This research finds that price fairness is something that needs to be considered by the Kintan Buffet restaurant in Central Park Jakarta. Because this will be a consideration for loyal customers or not for the restaurant. If the price they pay is in accordance with the expectations of the restaurant, the customer will certainly feel satisfied and then a feeling will arise to subscribe to the restaurant. In addition, the quality of service and store atmosphere will encourage customer loyalty to the Kintan Buffet restaurant in Central Park Jakarta. Based on the questions in the questionnaire, the majority felt that the reason they chose to eat at the Kintan Buffet Central Park restaurant was because of the reasonableness of the price. This shows that customers consider a fair price more than the quality of service and store atmosphere. Therefore, the existence of a reasonable price will make customers satisfied and this satisfaction will ultimately encourage the formation of customer loyalty to the Kintan Buffet restaurant in Central Park Jakarta.

4. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the analysis, the conclusions for this research are all variables, Service quality, Store atmosphere, and Price fairness have positive and significant impact on customer loyalty through customer satisfaction, except the Price.

Suggestions

a. For Next Researchers
The researcher suggests next researchers to add food quality, experiential marketing, and corporate social responsibility variables that can affect customer loyalty. Next researchers can add the number of respondents in the study to get better and maximum results. Next researchers can also improve and readjust the criteria for respondents who have visited a restaurant, namely the criteria for spending on food and drink per month which is readjusted to the prices of the Kintan Buffet Central Park restaurant when determining the criteria.

b. For Companies
The researcher suggests that the Kintan Buffet Central Park Jakarta restaurant can offer more benefits if the restaurant plans to increase the service price. So customers will also feel that the increase in service price from restaurants is reasonable and customers can still return to the restaurant.

This study has limitations not including more respondents with a higher age group and in a more diverse social status group.

ACKNOWLEDGMENT

In preparing this research, the researcher realizes that there are various difficulties that must be faced and struggles to solve them. Through the existence of writing guides, guidance, and encouragement from various parties. Especially to Nellia, who provide data collecting, and all the respondents who gave their time in sharing their opinion.

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