Determinants Of Customer Satisfaction Against The Intention To Revisit At Hangry Fast Food Restaurant

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ABSTRACT

In Liu and Jang’s (2009) research, they state that revisit intentions are important because the company’s focus on its mission and goals can be maintained by reviewing revisit intentions, which ensures that all actions and decisions are in line with these intentions. The purpose of this study is to explore the influence of food quality, perceived value, fair price, customer satisfaction, revisit intentions, and Electronic of Mouth. The population of this study is people who live in Jakarta, Bogor, Depok, Tanggerang, and Bekasi who order Hangry online. The sample in this study was 160 people. Using a nonpurposive sampling method to select respondent criteria. The data analysis method used is path analysis through the Partial Least Squares Structural Equation Model (PLS-SEM). In this study it was found that food quality has an effect on fair price, fair price and food quality has an effect on perceived value. Food quality, fair price, and perceived value do not affect customer satisfaction. Customer satisfaction influences revisit intention. Customer satisfaction did not successfully influence E-WOM.
INTRODUCTION

Fast food restaurants have become a staple of modern life as they offer fast and affordable food to those who want to eat quickly. Low prices, fast service, and a variety of menu choices make fast food restaurants a popular choice. Taco burritos and SaladBar to traditional burgers, fries. Fast food restaurants have something for everyone like Mcdonals, Kentucky Fried Chicken, Burger King. Some fastfood restaurants even provide healthier options and meals that can be made to order. Fast food restaurants are a great option if you want a quick snack or full meal (Tantri, 2020).

According to Jang, (2007) Food quality is important because it has a direct impact on customer satisfaction and loyalty, perceived food quality is an important consideration for fast food companies. Several aspects, including taste, freshness and presentation, influence a customer's perception of the quality of food and can affect their likelihood of returning to the establishment. Positive word of mouth marketing can also result from positive perceptions of food quality, bringing in new customers and increasing revenue. Negative reviews and a bad reputation, on the other hand, can result in decreased customer traffic and financial loss for a restaurant. As a result, for fast food restaurants to remain competitive in the industry, they must work to maintain and improve the perceived quality of their food offerings.

Reasonable price is important because price can positively influence intention to return to a fast food restaurant by influencing customer satisfaction and perceived value(Campbell, 2007). When consumers perceive fast food to be reasonably priced, they are more likely to be satisfied with their purchase and see the restaurant as providing the best quality for their money(Putra et al., 2022; Putra & Sawarjuwono, 2019). This satisfaction can then lead to a higher likelihood of returning to the restaurant in the future. In addition, research conducted by (Xia et al., 2004) found that,
fair pricing can foster positive emotions and trust in restaurants, encouraging customers to form a favorable impression and return for future purchases.

Customers are more likely to be happy with their purchase when they believe the cost of a meal is reasonable and meets their expectations. This is because according to them the restaurant provides quality food for the money they spend, which can make them feel comfortable and make them like the restaurant. In addition, customers may be under the impression that they are not being overcharged or taken advantage of by the restaurant as a result of fair pricing (Putra & Hasbiyah, 2018; Xia et al., 2004). As a result, fast food restaurants can increase customer satisfaction, increase customer loyalty, and build a positive market reputation by offering fair prices. Customer satisfaction is important because satisfied customers are more likely to share positive experiences and recommendations with others, customer satisfaction can have a significant impact on word of mouth (Mpinganjira, 2015). On the other hand, dissatisfied customers can spread negative experiences and discourage others from using the service or product. It is very important for businesses to focus on maintaining high levels of customer satisfaction because word of mouth can be a powerful marketing tool and can have a significant impact on a company's reputation as well as its bottom line.

In research Liu & Jang, (2009) stated that revisit intentions are important because a company's focus on its mission and goals can be maintained by reviewing revisit intentions, which ensures that all actions and decisions are aligned with those intentions. It helps to keep the fast food restaurant company's brand message consistent, increases morale and motivation among employees, and builds loyalty among customers, finding repeat intentions can help a business to stay ahead of competition and industry trends. A company is better able to respond to changing market conditions and customer needs when it continually reevaluates its goals and mission. Business innovation has the potential to provide a competitive advantage and keep it at the forefront of its sector. Eventually, Revisit intent allows businesses to adhere to their values, mission, and goals, which can benefit their bottom line and overall success (Cronin et al., 2000; Halim & Putra, 2023).
This research is a follow-up study of the model developed by Konuk, (2019). However, the researcher made modifications to the object of research from previous research examining organic food restaurants in this study the object of research is fast food restaurants. In addition, the previous study was conducted in Turkey, while this study uses samples taken from people who live in Jakarta, Bogor, Depok, Tangerang and Bekasi. This study has several direct benefits. In the context of scientific development, especially marketing management, this research can add to the depth of empirical studies of customer revisit intentions. At the level of business management practice, this research is useful for business organizations, especially fast food restaurant companies, in understanding consumer behavior and preferences which can then be used to formulate marketing strategies that target increasing customers to visit the restaurant again.

RESEARCH METHOD

This study uses a causal research design with a deductive approach with using a questionnaire survey using a tool in the form of a google form where the data collected is in the form of scores from the respondents. Such survey methods can facilitate the collection of data from large groups of respondents, require minimum investment, can be easily used to make generalizations and allow for many variables to be studied (Zikmund et al., 2019). The measurement of this study uses a Likert scale with a scale of 1-4 where a scale of 1 is for disagree and a scale of 4 is for strongly agree. In addition, this research has carried out a pretest where the results are valid so that statements in previous journals can still be used. Survey questions are taken from a scale that has been tested before. In this case, the food quality variable uses 3 statements adapted from Jang & Namkung, (2009). Fair price variable adapted from Vaidyanathan & Aggarwal, (2003) as many as 3 statements. The perceived value variable is adapted from Ryu et al., (2008) as many as 3 statements. The variable of customer satisfaction is adapted from Oliver, (1980) a total of 3 statements. Furthermore, the 3 statements of the return visit intention variable were adapted from Ryu & Lee, (2013). Then, the variable e-WOM (Electronic Word Of Mouth) was adapted from Zeithaml et al., (1996)
Thus, the total number of questionnaires used in this study amounted to 18 statements. The population of this study has purchased online platforms such as grab, gojek and shoppefood at least 3 times a month who live in JABODETABEK whose number is unknown. Determination of the sample using non-probability sampling method with the technique of determining the sample using purposive sampling method. The advantage of using this method is that it is relatively easy to carry out very difficult investigations and is useful for quickly understanding certain trends (Given, 2012). Therefore, the sample criteria in this study are customers aged 18-51 years and have purchased on online platforms such as grab, gojek and shoppefood at least 3 times within a month and are domiciled in JABODETABEK. Data analysis was carried out in this study using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach assisted by using statistical software to determine the level of significance and interrelationships between each variable. In addition, PLS - SEM aims to look for the effect of these various variables on an object simultaneously. At this stage, we will evaluate both the outer model and the inner model.

RESULTS & DISCUSSION

Results

The results of the questionnaire distributed online using the Google form to JABODETABEK people who buy Hangry products online. The data collected were 160 respondents, with female respondents dominating, namely 88 people (55%) and male respondents as many as 72 people (45%). Furthermore, the majority of respondents in this study were aged 18-25 years as many as 145 people (91%), aged 26-30 years 13 people (8%), and aged 41-51 years 2 people (1%). Then 98 people (61%) of them were students, 54 private/state employees (34%), 7 entrepreneurs (4%), 1 housewife (1%). Then, based on the domicile of the respondents, 78 people came from Bekasi (49%), Jakarta 72 people (45%), Tangerang 5 people (3%), Depok 5 people (3%) Bogor 1 person (1%). Then, based on the frequency of respondents buying Hangry products online in 1 (one) month <5x shopping in one month 115 people (72%), 5 – 10x shopping in one
Validity and reliability tests were carried out in this study. According to Hair et al. (2019), outer loading is declared insignificant when it has a value of less than 0.50 so that an outer loading value above 0.60 is an adequate value and can be used in further research. The results found show that all outer loading values on the variables show significant results and can be accepted with a value (0.734 - 0.965) above 0.60.

Then, the reliability test is measured by looking at the value of Cronbach’s Alpha and Composite Reliability, where the recommended value is not less than 0.60 or close to 1 (Hair et al., 2019). The reliability test is measured by looking at the value of Cronbach’s Alpha and Composite Reliability, where the recommended value is not less than 0.60 or close to 1 (Hair et al., 2019). The results of the research in Table 8 of Appendix 5 show that the coefficient value of Cronbach’s Alpha for each variable is not less than 0.60. The value of Cronbach's Alpha found in the food quality variable is 0.955, fair price is 0.939, perceived value is 0.954, customer satisfaction is 0.724, intention to revisit is 0.818 and E-WOM is 0.827, while the composite reliability value on the food quality variable is 0.971, fair price is 0.961 perceived value 0.970, Customer satisfaction 0.845, intention to revisit 0.875 and E-WOM 0.743. The next stage measures the Average Variance Extracted (AVE) value with a criterion value of more than 0.50 (Hair et al., 2019). The results of data processing which can be seen in Table 8, Appendix 5 shows that the value of food quality is 0.918, fair price is 0.891, perceived value is 0.915, customer satisfaction is 0.647, intention to return is 0.700 and E-WOM is 0.734.

After the value on the Outer model meets the standard, then look at the value of R Square adjusted with a guideline of 0.67 indicating that the model is "good", 0.33 indicates that the model is "moderate", and 0.19 indicates that the model is "weak" (Ghozali, 2014; Hair et al., 2019). From the research results, the R Square adjusted value was obtained. From the results of the study, the value of Adjusted R2 E-WOM was 0.484 which indicated that customer satisfaction had a 48.4% influence on E-WOM, while 51.6% could be explained in other studies outside of this study. Adjusted R2 Value for fair price is 0.941, which means that food quality has a 94% effect on fair
prices, while 6% can be explained in other studies outside of this study. Then for the value of Adjusted R² customer satisfaction is 0.422 which means food quality, reasonable price and perceived value have an influence of 42.2% on customer satisfaction while 57.8% can be explained in other studies outside of this study. Then for the value of Adjusted R², the intention to return is 0.452, which means that customer satisfaction has an influence of 45.2% on the intention to return, while 54.8% can be explained in other studies outside of this study. Then, Adjusted R² perceived value is 0.974, which means food quality and reasonable prices have a 97% effect on perceived value while 3% can be explained in other studies outside of this study. 8% can be explained in other studies outside of this study. Then for the value of Adjusted R², the intention to return is 0.452, which means that customer satisfaction has an influence of 45.2% on the intention to return, while 54.8% can be explained in other studies outside of this study. Then, Adjusted R² perceived value is 0.974, which means food quality and reasonable prices have a 97% effect on perceived value while 3% can be explained in other studies outside of this study. 8% can be explained in other studies outside of this study. Then for the value of Adjusted R², the intention to return is 0.452, which means that customer satisfaction has an influence of 45.2% on the intention to return, while 54.8% can be explained in other studies outside of this study. Then, Adjusted R² perceived value is 0.974, which means food quality and reasonable prices have a 97% effect on perceived value while 3% can be explained in other studies outside of this study.

Inner models is a structural model to predict the causality relationship between latent variables. In other words, if the test results on the inner model are significant, then it can be interpreted that there is a significant effect of the latent variable on other latent variables. T-statistics is a value that is used to see the level of significance in hypothesis testing by looking at the value of T-statistics using the bootstrapping method. Hypothesis testing was carried out using the 1-tailed significance criterion. The size of the significance of support for the hypothesis can be detected by using a comparison between T-statistics and T-table. If the T-statistics value is higher than the
T-table value, it means that the hypothesis is supported. As for the T-table value > 1.65 at a 95% confidence level (Ghozali, 2018).

Figure 2. Hypothesis Testing

Source: Results of data processing by researchers, 2023

In table 1, the first hypothesis (H1) food quality has a positive effect on fair prices. In the test results, the T-statistics value is greater than 1.65 with a value 48.724 and the P-values are smaller than 0.05, namely at 0.000 so that it can be stated that the first hypothesis is accepted. The second hypothesis (H2) food quality has a positive effect on perceived value. The test results obtained a T-statistics value greater than 1.65 with a value 5.860 and the P-values are smaller than 0.05, namely at 0.000 so that it can be stated that the second hypothesis is accepted. The third hypothesis (H3) fair prices positively affect perceived value. The test results obtained a T-statistics value greater than 1.65 with a value 2.386 and the P-values are smaller than 0.05, namely at 0.009 so that it can be stated that the third hypothesis can be accepted. The fourth hypothesis (H4) food quality does not have a positive effect on customer satisfaction. The test results show that the T-statistics value is less than 1.65 with a value 0.379 and P-values greater than 0.05, namely in numbers 0.352 so it can be stated that the fourth hypothesis cannot be accepted.

Furthermore, the fifth hypothesis (H5) that fair prices do not positively affect customer satisfaction. The test results show that the T-statistics value is less than 1.65...
with a value 0.101 and the P-values are greater than 0.05, namely at 0.460 so that it can be stated that the fifth hypothesis cannot be accepted. The sixth hypothesis (H6) perceived value does not have a positive effect on customer satisfaction. In the test results, the T-statistics value is less than 1.65 with a value 0.076 and P-values greater than 0.05, namely in numbers 0.470 so it can be stated that the sixth hypothesis cannot be accepted. The seventh hypothesis (H7) customer satisfaction positively affects the intention to return. The test results obtained a T-statistics value greater than 1.65 with a value 11.355 and the P-values are smaller than 0.05, namely at 0.000 so that it can be stated that the seventh hypothesis is accepted. The eighth hypothesis (H8) customer satisfaction does not positively affect E-WOM on the test results obtained by the value of T-statistics greater than 1.65 with a value 1.315 and the P-values are smaller than 0.05, namely in numbers 0.095 so it can be stated that the eighth hypothesis cannot be accepted.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>T-Statistics</th>
<th>P-value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Food quality has a positive effect on reasonable prices</td>
<td>48,724</td>
<td>000</td>
<td>Data supports the Hypothesis</td>
</tr>
<tr>
<td>H2 Food quality has a positive effect on perceived value</td>
<td>5,860</td>
<td>000</td>
<td>Data supports the Hypothesis</td>
</tr>
<tr>
<td>H3 Fair price positively affects perceived Value</td>
<td>2,386</td>
<td>0.009</td>
<td>Data supports the Hypothesis</td>
</tr>
<tr>
<td>H4 Food quality positively affects Customer Satisfaction</td>
<td>0.379</td>
<td>0.352</td>
<td>Data does not support the Hypothesis</td>
</tr>
<tr>
<td>H5 Fair prices positively affect Customer Satisfaction.</td>
<td>0.101</td>
<td>0.460</td>
<td>Data does not support the Hypothesis</td>
</tr>
<tr>
<td>H6 Perceived value positively affects customer satisfaction</td>
<td>0.076</td>
<td>0.470</td>
<td>Data does not support the Hypothesis</td>
</tr>
<tr>
<td>H7 Customer satisfaction positively affects intention to revisit</td>
<td>11.355</td>
<td>0.000</td>
<td>Data supports the Hypothesis</td>
</tr>
</tbody>
</table>
**Discussion**

The findings show that food quality has a positive effect on fair prices and perceived value. This means that customers think that Hangry provides delicious fast food and is prepared in a fresh condition and presents food with visually appealing views so that customers feel the price of the food offered is still reasonable and acceptable to consumers. Apart from displaying visually appealing food, Hangry also serves food of good quality and at the right price so that it meets customer expectations for how the food will taste. This is in line with Konuk's research (2019) which states that food quality has a positive impact on fair prices. Then in research (Tuan et al., 2017) who found that food quality had a positive effect on perceived value.

These findings indicate that fair price positively influences perceived value. In this case, customers feel that the price of food owned by Hangry is in accordance with the quality of the food they serve and the price of the food is still acceptable and considered reasonable by customers, so that from the aspect of presentation and food quality, Hangry meets customer expectations. This research is in line with previous studies which stated that fair prices positively affect perceived value (Kim et al., 2013; Oh, 1999).

In this study, researchers have not succeeded in proving that food quality affects customer satisfaction. That is, even though the customer feels that the price given is reasonable and accepted by the customer and has good food quality, it does not mean that the customer is satisfied and feels that their expectations have been met so that the customer will make a decision not to buy the food again. This research is in line with (Rony, 2017) which states that food quality has no effect on customer satisfaction. In this study it has not been successful in proving that fair prices and perceived value positively affect customer satisfaction. Where there may be some customers who feel that the price given by Hangry is not in the reasonable category and does not match

<table>
<thead>
<tr>
<th>H8</th>
<th>Customer Satisfaction positively influences E-WOM.</th>
<th>1.315</th>
<th>0.095</th>
<th>Data does not support the Hypothesis</th>
</tr>
</thead>
</table>

Source: Processed Data (PLS-SEM), 2023
customer expectations and the price given is not equivalent to the quality of the food served so that customers will not be satisfied and feel unhappy about their decision to visit hangry. This is inversely proportional to previous research which states that fair prices and perceived value have no effect on customer satisfaction (Oh, 1999).

The findings of this study succeeded in proving that customer satisfaction positively influences the intention to return. That is, customers feel that their decision to visit Hangry is the right choice and customers also feel satisfied when visiting Hangry. This causes customers to decide to consider whether to continue visiting Hangry or not and there are even customers who keep coming back to buy food at Hangry because they feel that the food served is according to customer tastes. This is in line with research Syah & Olivia, (2022), which shows that Customer Satisfaction positively influences Revisit intention. For companies, customer satisfaction has a strong positive effect on revisit intentions. This research has not succeeded in proving that customer satisfaction affects E-WOM. This happens because even though customers feel satisfied when they visit Hangry and feel happy that I bought food at Hangry, that doesn't mean that customers will recommend Hangry to others or give positive reviews about the food served by and even they don't necessarily invite other people to come. buy food at hangry. these findings are in line with research.

This research provides several managerial implications for companies engaged in Food and Beverage (F&B) in increasing customer satisfaction which leads to return visit intentions and electronic of mouth. One of the factors that can increase customer satisfaction is food quality, fair price, and perceived value. To improve the quality of the food served, hangry always uses fresh ingredients, besides that hangry also conducts training for employees to deepen the knowledge and cooking skills possessed by employees. Furthermore, the company can improve the visualization of the food served by updating the packaging to be more trendy so that this can attract the attention of more consumers, then the company can also ask for customer feedback or testimonials online and conduct campaigns about the food served, this can be one way for companies to increase return visit intentions through E-WOM strategies.
The company also needs to pay attention in terms of price, because there are some customers who still feel that the price of hangry products is too expensive, causing the loss of intention to visit again, to avoid this factor, it is better that hangry occasionally provides promotions on food products or discounts on shipping costs, so that customer satisfaction can increase the intention to visit again so that it gives positive reviews of the restaurant.

CONCLUSION

The findings show that food quality has a positive influence on fair price and perceived value. This research can add depth to empirical studies regarding customer revisit intentions. At the level of business management practice, this research is useful for business organizations, especially fastfood restaurant companies, in understanding consumer behavior and preferences which can then be used to formulate marketing strategies that target an increase in customers visiting the restaurant again. Therefore, the conclusion of this study finds that food quality has a positive effect on fair prices and perceived value. Furthermore, fair prices have a positive effect on perceived value. Then, researchers have not succeeded in proving that food quality has an effect on customer satisfaction. Apart from that, this research has not succeeded in proving that fair prices and perceived value have a positive effect on customer satisfaction. The findings of this research succeeded in proving that customer satisfaction has a positive effect on intention to visit again, meaning that the higher customer satisfaction, the intention to visit again also increases. Furthermore, this research has not succeeded in proving that customer satisfaction has an effect on E-WOM.

The limitations are indicated for future research to obtain developing research. Adding a new variable, the frequency of purchasing products less than 5 times a month tends to reflect less satisfied customers and repeat visits. In this way, it is hoped that future research will select respondents who purchased the product 5 times or more in a month to see customer satisfaction. Then in further research you can add service quality variables. Because service quality is critical to creating a positive customer experience, building strong relationships, and driving overall business success. This
can increase customer satisfaction, loyalty, revenue and brand reputation, as well as have a positive impact on employee morale and operational efficiency.

REFERENCES


