



The Influence of Food Quality and Service Quality on Repurchase Intention Through Customer Satisfaction

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Abstract

Purpose: This research aims to analyze the influence of food quality and service quality on repurchase intention through customer satisfaction in Sambal Bakar in Surabaya.

Method: This research use quantitative causal design. A total of 137 respondents aged above 17 participated in this study. The analysis method employed was Structural Equation Modeling-Partial Least Square (SEM PLS).

Result: The research results indicate that both food quality and service quality have a positive and significant impact on customer satisfaction. Customer satisfaction, in turn, significantly and positively influences repurchase intention, affirming the crucial contribution of customer satisfaction to the intention to revisit. Furthermore, both food quality and service quality significantly and positively affect repurchase intention, emphasizing that service quality makes a strong contribution to customers' intention to return.

INTRODUCTION

The food industry is currently the most popular industry because it is easy to manufacture and has a good level of profit in the future. However, the conditions for competition between companies are increasingly tight, where each company competes with each other to market their company. The hope of expanding direct marketing is that the company will have more customers, which will ultimately result in higher sales. There are things that companies and producers need to understand, namely ensuring customer satisfaction by fulfilling customer desires and expectations and maintaining brand quality so that it is firmly embedded in consumers' positive perceptions. In today's world, people's lifestyle is fast, with everyone strange to work, especially in the capital. People are looking for home-cooked meals that provide regular meals. The food is not only high quality but also nutritious, which can lead to a healthier life. Currently, the concept of home cooking is becoming a trend. However, since there is a human tendency to reinvent oneself before a task of this magnitude, the positive effect is that more and more home cooks are starting new businesses for various reasons. shows that most home tests have turned a hobby into a thriving business. Some lost their jobs due to the epidemic, but many found solace in cooking. Therefore, they decided to change their hobby into a profession of cooking at home. Many housewives offer their guests traditional dishes that are not available in restaurants due to their authenticity and local specialties. Their creation allows dedicated home cooks to earn a decent living.

Customer behavior plays a vital role in the success of any business, especially in the food industry. Without an effective understanding of customer behavior, no business is likely to

succeed. In marketing literature, the best way to understand and predict customer behavior is to examine their intentions. Therefore, customers' behavioral intentions are proposed as a basic concept that has a significant correlation with their actual purchasing behavior, because companies with superior marketing strategies can help attract customers' attention and develop an optimistic attitude towards the company's brand. Well-behaved customers mean the company or service provider has taken the first step towards success. Additionally, customers become their loyal customers, who are more willing to spend more at higher prices with the company, willing to give good reviews and recommend the company to their family, friends and relatives. In the transportation industry, the aviation industry faces very tight global competition. To remain competitive in the food industry it has introduced various marketing tricks such as loyalty programs, special promotions and advertisements, cheaper food prices, and discounted prices on purchases.

Everyone definitely needs accommodation that meets their needs while traveling and also becomes a second home for people. According to Doyle (2004), customer satisfaction is a measurement of the quality and effectiveness of the service delivery system to customers. Majid (2009) states that customer satisfaction is defined as a situation where customer needs, desires and expectations can be met through the products/services consumed. Customer satisfaction is also defined as the level of a person's feelings after comparing the perceived performance or results with their expectations, where if the performance is below their expectations, the customer will feel dissatisfied, whereas if the performance matches or exceeds their expectations, the customer will be satisfied (Sunyoto, 2015). A similar thing was also stated by Laksana, 2008, who stated that customer satisfaction is a situation where customer needs, desires and expectations can be fulfilled through the products consumed.

Food quality is food security which is a key factor influencing the health and welfare of public consumers. In utilitarian terms, quality can be defined as compliance to use or more specifically to expenditure, to consumption, leading to this issue of standards with the basis of customer or consumer satisfaction (Gan & Wang, 2017; Hepola et al., 2020). So quality can be described as a requirement necessary to meet the needs and expectations of the consumer community. The fact that sensory needs are felt makes them an important means of interaction between the product and the consumer. This subtle intersection brings together our knowledge or memories about a food and existing sensory responses, thus creating an overall perception that determines the consumer's ideas and emotions that are definitely associated with a particular food. Food quality is the degree of consistency in menu quality created by setting standards for the product and then checking the necessary points and testing to see the quality to be achieved (D'Avlogio et al., 2024). These points include recipe and measurement accuracy, preparation method, temperature, equipment, product condition during preparation, cleanliness, portion size and other factors (Knight and Kotschevar, 2000). This shows that customer satisfaction is influenced by food quality from the aspect of consumer satisfaction which is based on food quality, and also means that food quality standards, although difficult to define and impossible to measure mechanically, can still be assessed through nutritional value and the amount of ingredients used, taste and aroma, and product appearance (Gopi & Samat, 2020).

Service quality is an activity that can be provided by one party to another party, which is basically invisible and does not claim any ownership rights (Kotler and Armstrong, 2021). Service quality is a statement of attitudes and relationships resulting from a comparison between expectations and results. Quality is the determining factor for a product that meets needs and specifications. So service quality will give rise to customer satisfaction which has a periodic impact, so it can be concluded that service quality is an activity that can be provided by one party to another party, which is basically invisible and does not require any ownership rights. Service quality is a statement of attitudes and relationships resulting from a comparison between expectations and results. The better the results provided, the better the impact will be.

Customer satisfaction is the most important thing to assess how satisfied customers or consumers are when enjoying the results of our products. Customer satisfaction is a pleasant feeling that one gets when receiving something or when what one wants happens. Customer

satisfaction is influenced by perceived value, namely an assessment of the overall usefulness of the service based on the customer's perception of the benefits received in relation to the sacrifices made. According to Kotler and Armstrong (2021) customer satisfaction is the extent to which the performance of a product or service received by customers is comparable to their own expectations. So, the aspects of customer satisfaction are service quality, price, convenience provided and emotional factors between service providers and customers. Customer satisfaction is an individual's perception of the performance of a product or service against customer expectations.

Repurchase intention provides another benefit from building customer loyalty. Customers who buy repeatedly means the products you provide have good quality in the eyes of customers. To do that, it is necessary to create a good customer experience and wait for consumers to make repeat purchases. Repurchase intention is where customers will repurchase certain products, therefore, it can be said that repurchase intention is the consumer's assessment of the products they visit to buy the goods they need. Then they will evaluate the products they purchased from the company and decide whether to buy new ones. There are several main factors that influence a person's interest in a person's intention to repurchase intention, namely psychological, personal and social factors (Kottler and Keller, 2014). A conclusion can be drawn based on the experts' definition of repurchase intention, namely that repurchase intention is a person's decision to repurchase in the future based on satisfaction and trust. This acquisition decision can be beneficial for the business world, namely it can be felt visually. Direct costs to the business are immediate. Thanks to the positive experience gained after using the product and service, consumers are interested in repurchasing the product. Basically customer experience is an important prerequisite that must be provided by organizations. Repurchase intention is the buyer's desire to buy and like the food product they purchased as a result of the evaluation telling them whether the product presentation meets the buyer's assumptions.

The first previous research refers to research conducted by Hidayat et al., (2020) with the title *The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants)*. This research is aimed at consumers of hot plate restaurants in Sunter Bekasi. The variables tested in this research are food quality, service quality, customer satisfaction, and repurchase intention. The analytical tool used in this research is SEM-PLS. The results obtained in this research are that food quality and service quality have a positive and significant influence on customer satisfaction in hot plate restaurants. Customer satisfaction also has a positive and significant influence on repurchase intention. Therefore, hot plate restaurants need to focus on improving and maintaining the quality of their food and drinks, as well as the credibility of their employees, in order to compete and attract returning customers.

The next previous research was conducted by Uddin (2019) with the title *Customer loyalty in the fast food restaurants of Bangladesh*. This research is aimed at fast food restaurant customers. The variables tested in this research are food quality, price, location and environment, service quality, customer satisfaction, and customer loyalty. The analytical tool used in this research is SEM-PLS. The results obtained from this research show that food quality, price, and service quality have a positive impact on customer satisfaction, which in turn is positively related to customer loyalty. However, there is a conflicting relationship between restaurant location and environment and customer satisfaction. The findings of this research can be used by managers and owners of fast food restaurants to increase customer satisfaction and loyalty, as well as formulate effective business strategies in a competitive market.

With regard to food, quality has several meanings, based on the product, consumer, producer, and value of the food. Sambal Bakar is the latest innovation in the food industry which offers a variety of authentic chili sauces with different variations. They serve it with other healthier side dishes with rice and chips and grilled menus like other protein options. The food industry is trying to modernize its market by targeting new customers. With branding and brand extensions, they target their new customers in the lower middle class and provide them with new experiences. Therefore, the author wants to consider Sambal Bakar with its brand extension, namely customer satisfaction. While the food industry tends to be associated with unhealthy words, the food

industry wants to break this habit by providing healthier solutions without sacrificing its flagship products. Consumers will feel satisfied with the services provided by the company if they feel that the quality of the service they receive meets their expectations (Asnani & Rismawati, 2021). Companies that can provide quality service to consumers will produce satisfied customers. This shows that service quality can be created if consumers feel safe in transactions, the service provided by offline stores is responsive, the service is carried out correctly, and consumers feel comfortable using existing facilities. When consumers perceive the value and benefits they receive, the costs are higher, consumers will be satisfied and tend to buy again, but conversely, when consumers receive less value and benefits than the costs, the satisfaction received by consumers is reduced, so consumers tend to stop using it and switch to the product other. Thus, redemption is possible by building relationships with customers and continuously providing value, thereby increasing consumer satisfaction. The phenomenon that occurs in repurchase intention is that customer satisfaction is measured in behavior by indicating whether the customer will buy or use the repurchase service. The author conducted research with the aim of examining aspects such as food quality, service quality, physical environment which will influence customer satisfaction and behavioral intentions to give a good impression. Therefore, the author wrote this thesis with the title *The Influence of Food Quality and Service Quality on Repurchase Intention Through Customer Satisfaction in Baked Sambal in Surabaya*.

Based on the explanation above, the research question in this research can be formulated, namely:

1. Does Food Quality influence Customer Satisfaction for Sambal Bakar in Surabaya?
2. Does Service Quality affect Customer Satisfaction for Sambal Bakar in Surabaya?
3. Does Customer Satisfaction influence Repurchase Intention for Sambal Bakar in Surabaya?
4. Does Food Quality influence Repurchase Intention for Baked Sambal in Surabaya?
5. Does Service Quality influence Repurchase Intention for Sambal Bakar in Surabaya?
6. Does Food Quality influence Repurchase Intention through Customer Satisfaction for Sambal Bakar in Surabaya?
7. Does Service Quality influence Repurchase Intention through Customer Satisfaction for Sambal Bakar in Surabaya?

The Influence of Food Quality on Customer Satisfaction

According to García-Fernández et al., (2018), Furthermore, the study of customer satisfaction emerged as a key aspect among the variables in analyzing the relationship with loyalty. If customer satisfaction is achieved, there will be more opportunities for customers to have a positive view or perception of the organization and show loyalty to the organization. One of the rare studies conducted in the fitness industry confirms the important mediating role of customer satisfaction in the relationship between service quality and behavioral intention, while satisfaction directly influences loyalty. In the online context, according to Suhartanto et al., (2019), research shows that electronic satisfaction influences electronic loyalty. Taking the research results, in online group shopping, food quality influences consumers who buy food online. The large amount of food they receive, there will be potential customers who will buy that food again later. Apart from that, customers also tend to share their satisfaction and recommend them to relatives or other people as potential customers.

H1: Food Quality has a significant effect on Customer Satisfaction

The Influence of Service Quality on Customer Satisfaction

According to Makanyeza and Mumiriki (2016), the success of customer-centric organizations depends heavily on providing quality services, creating business value and driving innovation, customer satisfaction. This opinion is supported by the research results of Pereira et al. (2016) shows that service quality has a positive and significant effect on the customer satisfaction variable at the Dadirah cooperative in Dili, Timor-Leste. Meanwhile, search results from another study conducted with Internet service providers in Yemen show that the large

number of service quality (assurance, empathy, reliability and concrete evidence) has a positive impact on customer satisfaction.

H2: Service Quality has a significant effect on Customer Satisfaction

The Influence of Repurchase Intention on Customer Satisfaction

According to Lin and Lekhawipat (2014), customer satisfaction plays an important role in influencing repurchase intention. Consumers who are satisfied tend to have an interest in repurchasing compared to consumers who are dissatisfied. The higher the level of consumer satisfaction, the higher the consumer's intention to repurchase. Other research conducted by Baskara and Sukaatmadja (2016), showed a similar thing, showing that satisfaction has a positive and significant effect on repurchase intention. The next variable that can explain repurchase intention is customer satisfaction. Customer satisfaction, according to previous research by Wilson et al. (2019), found that customer satisfaction has a positive influence on repurchase intention, stating that satisfaction is a factor that influences customers' repurchase intention.

H3: Customer Satisfaction has a significant effect on Repurchase Intention

The Influence of Food Quality on Repurchase Intention

According to Ikhsani (2017), product quality is the most important thing to pay attention to when buying a product. Good product quality can increase consumers' desire to buy the product. The influence of food quality on repurchase intentions. According to Fuzir & Rahman (2020), this research shows similar results, namely that there is a significant positive relationship between food quality and repurchase intentions. This is supported by Hidayat et al. (2020) research, the relationship between food quality and the intention to repurchase (repurchase intention) is positive and significant. This research shows that good food quality can increase customer satisfaction, which in turn will influence customers' intentions to make repeat purchases at the restaurant.

H4: Food Quality has a significant effect on Repurchase Intention

The Influence of Service Quality on Repurchase Intention

According to Irawan et al. (2018), in the banking sector, there is a close relationship between service quality and customer satisfaction. Apart from that, research also shows that service quality has a positive impact on customer satisfaction. Furthermore, several studies show that service quality has a positive and significant influence on customer satisfaction. Research conducted by Saleem et al. (2017) on airline users in Pakistan found that service quality had a positive and significant effect on repurchase intention. Research by Putra & Ardani (2018) on Bali Galeria Mall consumers found that service quality had a positive and significant effect on repurchase intentions. Research by Chang et al. (2018) found that service quality has a positive and significant effect on the repurchase intention of beauty clinic consumers in Taiwan. Based on the findings from this research, the hypothesis that can be proposed in this research is that service quality has a significant effect on repurchase intention.

H5: Service Quality has a significant effect on Repurchase Intention

The Influence of Food Quality on Repurchase Intention through Customer Satisfaction

According to Tannady et al.(2022), several of Foodpedia's competitors are restaurants that have gained market share in Jakarta. Foodpedia strives to create a food and entertainment concept where visitors can enjoy a variety of foods, drinks and stay entertained with free Wi-Fi, live music and group viewing events. According to Kotler & Keller (2016), quality is one of the keys to competitiveness among economic entities providing consumers. Meanwhile, customer satisfaction is an effort to complete something or make something appropriate. Having it sells food and beverage products that are of good quality or meet the given price regulations. Therefore, improving product quality can be done by consumers who are satisfied with the products they buy, this will have the impact of consumers making repeat purchases (Suprianto et al., 2023).

H6: Food Quality has a significant effect on Repurchase Intention through Customer Satisfaction

The Influence of Service Quality on Repurchase Intention through Customer Satisfaction

According to previous research conducted by Rahmayanti and Wandebori (2016), the results of this study are consistent with the results which state that electronic service quality has a positive and significant influence on repurchase intentions. However, Suhaily & Darmoyo (2017), in his research shows that the quality of electronic services has a negative impact on repurchase intentions. Affirmation shows that the high quality of electronic services results in lower repurchase intentions and vice versa. This case can rely on the quality of electronic services in online shopping not having a big impact on repurchase intention, but there is something or other factors that cause negative repurchase intention. Therefore, online sales service providers do not pay attention to the quality of electronic services on consumers' repurchase intentions. For this reason, this study will be carried out in depth regarding the impact of electronic service quality on repurchase intentions. Based on the research results and explanation above, it is possible that the following hypothesis is proposed.

H7: Service Quality has a significant effect on Repurchase Intention through Customer Satisfaction

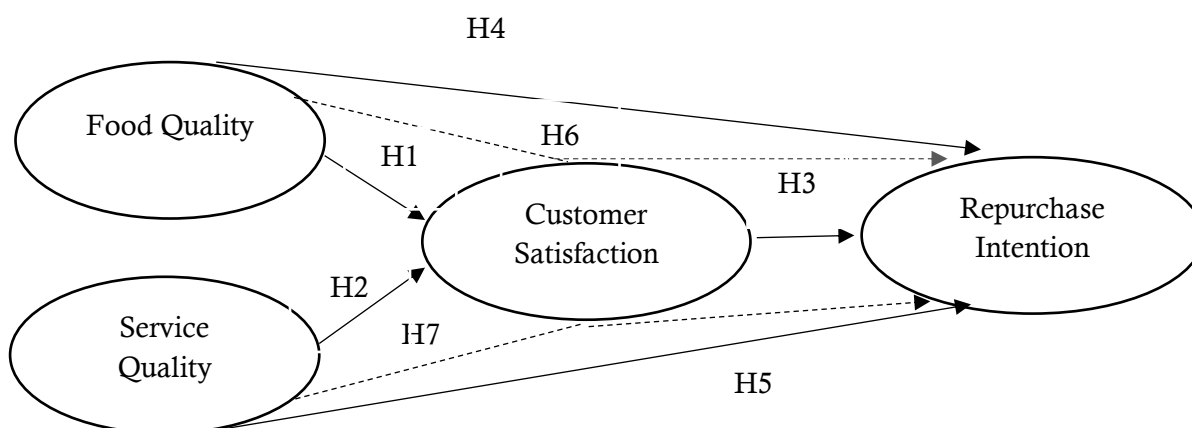


Figure 1. Research Model

RESEARCH METHODS

This research apply causal design, and the data used in this research is a type of quantitative data. The data source used in this research is primary data which obtained directly from individuals who are research subjects. Primary data was collected through a survey using a questionnaire filled out by customers who have used or are currently using Mie Gacoan products within the last month.

The population of this research includes 100 consumers who frequently make purchases at Sambal Bakar in Surabaya. The sampling process uses a purposive sampling process, meaning that not all elements of the population have the same chance of being selected. The samples collected in this research were consumers from Sambal Bakar in Surabaya.

Data analysis was carried out using the Partial Least Squares (PLS) method using SmartPLS software. Partial Least Squares (PLS) is a fairly powerful analysis method because it does not depend on many assumptions. The data also does not need to be normally distributed in a multivariate manner (scaled indices can be used as categorical, ordinal, interval and scale measures in the same model), the sample does not need to be large.

RESULTS & DISCUSSION

In this research, the respondents who have been selected are respondents who have met the adjusted characteristics of respondents, namely respondents who are 17 years old or above, live in Surabaya, have purchased Sambal Bakar Products, and have made purchases at least 2 times in 3 months.

The following are image results from the PLS model that has been tested in the outer model evaluation:

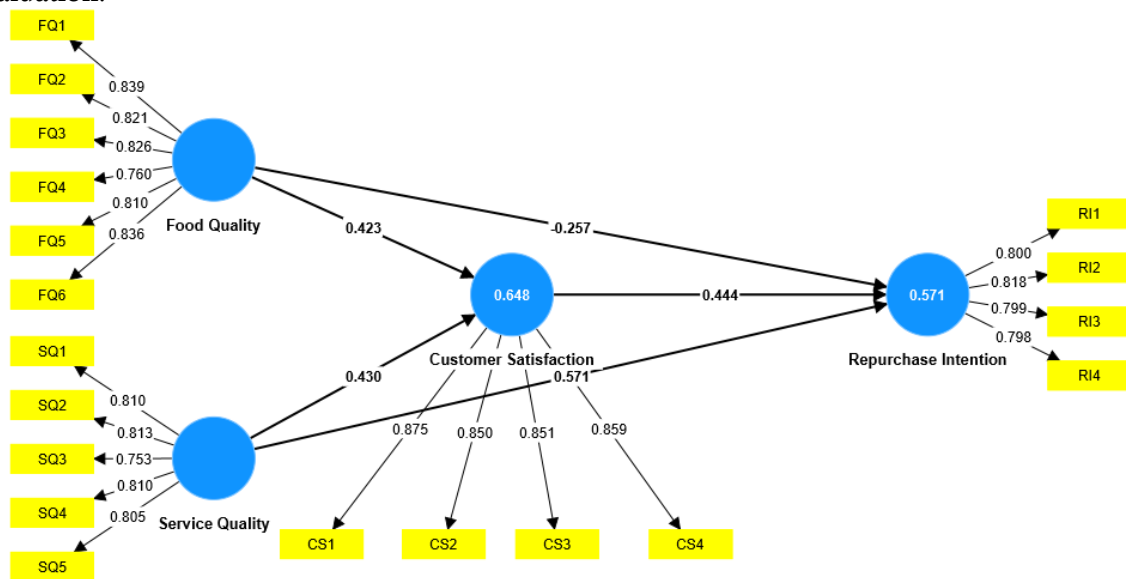


Figure 2. Outer Model

Outer Model Evaluation

In evaluating the existing outer model, several tests were carried out which showed results as in Figure 2, including:

Convergent Validity

The first evaluation carried out in this research is to assess the fit of the external model, which can be evaluated using the concept of convergent validity. At this evaluation stage, an indicator is considered to meet convergent validity if it has an outer loading value greater than 0.5. This measurement process produces external load values for each indicator in the dimensions and variables studied.

Table 1.
Value of Outer Loading of Each Indicator

| | Customer Satisfaction | Food Quality | Repurchase Intention | Service Quality |
|-----|-----------------------|--------------|----------------------|-----------------|
| CS1 | 0,875 | | | |
| CS2 | 0,850 | | | |
| CS3 | 0,851 | | | |
| CS4 | 0,859 | | | |
| FQ1 | | 0,839 | | |
| FQ2 | | 0,821 | | |
| FQ3 | | 0,826 | | |
| FQ4 | | 0,760 | | |
| FQ5 | | 0,810 | | |
| FQ6 | | 0,836 | | |
| RI1 | | | 0,800 | |
| RI2 | | | 0,818 | |
| RI3 | | | 0,799 | |
| RI4 | | | 0,798 | |
| SQ1 | | | | 0,810 |
| SQ2 | | | | 0,813 |
| SQ3 | | | | 0,753 |
| SQ4 | | | | 0,810 |
| SQ5 | | | | 0,805 |

Based on the results of the calculations that have been carried out, the indicators measured can be considered to meet the convergent validity criteria because their values show an outer loading greater than 0.5. This measurement process produces external load values for each indicator in dimensions and variables which include Customer Satisfaction, Food Quality, Repurchase Intention, and Service Quality.

Discriminant Validity

Further analysis applied to the outer model is discriminant validity measurement which can use cross loading values. In calculating discriminant validity, if the cross loading value of an indicator is higher than other variables, then this shows good discriminant validity. As seen in the following data:

Table 2.
Cross Loading Value

| | Customer Satisfaction | Food Quality | Repurchase Intention | Service Quality |
|-----|-----------------------|--------------|----------------------|-----------------|
| CS1 | 0,875 | 0,673 | 0,590 | 0,674 |
| CS2 | 0,850 | 0,684 | 0,536 | 0,671 |
| CS3 | 0,851 | 0,602 | 0,565 | 0,590 |
| CS4 | 0,859 | 0,649 | 0,651 | 0,675 |
| FQ1 | 0,617 | 0,839 | 0,462 | 0,685 |
| FQ2 | 0,621 | 0,821 | 0,440 | 0,629 |
| FQ3 | 0,568 | 0,826 | 0,375 | 0,656 |
| FQ4 | 0,648 | 0,760 | 0,439 | 0,587 |
| FQ5 | 0,613 | 0,810 | 0,384 | 0,667 |
| FQ6 | 0,643 | 0,836 | 0,471 | 0,617 |
| RI1 | 0,558 | 0,406 | 0,800 | 0,527 |
| RI2 | 0,608 | 0,452 | 0,818 | 0,594 |
| RI3 | 0,531 | 0,479 | 0,799 | 0,609 |
| RI4 | 0,494 | 0,355 | 0,798 | 0,539 |
| SQ1 | 0,674 | 0,682 | 0,537 | 0,810 |
| SQ2 | 0,618 | 0,725 | 0,489 | 0,813 |
| SQ3 | 0,597 | 0,614 | 0,547 | 0,753 |
| SQ4 | 0,618 | 0,580 | 0,633 | 0,810 |
| SQ5 | 0,525 | 0,532 | 0,610 | 0,805 |

From the calculation of discriminant validity using cross loading values, it can be concluded that in this study, the cross loading value of each indicator is higher compared to other variable indicators. This indicates that this research meets the criteria for discriminant validity, and the indicators used to measure the variables in this research are also appropriate and relevant.

Average Variance Extracted (AVE) Measurement

An additional validity test that can be carried out using Smart PLS is through assessing the AVE (Average Variance Extracted) value, where if the AVE value of each variable by the reflective construct is > 0.5 , then it can be concluded that these variables have good convergent validity. In this research, the resulting AVE values are as follows:

Table 3.
Average variance extracted

| Variable | Average variance extracted (AVE) |
|-----------------------|----------------------------------|
| Customer Satisfaction | 0,738 |
| Food Quality | 0,666 |
| Repurchase Intention | 0,646 |
| Service Quality | 0,637 |

Cronbach's Alpha & Composite Reliability Measurement

The results of convergent validity can be evaluated through the Composite Reliability or Cronbach's Alpha output, where the general standard is a value that is considered quite reliable if the value is > 0.3. However, higher values, especially > 0.7, are considered more optimal, as depicted in Table 4. below:

**Table 4.
Reliability Test**

| Variable | Cronbach's alpha | Composite reliability |
|-----------------------|------------------|-----------------------|
| Customer Satisfaction | 0,881 | 0,918 |
| Food Quality | 0,899 | 0,923 |
| Repurchase Intention | 0,818 | 0,880 |
| Service Quality | 0,858 | 0,898 |

Inner Model Evaluation

In the inner model evaluation, testing is carried out by testing the R-Square value and hypothesis testing as in the following picture:

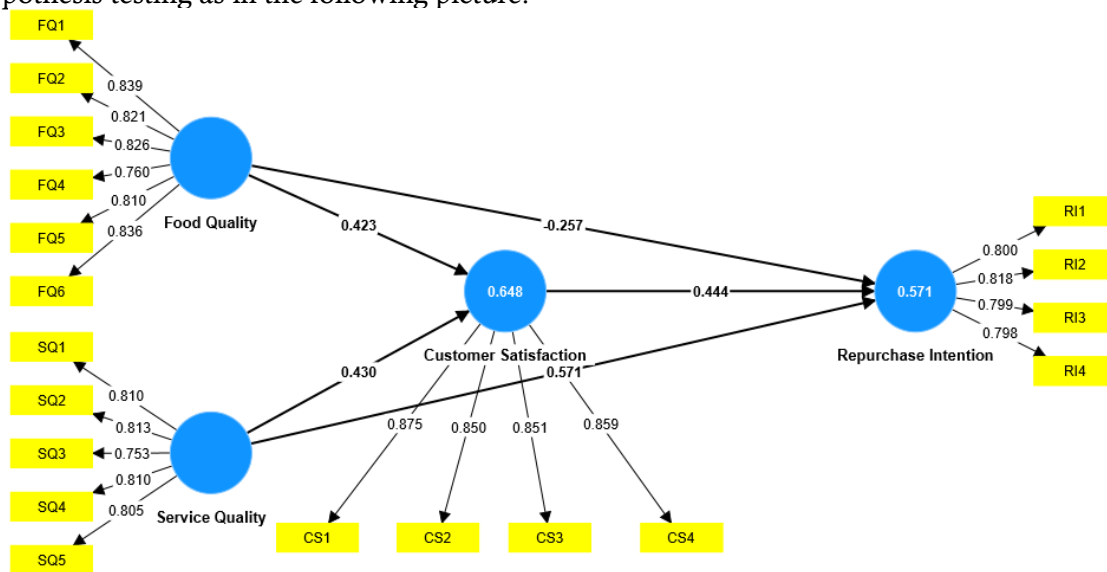


Figure 3. Inner Model

R-Square Value

R-Square is the first evaluation carried out in this research where the results of the calculation are in the following table:

**Table 5.
R-Square Value**

| Variable | R-square |
|-----------------------|----------|
| Customer Satisfaction | 0,648 |
| Repurchase Intention | 0,571 |

Based on the results shown in Table 5, the R-Square value for the customer satisfaction variable is 0.648, which means that the percentage of the customer satisfaction variable that is influenced by the food quality and service quality variables is 64.8%. Other factors explain the remaining 35.2%, outside the research model. Then the R-Square value of repurchase intention is 0.571, which means that the percentage of the repurchase intention variable that is influenced by food quality, service quality and customer satisfaction is 57.1% and other factors explain the remaining 42.9% outside the research model.

Hypothesis Testing

The hypothesis can be accepted if the value of the t-statistic is > 1.96 . In the hypothesis testing that has been carried out, the results are explained in Table 6 below:

Table 6.
Hypothesis test

| Hypothesis | Variable | Coefficient | Std. Deviation | p-values | results |
|------------|--|-------------|----------------|----------|----------|
| H1 | Food Quality > Customer Satisfaction | 0.423 | 3.658 | 0.000 | Accepted |
| H2 | Service Quality > Customer Satisfaction | 0.430 | 3.272 | 0.001 | Accepted |
| H3 | Customer Satisfaction > Repurchase Intention | 0.444 | 3.312 | 0.001 | Accepted |
| H4 | Food Quality > Repurchase Intention | - 0.257 | 2.278 | 0.023 | Accepted |
| H5 | Service Quality > Repurchase Intention | 0.571 | 4.679 | 0.000 | Accepted |
| H6 | Service Quality > Customer Satisfaction | 0.191 | 2.293 | 0.022 | Accepted |
| H7 | Customer Satisfaction > Repurchase Intention | 0.188 | 2.401 | 0.016 | Accepted |

The T statistic for Food Quality shows a significant and positive influence on Customer Satisfaction, with a statistical value of 3,658. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.000. These results indicate that in this research, Food Quality has a significant positive contribution to Customer Satisfaction, so it can be concluded that this hypothesis can be accepted (H1 accepted).

The T-Statistics for Service Quality shows a significant and positive influence on Customer Satisfaction, with a statistical value of 3,272. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.001. These results indicate that in this research, Service Quality has a significant positive contribution to Customer Satisfaction, so it can be concluded that this hypothesis can be accepted (H2 accepted).

The T-Statistics for Customer Satisfaction shows a significant and positive influence on Repurchase Intention, with a statistical value of 3,312. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.001. These results indicate that in this research, Customer Satisfaction has a significant positive contribution to Repurchase Intention, so it can be concluded that this hypothesis can be accepted (H3 accepted).

The T-Statistics for Food Quality shows a significant and positive influence on Repurchase Intention, with a statistical value of 2,278. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.023. These results indicate that in this research, Food Quality has a significant positive contribution to Repurchase Intention, so it can be concluded that this hypothesis can be accepted (H4 accepted).

The T-Statistics for Service Quality shows a significant and positive influence on Repurchase Intention, with a statistical value of 4,679. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.000. These results indicate that in this research, Service Quality has a significant positive contribution to Repurchase Intention, so it can be concluded that this hypothesis can be accepted (H5 accepted).

The T-Statistics for Service Quality shows a significant and positive influence on Repurchase Intention through Customer Satisfaction, with a statistical value of 2,293. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.022. These results indicate that in this research, Service Quality has a significant positive contribution to

Repurchase Intention through Customer Satisfaction, so it can be concluded that this hypothesis can be accepted (H6 accepted).

The T-Statistics for Food Quality shows a significant and positive influence on Repurchase Intention through Customer Satisfaction, with a statistical value of 2,401. This figure exceeds the threshold, namely above >1.96 and the P-Values value is less than 0.05, namely 0.016. These results indicate that in this research, Food Quality has a significant positive contribution to Repurchase Intention through Customer Satisfaction, so it can be concluded that this hypothesis can be accepted (H7 accepted).

The Influence of Food Quality on Customer Satisfaction

Based on the results obtained, food quality shows a significant and positive influence on customer satisfaction. These results indicate that in this research, food quality has a significant positive contribution to customer satisfaction at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by García-Fernández et al., (2018), Furthermore, studies on customer satisfaction emerge as a key aspect among the variables in analyzing the relationship with loyalty. If customer satisfaction is achieved, there will be more opportunities for customers to have a positive view or perception of the organization and show loyalty to the organization. From this research it can be concluded that the higher the quality of the goods, the higher the buyer satisfaction. Based on this research, Sambal Bakar in Surabaya has provided good quality food for Sambal Bakar consumers, thereby increasing customer satisfaction for Sambal Bakar buyers in Surabaya. On the other hand, if Sambal Bakar fails to provide quality food, customer satisfaction will decrease.

The Influence of Service Quality on Customer Satisfaction

Based on the results obtained, service quality shows a significant and positive influence on customer satisfaction. These results indicate that in this research, service quality has a significant positive contribution to customer satisfaction at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Makanyeza and Mumiriki (2016), the success of customer-centered organizations is highly dependent on providing quality services, creating business value and encouraging innovation, customer satisfaction. This opinion is supported by the research results of Pereira et al. (2016) shows that service quality has a positive and significant effect on the customer satisfaction variable at the Dadirah cooperative in Dili, Timor-Leste. In the research conducted, it was concluded that there was a significant relationship between service quality and customer satisfaction at the Sambal Bakar restaurant in Surabaya. The findings show that service quality has a positive and meaningful influence on the level of customer satisfaction. This indicates that when the Sambal Bakar restaurant in Surabaya is able to provide good service, such as friendly service, speed in service, and a pleasant experience, this directly increases customer satisfaction. On the other hand, if the restaurant fails to provide adequate quality of service, it can have a negative impact on customer satisfaction, reducing the overall experience and possibly leaving them less satisfied with the service provided. Therefore, it is important for Sambal Bakar restaurants in Surabaya to maintain their service quality standards to ensure that customer satisfaction levels remain high.

The Influence of Customer Satisfaction on Repurchase Intention

Based on the results obtained, customer satisfaction shows a significant and positive influence on repurchase intention. These results indicate that in this research, customer satisfaction has a significant positive contribution to repurchase intention at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Lin and Lekhawipat (2014), who argue that customer satisfaction plays an important role in influencing repurchase intention. Consumers who are satisfied tend to have an interest in repurchasing compared to consumers who are dissatisfied. The higher the level of consumer satisfaction, the higher the consumer's intention to repurchase. Other research conducted by Baskara and Sukaatmadja (2016), showed a similar thing, showing that satisfaction has a positive and significant effect on repurchase intention. according to previous research by Wilson et al.

(2019), found that customer satisfaction has a positive influence on repurchase intention, stating that satisfaction is a factor that influences customers' repurchase intention.

Based on research conducted, there is a significant correlation between customer satisfaction (Customer Satisfaction) and repurchase intention (Repurchase Intention) on consumer experiences at the Sambal Bakar restaurant in Surabaya. The findings show that the higher the level of customer satisfaction with the services and products provided by Sambal Bakar, the higher the likelihood that they will intend to make repeat purchases in the future. This means that if consumers are satisfied with their experience in terms of service, food quality, and overall experience at the restaurant, then the possibility of them coming back and making repeat purchases will be higher. Conversely, if customer satisfaction decreases due to an unsatisfactory experience, then the possibility of returning or making a repeat purchase will also decrease. Therefore, maintaining and increasing the level of customer satisfaction can positively influence customers' intentions to make repeat purchases in the future, providing a significant impact on business growth and customer loyalty towards Sambal Bakar restaurants in Surabaya.

The Influence of Food Quality on Repurchase Intention

Based on the results obtained, food quality shows a significant and positive influence on repurchase intention. These results indicate that in this research, food quality has a significant positive contribution to repurchase intention at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Ikhsani (2017), product quality is the most important thing to pay attention to when buying a product. Good product quality can increase consumers' desire to buy the product. The influence of food quality on repurchase intentions. According to Fuzir & Rahman (2020), this research shows similar results, namely that there is a significant positive relationship between food quality and repurchase intentions. This is supported by Hidayat et al. (2020) research, the relationship between food quality and the intention to repurchase (Repurchase Intention) is positive and significant. This research shows that good food quality can increase customer satisfaction, which in turn will influence customers' intentions to make repeat purchases at the restaurant

Based on the research results, food quality has a significant influence on repurchase intention at the Sambal Bakar restaurant in Surabaya. The findings show that the quality of the food served by Sambal Bakar plays an important role in determining the extent to which consumers are inclined to make repeat purchases in the future. If a restaurant is able to serve good quality food, is enjoyable, and meets consumer expectations, then it is likely that consumers will have a high intention to return and make repeat purchases at that place. Conversely, if the quality of the food served is unsatisfactory or does not meet expectations, consumers' repurchase intentions may decrease. Therefore, the role of food quality has a significant impact in determining customer loyalty and their intention to return and make purchases at the Sambal Bakar restaurant in Surabaya.

The Influence of Service Quality on Repurchase Intention

Based on the results obtained, service quality shows a significant and positive influence on repurchase intention. These results indicate that in this research, service quality has a significant positive contribution to repurchase intention at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Irawan et al. (2018), who stated that in the banking sector, there is a close relationship between service quality and customer satisfaction. Apart from that, research also shows that service quality has a positive impact on customer satisfaction. Furthermore, several studies show that service quality has a positive and significant influence on customer satisfaction. Research conducted by Saleem et al. (2017) on airline users in Pakistan found that service quality had a positive and significant effect on repurchase intention. Research by Putra & Ardani (2018) on consumers at Bali Galeria Mall found that service quality had a positive and significant effect on repurchase intentions.

Based on research conducted, there is a significant relationship between service quality and repurchase intention at the Sambal Bakar restaurant in Surabaya. The findings show that the quality of service provided by the restaurant plays an important role in determining the extent to

which consumers will intend to return and make repeat purchases in the future. If a restaurant is able to provide good, efficient service and meet consumer expectations, it is likely that consumers will have a high desire to return and make repeat purchases at that place. On the other hand, if the quality of the service provided is unsatisfactory or does not meet expectations, then the possibility of consumers' repurchase intentions may decrease. Therefore, the important role of service quality has a huge impact in determining customer loyalty and their intention to return and make purchases at the Sambal Bakar restaurant in Surabaya.

The Influence of Service Quality on Repurchase Intention through Customer Satisfaction

Based on the results obtained, food quality shows a significant and positive influence on repurchase intention through customer satisfaction. These results indicate that in this research, food quality has a significant positive contribution to repurchase intention through Customer Satisfaction at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Tannady et al. (2022), several of Foodpedia's competitors, namely restaurants, have gained market share in Jakarta. Foodpedia strives to create a food and entertainment concept where visitors can enjoy a variety of foods, drinks and stay entertained with free Wi-Fi, live music and group viewing events. Therefore, according to Kotler & Keller (2016), quality is one of the keys to competitiveness among economic entities providing consumers. Meanwhile, customer satisfaction is an effort to complete something or make something appropriate.

Based on the research results, there is a significant relationship between service quality and repurchase intention through Customer Satisfaction at the Sambal Bakar restaurant in Surabaya. The findings show that the quality of service provided by the restaurant directly influences the level of customer satisfaction. When restaurants are able to provide quality, efficient service and in line with consumer expectations, this directly increases the level of customer satisfaction with their experience. High customer satisfaction then has an impact on customers' intentions to return and make repeat purchases in the future. Therefore, service quality at the Sambal Bakar restaurant in Surabaya not only influences customer satisfaction but also indirectly influences their intention to make repeat purchases through increasing customer satisfaction. This emphasizes the importance of providing good service to increase customer satisfaction levels and encourage repeat purchases at the restaurant.

The Influence of Food Quality on Repurchase Intention through Customer Satisfaction

Based on the results obtained, food quality shows a significant and positive influence on repurchase intention through customer satisfaction. These results indicate that in this research, food quality has a significant positive contribution to repurchase intention through customer satisfaction at Sambal Bakar in Surabaya, so it can be concluded that this hypothesis can be accepted. The results of this research are supported by Rahmayanti and Wandebori (2016), stating that the quality of electronic services has a positive and significant influence on repurchase intentions.

Based on the research results, there is a significant relationship between food quality and repurchase intention through customer satisfaction at the Sambal Bakar restaurant in Surabaya. The results of this research show that the quality of the food served by the restaurant directly influences the level of customer satisfaction. If a restaurant is able to serve quality food, meets expectations, and satisfies consumers, this directly increases the level of customer satisfaction with their experience. High customer satisfaction then has an impact on customers' intentions to return and make repeat purchases in the future. Therefore, Food Quality at the Sambal Bakar restaurant in Surabaya not only influences customer satisfaction but also indirectly influences their intention to make repeat purchases through increasing Customer Satisfaction. This shows the importance of serving quality food to increase customer satisfaction and encourage repeat purchases at the restaurant.

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

The conclusion of this research shows that the variables studied influence food quality and service quality on repurchase intention through customer satisfaction at Sambal Bakar in Surabaya. The hypotheses proposed in this research are accepted to have a positive and significant influence based on the results of data analysis from research that has been carried out by applying Structural Equation Modeling-Partial Least Square (SEM PLS), so the following conclusions are obtained. Based on the results of research on Sambal Bakar in Surabaya, food quality shows a significant and positive influence on customer satisfaction. It can be concluded that food quality has a significant positive contribution to customer satisfaction at Sambal Bakar in Surabaya.

The research results show that service quality has a significant and positive influence on customer satisfaction at Sambal Bakar in Surabaya. It can be concluded that service quality makes a significant contribution to customer satisfaction. In this research, customer satisfaction also shows a significant and positive influence on repurchase intention. Convincing that customer satisfaction has an important contribution to the intention to return to shopping at Sambal Bakar in Surabaya. Food quality plays a significant and positive role in repurchase intention at Sambal Bakar in Surabaya. These results confirm that food quality makes a significant contribution to customers' intention to shop again. Service quality also has a significant and positive influence on repurchase intention at Sambal Bakar in Surabaya. Service quality makes a strong contribution to customers' intention to return to shopping. Analysis shows that service quality has a significant and positive influence on repurchase intention through customer satisfaction. These results indicate that customer satisfaction mediates the positive relationship between service quality and intention to shop again. The analysis results show that food quality also has a significant and positive influence on repurchase intention through customer satisfaction. This confirms that customer satisfaction mediates the positive relationship between food quality and intention to shop again at Sambal Bakar Surabaya.

From the results of the research that has been carried out, there are several aspects that limit the implementation of this research. (1) Response Does Not Match Reality: The use of online questionnaires can produce responses that do not always reflect actual reality. Some respondents may provide answers that are not accurate or consistent with their experiences, which may affect the validity of the results. (2) Technical Obstacles: Limited access to technology and respondents' understanding of the use of online platforms can be obstacles. Some respondents may experience technical difficulties in accessing or completing the online questionnaire, affecting the number of respondents who are able to participate. (3) Barriers to Respondents' Openness and Honesty: The absence of direct supervision can reduce respondents' openness and honesty in providing answers. Some respondents may tend to give shorter or less honest answers without direct supervision.

This study can be used as a reference for further research involving similar variables, such as Food Quality, Service Quality, Repurchase Intention and Customer Satisfaction. Future research could expand coverage to other brands in the culinary sector, for example (e.g. Bakmi GM, MCD, KFC, etc.), to deepen understanding regarding the factors that influence consumer behavior. In addition, it is recommended that future research consider narrowing the respondent criteria by maximizing the number of participants in order to obtain more representative results. It is also hoped that further research can make a significant contribution and overcome the weaknesses and limitations found in this research.

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