



The Effect Of Perceived Service Quality, Word Of Mouth And Price Quality On Repurchase Intention And Customer Satisfaction On Instagramable Restaurant In Jakarta Utara

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ABSTRACT

The purpose of this study is to analyze whether there is an effect of Perceived Service Quality, Word of Mouth and Price Quality on Repurchase Intention and Customer Satisfaction at Instagramable Restaurants in North Jakarta. The method used for this research is to use a survey method to obtain data through the distribution of questionnaires to people who live in Jakarta. Then, the data that has been collected is analyzed using PLS-SEM assisted by the SmartPLS 3.0 program. The number of samples in this study were 100 respondents. The sampling technique of this research is by using convenience sampling. The results showed that Price Quality had a positive effect on Repurchase Intention and Customer Satisfaction. However, from the results of this study, it was found that Perceived Service Quality did not have a positive effect on Repurchase Intention and Customer Satisfaction. The results of this study also show that Word of Mouth has a positive effect on Repurchase Intention, but does not have a positive effect on Customer Satisfaction.

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1. Introduction

Every human being has a number of main goals, such as the goal to meet the needs of security, the desire to be loved, physiological needs, self-actualization needs, and the need to be appreciated. The most basic human physiological needs are food and drink. If these needs are met, then humans tend to be unable to guarantee their survival. There are stages of ways that can be taken or used by humans to meet these physiological needs. As is the case in this era of globalization, not a few entrepreneurs, both those who already have a lot of experience and those who still have little experience, start to enter the business world. One of the business industries at this time that has shown such rapid development is an industry engaged in the sector or service sector such as restaurants. The food business in Indonesia has enormous potential. With an estimated value of IDR 844.35 trillion, all players have the same opportunity. And, of that value, about 90% is filled by independent players.

Euromonitor International (2016) projects that the total consumer foodservice by subsector and type in Indonesia has a CAGR of 9% per year, with a forecast value of US\$ 56.29 billion.

With an exchange rate of Rp. 15,000 per US dollar, the value of this business reaches Rp. 844.35 trillion. And, about 90% consists of independent restaurants, aka not chain restaurants. Along with the development of the times, the lifestyle patterns of residents in some areas have changed. For those who are busy with various kinds of work and do not have free time, they will generally go to a restaurant instead of having to prepare their own food. For entrepreneurs, this lifestyle can be used as a great opportunity to build a restaurant business which has become a daily necessity for humans. The word "restaurant" comes from the French word "restaurer" which means to restore. A restaurant is a place that sells a variety of food and drink that is managed commercially with the aim of making a profit.

Restaurants are a crucial part of human lifestyle in their daily life, because humans are social creatures who need time to socialize, as well as drinking and eating. The restaurant offers a place to relax and enjoy the day with colleagues, relatives and business partners as well as to recover energy and mind before doing the next activity. The word "restaurant" is an absorption of the French language, namely "restore" which means to restore. A restaurant is a place that sells food and beverages that are managed with the aim of making a profit. The rapid development in the food and beverage sector has attracted many culinary lovers and this has made businessmen take the opportunity to build a restaurant or cafe with a delicious taste and combined with the beauty of the ambience or special themes in the restaurant to attract attention. many customers and create a different or memorable impression compared to other restaurants in general.

With the data that has been collected and explained previously, this study was conducted with the aim of testing and analyzing whether there is a significant influence on factors such as Perceived Service Quality, Word of Mouth and Price Quality on Repurchase Intention and Customer Satisfaction in Instagramable Restaurants. which is located in North Jakarta.

2. Literature Review and Hypotheses Development

A. Relationship between Perceived Service Quality and Repurchase Intention.

The desire of consumers to have a repurchase interest in a restaurant is influenced by how these consumers perceive the quality of service provided by the restaurant they approach. The results of previous research conducted by Saintz (2018) show that good service quality from a restaurant will build interest from consumers to do or think about repurchasing interest. Research conducted previously was strengthened by tests conducted by Nyarmiati and Astuti (2021), Chandra and Siaputra (2020) which stated that good service quality from a restaurant will affect the request to repurchase from consumers.

H1: Perceived Service Quality has a positive effect on Repurchase Intention

B. Relationship between Perceived Service Quality and Customer Satisfaction.

According to (Tjiptono & Diana, 2015), Customer Satisfaction is a feeling of happiness or disappointment experienced by someone, this is obtained through a comparison between the perceived performance or results of a product and its expectations. The results of previous research conducted by Saintz (2018) show how important a positive relationship is between Perceived Service Quality and Customer Satisfaction. This research is of course also reinforced by research conducted by Pertiwi and Ayu (2021) and Noval and Susanto (2019) that a view of the quality of a restaurant's service has a very large effect on customer satisfaction.

H2: Perceived Service Quality has a positive effect on Customer Satisfaction

C. Relationship between Word of Mouth and Repurchase Intention.

Good word of mouth or what is commonly called word of mouth can influence the interest of a person or consumer to have a desire to buy products or services repeatedly. This test is reinforced by research conducted by Hanisa and Hardini (2020) that positive word of mouth obtained from a restaurant will affect consumers' desire to repurchase the products produced by the restaurant. This research is supported by research conducted by Sahrir, Bua, and Sukotjo (2019) as well as Saputra, Amboningtyas, and Budi (2019) that if a restaurant has a positive word of mouth, this will affect customer satisfaction in a better direction. .

H3: Word of Mouth has a positive effect on Repurchase Intention

D. Relationship between Word of Mouth and Customer Satisfaction.

Word of Mouth is defined as a message about a product or service put forward by the company, or it can be about the company itself, in the form of comments containing product performance, level of friendliness, honesty values, speed of service, and also related matters. others that are felt by a consumer which is then conveyed to other consumers or individuals (Donni Juni Priansa, 2017). The results of previous research conducted by Suharyono (2015) show that Word of Mouth has a positive effect on consumer satisfaction. If consumers buy on positive recommendations from relatives or friends, the impression received by consumers is also positive. In addition, it is stated that Word of Mouth has a positive effect on customer repurchase intention. This is supported by research conducted by Sukini, Mantikei, and Manurung (2020) that a positive word of mouth in a restaurant will have a good impact on the satisfaction of consumers who approach the restaurant.

H4: Word of Mouth has a positive effect on Customer Satisfaction

E. Relationship between Price Quality and Repurchase Intention.

A good price quality from a restaurant will affect the interest of its consumers to carry out repurchase activities of the products and services that the consumers have experienced. Previous research conducted by Ghassani (2017), shows that restaurants that have and offer good price quality to consumers will have a positive impact on repurchase intention. Research conducted by Laela (2021) and Adiputra and Sutopo (2016) also shows that if a restaurant offers very good price quality to consumers, it will be able to generate interest in repurchasing the products and services of the restaurant.

H5: Price Quality has a positive effect on Repurchase Intention

F. Relationship between Price Quality and Customer Satisfaction.

According to Malau (2017), the price of a product or service is the main factor in market demand. Previous research conducted by Nurhayati (2017) shows that a good price quality given by a restaurant to consumers will have a good impact on customer satisfaction. This is also reinforced by research that has been done previously by Mariansyah and Syarif (2020), Fiazisyah and Purwidiani (2018) that if a restaurant has very good price quality, it will have a positive impact on consumer satisfaction.

H6: Price Quality has a positive effect on Customer Satisfaction

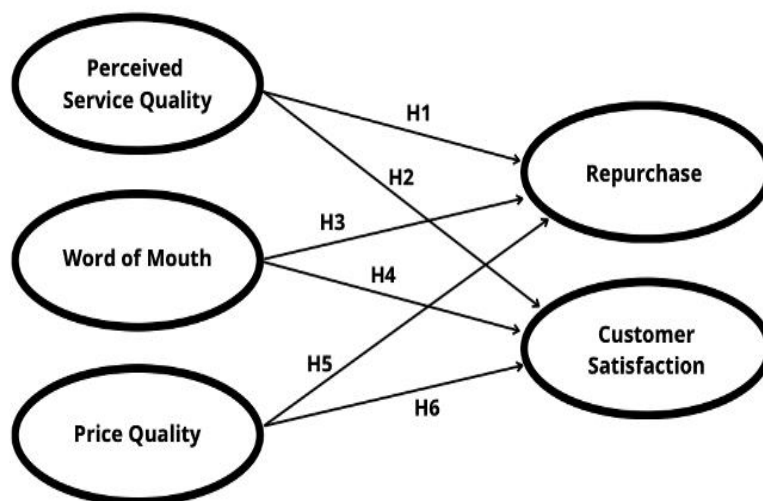


Figure 1 Research Model.

3. Research Method

A. Customer Satisfaction

According to Oliver (Tjiptono & Diana, 2015), Customer Satisfaction is a feeling of happiness or disappointment experienced by a person, this is obtained through a comparison between the perceived performance or results of a product and its expectations. Then to satisfy a customer, there are three dimensions as a benchmark to be able to determine customer satisfaction according to (Zeithaml, 2009). Satisfaction As Fulfillment is a response from consumers because, these consumers feel satisfied because the needs they want have been fulfilled. And also a passive response where a consumer doesn't think long or too much about the quality of service they get. Satisfaction As Pleasure is a happy response from a consumer related to a company (transaction). This is the response of a consumer who is truly satisfied because of the several stages of eliminating negative things by a company swiftly. Satisfaction Ambivalence is a mixture of consumer feelings about positive and negative experiences with a product or service that has been consumed.

B. Repurchase Intention

The notion of repurchase interest according to Kotler and Keller in Juniawati (2015) is the action of the consumer after making a purchase, the occurrence of satisfaction or the opposite after the consumer makes the process of purchasing a product, of course, it will affect the subsequent behavior of the consumer himself, if the consumer is satisfied with what he received. they get, then there is an even greater possibility to repurchase or enjoy the product. The notion of repurchase interest or repurchase intention according to Khoirul Bhasyar (2016) is that repurchase interest is a consideration of an individual to repurchase a suit or product produced from the same company, by considering the current situation and circumstances that might occur. . According to Meuraxa (2008) repurchase is a continuous purchase of a product based on the consumer's assessment of what has been experienced regarding consumption which results in a decision to use it continuously.

C. Perceived Service Quality

Perceived service quality is defined as the difference between the expectations of consumers and the services offered by a company and service quality is certainly influenced by the services perceived by consumers and the services expected by consumers. (Stefano et al, 2015). According to Parasuraman (1988) said that service quality consists of five dimensions. Tangibles (tangible) are all things that symbolize a physical form that can support the operation of a service. Reliability (reliability) is the ability of an organization to be able to serve appropriately in accordance with what has been promised by the organization.

Responsiveness (fast / responsive) which is the level of speed and alertness of a company in serving consumers. Assurance (guarantee) is the company / employee is able to build confidence and trust from its consumers, consumers can feel safe to interact and conduct transactions with the company, and are required to have the ability to follow up a problem properly and correctly, the nature and attitude of an employee polite in dealing with consumers. Empathy (empathy) is a sense of comprehensive care and attention from a company to its consumers.

D. Word Of Mouth

Word of Mouth is defined as a message about a product or service put forward by the company, or it can be about the company itself, in the form of comments containing product performance, level of friendliness, honesty values, speed of service, and also related matters. others that are felt by a consumer which is then conveyed to other consumers or individuals (Donni Juni Priansa, 2017). According to Barry (2015), there are two types of word of mouth communication, namely first, positive word of mouth is a channeling of information by word of mouth through one individual to another based on positive experiences obtained from a product, service, or company. Next, negative word of mouth has the meaning of a word of mouth interaction process based on negative experiences obtained from one individual which is then described to other individuals about a company, product, or service.

E. Price Quality

According to Malau (2017), the price of a product or service is the main factor in market demand. Price can affect a company's competitive position and shares. The price of a product can affect a company's marketing program. If you look at the two definitions that have been mentioned by experts, then price quality is a monetary unit or other measure that becomes a medium of exchange to meet customer needs and satisfaction with product use.

Basically, the research method is a scientific technique to obtain data with specific uses and purposes or purposes (Sugiyono, 2017). The research method applied in this study is to use a survey method by using a data collection technique in the form of a questionnaire where this technique is carried out by providing several questions that are asked or written to respondents who are [LHP1] then the questions will be answered by the respondents. The population in this study are all people who live in Jakarta, especially the North Jakarta area. The method for determining the sample used to carry out this research is by using the convenience sampling method. The sample chosen to carry out this research is respondents who live in North Jakarta as many as 163 respondents with criteria having an age range from 18 years to over 35 years of age. The data that has been obtained from the results of distributing the questionnaires were analyzed by using structural equation modeling (SEM) based on partial least squares (PLS) to answer the problem formulation. All items used to form the existing independent variables are the result of scale development. The measurement of items in this research questionnaire is using a Likert scale, namely: 1 = Strongly Disagree, 2 = Disagree, 3 = Average, 4 = Agree, 5 = Strongly Agree.

4. Results and Discussion

The results of testing the first hypothesis (H1) that Perceived Service Quality has a positive effect on Customer Satisfaction is rejected. When the Perceived Service Quality of a restaurant gets better, it will also have a good impact on Customer Satisfaction. The results of this study are not in line with the research tested by Saintz (2018), Pertiwi and Ayu (2021), Noval and Susanto (2019) which stated that Perceived Service Quality is one aspect that must be improved or maintained to increase Customer Satisfaction.

The results of testing the second hypothesis (H2), namely Perceived Service Quality has a positive effect on Repurchase Intention is rejected. This shows how important it is to maintain Perceived Service Quality so that consumers think about doing repurchase intentions. The results of this study are also not in line with research conducted by Saintz (2018), Nyarmiati and Astuti (2021), Chandra and Siaputra (2020) which state that Perceived Service Quality is an important aspect of forming a consumer's repurchase intention.

The third hypothesis (H3), namely that Word of Mouth has a positive effect on Customer Satisfaction is rejected. This test shows that Word of Mouth has a very strong role in shaping or providing Customer Satisfaction of a restaurant. The results obtained from this test are also not in line with the research conducted by Suharyono (2015), Sukini, Mantikei, and Manurung (2020) which obtained the results that Word of Mouth is very influential in shaping Customer Satisfaction.

The fourth hypothesis (H4) that Word of Mouth has a positive effect on Repurchase Intention is supported. In this test, it can be said that a good word of mouth about a restaurant will lead to a consumer's desire to do repurchase intentions. The results that have been tested previously are in line with research conducted by Hanisa and Hardini (2020), Sahrir, Bua, and Sukotjo (2019) Saputra, Amboningtyas, and Budi (2019) that Word of Mouth does have an important role in making consumers perform repurchase intentions.

The fifth hypothesis (H5), namely Price Quality has a positive effect on Customer Satisfaction is supported. This shows that basically the quality of the price given by a restaurant to its consumers will have a good impact on consumer satisfaction. Previous research conducted by Nurharyati (2017), Mariansyah and Syarif (2020), Fiazisyah and Purwidiani (2018) that if a restaurant provides good Price Quality, it will result in Customer Satisfaction.

The sixth hypothesis (H6), namely that Price Quality has a positive effect on Repurchase Intention, it is supported. If a restaurant has a good Price Quality, then this can make consumers to do repurchase intentions. The results of this test are in line with the research tested by Ghassani (2017), Laela (2021), Adiputra and Sutopo (2016) that good Price Quality will have a good effect on consumers to make repurchase intentions.

5. Conclusion

With the research that has been done by the researcher, it can be seen that the Independent Variables in this study are: Perceived Service Quality, Word of Mouth and Peice Quality. Dependent Variables in this study are: Repurchase Intention and Customer Satisfaction. With the previously mentioned variables, there is an effect of the Independent Variable on the Dependent Variable as follows: A, The results of this study indicate that Perceived Service Quality does not have a positive effect on Repurchase Intention , B. The results of this study indicate that Perceived Service Quality does not have a positive influence on Customer Satisfaction, C. The results of this study indicate that word of mouth has a positive effect on repurchase intention. D. The results of this study indicate that there is no positive effect of Word of Mouth on Customer Satisfaction, E. The results of this study indicate that there is a positive effect of Price Quality on Repurchase Intention, F. The results of this study indicate that there is a positive influence of Price Quality on Customer Satisfaction. With this research, the researchers suggest that to attract customers to repurchase and be satisfied with the instagramable restaurants they have visited, it is necessary to pay more attention to the quality possessed by the restaurant, because based on existing research, consumers assume that the service aspect or service quality that owned by the instagramable restaurant they visit are required to provide the best quality in order to be able to attract consumers back to visit the instagramable restaurant, and pay attention to pricing. This is one aspect that Instagramable restaurants feel needs to be considered, which is useful so that customers feel satisfied and want to return to visit Instagrammable which has been approached before, of course, with beautiful marketing quality, it also increases the possibility of customers to talk to relatives and family about their experiences. and their recommendations for instagramable restaurants that they have visited.

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