

Mediation Of Consumer Satisfaction On Product Quality And Quality Of Service To Customer Loyalty Hanamasa Restaurant In Jakarta

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Abstract — This study aims to analyze the mediating effect of customer satisfaction on product quality and service quality variables on customer loyalty at Hanamasa restaurant in Jakarta. Sampling used purposive sampling method, the collected data was processed using SmartPLS 3.0 software. The results showed that customer satisfaction was not significant as a mediating variable on the effect of product quality on loyalty, while on the effect of service quality on loyalty, customer satisfaction became a significant mediating variable. The findings of this study also show that service quality has a significant impact on customer satisfaction, and customer satisfaction has a significant impact on loyalty.

Keywords : *Product Quality, Service Quality, Customer Satisfaction, Loyalty*

I. INTRODUCTION

More and more new firms are starting up in Indonesia thanks to the country's swift economic growth. The food and beverage industry is one of the sectors of the economy that is expanding quickly. Alongside these changes, an increasing number of businesspeople have opened restaurants, street sellers, booths, and franchise restaurants, among other types of food-related businesses. Because there is a huge potential for success, the restaurant industry in Indonesia is now growing quite successfully. If a restaurant is handled well, it will be successful for a long time. The notion of typical food from a country or region, where the food is employed as a characteristic of the country or region, is one of the restaurant concepts presented to consumers as a result of the expansion of restaurant enterprises. Every consumer wants to experience something different because typical food has its own allure and distinctiveness, like Hanamasa Japanese Restaurant.

Hanamasa Restaurant, the subject of this study's topic, is a mall-based eatery serving Japanese specialties that has been around for a while and is still flourishing in Jakarta. Investigating this further requires looking at the variables that affect it. Product and service quality is one of them. Since superior product quality ensures that the meal will taste nice, it is one of the success elements for every restaurant. Kotler and Keller (2016) define product quality as the sum of all aspects and qualities that depend on the product's appearance and have a good taste in order to meet consumer needs. A successful restaurant enterprise offers good service in addition to good product quality. Tjiptono (2008) there are eight dimensions of product quality as described below.

1. Product Performance. Relating to the functional aspects of an item and is the main characteristic that customers consider in buying the item.
2. Product Features, Is a performance aspect that is useful for adding basic functions, related to product choices and development.
3. Reliability. Related to the probability or possibility of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions.
4. Product Suitability, relating to the level of conformity to predetermined specifications based on customer wishes. Confirmation reflects the degree of accuracy between the product design characteristics and the standard quality characteristics that have been set.
5. Product Durability. It is a reflection of economic life in the form of a measure of durability or service life of goods.

6. Perceived quality. Is the consumer's perception of the overall quality or superiority of a product.
7. Aesthetics. Product appeal to the five senses.
8. Ability to serve. Includes speed, competence, convenience, satisfactory complaint handling.

According to Tjiptono (2017), service quality is a service that is provided by the service provider in the form of dependability or dependability in providing services accurately in accordance with customer expectations, demonstrating quick responsiveness, guaranteeing service availability, understanding customer expectations, and demonstrating physical evidence in accordance with consumer expectations. Service quality is the result of customer assessment of how far the difference between expectations and the perceived reality of a service they receive from the service provider (company), both in part and in whole. If the customer's perception of the service is as expected, the service quality is considered good, but if the customer's perception of the service is not as expected, the service quality is considered poor. Therefore, whether or not the quality of service depends on the ability of the service provider to consistently meet the expectations of its customers.

According to Parasuraman, et al in Tjiptono (2012) there are five main dimensions to measure service quality. The main dimensions are:

1. Reliability, related to the company's ability to provide services that are presented accurately and satisfactorily.
2. Responsiveness, regarding the willingness and ability of service providers to help customers and respond to their requests immediately.
3. Assurance, relating to the knowledge and courtesy of employees and their ability to foster trust and customer confidence.
4. Empathy, means that the company understands the problems of its customers and acts in the interests of the customers, and provides personal attention and understanding of the individual needs of these customers.
5. Tangibles, relating to the physical appearance of service facilities, equipment/equipment, human resources, and company communication materials.

To keep happy consumers so they can develop a sense of loyalty, all factors must be properly taken into account. Consumer happiness is demonstrated by repeat business, word-of-mouth advertising, and contentment with the services received. Repeat purchases are made because customers have experienced the positive effects of the good or service they received, building their confidence to stick with it and not try another brand or product (Priansah, 2017).

Customers are more likely to remain brand loyal after being satisfied. Consumer loyalty is the outcome of customer satisfaction with a product or service that has a positive impact on the business, such as repeat business, referrals to others, positive reviews of the product or service, and loyalty with no plans to switch to another provider. alternative rivals (Djurwati, 2019). Customer loyalty is a stage that follows the gratification that customers had anticipated. Product and service quality are two aspects that have an impact on consumer happiness and loyalty.

II. METHOD

After Jakarta's COVID-19 outbreak was reported to be gone, Hanamasa restaurant patrons served as the research population for this quantitative study. The researcher employed a purposive sampling technique to gather a sample, giving participants access to an online survey on a Likert scale. The SmartPLS 3.0 software is then used to process the obtained data.

This study used a non-probability sampling strategy with purposive sampling as the sampling method. The proportion estimation formula is used to calculate the number of samples:

$$n = \frac{z^2 \alpha/2}{4e^2}$$

Information:

- n : Sample size at error rate
 α : Confidence level of conjecture ($\alpha=5\%$) = 0.05
e : Maximum error (e = 10%) = 0.10
z 0.025 : 1.96

$$n = \frac{1,96^2}{4(10)^2} = 96,04$$

Based on the results of the above calculations, it can be seen that the number of samples is 96.04 samples, to facilitate the research, the samples can be rounded up to 100 samples.

III. RESULT

a. Validity Test

Based on the results of data processing, the following are the results of the validity test in this study.

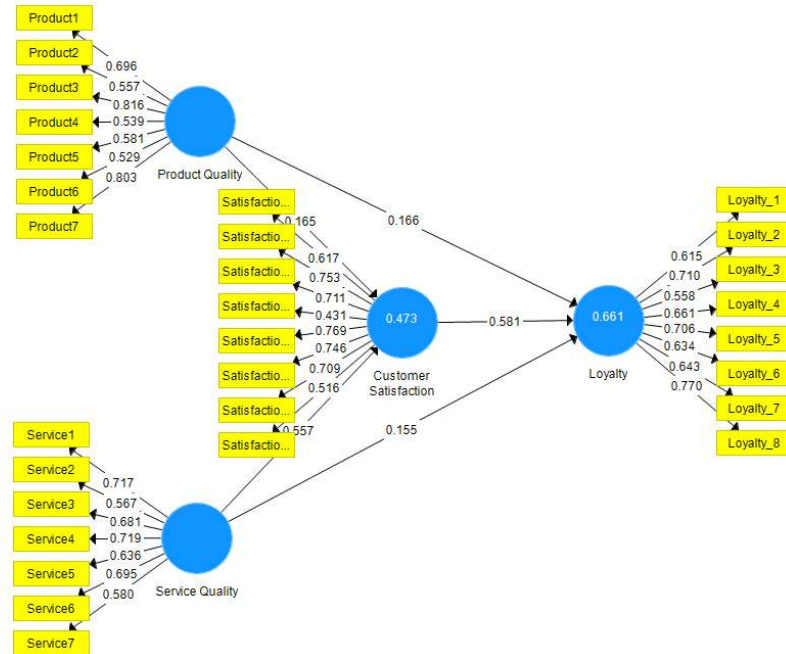


Figure 1. Validity Test Stage 1

Based on Figure 1, there are still some constructs in the research model that are not valid, so proceed to the validity test phase 2.

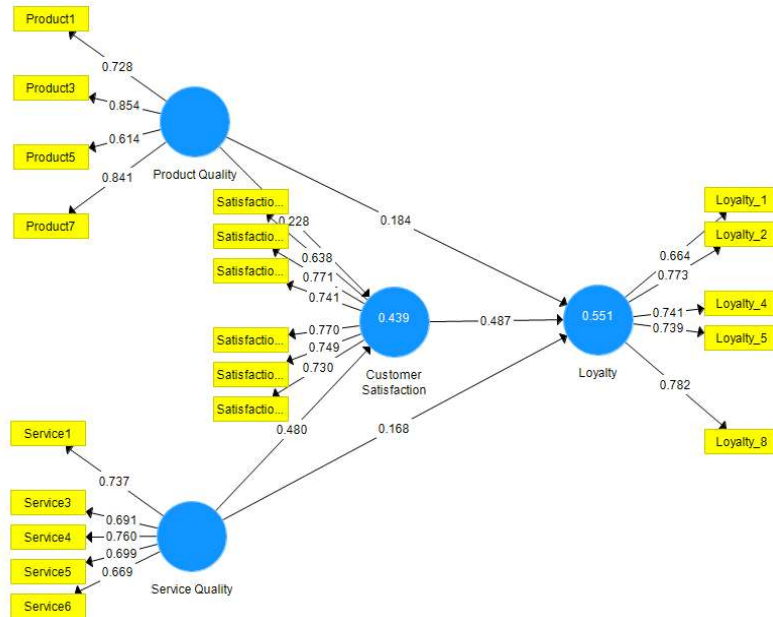


Figure 2. Validity Test Stage 2

After the phase 2 validity test was carried out, it was seen that all the constructs in the study were valid.

b. Reliability Test

To see the reliability results, it can be seen that the Average Variance Extract (AVE) value must be above 0.5 and the Composite Reliability must be above 0.7 (Ghozali, 2014).

Table 1. Reliability Test**Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.829	0.832	0.875	0.639
Loyalty	0.796	0.807	0.858	0.649
Product Quality	0.758	0.773	0.848	0.686
Service Quality	0.758	0.755	0.837	0.607

Based on table 1, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Ghozali, 2014).

c. Evaluation of the Measurement Model (Outer Model)**Table 2. Outer Model****Cross Loadings**

	Customer Satisfaction	Loyalty	Product Quality	Service Quality
Loyalty_1	0.412	0.664	0.465	0.423
Loyalty_2	0.579	0.773	0.540	0.537
Loyalty_4	0.422	0.741	0.310	0.321
Loyalty_5	0.506	0.739	0.342	0.389
Loyalty_8	0.622	0.782	0.458	0.542
Product1	0.426	0.527	0.728	0.573
Product3	0.469	0.525	0.854	0.584
Product5	0.461	0.265	0.614	0.441
Product7	0.396	0.419	0.841	0.576
Satisfaction_1	0.638	0.399	0.476	0.645
Satisfaction_2	0.771	0.592	0.519	0.552
Satisfaction_3	0.741	0.548	0.389	0.413
Satisfaction_5	0.770	0.570	0.377	0.481
Satisfaction_6	0.749	0.507	0.297	0.306
Satisfaction_7	0.730	0.443	0.424	0.374
Service1	0.401	0.548	0.658	0.737
Service3	0.413	0.402	0.589	0.691
Service4	0.367	0.310	0.484	0.760
Service5	0.491	0.400	0.415	0.699
Service6	0.567	0.466	0.400	0.669

Based on Table 2, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so that the evaluation of the measurement model (outer model) with discriminant validity is valid.

d. Evaluation of the Structural Model (Inner Model)

Table 3. Inner Model

R Square

	R Square	R Square Adjusted
Customer Satisfaction	0.439	0.428
Loyalty	0.551	0.537

Based on table 3, from R Square Adjusted it can be concluded that 53.7%, Loyalty can be explained in this model.

e. Hypothesis Test

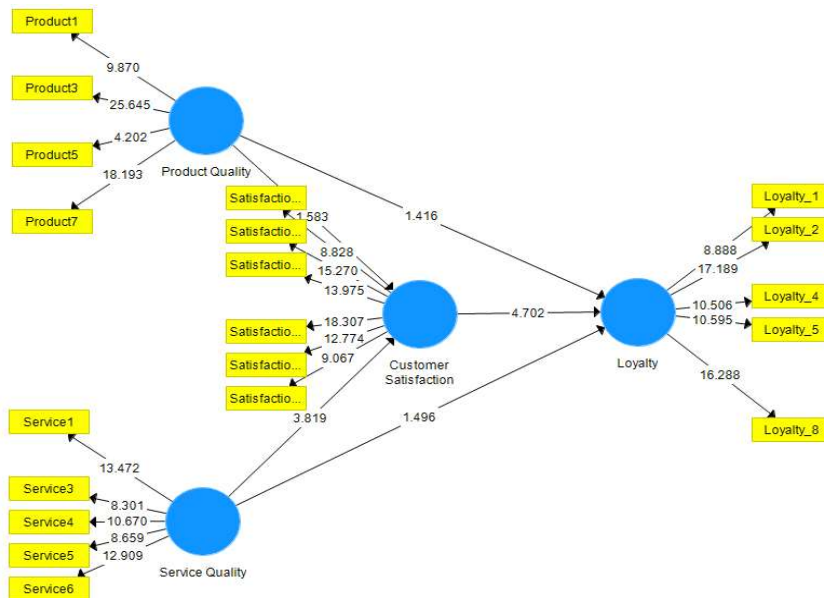


Figure 3. Bootstrapping

Table 4. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction -> Loyalty	0.487	0.503	0.104	4.702	0.000
Product Quality -> Customer Satisfaction	0.228	0.229	0.144	1.583	0.114
Product Quality -> Loyalty	0.184	0.173	0.130	1.416	0.158
Service Quality -> Customer Satisfaction	0.480	0.492	0.126	3.819	0.000
Service Quality -> Loyalty	0.168	0.169	0.112	1.496	0.135

Based on the results of statistical tests in Table 4, it can be described as follows.

- The effect of product quality on customer satisfaction
From the results of statistical tests, the sig value of 0.114 is greater than the significant level > 0.05 (0.114 > 0.05). This means that product quality does not have a significant impact on customer satisfaction
- The influence of service quality on customer satisfaction
From the results of statistical tests, the sig value of 0.000 is smaller than the significant level <0.05 (0.000 <0.05). This means that service quality has a significant impact on customer satisfaction

3. The effect of customer satisfaction on loyalty
From the results of statistical tests, the sig value of 0.000 is smaller than the significant level < 0.05 (0.000 < 0.05). This means that customer satisfaction has a significant impact on loyalty
 4. The effect of product quality on loyalty
From the results of statistical tests, the sig value of 0.158 is greater than the significant level > 0.05 (0.158 > 0.05). This means that product quality does not have significant impact on loyalty
 5. The effect of service quality on loyalty
From the results of statistical tests, the sig value of 0.135 is greater than the significant level > 0.05 (0.135 > 0.05). This means that service quality has no significant impact on loyalty.
- Specific Indirect Effect is used to show the strength of the effect or indirect effect of the independent variable on the dependent variable through the intervening variable.

Table 5. Measuring the Mediation Effect

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Customer Satisfaction -> Loyalty	0.111	0.121	0.086	1.294	0.196
Service Quality -> Customer Satisfaction -> Loyalty	0.234	0.243	0.069	3.378	0.001

Based on the calculation of the Specific Indirect Effect, customer satisfaction is not significant as a mediating variable on the effect of product quality on loyalty, because the value of the Specific Indirect Effect is greater than 0.05, while on the effect of service quality on loyalty, customer satisfaction becomes a significant mediating variable.

IV. DISCUSSION

The findings indicated that while customer satisfaction was not significant as a mediating variable on the influence of product quality on loyalty, it did become a significant mediating variable on the effect of service quality on loyalty. The results of this study also demonstrate that customer loyalty is significantly influenced by both customer satisfaction and service quality. This study demonstrates that the service offered by Hanasama Japanese Restaurant is actually exceptional. Using a buffet eating approach, clients are personally served by staff members who are aware to any challenges they may be having. According to research findings, this results in happy and devoted consumers for Hanamasa, but for product quality, it is not significant, thus there are alternative Japanese restaurants.

V. CONCLUSION

Hanamasa restaurant management should concentrate on its benefits, namely maintaining the quality of existing services, as the service quality variable is significant to customer satisfaction and loyalty. Customer satisfaction is a mediating variable that significantly influences service quality on loyalty. Currently, Hanamasa's product quality is quite good, but it should be enhanced to avoid falling behind its rivals because the level of service that is now its main selling point is simple to duplicate.

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