

### The Influence of Service Quality on Consumer Satisfaction and Purchase Intention at The Legendary Restaurants in Malang

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#### ABSTRACT

The high-quality service is provided for customers to achieve customer's satisfaction goals which actually could be mediated by their emotion. Therefore, to increase the customer satisfaction, the company need to pay attention to the quality service that is provided to add the positive emotions and reduce negative emotion. Consumer satisfaction also has an impact on customer loyalty that affects business development in the future. The customer satisfaction also has an impact on customer loyalty that affects the business development in the future. Similarly, the legendary restaurant nowadays has to survive in this onslaught era with many modern restaurants are emerging. Thus, it is necessary to improve the quality service in the terms of product quality, service providing, and the restaurant's atmosphere. This research analyzed using *SEM-PLS* method by analyzing the tools used in *WarpPLS*. The result found that quality service has a positive impact on the positive emotions of the customers. It is compared If the quality service has a negative impact, it causes negative emotions also. So that, it could be guaranteed that the provided quality service succeeded in building positive emotions in customers. The positive emotions that experienced by the customers automatically defined their satisfaction and that thing also indirectly drive them to become a loyal customer. The Influence of Service Quality on Consumer Satisfaction and Purchase Intention at The Legendary.

Keywords: quality service; legendary restaurants; SEM

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#### 1. Introduction

Today the restaurant is one of the industries that are growing quite rapidly. These time, a large number of restaurants require this industry to provide the best service to customers and hope they can provide the satisfaction service also that thing will influence a long-term intention of customers. Providing a high-quality service to consumer is one of the most important challenges faced by the restaurant industry today, where the restaurant industry will not last long enough unless it could attract and maintain customers satisfaction (Namin, 2017). Ladhari, Brun, and Morales (2018), stated that service quality reached about 38% of the variance responding to positive emotions and 21% of variances responding to negative emotions. Cheng *et al.*, (2017), where the level of pleasure and passion experienced by consumers when they're provided the service that will increase the function of disconfirmation of perceived expectations. This thing shows that experienced the moment of consumer satisfaction is based on the perception of service quality also the actual service provided by the restaurant to consumers. Both positive and negative consumer emotion might be affected on consumer satisfaction) (Liu and Ma, 2019). Consumer satisfaction especially in the restaurant industry plays an important role in retaining consumers and their long-term behavior (Quan, Al-Ansi, and Han, 2021). It could be seen when consumers are satisfied with the services provided



by the restaurant, consumers will tend to be willing to recommend the product to others and customer are unlikely go to other and will switch to other similar companies or it is called loyal (Semuel and Wibisono, 2019). The consumers loyalty well along will significantly could increase company profit due to return their visit .The profit will increase based on the statement mention that attracting the new customers will be difficult than retaining the existence (Ladhari, Brun and Morales, 2018).

Currently, legendary restaurants are starting to lose their existence and are being replaced by various fast food restaurants that are more attractive to young people. Priskila and Rizky (2017), nowadays young people prefer to choose fast food or any modern food outlets compared to legendary or traditional food restaurants. This phenomenon happened since they think the legendary or traditional food is less attractive or classy than the modern one. Legendary food contains of many stories, characteristics, and values that describe for certain area. So that, the restaurant need to give the best quality service especially to pay attention to the legendary restaurants to catch up and prevent a negative perceptions. Therefore, the aim of this research is to know the influence of service quality on the emotion and consumers satisfaction that might be has an impact to the consumers loyalty of one of the legendary restaurant in Malang.

## **2. Theoretical Underpinning**

The service quality is the most crucial subject to discuss, especially for businesses engaged in services. For that reason that the service quality is prime determinant factor of order quality that will ensure the company able to survive and also become a source of comparative advantages (Sumaedi and Yarmen, 2016). The service quality interpreted as consumer assessment of the superiority of service performance that provided by a company (Namin, 2017). By comparing the customer perceptions of the service they received with their expectations, service quality could be seen as the standard of excellence that consumers predict and it's the mechanism to achieve the consumer desire which they could be known or calculated it (Oktaviani, 2017). Jang and Namkung (2009), several important dimensions determine service quality, especially in this case that related to the restaurant industry namely, (1) Food quality which includes delicious taste, fresh and quality products, variety of menus, and also an interesting dishes presentation (2) The physical environment which includes restaurant lighting, design, color, space, function, and music (3) Restaurant service includes the reliability of service providers, the responsiveness of service providers, guarantees provided by service staff, and empathy shown to consumers by employees.

Ladhari, Brun and Morales (2018), explain that there is a significant relationship between service quality and emotions experienced by consumers. The consumer emotion might be seen as an interpretation evaluation from consumer's experience based on the product or service provided which lead to the feelings of pleasure or displeasure that felt by the consumers (Quan, Al-Ansi and Han, 2021). The consumer emotion interpreted as a reaction to consumer judgment after consuming a product or service (Liu and Ma, 2019). The consumer emotions usually are controlled by the performance or service quality of a product which will be evaluated by consumers after their experience while they were buying or using the product. The consumer emotions are divided into two different dimensions, specifically between positive and negative consumer emotions. The positive consumer emotions are closely related to the achievement of a goal such as feelings of pleasure, enthusiasm, satisfaction, enjoyment, and interest. In the other side, the negative emotions are related to failure that mostly shaped as feelings of anger, dissatisfaction, irritation, hatred, and so on (Quan, Al-Ansi and Han, 2021). The emotions that felt by these consumers are subjective and strongly influenced by individual personalities based on the characteristics of individual behavior in responding to their environment so that the emotional reactions caused could be different from one to another consumers.

**Hypothesis 1.** Service quality has a positive influence on positive consumer emotions

**Hypothesis 2.** Service quality has a negative influence on negative consumer emotions

The positive and negative emotions, also the service quality that have experienced by consumers are the three main sources of consumer satisfaction with a service (Cheng *et al.*, 2017). Oktaviani (2017), mentioned that the emotions which is felt by consumers both are positively and negatively mediate the influence of service quality impression by consumers satisfaction. Ruiz *et al.*, (2021), also declared that the emotional reaction felt by consumers is a fundamental determinant of consumer satisfaction that can be influenced by individual characteristics also the subjective perceptions regarding to the service quality provided. The consumer satisfaction is a response due to emotional reactions both positive and negative experiences from the previous products (Jung, Kim and Kim, 2020). The consumers satisfaction are

interpreted as an emotional state that results from the conformity between the expectations possessed by consumers based on the product or service provided by the company (Yuda Bakti *et al.*, 2020). Ladhari, Brun and Morales (2018), have declared several things that could determine the customer satisfaction, especially related to the quality of restaurant service such as food quality, cost or value of food, and the way service is delivered.

**Hypothesis 3.** Positive consumer emotions have a positive influence on the level of consumer satisfaction

**Hypothesis 4.** Negative consumer emotions have a negative influence on the level of consumer satisfaction

The consumer satisfaction has an enormous potential to build loyal relationship and makes consumers have a lower tendency to switch the other products or services, become less price sensitive, willing to buy more often and more, and to recommend the products to others (Pawitra and Harsono, 2017). Satisfaction has a positive impact to the consumer loyalty (Rusandy, 2018). The consumers loyalty are interpreted as the preference of a consumer to make repeated purchasing consistently for a particular product or service (Rizan, Saidani and Sari, 2016). Rusandy (2018), consumers loyalty are interpreted as a feeling of loyalty owned by consumers towards a product or service where the consumers willing to continue purchase a product or service for a long period and use the product voluntarily. Samuel and Wibisono (2019), talked about several indicators of consumer loyalty for instance repeat purchases of the product, consumers do not only buy one type of product, consumers feel the result from the product is the best product while it is compared to other similar products.

**Hypothesis 5.** Consumer satisfaction has a positive influence on consumer loyalty

### 3. Research Method

This research was conducted at four legendary restaurants located in Malang city, which can be symbolized by the initial RMS, DRN, TO, and BP. The location was determined purposively based on the consideration that restaurants are quite legendary and well-known in the city of Malang, sell various culinary specialties from the city of Malang. These considerations underpinning the researchers knowing the service quality from the selected four legendary restaurants based on consumer satisfaction and subsequent behavior. *The purposive sampling* and *judgment sampling* used in this research to determine the respondent's aspiration. For the respondents to this research must fulfill the two requirements: they must have been at least visited one of the four restaurants. The second one, they must have been visited those restaurants at least two times or even more. Determining the number of samples used in this study by calculating the rule of the thumb, where the provisions chosen are multiplying ten by the number of variables used in the study. So that, there are 70 samples (Solimun, Fernandes and Nurjannah, 2017). This study used primary data which is collected through the distribution of online questionnaires by google platform which was distributed to respondents and analyzed it using *PLS-SEM*. The variables and indicators used in this study could be seen in Table 1 below.

**Table 1.** Research Variable and Indicator

Variables	Dimensions	Indicators	Code		
Service Quality (X)	Product Quality (X1)	Visually appealing food	X1.1		
		Quality of The Food	X1.2		
		Variety of Food and Drink	X1.3		
	Physical Environment (X2)	Spacious Room	Attractive Interior Design	X2.2	
			Cozy Atmosphere	X2.3	
			Complete an External Factor	X2.4	
			Restaurant Service (X3)	Restaurant Reliability	X3.1
				Restaurant Responsiveness	X3.2
				Providing The Best Service	X3.3
Positive Emotions (Y1)	Employees Have Feelings of Empathy	Feeling Happy When You Are in That Place	Y1.1		
		Visiting The Place Is a Pleasant Experience	Y1.2		

**Table 1.** Research Variable and Indicator (*continued*)

Variables	Dimensions	Indicators	Code
Negative Emotions (Y2)		Being Enjoy In That Place	Y1.3
		Feeling Comfortable When In That Place	Y1.4
		Feeling Disappointed When in That Place	Y2.1
		Visiting The Place Was a Disappointing Experience	Y2.2
Consumer Satisfaction (Y3)		Feeling Annoyed and Angry While in That Place	Y2.3
		Satisfied With The Quality Of The Products Offered	Y3.1
		The Price Offered is Much Cheaper	Y3.2
Consumer Loyalty (Z)		The Service Provided is Satisfactory	Y3.3
		Making Regular Repeat Purchasing	Z1.1
		Purchasing Across The Product And Service Lines	Z1.2
		Demonstrating An Immunity to- Withdrawals Competition	Z1.3

#### 4. Results and Discussion

##### 4.1. Evaluation of Measurement Models

This study used indicators that are reflective. The outer model test was conducted to test the validity and reliability of the instrument. The outer model test could be seen based on several tests by carried out the convergent validity, discriminant validity, and the reliability test (Hair Jr *et al.*, 2017).

##### a. Convergent Validity

A convergent validity test was conducted to determine whether the variables used in the study were valid or not. Convergent validity is measured using a loading factor value where the value must be above 0.7 and below 0.4 requires the indicator to be removed (Ketchen, 2016). The results of convergent validity testing are divided into two, namely first and second order. Considering that the research model used the second order.

**Table 2.** Convergent Validity First Order Condition

Indicator	Factor Loading	P-value
X1.1.1	0,844	<0,001
X1.2.1	0,726	<0,001
X1.2.2	0,822	<0,001
X1.3.2	0,745	<0,001
X2.1.1	0,722	<0,001
X2.2.1	0,813	<0,001
X2.2.3	0,811	<0,001
X2.3.1	0,779	<0,001
X2.3.2	0,888	<0,001
X2.4.1	0,888	<0,001
X3.1.1	0,725	<0,001
X3.2.1	0,822	<0,001
X3.3.1	0,816	<0,001
X3.3.2	0,873	<0,001
X3.4.1	0,891	<0,001
X3.4.2	0,862	<0,001

Based on the result above, the convergent validity test on the first order condition shows that all indicators have met the convergent validity test.

**Table 3.** Convergent Validity First Order Condition

<b>Indicator</b>	<b>Factor Loading</b>	<b>P-value</b>
X1	0,890	<0,001
X2	0,824	<0,001
X3	0,835	<0,001
Y1.1.1	0,791	<0,001
Y1.1.2	0,857	<0,001
Y1.2.1	0,743	<0,001
Y1.3.1	0,848	<0,001
Y1.4.1	0,850	<0,001
Y2.1.1	0,852	<0,001
Y2.1.2	0,852	<0,001
Y2.2.1	0,871	<0,001
Y2.3.1	0,918	<0,001
Y3.1.1	0,987	<0,001
Y3.2.1	0,987	<0,001
Y3.2.2	0,987	<0,001
Y3.3.2	0,819	<0,001
Z1.1.1	0,827	<0,001
Z1.2.1	0,773	<0,001
Z1.3.1	0,823	<0,001

Based on the results above, it shows that the factor loading value is  $\geq 0.7$ , so that, the entire indicator said to be valid. Convergent validity testing couldn't only be done by looking at the value of the loading factor, it is done by looking at the value of the Average Variance Extracted (AVE). If the AVE value is  $\geq 0.5$ , then the average construct will explain more than a half of the variance from the indicators used (Ketchen, 2016)

**Table 4.** Average Variance Extracted First Order Condition

<b>Latent Variable</b>	<b>AVE</b>
Product Quality (X1)	0,618
Physical Environment (X2)	0,670
Restaurant Service (X3)	0,694

According to the Table 4, which indicates that the total value in the first-order condition is more than or equal to 0,5, the AVE value is acceptable.

**Table 5.** Average Variance Extracted Second Order Condition

<b>Latent Variable</b>	<b>AVE</b>
Service quality (X)	0,722
Positive Emotions (Y1)	0,671
Negative Emotions (Y2)	0,763
Consumer Satisfaction (Y3)	0,899
Consumer Loyalty (Z)	0,653

Based on the results, the AVE value is  $\geq 0.5$ . So that, that all the indicators used could reflect the existing latent variables well.

#### b. Discriminant Validity and Reliability

The discriminant validity test is carried out to see whether the constructs used in the study able to describe the existing phenomena or not (Ketchen, 2016). Discriminant validity testing is done by comparing the value of the loading with the cross-loading factor, shows that if the value of loading is greater than the value of the cross-loading factor, thus the indicator has met the discriminant validity test.

**Table 6.** Discriminant Validity First Order Condition

Indicator	X1	X2	X3
X1.1.1	(0,696)		
X1.2.1	(0,765)		
X1.2.2	(0,751)		
X1.3.2	(0,790)		
X2.1.1		(0,742)	
X2.2.1		(0,781)	
X2.2.3		(0,772)	
X2.3.1		(0,999)	
X2.3.2		(0,802)	
X2.4.1		(0,802)	
X3.1.1			(0,825)
X3.2.1			(0,861)
X3.3.1			(0,825)
X3.3.2			(0,738)
X3.4.1			(0,758)
X3.4.2			(0,695)

Based on the results, it shows that the overall loading value of each indicator has a greater value than the value of the cross-loading factor.

**Table 7.** Discriminant Validity Second Order Condition

Indicator	X	Y1	Y2	Y3	Z
X1	(0,60)				
X2	(0,64)				
X3	(0,57)				
Y1.1.1	-0,018	(0,65)			
Y1.1.2	-0,566	(0,55)			
Y1.2.1	0,162	(0,63)			
Y1.3.1	-0,315	(0,62)			
Y1.4.1	-0,094	(0,64)			
Y2.1.1	-0,180	-0,132	(0,83)		
Y2.1.2	0,488	-0,267	(0,75)		
Y2.2.1	-0,140	0,214	(0,87)		
Y2.3.1	-0,250	0,186	(0,92)		
Y3.1.1	-0,146	0,015	0,029	(0,62)	
Y3.2.1	0,147	0,025	0,030	(0,62)	
Y3.2.2	0,150	0,030	0,025	(0,62)	
Y3.3.2	-0,082	-0,089	-0,175	(0,54)	
Z.1.1	-0,463	0,147	0,182	0,460	(0,69)
Z1.2.1	-0,252	-0,055	-0,338	0,052	(0,67)
Z1.3.1	0,552	-0,079	0,097	-0,407	(0,62)

Based on the results showing that the overall loading value of the indicator has a greater value than the value of the cross-loading factor on the other latent variables. This result shows that all indicators correctly reflect all the latent variables in the study. The next test is reliability testing which is done by looking at the value of composite reliability and also Cronbach's Alpha, where the provided value for composite reliability is  $\geq 0.70$  while for Cronbach's Alpha it is  $> 0.6$  (Solimun, Fernandes and Nurjannah, 2017).

**Table 8.** Composite Reliability and Cronbach's Alpha First Order Condition

Latent Variable	Composite Reliability	Alpha Cronbach
Product Quality (X1)	0,866	0,792
Physical Environment (X2)	0,924	0,900
Restaurant Service (X3)	0,931	0,911

The result shows that all latent variables have met the reliability test in table 9.

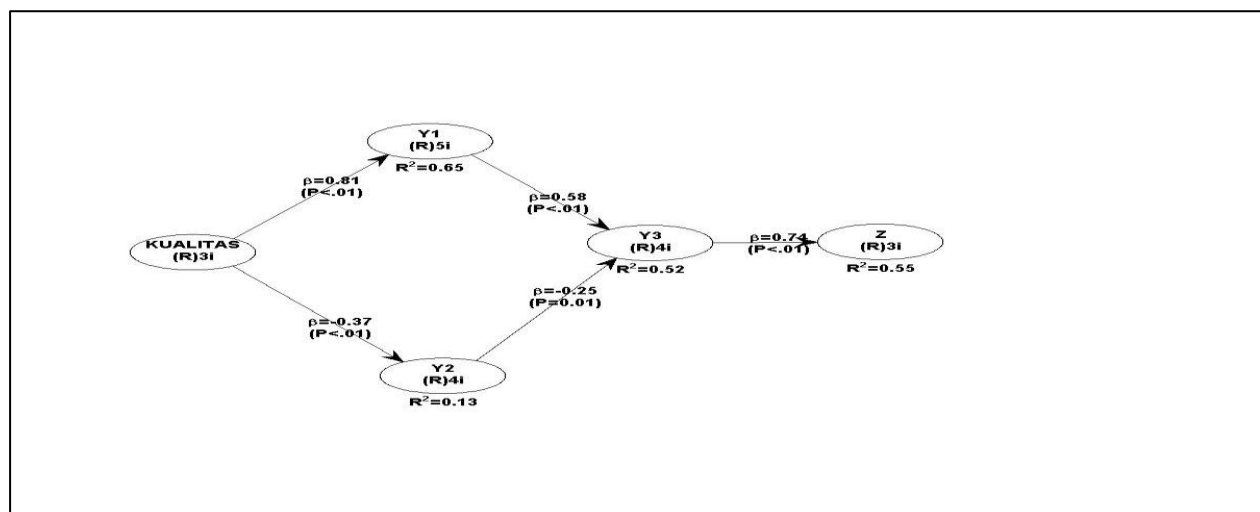
**Table 9.** Composite Reliability and Cronbach’s Alpha Second Order Condition

Latent Variable	Composite Reliability	Alpha Cronbach
Service quality (X)	0,886	0,807
Positive Emotions (Y1)	0,910	0,876
Negative Emotions (Y2)	0,928	0,896
Consumer Satisfaction (Y3)	0,972	0,960
Consumer Loyalty (Z)	0,849	0,734

The result confirms that all variables used in the research have passed the reliability test which could be measured through the composite reliability test and also Cronbach's Alpha.

**4.2. Evaluation of the Structural Model**

Testing the Inner model or model structure are done by looking at the value of the path coefficient, R-square, and also the value of the Goodness of Fit (Hair Jr *et al.*, 2017). The first test of the inner model is done by looking at the value of the path coefficient, where the value of the path coefficient is used to indicate the direction of the relationship between the latent variables in the study. If the value of the path coefficient is close to +1, it indicates a positive and significant direction of the relationship and vice versa (Hair Jr *et al.*, 2017).



**Figure 1.** Path Coefficients

According to the Figure 1. above, almost all the path coefficients values show positive values and there are only two relationships that shows negative path coefficients, namely the relationship between service quality (X) and negative emotions (Y2) and negative emotions (Y2) on consumer satisfaction (Y3). For example, the relationship between service quality (X) and negative emotions (Y2) which shows a coefficient value of -0.37, showing that the service quality is provided by the four legendary restaurants which having no negative emotional effect on consumers and even generates positive emotions. According to that statement shows that the relationship between service quality (X) with positive emotions (Y1) having positive value with a coefficient value of 0.81.

The next inner model test is made to see the value of R-squares or the coefficient of determination. R-squares itself is used to assess how the influence of the independent variable on the dependent variables (Ketchen, 2016).

**Table 10.** R-squares

Variable Response	R-squares
Positive Emotions (Y1)	0,65
Negative Emotions (Y2)	0,13
Consumer Satisfaction (Y3)	0,52
Consumer Loyalty (Z)	0,55

The R-square value ranges from 0 to 1, where the higher the value, the higher the prediction accuracy (Hair Jr *et al.*, 2017). The last step in testing the inner model is to see the Goodness of Fit value. Goodness of Fit is an index contains of 10 indicators that related to the measure of the goodness of the relationship between the existing latent variables and their assumptions (Solimun, Fernandes and Nurjannah, 2017). The ten indicators will become the rule of thumb, where all existing provisions are not rigid and absolute. Based on the tests that have been carried out, it is found that the entire model has met the ten indicators of Goodness of Fit.

#### 4.3. Hypothesis Testing

Hypothesis testing is done to determine the relationship between one variable another. Hypothesis testing in this analysis was using *WarpPLS* carried out the t-test rule. This study used a rule where the p-value is 0.05 with an alpha of 5%, so the hypothesis could be accepted.

**Table 11.** Hypothesis Testing

Hypothesis	Coefficient	P-values	Results
H1: Service quality has a positive influence on positive consumer emotions	0,809	<0,001	Accept
H2: Service quality has a negative influence on negative consumer emotions	-0,367	<0,001	Accept
H3: Positive consumer emotions have a positive influence on the level of consumer satisfaction	0,580	<0,001	Accept
H4: Negative consumer emotions have a negative influence on the level of consumer satisfaction	-0,245	0,014	Accept
H5: Consumer satisfaction has a positive influence on consumer loyalty	0,741	<0,001	Accept

Based on Table 11 shows that service quality which consists of three dimensions, for instance product quality, the physical environment, and restaurant services have an influence on emotions. The two relationships are used to answer the first and second hypotheses. As stated by Jang and Namkung (2009), many factors can affect the emotional state of consumers, such as covering tangible and intangible features including product attributes, the physical environment, and also service aspects. Likewise, what was conveyed by Namin (2017), key elements in a restaurant includes the atmosphere, service quality and food presentation used to broaden the appeal of consumers in dining at a restaurant. Product quality is included to present an interesting food taste, freshness, variety of menu items offered, and interesting presentation could affect consumer satisfaction.

The physical environment become the second dimension which influence the service quality as conveyed by Jang and Namkung (2009), stated that the physical environment can convey a sense of comfort and intimacy that can assist consumers in forming an image that precede emotional responses and assessments of certain service. Several factors in the physical environment influence consumers such as the interior design which affect how long consumers will stay at the restaurant and perceived satisfaction. The color of the restaurant is a strong visual component to attract the attention of consumers and stimulate an emotional response (Jang and Namkung, 2009). The lighting effects, the perception of shape, color, and texture that make the consumer experience the atmosphere while in the restaurant to make it more enjoyable. Listening some music will be a good choice that actually able to use to stimulate consumers emotion while experience the atmosphere.

The last dimension is restaurant service. According to Xu, Yan and Mak (2021), service attributes have a significant influence on consumer emotions. Relationship between consumers and service providers happened especially when the service is provided intensively, have been proven to increase strong emotions in consumers, particularly in the restaurant industry (Namin, 2017). Service quality consists of service provider reliability, service provider responsiveness, the assurance provided by service staff, and empathy



shown to consumers are determined as an intangible social cue that findings in an evaluation of service quality that affects customer satisfaction (Jang and Namkung, 2009). Thus, result shows the obtained overall effect of service quality on positive emotions has a positive influence rather than compared with the opposite of negative emotions which have a negative influence. Therefore, it can conclude that the valuable service quality is provided by the four legendary restaurants, they're proving the more positive emotions have been experienced by consumers, and negative emotions tend to be less felt by consumers.

According to the outcome, it found that there are an influence between positive and negative emotions on consumer satisfaction, which used to answer the third and fourth hypotheses. Rychalski and Hudson (2017), positive emotion felt by consumers has a direct and moderate influence on customer satisfaction and loyalty. Nyagadza *et al.*, (2022), the consumer satisfaction is a concept related to the emotions given by consumers when experiencing service encounters. Not only that, according to Xu (2020), consumer satisfaction includes cognitive and emotional components in which restaurants not only the consumer are provided the food needed but also a complete service experience. Hence, the evaluation of consumer experience is not only limited to what consumers feel but also their interactions with various service elements and what these elements cause to consumers.

Following the results of the analysis that has been obtained where it is found there is an influence between consumer emotions on consumer satisfaction at the four legendary restaurants. As the results seen, the positive emotions have a positive effect and negative emotions have a negative influence on consumer satisfaction. In this way, it can conclude that when consumers are happy with the overall service, it can be ascertained that consumers are satisfied with the overall services quality by the restaurant. In other words, the lower negative emotions felt by consumers when they are in the restaurant, they will be more satisfied with the restaurant.

Along these showed that consumer satisfaction has a positive and significant influence on consumer loyalty, which is used to answer the fifth hypothesis. Chang *et al.*, (2022) declared that consumer satisfaction tends to be relevant to encourage a higher level of loyalty. Matsuoka (2022) added the perception of food quality, perceived value, and customer satisfaction would directly affect consumer loyalty to a particular restaurant. Jung, Kim and Kim (2020) also mention the satisfaction has a positive relationship with consumer loyalty which affected consumer intentions to repurchase the product or service and they're willing to recommend the product to other consumers. So, the satisfaction and loyalty of consumers to that restaurants must be paid attention to, mainly for the legendary restaurants where one of the reasons they still could survive today and cannot be separated from the role of consumer loyalty for decades, although now many modern restaurants have sprung up.

## 5. Conclusion

Based on the research done, finding that service quality consists of three dimensions, there are a product quality, physical environment, and services provided that has a positive influence would impact a positive emotions and the other one the negative influence would impact a negative emotions. So, to conclude the result showed that the quality of service is provided by the four legendary restaurants has been proven to affect the positive emotions felt by consumers and this makes consumers feel satisfied with the whole service from the restaurant. The satisfaction felt by these consumers tends to encourage higher standard of consumer loyalty.

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