

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND STORE ATMOSPHERE TOWARDS CUSTOMER REPURCHASE INTENTION AT FAT-FAT RESTAURANT IN BEKASI

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Abstract: Research entitled "The influence of product quality, service quality and store atmosphere towards customer repurchase intention at Fat-Fat Restaurant in Bekasi" has four objectives, namely: (1) Knowing the influence of product quality towards customer repurchase intention, (2) Knowing the influence of service quality towards customer repurchase intention, (3) Knowing the influence of store atmosphere towards customer repurchase intention, (4) Knowing the influence of product quality, service quality and store atmosphere simultaneously towards customer repurchase intention. Fat-Fat restaurant is a business engaged in the culinary field that offers Chinese food. This study uses quantitative research methods. The population in this study are all consumer who have bought Fat-Fat Restaurant product more than once. The sample of this study amounted to 210 respondents. Data was collected using questionnaire that distributed online and offline. The data of this study were obtained using multiple linear analysis using the IBM SPSS 25 program as a tool. The results of this study are: (1) Product quality significantly influences customer repurchase intention (2) Service quality significantly influences customer repurchase intention (3) Store atmosphere significantly influences customer repurchase intention (4) Product quality, service quality and store atmosphere are simultaneous against customer repurchase intention.

Keywords: *product quality, service quality, store atmosphere, customer repurchase intention.*

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1. Introduction

The culinary business will still a business opportunity now and forward for food is a basic and essential thing for human life. The development of the culinary industry has progressed rapidly, with many creative and innovative ideas being generated by culinary business entrepreneurs, particularly restaurant and food stall owners, resulting in the emergence of various types of cuisine that exist today. According to Verlanty and Baharta (2015), a restaurant is a place where food and drinks are generally consumed for the purpose of profit. Meanwhile, according to the regulation of the Indonesian Ministry of Health No. 304/Menkes/Per/89, food stall is a type of food service business located in part or all of a permanent building equipped with equipment

and supplies for the process of making, storing, and selling food and drinks to the public on its premises.

Table 1.1 Number of Eateries and Restaurants by Regency/City in West Java Province, 2020 (last update September 12, 2022)

City	Food Stall 2020	Restaurant 2020
Bogor	120	78
Sukabumi	80	13
Bandung	211	263
Cirebon	0	178
Bekasi	1.325	819
Depok	0	1,3
Cimahi	38	28
Tasikmalaya	111	40
Banjar	47	1

Source: Tourism and Culture Office of West Java Province

Based on Table 1.1, it can be seen that the city of Bekasi currently has 1.325 food stalls and 819 restaurants. The table indicates a tight competition between food stalls and restaurants. Furthermore, the number of food stalls is higher than the number of restaurants in Bekasi City. This situation challenges restauranteurs (restaurant entrepreneurs) to keep innovating and creating in order to keep up with the changing times and meet the needs of the community. In addition, restauranteurs are required to develop company strategies aimed at increasing sales and customer retention to survive and compete with other businesses.

According to Olson & Paul (2014), repeat purchasing is the act of buying a product or service more than once. The fulfillment of satisfaction experienced by a customer can trigger motivation to make repeat purchases and develop loyalty towards the product or the place of purchase, ultimately providing an opportunity for customers to share their positive experiences with others.

This study conducted a pre-survey at the beginning with 60 respondents who visited Fat-Fat Restaurant to identify the problems in the restaurant. The pre-survey results obtained the three highest percentages of the six variables that are factors for customers to visit and make purchases at Fat-Fat Restaurant. The three variables are product quality, which obtained the highest percentage (26.7%), service quality (23.3%), and store atmosphere (20%). The other three variables have smaller percentages, which support the main factors. However, these main factors have their own respective problems.

The quality of a product plays a crucial role in influencing positive repeat purchase intention of consumers. This is supported by Janiawati et al (2022) research, which found a significant positive correlation between product quality and consumers' repurchase intention. This is because the better the quality of the product, the greater the chance of increasing customers' repurchase intention. Furthermore, service quality is the ability of a company to provide satisfaction to customers based on their expectations and needs (Kasmir, 2017:47). It can be concluded that maximum customer satisfaction can trigger repeat purchases. According to Florensia (2022) Providing service of excellent and consistent quality will demonstrate to customers that they are receiving the best service available. As a result, their satisfaction will

improve, leading them to utilize the service regularly and ultimately becoming loyal, repeat customers. In addition, satisfied customers tend to promote positive experiences they have had to others, which indirectly becomes a costless marketing strategy. According to Nugrahaeni et al (2021) research, the store atmosphere has a significant positive influence on consumers' repeat purchase intention. This means that the better the store atmosphere, the greater the likelihood of customers making repeat purchases. This is because a comfortable store atmosphere will influence consumers' positive assessment and increase their attraction to making repeat purchases. From the three variables described and researched by previous researchers, each of these variables has its own role in increasing sales. However, unfortunately, these three variables still face some problems that hinder the increase of sales at Fat-Fat Restaurant. Therefore, this research will be focused on these 3 things in order to help Fat-Fat Restaurant develop strategies to increase customers' repeat purchase intention. Thus, the title of the study is "The Influence of Product Quality, Service Quality and Store Atmosphere Towards Customer Repurchase Intention at Fat-Fat Restaurant in Bekasi".

2. Research Method

This study utilizes a quantitative research method with support to explain the necessary hypothesis testing results. The population of this research is all customers of Fat-Fat Restaurant. The sample calculation uses a representative sample. The determination of a representative sample is usually influenced by various factors, including the size and variation of the population as well as the purpose of the study. Since the population size can be very large, the sample size can be determined by multiplying the number of indicators in the study by a number between 5 to 10 (Hair et al., 2017). Therefore, the sample to be obtained is $10 \times 21 = 210$ samples, since this study has 21 indicators. This sample uses purposive sampling technique with the criteria that the customers have made more than two purchases, are at least 17 years old, and are male or female.

3. Results and Discussion

3.1. Result

Characteristic of Respondent

This study has 210 respondents who have visited Fat-Fat Restaurant more than twice with the minimum age of the customers 17 years old.

Table 3.1 Characteristic of Respondents

Profile Respondent		Frequency	Percentage (%)
Gender	Man	92	44
	Woman	118	56
	Total	210	100
Age	17-27 year	69	33
	28-38 year	91	43
	39-49 year	28	13
	>= 50 year	22	10
Total		210	100

Source: Output SPSS (2023)

Based on Table 3.1, it can be seen that the number of male respondents are 92 and female respondents are 118, indicating that the majority of Fat-Fat Restaurant's customers are women. Furthermore, it can be observed that most customers are between the ages of 28 and 38, with a total of 91 respondents.

Validity and Reliability

Table 3.2 Validity and Reliability

Variable	Indicator	r Count	r Table	Note	Cronbach's Alpha	if Item Deleted	Note
Quality of Product	PRO1	0.672	0.361	Valid	0.795	0.766	Reliable
	PRO2	0.712	0.361			0.765	
	PRO3	0.676	0.361			0.767	
	PRO4	0.721	0.361			0.756	
	PRO5	0.614	0.361			0.777	
	PRO6	0.726	0.361			0.759	
	PRO7	0.569	0.361			0.788	
Quality of Service	SER1	0.815	0.361	Valid	0.798	0.779	Reliable
	SER2	0.767	0.361			0.758	
	SER3	0.759	0.361			0.758	
	SER4	0.857	0.361			0.691	
Store Atmosphere	SA1	0.67	0.361	Valid	0.757	0.724	Reliable
	SA2	0.668	0.361			0.733	
	SA3	0.625	0.361			0.729	
	SA4	0.626	0.361			0.733	
	SA5	0.708	0.361			0.717	
	SA6	0.748	0.361			0.695	
Repurchase Intention	RI1	0.677	0.361	Valid	0.780	0.771	Reliable
	RI2	0.861	0.361			0.677	
	RI3	0.837	0.361			0.671	
	RI4	0.737	0.361			0.768	

Source: Output SPSS (2023)

The validity test results are declared valid if the Sig.<0.05 value and based on table 3.2 there are seven questions in the questionnaire from the product quality variable (X1) declared qualified and valid because it has a significant value less than 0.05. In the service quality variable (X2) has four questions in the questionnaire that are qualified and declared valid because they have a significant value of less than 0.05. In the store atmosphere variable (X3) there are six questions in the questionnaire that are eligible and declared valid because they have a significant value of less than 0.05. In the repurchase intention variable (Y) there are six questions in the questionnaire and of these statements have met the requirements and are declared valid because they have a significant value of less than 0.05.

Table 3.2 also shows the results of the reliability test with each variable having a Cronbach's Alpha value > 0.60, which means that the data shows that it meets the criteria and is declared reliable. In the product quality variable which has a Cronbach's Alpha value (0.795), service quality (0.798), store atmosphere (0.757), and repurchase intention (0.780).

Classical Assumption Test

Table 3.3 Normality Test Results

		Unstandardized Residual
N		210
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.24132148
Most Extreme Differences	Absolute	.044
	Positive	.044
	Negative	-.038
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Output SPSS (2023)

From the results contained in Table 3.3, it can be concluded that the significance value of the Kolmogorov-Smirnov test is 0.200 which shows a value greater than the significance level of 0.05. Therefore, it can be concluded that the normality assumption has been met.

Table 3.4 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constat)	.405	.087		4.678	.000
	X1	-.008	.040	-.022	-.197	.844
	X2	-.008	.032	-.026	-.255	.799
	X3	-.049	.035	-.148	-1.426	.155
a. Dependent Variable: Abs.res						

Source: Output SPSS (2023)

To detect the presence of heteroscedasticity, the Glejser test is used by regressing the independent variables on the absolute residuals of the regression model. Based on Table 3.4, the significance results are 0.844 for the product quality variable, 0.799 for the service quality variable, and 0.155 for the store atmosphere variable. The three variables have a value greater than 0.05, so it can be concluded that in the regression model there is no heteroscedasticity or it can be said that the assumption of non-heteroscedasticity is met.

Table 3.5 Multicollinearity Test Results

Independent Variable	VIF
Product Quality	2.689
Service Quality	2.291
Store Atmosphere	2.301

Source: Output SPSS (2023)

The multicollinearity test is used to show the existence of a perfect linear relationship between the independent variables in the regression model. If the resulting VIF value is smaller than 10, and the tolerance value is greater than 0.1, it is said that there is no multicollinearity. In Table 3.5, it can be concluded that the three independent variables have a value smaller than 10, and the tolerance value is greater than 0.1, so it can be concluded that there is no multicollinearity in the regression model.

Hypothesis Testing

Table 3.6 Results of Multiple Linear Regression Analysis and t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.424	.144		2.944	.004
	X1	.550	.067	.529	8.169	.000
	X2	.197	.053	.221	3.696	.000
	X3	.144	.058	.150	2.495	.013

Source: Output SPSS (2023)

The t test is conducted to show how far the influence of one independent variable individually on the dependent variable. If the Sig.<0.05 value, the hypothesis is accepted, and if Sig.>0.05, the hypothesis is rejected. Based on Table 3.6, the t test results show that the significance value of the resulting t test is 0.000 (<0.05) for the Product Quality variable (X1), 0.000 (<0.05) for the Service Quality variable (X2), and 0.013 for the Store Atmosphere variable (X3). The three significance values are each smaller than 0.05 ($\alpha = 5\%$). This can be interpreted that product quality, service quality, and store atmosphere each have a significant effect on the repurchase intention of Fat-Fat restaurant customers.

Table 3.7 F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.685	3	8.562	144.904	.000b
	Residual	12.171	206	.059		
	Total	37.856	209			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Source: Output (2023)

Table 3.7 shows that the F test results produce a calculated F value of 144.904 with a significance value of 0.000 (<0.05). Based on these results, it can be concluded that the regression model fits the data, or in other words, it can be concluded that product quality, service quality, and store atmosphere simultaneously have a significant influence on the repurchase intention of Fat-Fat restaurant customers. Therefore, the fourth hypothesis (H4) in this study can be accepted.

Table 3.8 Value of Correlation Coefficient and Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.824 a	.678	.674	.24307	1.867
a. Predictors: (Constant), X3, X2, X1					
b. Dependent Variable: Y					

Source: Output (2023)

The correlation coefficient test (R) is used to measure the strength of the relationship between the independent variable and the dependent variable. The coefficient of determination (R²) is between 0-1, if the determination value is closer to 1, the influence of the independent variable on the dependent variable is getting stronger.

The calculation results of Table 3.8 show that the coefficient of determination (R²) is 0.678. This shows that product quality, service quality, and store atmosphere can affect the repurchase intention of Fat-Fat restaurant customers by 67.8%, while other factors not examined affect 32.2%.

3.2. Discussion

Effect of Product Quality on Customer Repurchase Intention

The results of the first hypothesis show that product quality (X1) has a significant effect on customer repurchase intention (Y) at Fat-Fat Restaurant. These results indicate that the development of the quality of food and beverage products offered by Fat-Fat restaurants, including attractive color combinations of food ingredients, freshness and cleanliness of food, appropriate serving standards, food temperature according to the type of menu, satisfying food texture, appropriate level of maturity, and the suitability of food flavors to customer tastes, will affect the increase in customer interest in making repeat purchases. As stated by Rizkina (2022), a restaurant can benefit from offering high-quality products as it can lead to increased customer interest in making future repeat purchases. The results of this study support the research of Farhan et al. (2022), Alamudi (2022), Setiawan et al. (2022), and Mahendrayanti & Wardana (2021) which concluded that product quality has a significant effect on repurchase intention.

Effect of Service Quality on Customer Repurchase Intention

The results of the second hypothesis show that service quality (X2) has a significant effect on customer repurchase intention (Y) at Fat-Fat Restaurant. These results indicate that improving the quality of service provided by Fat-Fat restaurants, such as service speed, waiter responsiveness, waiter responsibility, and attention given to customers, will have an impact on increasing customer interest in making repeat purchases at the restaurant. According to (Alma et al., 2020), providing quality service will give a good impression to consumers and can motivate them to make future purchases. In addition, as mentioned by (Kasmir, 2017), providing satisfying services can create a sense of pleasure in consumers, which can then be followed by a desire to share experiences with others. In the end, this behaviour can encourage consumer interest in making repurchases in the same place.

This study supports the research of Alamudi (2022), Nugrahaeni et al. (2021), Satriandhini et al. (2021), and Mahendrayanti & Wardana (2021), which concluded that service quality has a significant effect on repurchase intention.

Effect of Store Atmosphere on Customer Repurchase Intention

The results of the third hypothesis show that the store atmosphere (X3) has a significant effect on customer repurchase intention (Y) at Fat-Fat Restaurant. These results indicate that improving the atmosphere at Fat-Fat restaurant, through adequate lighting standards, aesthetic room design, music selection that supports customer comfort, distinctive room aroma, comfortable room temperature, and restaurant cleanliness, contributes to increased customer interest in making repeat purchases. Various physical aspects, such as aesthetically pleasing design and comfortable room temperature, are related to the store atmosphere that can build an image and attract customers' purchase intention. As explained by Weitz (n.d.), adequate lighting can attract customers' attention, and the selection of appropriate music can create a desirable atmosphere for customers and influence their emotions, which in turn can increase repeat purchase intention. Factors such as music, aroma, and room temperature also affect customers' emotional responses. Creating a favourable atmosphere, including through the right décor, music, lighting, and room temperature, can increase customer satisfaction and encourage their interest in making repeat purchases. This research supports the research of Nugrahaeni et al. (2021) and Farhan et al. (2022) which concluded that store atmosphere has a significant effect on repurchase intention.

The Ability of Product Quality, Service Quality, Store Atmosphere Towards Customer Repurchase Intention at Fat-Fat Restaurant

The results of the fourth hypothesis test show that product quality (X1), service quality (X2), and store atmosphere (X3) all three simultaneously have a significant influence on customer repurchase intention (Y). This shows that if you improve product quality (X1), service quality (X2), store atmosphere (X3) at Fat-Fat Restaurant simultaneously, it will also increase customer repurchase intention (Y).

4. Conclusion

Based on the results of research and discussion conducted by researchers, the conclusions drawn are:

- 1) Product quality (X1) has a partially significant effect on customer repurchase intention Fat-Fat Restaurant
- 2) Service quality (X2) has a partially significant effect on customer repurchase intention Fat-Fat Restaurant
- 3) Store atmosphere (X3) has a partially significant influence on customer repurchase intention (Y) Fat-Fat Restaurant.
- 4) Product quality (X1), service quality (X2), and store atmosphere (X3) have a significant effect simultaneously on customer repurchase intention (Y) Fat-Fat Restaurant.

Suggestions for future researchers are that researchers are expected to conduct similar research, but by considering the use of different variables that can influence customer repurchase intention, such as promotional variables, prices, number of menus, and other variables.

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