

FACTORS AFFECTING CUSTOMER LOYALTY WITH SATISFACTION MEDIATION AT THE KINTAN BUFFET RESTAURANT

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ABSTRAK

Industri makanan dan minuman di Indonesia memiliki pertumbuhan yang pesat dengan daya konsumsi tinggi. Pelanggan adalah dasar dari sebuah bisnis dan orang yang paling penting dalam perkembangan perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui apakah kualitas layanan, suasana toko, dan kewajaran harga dapat mempengaruhi kesetiaan pelanggan restoran Kintan Buffet Central Park Jakarta dengan mediasi kepuasan pelanggan. Sebanyak 200 responden berhasil dikumpulkan pada penelitian ini melalui *online* kuesioner. Pengambilan sampel menggunakan metode *non-probability sampling* dan dengan teknik *purposive sampling*. Data yang terkumpul kemudian diolah menggunakan program *SmartPLS 3.0*. Pengujian validitas konvergen menggunakan uji *Outer Loadings* dan uji AVE. Pengujian validitas diskriminan menggunakan *Fornell-Larcker* dan analisis *Cross Loadings*. Pengujian reliabilitas menggunakan uji *Cronbach's Alpha* dan *Composite Reliability*. Pengujian indikator formatif menggunakan uji Multikolinearitas dan uji *Sign of Weight*. Hasil penelitian menunjukkan kualitas layanan, suasana toko, dan kewajaran harga berpengaruh positif dan signifikan dalam memprediksi kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan dalam memprediksi kesetiaan pelanggan. Kualitas layanan, suasana toko, dan kewajaran harga berpengaruh positif dan signifikan dalam memprediksi kesetiaan pelanggan. Kualitas layanan dan kewajaran harga berpengaruh positif dan signifikan dalam memprediksi kesetiaan pelanggan dengan mediasi kepuasan pelanggan. Suasana toko berpengaruh positif dan tidak signifikan dalam memprediksi kesetiaan pelanggan dengan mediasi kepuasan pelanggan.

Kata Kunci: Kualitas Layanan, Suasana Toko, Kewajaran Harga, Kepuasan Pelanggan, dan Kesetiaan Pelanggan.

ABSTRACT

The food and beverage industry in Indonesia has experienced rapid growth with high consumption power. Customers are the basis of a business and the most important people in the development of the company. The purpose of this research is to find out whether service quality, store atmosphere, and price fairness can affect customer loyalty at the Kintan Buffet restaurant Central Park Jakarta by mediating customer satisfaction. As many as 200 respondents were collected in this study through online questionnaires. Sampling using non-probability sampling method and purposive sampling technique. The collected data is then processed using the *SmartPLS 3.0* program. Convergent validity testing uses the *Outer Loadings* test and the AVE test. Discriminant validity testing using *Fornell-Larcker* and *Cross Loadings* analysis. Reliability testing uses *Cronbach's Alpha* and *Composite Reliability* tests. Formative indicator testing uses the *Multicollinearity* test and the *Sign of Weight* test. The results showed that service quality, store atmosphere, and price fairness had a positive and significant effect on predicting customer satisfaction. Customer satisfaction has a positive and significant effect on predicting customer loyalty. Service quality, store atmosphere, and price fairness have a positive and significant effect on predicting customer loyalty. Service quality and price fairness have a positive and significant effect on predicting customer loyalty by mediating customer satisfaction. Store atmosphere has a positive and insignificant effect in predicting customer loyalty by mediating customer satisfaction.

Keywords: Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, and Customer Loyalty.

1. INTRODUCTION

The food and beverage industry is one of the industries that contribute greatly to the economy. In the second quarter of 2021, the Indonesian economy managed to reach 7.07% (year on year/yoy), which shows the highest growth in the last 16 years, as stated by the Central Bureau of Statistics (2021). The development of the food business in Indonesia shows that there has been a shift in Indonesian people's interest from traditional food to foreign food. Customers visit restaurants not only to enjoy food but also to explore new flavors and concepts.

The food and beverage industry has a tough level of competition with many players from the country itself and foreign countries. In recent years, the development of unique restaurant business concepts has accelerated, one of which is the All You Can Eat (AYCE) concept. One restaurant that carries the AYCE concept is the Kintan Buffet restaurant. Customers are the foundation of a business. Every restaurant has a strong desire to create a superior performance so as to achieve and maintain customer loyalty. Loyal customers with restaurants are a long-term relationship that restaurants need to maintain.

Kintan Buffet Restaurant carries the tagline "Serving With Heart" in each restaurant branch. This can lead to customer satisfaction when visiting a restaurant and increased restaurant customer loyalty. A comfortable store atmosphere will make customers want to subscribe. Price fairness is also an important indicator in creating consumer satisfaction. Research conducted by Githiri (2018) states that measuring price fairness can also be based on proper food and beverage portion sizes and better prices than competitors. Food quality also has an influence on customer satisfaction and customer loyalty. Customer satisfaction is also an important factor in a restaurant because if the customer is satisfied, the customer will return when the same need arises and will be loyal.

The problems in this study are as follows:

- a. Does service quality have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
- b. Does the store atmosphere have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
- c. Does price fairness have a positive effect on customer satisfaction at Kintan Buffet Central Park Jakarta?
- d. Does customer satisfaction have a positive effect on customer loyalty at Kintan Buffet Central Park Jakarta?
- e. Does service quality have a positive effect on customer loyalty at Kintan Buffet Central Park Jakarta?
- f. Does the store atmosphere have a positive effect on customer loyalty at Kintan at Buffet Central Park Jakarta?
- g. Does price fairness have a positive effect on customer loyalty at Kintan Buffet at Central Park Jakarta?
- h. Can customer satisfaction mediate the effect of service quality on customer loyalty at Kintan Buffet Central Park Jakarta?
- i. Can customer satisfaction mediate the effect of store atmosphere on customer loyalty at Kintan Buffet Central Park Jakarta?
- j. Can customer satisfaction mediate the effect of price fairness on customer loyalty at Kintan Buffet Central Park Jakarta?

Sharma (2017) defines service quality as an assessment of the gap or difference between customer perceptions of service performance and customer expectations for the service. Meanwhile, research by Parasuraman et al. (1988, p. 31) defines service quality as "assess a given firm's quality along each of the five service dimensions by averaging the difference scores on items making up the dimension". Asubonteng, Mcleary, and Swan (1996, p. 64) define service quality as "the difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received". Based on these definitions, it can be concluded that service quality is the assessment or perception given by customers to the company. Measurement of service quality can be done in the form of an average score of the five existing dimensions. Service quality is also related to customer expectations and customer reality.

According to Kotler (1973, p. 50), technically, a store's atmosphere is *"the air surrounding a sphere. The term is also used more colloquially to describe the quality of the surroundings. Thus, one hears a restaurant described as having an atmosphere which is meant that the physical surroundings evoke pleasant feelings"*. Berman, Evans, and Chatterjee (2018) state that store atmosphere is "the physical characteristics of a store that project an image and attract customers". Another understanding was also conveyed by Sezgin and Küçükköylü (2014, p. 186) that store atmosphere can be described as *"general atmosphere in which all kinds of stimulants are involved such as store decoration, product shapes, packages, the presentation of products within the store, colors, illumination, ventilation, odors, music, the appearances of sales representatives and their attitudes, other customers and any other stimuli affecting the customers in some way"*. Based on some of these definitions, it can be concluded that the atmosphere of the store is every stimulus and ornament that is in the store that can influence customers. The store atmosphere is related to the environmental, physical, and image quality of the store.

Hidayat, Adanti, Darmawan, and Setyaning (2019, p. 134) define price fairness as "an assessment of whether the process for achieving an outcome is acceptable or not. Price fairness can affect consumer attitudes and behavior". Complementing this statement, Namkung and Jang (2008, p. 1237) argue that price fairness is "a consumer's overall judgment of price based on a comparison of the actual price to acceptable prices determined by both social standards (reference price) and self-interest (adaptation level). Furthermore, the notion of fairness of price according to Xia, Monroe, and Cox (2004, p. 3) is a "consumer assessment and associated emotions of whether the difference (or lack of difference) between a seller's price and the price of a comparative influence is reasonable, acceptable, or justified. Based on some of these definitions, it can be concluded that price fairness is the assessment given by customers regarding the price obtained. Customers also assess a fair price through a comparison between the actual price and the comparative price of other parties.

According to Oliver (1997, p. 23), customer satisfaction is "the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant". Furthermore, Mahato and Goet (2020, p. 1256) define customer satisfaction as "the real difference between service expectations and service achieved". Another definition is also explained by Kotler et al. (2005, p. 909) that customer satisfaction is *"The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted"*. The definition of customer loyalty according to McIlroy and Barnett (2000, p. 348) in a business context is *"customer's commitment to do business with a particular organization, purchasing their goods and services repeatedly, and recommending the services and products to friends and associates"*.

Furthermore, Duffy (2003, p. 480) also states that customer loyalty is "the feeling that a customer has about a brand. Loyalty ultimately generates positive and measurable financial results". According to Oliver (1999), customer loyalty can be defined as a deeply held commitment to repurchase a preferred product or service in the future despite situational influences that have the potential to cause switching behavior.

Based on these definitions, it can be concluded that customer loyalty is a customer's commitment to repurchase even though the conditions may not be the same. Customer loyalty brings benefits to the company's sustainability. Based on some of these definitions, it can be concluded that customer satisfaction is a feeling that arises from the customer himself towards a product and service. Satisfaction relates to the extent to which customers feel expectations are achieved. If performance matches expectations, the customer will be satisfied. Conversely, if the performance is far from expectations, dissatisfaction will arise.

Based on the results of research conducted by Febrianti and Keni (2021), service quality has a positive effect on customer satisfaction. The population in this study were all consumers in one of the Jakarta restaurants. The Likert scale is used to measure the object of research. Furthermore, Ing, Lin, Xu, and Thurasamy (2020) also stated that service quality has a positive influence on customer satisfaction. Using the purposive sampling method, more than 200 respondents were collected. The results of the research were then processed using Smart-PLS 3.0 software. There are similar results in research conducted by San, Kijkasiwat, and Abbasi (2022). Service quality has a positive influence on customer satisfaction.

Based on the results of research conducted by Febrianti and Keni (2021), service quality has a positive effect on customer satisfaction. The population in this study were all consumers in one of the Jakarta restaurants. The Likert scale is used to measure the object of research. Furthermore, Ing, Lin, Xu, and Thurasamy (2020) also stated that service quality has a positive influence on customer satisfaction. Through the purposive sampling method, as many as 225 valid questionnaire respondents were successfully collected. The results of the research were then processed using Smart-PLS 3.0 software. There are similar results in research conducted by San, Kijkasiwat, and Abbasi (2022). Service quality has a positive influence on customer satisfaction. The characteristics of service quality that have an influence are tangible, reliability, and assurance.

Research by Abdullah, Hamir, Nor, Krishnaswamy, and Rostum (2018), states that price fairness has a significant influence on customer satisfaction. This study used a purposive sampling technique and data collection using an online questionnaire. A total of 110 respondents were successfully collected and analyzed using PLS-SEM. Furthermore, research by Munawaroh and Widuri (2022) shows that price fairness has a significant effect on customer satisfaction. The sampling technique in this study used the quota sampling method with 140 respondents. The data analysis method used is SEM-PLS. There are similar results in research conducted by Mulyawan, Tulsi, and Rafdinal (2022). Price fairness has a positive and significant impact on customer satisfaction. The sample in this study was 247 respondents who had visited a fast-food restaurant with a local brand.

Research by Munawaroh and Widuri (2022), states that customer satisfaction can mediate the relationship between service quality and customer loyalty. The results of this study stated a positive and significant effect. Furthermore, research by San et al. (2022) found that customer satisfaction as a mediating variable has a positive and significant effect on service quality and

customer loyalty. Data collection was carried out using an online questionnaire through the Google form. Research conducted by Febrianti and Keni (2021) showed the same results as previous researchers. Customer satisfaction can mediate the positive influence of service quality on customer loyalty. The samples collected in the study were 154 respondents and were analyzed using PLS-SEM.

The hypothesis is Service Quality, Store Atmosphere, Price Fairness, and Customer Satisfaction have a positive effect on Customer Loyalty.

2. RESEARCH METHOD

The research design used is a descriptive research design with a cross-sectional research design type. In collecting research data, the approach used was quantitative for customers at the Kintan Buffet Central Park Jakarta restaurant. *PLS-SEM* was used as a data analysis technique in this study with the help of *SmartPLS* 3 software and the number of samples collected was 200 respondents. The existence of indicators in each variable used in this study is the right factor for processing data using *SmartPLS*.

Population, Sampling Technique, and Sample Size

The sampling method is a *non-probability sampling* method with a *purposive sampling* technique. Respondent criteria are customers who have visited the Kintan Buffet Central Park Jakarta restaurant at least twice in the last year. Reinartz *et al.* (2009) stated that the number of samples for *PLS-SEM* was a minimum of 100 and a maximum of 500. According to Hair *et al.* (2014), each variable in the study has a minimum of 20 case questions with a minimum rule of at least five times as many observations as the number of variables to be analyzed. The number of samples in this study was 200 respondents.

This study uses the *SmartPLS* application which does not limit the number of samples because there is a total sample of 200 respondents. The data is not normally distributed so it does not require a normality test when using *SmartPLS*. In addition, the existence of indicators in each variable is the right factor for processing data in this study using *SmartPLS*. Data analysis consists of two models, namely the outer model analysis and the structural model or in other terms the *inner model*.

Operationalization of Variables and Instruments

Table 1
Operationalization of Service Quality Variables

Dimensions	Indicator	Code	Scale
Tangible	The restaurant room is comfortable.	SQ1	Ordinal
	Modern restaurant equipment.	SQ2	
	Restaurant equipment is convenient to use.	SQ3	
	The capacity of the restaurant is quite wide.	SQ4	
	Appearance of employees according to the appearance of the restaurant.	SQ5	
Reliability	The restaurant provides timely service.	SQ6	
	The restaurant provides a varied meat menu.	SQ7	
	The restaurant provides labeled information on each menu item on the buffet table	SQ8	
	The restaurant provides a website for making reservations.	SQ9	
Responsiveness	Restaurant employees provide fast service.	SQ10	

	Restaurant employees provide proper service.	SQ11	
	The restaurant employees responded to my request promptly.	SQ12	
	The restaurant gave me a good response	SQ13	
Assurance	Restaurant employees can be trusted.	SQ14	
	I feel safe when transacting with employees.	SQ15	
	The restaurant employees were polite to me.	SQ16	
	The restaurant served the food exactly as I ordered.	SQ17	
	Restaurants can quickly correct mistakes.	SQ18	
Empathy	The restaurant employee provided information about the menu available when I asked.	SQ19	
	The restaurant employee provided information on the grilling method when I asked.	SQ20	
	The restaurant employee provided information about the condiments available when I asked.	SQ21	

Source: Dhisasmito dan Kumar (2020), Saneva dan Chortoseva (2018), Pawitan dan Ratih (2012), dan Ferdiansyah (2020).

Table 2
Operationalization of Shop Atmosphere Variables

Indicator	Code	Scale
The restaurant has a comfortable atmosphere.	SA1	Ordinal
The atmosphere of the restaurant is not foreign to me	SA2	
I feel comfortable spending time in a restaurant.	SA3	
The atmosphere of the restaurant makes me feel relaxed.	SA4	

Source: Seok, Ho, dan Keun (2018)

Table 3
Operationalization of Price Fairness Variables

Indicator	Code	Scale
The food prices charged by the restaurant are reasonable.	PF1	Ordinal
Restaurant food prices are in line with what I got.	PF2	
Overall, the restaurant provides superior prices compared to other restaurants.	PF3	

Source: Singh, Slack, Sharma, Mudaliar, Narayan, Kaur, dan Sharma (2021)

Table 4
Operationalization of Customer Satisfaction Variables

Indicator	Code	Scale
Overall the restaurant satisfied my cravings.	CS1	Ordinal
My choice to visit the restaurant is a wise choice.	CS2	
The restaurant met most of my expectations.	CS3	

Source: Ali, Alam, dan Bilal (2021)

Table 5
Operationalization of Customer Loyalty Variables

Indicator	Code	Scale
I will say positive things about the restaurant to others	CL1	Ordinal
I would recommend the restaurant to others.	CL2	
I will recommend a friend to do business with the restaurant.	CL3	

I will subscribe with the restaurant in the future	CL4	
I will make a repurchase even if the restaurant increases service prices.	CL5	

Source: Dhisasmito dan Kumar (2020)

3. RESULTS AND DISCUSSIONS

Validity Analysis

The result of the validity test to test how well the instrument, technique, or process used to measure a concept is shown below.

Table 6
Result value of Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Customer satisfaction	0,748
Customer Loyalty	0,731
Reasonable Price	0,693
Service Quality	0,595
Shop Atmosphere	0,805

Based on the test results of Table 6, the Average Variance Extracted (AVE) for each variable has a value of > 0.5 and meets the convergent validity criteria. The result of the Fornell Larcker criterion test is shown on the next page.

Table 7
The results of the Fornell Larcker criterion test

Variable	Customer satisfaction	Customer Loyalty	Reasonable Price	Service Quality	Shop Atmosphere
Customer satisfaction	0,839				
Customer Loyalty	0,792	0,804			
Reasonable Price	0,758	0,766	0,824		
Service Quality	0,752	0,761	0,683	0,773	
Shop Atmosphere	0,706	0,746	0,698	0,760	0,844

Based on the test results of Table 7, the AVE root value of each construct is greater than the correlation value between one construct and the other constructs, so the discriminant validity is stated to be good.

Reliability Analysis

The reliability test in this research is using Cronbach's alpha and composite reliability.

Table 8
Result Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Customer satisfaction	0,831	0,899
Customer Loyalty	0,908	0,931
Reasonable Price	0,778	0,871
Service Quality	0,966	0,969
Shop Atmosphere	0,919	0,943

Formative Indicator Testing

According to Hair et al. (2011), the multicollinearity test is a valuable test for formative indicators by looking at the Variance Inflation Factor (VIF) value. If the VIF value is less than 10 (<10), then there is no multicollinearity between the independent variables.

Table 9
Multicollinearity Test Result

Dimensions	Variance Inflation Factor (VIF)
Tangible	4,410
Reliability	6,554
Responsiveness	4,409
Assurance	7,480
Empathy	3,375

Based on the test results of Table 9. there is no multicollinearity in each Dimensions.

Table 10
Weight Sign Test Results

Dimensions	t-statistics	P-Value
Tangible	28,023	0,000
Reliability	29,966	0,000
Responsiveness	28,321	0,000
Assurance	33,678	0,000
Empathy	24,984	0,000

Coefficient of Determination (R^2)

Table 11
Coefficient of Determination

Variable	R-Square
Customer satisfaction	0,685
Customer Loyalty	0,741

Based on Table 11, 68.5% of the customer satisfaction variable can be explained by the variables of service quality, store atmosphere, and price fairness. The rest 74.1% of the customer loyalty variable can be explained by the customer satisfaction variable.

Effect Size

Table 12
Effect Size

	Customer satisfaction	Customer Loyalty
Service Quality	0,155	0,058
Shop Atmosphere	0,025	0,049
Reasonable Price	0,244	0,097
Customer satisfaction		0,109

Based on Table 12 the effect size of the service quality variable on customer satisfaction is considered moderate. The effect size of the store atmosphere variable on customer satisfaction is considered small. The effect size of the price fairness variable on customer satisfaction is considered moderate. The effect size of service quality, store atmosphere, price fairness, and customer satisfaction variables on customer loyalty is considered small because <0.15.

Predictive Relevance (Q2)

Table 13
Predictive Relevance (Q2)

	Q ² (=1-SSE/SSO)
Customer satisfaction	0,471
Customer Loyalty	0,465

Source: *SmartPLS 3* Data Processing

Based on Table 13, the test results for the variables of service quality, store atmosphere, and price fairness on customer satisfaction > 0 so that these three variables have predictive relevance to customer satisfaction. For the variables of customer satisfaction, service quality, store atmosphere, and price fairness on customer loyalty > 0, these four variables have predictive relevance to customer loyalty.

Path Coefficients

Table 14
Path Coefficients

	Path Coefficients
Service Quality → Customer Satisfaction	0,360
Store Atmosphere → Customer Satisfaction	0,147
Price Fairness → Customer Satisfaction	0,409
Customer Satisfaction → Customer Loyalty	0,299
Service Quality → Customer Loyalty	0,214
Store Atmosphere → Customer Loyalty	0,190
Price Fairness → Customer Loyalty	0,262
Service Quality → Customer Satisfaction → Customer Loyalty	0,108
Store Atmosphere → Customer Satisfaction → Customer Loyalty	0,044
Price Fairness → Customer Satisfaction → Customer Loyalty	0,123

Hypothesis testing

Table 15
Bootstrapping Results for Hypothesis Testing

	t-statistic	P-Values
Service Quality → Customer Satisfaction	4,000	0,000
Store Atmosphere → Customer Satisfaction	2,046	0,041
Price Fairness → Customer Satisfaction	5,611	0,000
Customer Satisfaction → Customer Loyalty	3,571	0,000
Service Quality → Customer Loyalty	2,513	0,012
Store Atmosphere → Customer Loyalty	2,244	0,025
Price Fairness → Customer Loyalty	3,274	0,000
Service Quality → Customer Satisfaction → Customer Loyalty	2,559	0,011
Store Atmosphere → Customer Satisfaction → Customer Loyalty	1,675	0,095
Price Fairness → Customer Satisfaction → Customer Loyalty	3,101	0,002

Based on Table 15 service quality, store atmosphere, and price fairness have a positive and significant impact on customer satisfaction. Customer satisfaction has a positive and significant influence on customer loyalty. Service quality, store atmosphere, and price fairness have a positive and significant impact on customer loyalty. Customer satisfaction mediates the influence of service quality and price fairness on customer loyalty. Customer satisfaction does not mediate the influence of store atmosphere on customer loyalty.

Mediation Test

Quality of Service → Customer Loyalty shows a significant effect (Not Rejected). Service Quality → Customer Satisfaction → Customer Loyalty shows a significant relationship effect (Not Rejected). Due to the relationship between the quality variable's significant direct effects and significant indirect effects. So there ended up being a partial mediation. Store Atmosphere → Customer loyalty is significant (Not Rejected). Store Atmosphere → Customer Satisfaction → Customer Loyalty shows no significant effect (Rejected). Because the direct effect relationship is significant and the indirect effect is not significant. Then finish no mediation. Price Fairness → Customer Loyalty shows a significant effect (Not Rejected). Price Fairness → Customer Satisfaction → Customer Loyalty shows a significant effect (Not Rejected). Because the direct effect relationship is significant and the indirect effect is significant. So there ended up being a partial mediation.

Based on the results of testing the outer model, it can be found that the test results on each variable used are valid and reliable. Based on the test of the coefficient of determination, it shows that the R-Square value of customer satisfaction is 0.685, which means that 68.5% of the customer satisfaction variable can be explained by the variables of service quality, store atmosphere, and price fairness. In addition, the R-Square value of the customer loyalty variable is 0.741, which means that 74.1% of the customer loyalty variable can be explained by the customer satisfaction variable. The coefficient of determination in this study is moderate (medium).

The first test in this study showed that H1 was not rejected. The results of hypothesis testing show that service quality has a positive and significant effect on customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by Febrianti and Keni (2021) entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable" The results of this study indicate that service quality has a positive and significant impact on customer satisfaction. This is also in line with research conducted by Ing, Lin, Xu, and Thurasamy (2020) entitled "Customer Loyalty in Sabah full-service restaurant". In this research, the hypothesis found that service quality has a positive and significant influence on customer satisfaction. Research conducted by San, Kijkasiwat, and Abbasi (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" found that service quality has a positive and significant influence on customer satisfaction.

Testing the second hypothesis in this study shows that H2 is not rejected. The results of hypothesis testing show that the store atmosphere has a positive and significant effect on customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with the research conducted by Rafika and Yulhendri (2019) entitled "The Effect of Store Atmosphere, Product Quality, Customer Satisfaction and Electronic Word of Mouth on Customer Loyalty in Gubuk Coffee Padang". has a positive and significant influence on customer satisfaction. Research conducted by Sunefo and Harjanti (2019) entitled "The Store Ambience in Beauty Salon Business in Surabaya, Indonesia" found that the atmosphere of the store has a positive and significant influence on customer satisfaction. Furthermore, researchers Krisnayanti and Sinambela (2022), in their research entitled "Factors that Influence Customer Loyalty for Fast Food Restaurants Consumers in Batam City" found that the store atmosphere has a positive and significant effect on customer satisfaction.

Testing the third hypothesis in this study shows that H3 is not rejected. The results of hypothesis testing show that price fairness has a positive and significant effect on customer

satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by Abdullah, Hamir, Nor, Krishnaswamy, and Rostum (2018) entitled "Food Quality, Service Quality, Price Fairness, and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction" found that fairness has a positive and significant influence on customer satisfaction. In line with research conducted by Munawaroh and Widuri (2022) entitled "Understanding Customer Loyalty Through Customer Satisfaction (The Case of Coffee Shop Industry in Kediri City)" found that price fairness has a positive and significant effect on customer satisfaction. Mulyawan, Tulsi, and Rafdinal (2022) in a study entitled "Predicting Customer Loyalty of Local Brand Fast-Food Restaurant in Indonesia: The Role of Restaurant Quality and Price Fairness" found that price fairness has a positive and significant effect on customer satisfaction.

Testing the fourth hypothesis in this study shows that H4 is not rejected. The results of hypothesis testing show that customer satisfaction has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by Krisnayanti and Sinambela (2022) entitled "Factors that Influence Customer Loyalty for Fast Food Restaurants Consumers in Batam City" finding that customer satisfaction has a positive and significant influence on customer loyalty. In line with research conducted by Febrianti and Keni (2021), entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable" found that customer satisfaction has a positive and significant effect on customer loyalty. In line with research also conducted by San et al. (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" found that customer satisfaction has a positive and significant influence on customer loyalty.

Testing the fifth hypothesis in this study shows that H5 is not rejected. The results of hypothesis testing show that service quality has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by San et al. (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" which found that service quality has a positive and significant influence on customer loyalty. In line with research conducted by Sugianto and Syamsuar (2020) entitled "The Influence of Service Quality and Food Quality on Customer Loyalty with Customer Satisfaction as an intervening variable on Double'B Bellas Bananas Tangerang" found that service quality has a positive and significant influence on customer loyalty. In line with research conducted by Yesenia and Siregar (2014) entitled "The Influence of Service and Product Quality on KFC Customer Satisfaction and Loyalty in South Tangerang" found that service quality has a positive and significant influence on customer loyalty.

Testing the sixth hypothesis in this study shows that H6 is not rejected. The results of hypothesis testing show that the store atmosphere has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with the results of research conducted by Sunefo and Harjanti (2019) entitled "The Store Ambience in Beauty Salon Business in Surabaya, Indonesia" which found that the store atmosphere has a positive and significant influence on customer loyalty. In line with the results of research by Ramdani (2021) entitled "The Influence of Store Atmosphere on Consumer Loyalty Mediated by Customer Satisfaction: A Study on Queen Coffee customers in East Lombok, NTB" that the store atmosphere has a positive and Significant effect on customer loyalty. In line with the results of research by Listiono and Sugiarto (2015) entitled "The Influence of Store Atmosphere on

Customer Loyalty with Consumer Satisfaction as an intervening variable in Libreria Eatery Surabaya" that store atmosphere has a positive and significant influence on customer loyalty.

Testing the seventh hypothesis in this study shows that H7 is not rejected. The results of hypothesis testing show that price reasonableness has a positive and significant effect on customer loyalty at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with research conducted by San et al. (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" which found that price fairness has a positive and significant effect on customer loyalty. In line with the results of research by Siewanto and Marchyta (2022) entitled "The Effect of Service Quality and Price Fairness on Customer Loyalty through Customer Experience at Cafe Kopiria Loabakung Samarinda" that price fairness has a positive and significant influence on customer loyalty. In line with the results of Arisanti and Memarista's (2018) study entitled "The Effect of Corporate Social Responsibility on Customer Loyalty through Price Fairness as a mediating variable in Mahkota Jaya Tuban" found that price fairness has a positive and significant effect on customer loyalty.

Testing the eighth hypothesis in this study shows that H8 is not rejected. The results of hypothesis testing indicate that service quality has a positive and significant effect on customer loyalty mediated by customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are in line with the results of research conducted by Munawaroh and Widuri (2022) entitled "Understanding Customer Loyalty Through Customer Satisfaction (The Case of Coffee Shop Industry in Kediri City)" finding results that customer satisfaction can mediate the influence of service quality positively and significant effect on customer loyalty. A study conducted by San et al. (2022) entitled "Understanding Service Quality and Price Fairness to Customer Loyalty in the coffee shop industry in Thailand" found that customer satisfaction as a mediating variable has a positive and significant effect on service quality of customer loyalty. In line with the results of Febrianti and Keni's research (2021), entitled "The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable" found that customer satisfaction can mediate the effect of service quality positively and significantly on customer loyalty.

Testing the ninth hypothesis in this study shows that H9 is rejected. The results of hypothesis testing indicate that the store atmosphere has a positive and insignificant effect on customer loyalty mediated by customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta. The results of this study are not in line with Marso and Idris' research (2022) entitled "The Impact of Store Atmosphere on Customer Loyalty through Perceived Quality and Satisfaction: Evidence from Boutique Industry in Tarakan". The results of this study found that customer satisfaction can mediate the influence of store atmosphere positively and significantly on customer loyalty. In line with the research conducted by Sunefo and Harjanti (2019) entitled "The Store Ambience in Beauty Salon Business in Surabaya, Indonesia" customer satisfaction can mediate the influence of the store atmosphere on customer loyalty in a positive and significant way. In line with the results of Krisnayanti and Sinambela's (2022) study entitled "Factors that influence Customer Loyalty for Fast Food Restaurants consumers in Batam city" found results that customer satisfaction can mediate the positive and significant influence of store atmosphere on customer loyalty.

Testing the tenth hypothesis in this study shows that H10 is not rejected. The results of hypothesis testing indicate that price reasonableness has a significant positive effect on customer loyalty mediated by customer satisfaction at the Kintan Buffet restaurant in Central Park Jakarta.

The results of this study are in line with Munawaroh and Widuri's (2022) study entitled "Understanding Customer Loyalty Through Customer Satisfaction (The Case of Coffee Shop Industry in Kediri City)" which found that customer satisfaction can mediate the relationship between price fairness and customer loyalty positively and significantly. A study conducted by Wilson (2022) entitled "Price Satisfaction vs Product Quality: Which factor has a more significant effect on Customer Loyalty Toward Green Product?" found the results that customer satisfaction can mediate the effect of price fairness in a positive and significant way on customer loyalty. In line with research conducted by Ahmed, Asheq, Ahmed, Chowdhury, Sufi, and Mostofa (2022) entitled "The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service", that customer satisfaction can mediate the positive and significant influence of price fairness on customer loyalty.

From the ten hypotheses in this study, it can be concluded that the variables of service quality, store atmosphere, and price fairness have a positive and significant influence on customer satisfaction. The customer satisfaction variable has a positive and significant effect on customer loyalty. The variables of service quality, store atmosphere, and price fairness have a positive and significant influence on customer loyalty. Customer satisfaction as a mediating variable can positively and significantly mediate the effect of service quality on customer loyalty and the effect of price fairness on customer loyalty. Meanwhile, customer satisfaction as a mediating variable positively and not significantly mediates the effect of store atmosphere on customer loyalty.

In this study, most respondents were Male with expenses range Rp.1,000,000 – Rp.3,000,000 as a college student. This research finds that price fairness is something that needs to be considered by the Kintan Buffet restaurant in Central Park Jakarta. Because this will be a consideration for loyal customers or not for the restaurant. If the price they pay is in accordance with the expectations of the restaurant, the customer will certainly feel satisfied and then a feeling will arise to subscribe to the restaurant. In addition, the quality of service and store atmosphere will encourage customer loyalty to the Kintan Buffet restaurant in Central Park Jakarta. Based on the questions in the questionnaire, the majority felt that the reason they chose to eat at the Kintan Buffet Central Park restaurant was because of the reasonableness of the price. This shows that customers consider a fair price more than the quality of service and store atmosphere. Therefore, the existence of a reasonable price will make customers satisfied and this satisfaction will ultimately encourage the formation of customer loyalty to the Kintan Buffet restaurant in Central Park Jakarta.

4. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis, which has been carried out in the research, it can be concluded that:

- a. Service quality has a positive and significant effect on customer satisfaction at the Kintan Buffet Central Park Jakarta.
- b. Store atmosphere has a positive and significant effect on customer satisfaction at the Kintan Buffet Central Park Jakarta.
- c. Price fairness has a positive and significant effect on customer satisfaction at the Kintan Buffet Central Park Jakarta.
- d. Customer satisfaction has a positive and significant effect on customer loyalty at the Kintan Buffet Central Park Jakarta.
- e. Service quality has a positive and significant effect on customer loyalty at the Kintan Buffet Central Park Jakarta.

- f. Store atmosphere has a positive and significant effect on customer loyalty at the Kintan Buffet Central Park Jakarta.
- g. Price Fairness has a positive and significant effect on customer loyalty at the Kintan Buffet Central Park Jakarta.
- h. Customer satisfaction mediates the effect of service quality on customer loyalty at the Kintan Buffet Central Park Jakarta.
- i. Customer satisfaction does not mediate the influence of store atmosphere on customer loyalty at the Kintan Buffet Central Park Jakarta.
- j. Customer satisfaction mediates the effect of price fairness on customer loyalty at the Kintan Buffet Central Park Jakarta.

Suggestion

a. For Next researchers

The researcher suggests Next researchers add food quality, experiential marketing, and corporate social responsibility variables that can affect customer loyalty. Next researchers can add the number of respondents in the study to get better and maximum results. Next researchers can also improve and readjust the criteria for respondents who have visited a restaurant, namely the criteria for spending on food and drink per month which is readjusted to the prices of the Kintan Buffet Central Park restaurant when determining the criteria.

b. For companies

The researcher suggests that the Kintan Buffet Central Park Jakarta restaurant can offer more benefits if the restaurant plans to increase the service price. So customers will also feel that the increase in service price from restaurants is reasonable and customers can still return to the restaurant.

This study has limitations not including more respondents with a higher age group and in a more diverse social status group.

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