

THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY AND PRICE ON REPURCHASE INTENTIONS THROUGH CUSTOMER SATISFACTION AT PUTU MADE RESTAURANT JAKARTA

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ABSTRACT

This study is intended to examine the effect of food quality, service quality, and price on consumer repurchase intention through customer satisfaction visiting Putu Made restaurants in the Jakarta area. The data used in this research is primary data with a total sample of 111 respondents, namely consumers who are visiting the Putu Made Senayan City and Putu Made PIK Avenue restaurants. Then, the analysis technique used is Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method. Data processing in research uses several applications, namely MS. Excel, and SmartPLS3. Based on the results of the SEM-PLS test, it is known that the variables of food quality, service quality, and price have a positive and significant direct effect on customer satisfaction. Then the variable customer satisfaction has a positive and significant effect on consumer repurchase intention. Then the variables of food quality, service quality, and price have a direct effect that is not significant on consumer repurchase intention. Then the variables of food quality, service quality, and price indirectly have a positive and significant effect on consumer repurchase intention through customer satisfaction. Suggestions for the Putu Made Jakarta restaurant in terms of food quality pay more attention to the level of maturity of the food served. If the level of maturity does not match customer needs, this will obviously cause dissatisfaction for customers which can ultimately affect their intention to repurchase, in terms of service quality the Putu Made Jakarta restaurant can increase employee empathy by providing training so that the Putu Made restaurant is able to have employees who can provide the best service, and from a price point of view the management of the Putu Made Jakarta restaurant can improve product pricing strategies by considering and taking into account the benefits that will be obtained by consumers.

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1. INTRODUCTION

Tourism is all activities related to travel for entertainment and tourism purposes. Tourism can simply be defined as the journey of a person or group of people from one place to another making plans within a certain period of time, for the purpose of recreation and entertainment so that their desires are fulfilled (Prayogo, 2018). Many countries, including Indonesia, rely on the tourism industry as a source of taxes and income for companies that offer these services to tourists. An increase in the tourism sector is one of the Indonesian government's strategies in promoting an area as a tourist destination and increasing commerce by selling goods and services to local and foreign residents. One of them is tourism in Bali.

Bali was asked to be the prima donna of tourism in Indonesia and is very popular on the international stage. Apart from being known for its natural beauty, especially beaches, Bali is also known for its myriad arts and culture which is interesting and unique, even the culinary flavors in Bali. Culinary in Bali is highly sought after by foreign and local tourists for its distinctive taste, so that the restaurant business is one of the fields that is growing rapidly in Bali. Therefore restaurants in Bali are considered as a very prospective business and have experienced relatively rapid development recently, one of which is

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the Putu Made restaurant in Jakarta which provides Balinese specialties. Putu Made Restaurant was founded in 2018 in Jakarta. Putu Made Restaurant opened its first outlet in Senayan City in 2018, and opened its second Pantai Indah Kapuk outlet in 2019.

In the era of restaurant business competition, Putu Made is required to adapt to all existing transformations and focus his attention on aspects of customer satisfaction as the main objective (Kotler and Keller, 2012). Because one of the keys to the success of a company is how the company's efforts meet the needs and desires of consumers which has implications for customer satisfaction, which is more significant than competitors (Schiffman and Kanuk, 2010). After consumers buy a product and feel satisfied, consumers will encourage consumers to buy and re-consume the product. Conversely, feelings of dissatisfaction will cause consumers to be disappointed and stop repurchasing and consuming products (U.Suwarman, 2011). In the restaurant business it is very important to understand what factors influence customer repurchase intention (Kotler and Keller 2016). Food is one of the main factors that becomes the experience of consumers eating in a restaurant, so it cannot be denied that maintaining food quality is the biggest challenge in the restaurant business where it is not just the taste or way of presenting food that impresses customers, but how to be ahead of business competitors. Until now, the Putu Made restaurant has various types of food that have a Balinese taste where consumers can enjoy Balinese food in Jakarta. The importance of food quality has been shown in several previous studies, where food quality is considered to be the most influential aspect of customer satisfaction and consumer desire to make repeat purchases (Haghighi et al., 2012; Al-Tit, 2015; Hanasya, 2016).

Not only food quality, another factor that can influence the excellence of a restaurant is the ability to provide good service. This kind of effort is one of the important activities oriented to customer satisfaction (Kotler and Keller, 2012). With the concept of a Balinese restaurant to improve the quality of service, the Putu Made restaurant provides casual dining services. The essence of service quality in building customer satisfaction and their desire to repurchase has been proven in various studies, including by Cahyadi and Sumarsono (2013); Al-Tit (2015).

In a restaurant, many consumers visit not only from the good quality of food and service, but also the price of food and drinks is one of the factors that are taken into consideration by visitors when deciding to consume food at the restaurant (Putri et al, 2010). The price of food offered by Putu Made Restaurant for typical food is relatively affordable, especially for consumers in big cities like Jakarta, which ranges from Rp. 20,000.00 to Rp. 300,000.00. The influence of customer satisfaction is dominated by price (Faizah, 2013). Not only that, even the price can be seen as a reflection of the quality of a product that can or cannot be accepted by customers. Therefore, Putu Made Restaurant must consider the price when selling Balinese menus. After the observations and field studies that the researchers have done at Putu Made Restaurant, there are several customer complaints on Google reviews such as the food served is inconsistent in terms of taste, texture, etc., and the service is slow, the staff is not alert, and the food prices are quite expensive. The following is the number of customers from January to December 2022 at the Putu Made Senayan City restaurants, Central Jakarta and Putu Made PIK Avenue, North Jakarta.

For this reason, researchers are encouraged to examine more deeply related to Putu Made Restaurant Jakarta and put it into a final project with 4 Trisakti Tourism High School entitled: "THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, AND PRICE ON REPURCHASE INTENTIONS THROUGH CUSTOMER SATISFACTION AT PUTU MADE RESTAURANT JAKARTA"

2. LITERATURE REVIEW

Food Quality

Quality is not only contained in goods and services, but also includes food products. Consumers who visit restaurants certainly expect good quality food. Kotler and Armstrong (2012) state that a product is a feature of a product or service which in its capacity carries promises or implications to meet consumer needs. Food quality for Potter and Hotchkiss (2012: 1) is a quality feature—such as shape, size, consistency, taste, color, and texture—of a food that can be obtained by customers.

The following are indicators of the quality of the food used (Ryu, Lee and Kim, 2012):

1. Great food
2. Nutritious food
3. There are many menus offered by the restaurant
4. The restaurant serves fresh food
5. The food served has an interesting and alluring aroma
6. Physically, the food served contains aesthetic value

Meanwhile, in outline the dimensions of food quality according to West, Wood and Harger; Gaman and Sherrington; and Jones in Adinugraha and Michael's research (2014: 645) consisting of:

1. The color (color) of food ingredients must be combined in such a way that it doesn't look pale or the color doesn't match. Color combinations are very helpful in consumer food tastes.
2. (Appearance) Food should look good on the plate, which is an important factor. Freshness and cleanliness of the food served is an important example that will affect the appearance of food whether it is good or not to be enjoyed.
3. Portion Each serving of food has been determined by a standard portion which is called the standard portion size. Standard portion size is defined as the quantity of an item that must be served each time an item is ordered.
4. Shape The shape of food plays an important role in eye appeal. Interesting food shapes can be obtained by cutting various food ingredients.
5. Temperature Consumers like temperature variations that are obtained from one food to another, because temperature can also affect taste.
6. Texture There are many kinds of food textures, namely smooth or not, hard or soft, liquid or solid, soft or not.
7. Aroma Aroma is a reaction from food that will affect consumers before consumers enjoy food, consumers can smell the food.
8. Level of Maturity The level of maturity will affect the texture of the food. Like steak, everyone has their own taste in terms of doneness.
9. Taste The taste point of the tongue is the ability to detect the basic, namely, sour, sweet, salty, and bitter. In certain foods these four tastes are compared in food so that it becomes a unique and interesting taste to be enjoyed.

Service Quality

In the face of increasingly fierce company competition, it is necessary to carry out various strategies to attract interested potential customers so that they are loyal. Many service marketing professionals have tried to define the meaning of service. According to Kotler (2018: 85), service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. According to Kasmir (2017: 47) is the action or actions of a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. According to Tjiptono (2017: 142) suggests that service quality can be interpreted as a benchmark for how well the level of service provided is able to match the expectations or expectations of customers. The small value of one's satisfaction with the product he bought.

Services have four features that distinguish them from physical products according to Lovelock (2014), namely:

1. Intangible Services are intangible products that cannot be seen, heard, felt, or tasted before the service is ordered and paid for.
2. Inseparable Services are usually produced and enjoyed simultaneously. In contrast to physical goods that are produced, placed in inventory, distributed to various sales, and then consumed.
3. Fluctuating The service sector is actually very fluid. This is because services are very dependent on who provides them and where they are provided.
4. Not durable Services cannot be stored and easily lost. The demand for the service itself also varies depending on the season and time of day. Consequently, services pose planning, pricing, and promotion challenges for companies operating in the service industry.

Dimensions of Service Quality according to Lovelock and Wirtz (2014: 407), there are 5 main dimensions to measure service quality. The main dimensions include, namely:

1. *Reliability*, namely the company's ability to provide services that function in accordance with the services or services that have been promised accurately, on time and reliably.
2. *Responsiveness* (Responsiveness) An ability to help and provide fast and appropriate service to customers by presenting clear information.
3. *Assurance* Namely the knowledge, courtesy and ability of *company employees* to inspire trust and confidence in customers.
4. *Empathy*, namely giving genuine and personal attention given to customers by trying to understand the customer's desires.

5. *Tangibles* (Physical Evidence) Namely the ability of a company to show its existence to external parties, which includes physical facilities (buildings, warehouses, and so on), equipment and tools used (technology) and the appearance of its employees.

Price

Price is a crucial element in the restaurant business because customers are willing to pay or spend a certain amount to consume the food sold by the restaurant. According to Tjiptono (2015: 151) argues that price is the only element of the marketing mix that generates income, while the other elements generate or constitute costs. According to Kotler and Keller (2016: 312) states that "price as the amount of money charged for a product or service, or the sum of values that customers exchange for benefits of having or using the product service". Buchari Alma (2014: 169) states that "price is the value of an item expressed in money". Companies must be vigilant when setting prices, because prices determine company acquisition (Efendi, 2010 in Faizah et al., 2013). Price can also provide value or use depending on the quality of the product, both goods and services. Usually, price is the first reflection of the quality of the product that customers receive. Thus, price helps measure the quality of products that consumers buy (Kaura, 2012).

According to Kotler and Keller (2012), there are several efforts that companies must take when setting the price of a product, including:

1. Selecting a goal setting Companies must decide on positioning their product in the market. The clearer the company's goals, the easier it is for the company to set prices.
2. Determining demand Each price a company charges for a good/service will create a different level of demand and therefore have a different effect on marketing objectives. What is generally found is the opposite: the higher the price, the lower the demand.
3. Estimating costs Demand determines the maximum price a firm can charge a product, and firm costs determine the minimum price threshold. The Company strives to determine prices that cover all budgets for the manufacture, distribution and sale of its products, including a reasonable return on investment and business risk.

A well-produced and well-sold product can carry a high price tag and generate substantial profits. However, the transformation of economic circumstances can affect consumer spending patterns. Therefore, businesses must carefully consider their pricing strategy. Price is often a factor that supports consumer satisfaction. In addition, it can also play a role in consumer repeat purchases. In a study conducted by Pertiwi and Sudarwanto (2014), restaurant business pricing is measured using two metrics, namely food quality alignment and price competitiveness compared to competitors. More generally, Irawan et al. (2015) revealed that the main reasons for returning customers to restaurants are: affordability, product quality according to price, price according to service quality, product features according to price, and consumers enjoy it. In line with Pertiwi and Sudarwanto (2014); Irawan et al. (2015), Cahyani and Sitohang (2016) state, there are four indicators related to price, namely:

1. Price affordability
2. Compatibility of price with product quality
3. Price competitiveness
4. Price compatibility with benefits.

Repurchase Intentions

Post-purchase consumer actions, the occurrence of consumer post-purchase satisfaction or dissatisfaction with a product will influence subsequent behavior, if the consumer is satisfied then it will show a higher probability of repurchasing the product (Kotler & Keller, 2016). This repurchase includes two characteristics: intention and behavior. Repurchase intention is closely related to customer attitudes toward goods and past behavior. Research shows that satisfaction is not directly related to repeat purchases. However, psychological studies showing that satisfaction drives intention, and intention drives action, confirm that consumer satisfaction influences repeat purchase behavior. Therefore, it cannot be denied that repeated purchases are an indicator of satisfaction as well as the influence of purchases (Akhter, 2010). Chang et al. (2010) found a positive correlation between customer experience with a product and their tendency to repurchase products that are considered valuable. Initiated by Icek & Martin in 1980, Theory of Reasoned Action.

Hawkins and Mothersbaugh (2010) revealed that customers can continue to buy products or goods without having an emotional connection with them. can be done. The most common understanding of purchasing decisions is the selection of two or more alternative choices. In other words, alternative

choices must be available to someone when making a decision. Alternative choices faced can be in the form of making purchases or not, choices between various brands, choice of location and place of purchase, and so on (Schiffman & Kanuk, 2010). Saidani (2012: 7) suggests that there are four indicators that can be used to measure repurchase interest, namely:

1. Transactional interest is a person's tendency to buy a product.
2. Explorative interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive nature of the product.
3. Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product, this preference can change if something happens to the product of his preference.
4. Referential interest is a person's tendency to refer the product to others

3. METHOD

This study applies a quantitative model. This kind of model is a research method based on a positivistic philosophy and is used to investigate a population or sample. Samples are usually taken randomly using a survey tool to collect data. Data analysis is quantitative statistics aimed at validating the given hypothesis (Sugiyono, 2013). The unit of research analysis is the value or attribute of an individual, unit or activity that has a variable determined by the researcher to be studied and then draw conclusions according to Sugiyono (2014). The unit of research analysis taken by the researcher is the influence of *food quality, service quality, and price on repurchase intentions through customer satisfaction* at Putu Made Restaurant Jakarta.

Study This was carried out at the Putu Made Restaurant Senayan City, Central Jakarta and Putu Made PIK Avenue, North Jakarta, on 1 January – 31 December 2022. 3.3 Population and Sample The population is an aggregate of the total elements divided into various characteristics (Malhotra, 2012: 366), whereas according to Santoso (2014: 4), population can be defined as a phenomenon. In this study, the population of Putu Made Senayan City Restaurant are customers who have visited this restaurant, and it can be said that the population is unlimited. In this study, the average customer who visited the Putu Made Senayan City Restaurant January – December 2022 was 4112 people/month and the average customer who visited the Putu Made PIK Avenue Restaurant January – December 2022 was 3290 people/month

In this study, researchers narrowed down the population, namely the size of all customers of the Putu Made Senayan City Restaurant as many as 4112 and the Putu Made PIK Avenue Restaurant as many as 3290 people by measuring the sample size which was carried out by applying the Slovin technique initiated by Sugiyono (2011: 87).

The sample used as respondents in this study was at least 100 people (56 people from Putu Made Senayan City, and 44 people from Putu Made PIK Avenue) consisting of Putu Made Jakarta restaurant customers. This is intended for the ease of data processing and to obtain more valid test results. The sample is determined by probability sampling technique; simple random sampling. In this case, each population has an equal chance of being assigned a random sample, regardless of the class in that population. Determination of this sample was carried out using incidental techniques. Sugiyono (2011: 85) states that incidental sampling determines the sample by chance, that is, anyone who is accidentally encountered by the researcher will be determined as the sample.

Data collection technique

Research data are grouped into two types, namely qualitative and quantitative data. Qualitative data is data that is not in the form of numbers, but only in the form of sentences, words or pictures. Meanwhile, quantitative data contrasts with qualitative data according to Sugiyono (2011: 23). This study collects primary and secondary data. Primary data obtained through interviews, observation, and questionnaires. Meanwhile, secondary data was obtained from literature reviews and previous research journals.

Data analysis method

SEM is a type of multivariate identification (multivariate analysis) in the social sciences. This kind of identification applies statistical methods to identify various research variables simultaneously or simultaneously (sholihin, 2020). SEM can simultaneously test complex research models, analyze unobserved variables and calculate measurement errors (Smith and Langfield-Smith, 2004; Hair et al,

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2011). In its development, SEM is divided into two types, namely covariance-based SEM (CB-SEM) and partial least squares SEM (SEM-PLS). In this study the researchers applied the SEM-PLS program to perform data processing, SEM-PLS was used because in this study the structural model was relatively complex (many indicators and many constructs), and the structural model was only one way (recursive).

4. RESULTS AND DISCUSSION

Discussion of Hypothesis Testing

Furthermore, the results of the study were confirmed by a t-test with the bootstrapping method. The goal is to be able to use data that is freely distributed, does not require normal distribution assumptions, and does not require large samples. The larger the sample, the better the construct is built.

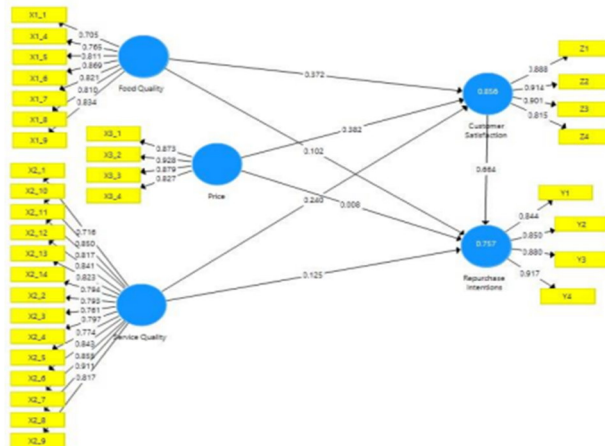


Figure 1 Results of Bootstrapping

Testing the Direct Influence Hypothesis

Path coefficient or *inner model* shows the level of significance in hypothesis testing. As for the score or value of the T- statistic must be more than > 1.96 and P- value < 0.05 for the hypothesis and a score (two tailed) for testing the hypothesis at an alpha of 5% and a power of 80%. The T statistic value is obtained from the bootstrapping process (Abdillah and Hartono, 2015).

Table 1 Results of Path Coefficient and P Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Food Quality -> Customer Satisfaction	0.372	0.391	0.085	4.390	0.000
Service Quality -> Customer Satisfaction	0.240	0.229	0.084	2.863	0.004
Price -> Customer Satisfaction	0.382	0.371	0.071	5.356	0.000
Customer Satisfaction -> Repurchase Intentions	0.664	0.657	0.162	4.088	0.000
Food Quality -> Repurchase Intentions	0.102	0.116	0.108	0.945	0.345
Service Quality -> Repurchase Intentions	0.125	0.109	0.116	1.075	0.283
Price -> Repurchase Intentions	0.008	0.015	0.100	0.085	0.933

According to table 1 above, the analysis of the direct effect of testing the hypothesis is as follows:

a. Effect of food quality on customer satisfaction (Hypothesis 1).

According to table 1, it can be seen that the effect of *food quality* on *customer satisfaction* has a path coefficient of 0.372 and a T statistic value of 4.390 > 1.96 and a P- Value of 0.000 < 0.05 which means it has a significant influence, thus Hypothesis 1 is proven that in the research results This *food quality* directly has a significant effect on *customer satisfaction*.

b. Effect of service quality on customer satisfaction (Hypothesis 2).

According to table 1, it can be seen that the effect of *service quality* on *customer satisfaction* has a path coefficient of 0.240 and a T statistic value of 2.863 > 1.96 and a P- Value of 0.004 < 0.05 which means

it has a significant influence, thus Hypothesis 2 is proven that in the research results This *service quality* directly has a significant effect on *customer satisfaction*.

c. Effect of price on customer satisfaction (Hypothesis 3).

According to table 1, it can be seen that the effect of *price* on *customer satisfaction* has a path coefficient of 0.382 and a T- *statistic value* of 5.356 > 1.96 and a P- *Value* of 0.000 <0.05 which means it has a significant influence, thus Hypothesis 3 is proven that in the research results This *price* directly has a significant effect on *customer satisfaction*.

d. The effect of customer satisfaction on repurchase intentions (Hypothesis 4).

According to table 1, it can be seen that the effect of *customer satisfaction* on *repurchase intentions* has a path coefficient of 0.664 and a T- *statistic value* of 4.088 > 1.96 and a P- *Value* of 0.000 <0.05 which means it has a significant influence, thus Hypothesis 4 proves that in the results In this study, *customer satisfaction* directly has a significant effect on *repurchase intentions*.

e. Effect of food quality on repurchase intentions (Hypothesis 5).

According to table 1 it can be seen that the effect of *food quality* on *repurchase intentions* has a path coefficient of 0.102 and a T *statistic value* of 0.945 <1.96 and a P- *Value* of 0.345 > 0.05 which means that it has no significant effect, thus Hypothesis 5 that in the research results This *food quality* directly has no significant effect on *repurchase intentions*.

f. Effect of service quality on customer satisfaction (Hypothesis 6).

According to table 1 it can be seen that the effect of *service quality* on *repurchase intentions* has a path coefficient of 0.125 and a T *statistic value* of 1.075 <1.96 and a P- *Value* of 0.283 > 0.05 which means that it has no significant effect, thus Hypothesis 6 that in the research results This *service quality* directly has no significant effect on *repurchase intentions*.

g. Effect of price on customer satisfaction (Hypothesis 7)

According to table 1 it can be seen that the effect of *price* on *repurchase intentions* has a path coefficient of 0.008 and a T- *statistic value* of 0.085 <1.96 and a P- *Value* of 0.933 > 0.05 which means that it has no significant effect, thus Hypothesis 7 that in the research results This *price* directly has no significant effect on *repurchase intentions*.

Indirect Influence Hypothesis Testing

Testing the hypothesis of indirect effect appears on the results *indirect effect*, which is not on the causal coefficient in the moderating effect is not only carried out by testing the direct effect (*direct effect*) of the independent variable to the dependent, but also the correlation of the interaction of the moderating variable on the dependent variable. Therefore, *the direct effect* is used to identify the influence of *the intervening variable* that links the independent and dependent variables where the *bootstrapping literacy results* must get a T- *statistic value* greater than 1.96 so that it can be concluded as fully mediated (Abdillah and Hartono, 2015) .

Table 2 Simultaneous Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Food Quality -> Customer Satisfaction -> Repurchase Intentions	0.247	0.256	0.081	3.037	0.003
Service Quality -> Customer Satisfaction -> Repurchase Intentions	0.159	0.154	0.078	2.050	0.041
Price -> Customer Satisfaction -> Repurchase Intentions	0.253	0.243	0.072	3.505	0.000

According to table 2 above, the analysis of the indirect effect of testing the hypothesis is as follows:

a. The indirect effect of food quality on repurchase intentions with customer satisfaction as an intervening variable (Hypothesis 8).

So it can be concluded that the indirect effect of *food quality* on *repurchase intentions* through *customer satisfaction* as an intervening variable has a path coefficient of 0.247 with a T- *statistic value* of 3.037 > 1.96 and a P- *value* of 0.003 <0.05 which means it has a significant influence, so the hypothesis 8 It

is proven according to the results of this study that *food quality* indirectly has a significant effect on *repurchase intentions* with *customer satisfaction* as an intervening variable. Indirect path coefficient between *food quality* on *repurchase intentions* with *customer satisfaction* as an *intervening variable* of 0.247, while the direct path is 0.102. Then the total influence given is *food quality* and *repurchase intentions* is the direct effect + indirect effect, namely: $0.247 + 0.104 = 0.351$. According to the results of these calculations, it is known that the value of the indirect effect is greater than the value of the direct effect so that the *customer satisfaction variable* as an *intervening variable* has a significant effect on *food quality* so that the *food quality* variable needs to go through the *customer satisfaction* variable as an *intervening variable*. The varia

b. Indirect influence of service quality on repurchase intentions with customer satisfaction as an intervening variable (Hypothesis 9).

So it can be concluded that the indirect effect of *service quality* on *repurchase intentions* through *customer satisfaction* as an intervening variable has a path coefficient of 0.159 with a T- *statistic value* of $2.050 > 1.96$ and a P- *value* of $0.041 < 0.05$ which means it has a significant influence, so the hypothesis 9 It is proven according to the results of this study that *service quality* indirectly has a significant effect on *repurchase intentions* with *customer satisfaction* as an intervening variable. Indirect path coefficient between *service quality* on *repurchase intentions* with *customer satisfaction* as an *intervening variable* of 0.159, while the direct path is 0.125. Then the total influence given is *service quality* and *repurchase intentions* is the direct effect + indirect effect, namely: $0.159 + 0.125 = 0.284$. According to the results of these calculations it is known that the value of the indirect effect is greater than the value of the direct effect so that the *customer satisfaction variable* as an *intervening variable* has a significant effect on *service quality* so that the *service quality* variable needs to go through the *customer satisfaction* variable as an *intervening variable*. The variable *customer satisfaction* strengthens the relationship between *service quality* and *repurchase intentions* .

c. The indirect effect of price on repurchase intentions with customer satisfaction as an intervening variable (Hypothesis 10).

So it can be concluded that the indirect effect between *price* on *repurchase intentions* through *customer satisfaction* as an intervening variable has a path coefficient of 0.253 with a T *statistic value* of $3.505 > 1.96$ and a P- *value* of $0.000 < 0.05$ which means it has a significant influence, hypothesis 10 is proven According to the results of this study, *price* indirectly has a significant effect on *repurchase intentions* with *customer satisfaction* as an intervening variable. The indirect path coefficient between *prices* and *repurchase intentions* with *customer satisfaction* as an *intervening variable* of 0.253, while the direct path is 0.008. Then the total effect given by *price* and *repurchase intentions* is a direct effect + indirect effect, namely: $0.253 + 0.008 = 0.261$. According to the calculation results, it is known that the value of the indirect effect is greater than the value of the direct effect so that the *customer satisfaction variable* as an *intervening variable* has a significant effect on *price* so that the *price* variable needs to go through the *customer satisfaction* variable as an *intervening variable*. The variable *customer satisfaction* strengthens the relationship between *price* on *repurchase intentions* .

5. CONCLUSION

According to the results of the research that has been done, the following conclusions are obtained : 1. Food quality has a significant effect on customer satisfaction at the Putu Made Jakarta restaurant. 2. Service quality has a significant effect on customer satisfaction at the Putu Made Jakarta restaurant. 3. Price has a significant effect on customer satisfaction at the Putu Made Jakarta restaurant. 4. Customer satisfaction has a significant effect on repurchase intentions at the Putu Made Jakarta restaurant. 5. Food quality directly has no significant effect on repurchase intentions at the Putu Made Jakarta restaurant. 6. Service quality directly has no significant effect on repurchase intentions at the Putu Made Jakarta restaurant. 7. Price directly has no significant effect on repurchase intentions at the Putu Made Jakarta restaurant. 8. Food quality indirectly has a significant effect on repurchase intentions through customer satisfaction at the Putu Made Jakarta restaurant. 9. Service quality indirectly has a significant effect on repurchase intentions through customer satisfaction at the Putu Made Jakarta restaurant. 10. Price indirectly has a significant effect on repurchase intentions through customer satisfaction at the Putu Made Jakarta restaurant.

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