The Influence Of Service Quality On Behavioral Intentions With Perceived Value As An Intervening Variable At The Kok Tong Café Tebing Tinggi

Sugito
Master of Management, Medan Area University

Article Info	ABSTRACT
Keywords: Service Quality, Perceived Value, Behavioral Intentions	This research aims to determine the effect of service quality on behavioral intentions with Perceived Value as an Intervening Variable p at Café Kok Tong Tebing Tinggi. The research method used is a quantitative method using SPSS version 25.00 which was collected from the results of distributing questionnaires to 100 employees. The analytical method used in this research is using instrument tests, namely validity and reliability tests. Classic assumption tests are normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, analysis of the coefficient of determination (R2), hypothesis testing namely T test and path analysis (Path analysis). The results of SPSS in this research are that the service quality variable (X) influences the perceived value level variable (Z) . Service quality (X) has no effect on the behavioral intentions variable (Y). The variable perceived value (Z) influences behavioral intentions (Y), and the path analysis of equation I shows that the calculation results obtained show that the indirect influence through the perceived value level variable (Z) is greater than the direct influence on the behavioral intentions variable (Y), then the perceived value level variable can mediate the influence of service quality on behavioral intentions .
	Corresponding Author: Sugito Master of Management, Medan Area University sugito@staff.uma.ac.id

INTRODUCTION

Background of the problem

The very tight business competition currently encourages business actors who have a very large number of competitors to carry out innovations both in terms of the services provided to customers and the products sold to retain customers and attract the interest of new customers. In the era of the industrial revolution 4.0, it is a very big challenge for business people, where at this time to start a business you don't always need a location or place to sell, just having a smartphone with an internet connection is enough for everyone to start their business (www.kompas.com). However, this is different from business actors who operate in the cafe and restaurant sector who must have a location or place, to be able to compete with business actors who sell similar products without having a location or place, business owners must provide something different that can be felt by the people. consumer.

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Cafes are one type of business or industry that is growing rapidly in the city of Tebing Tinggi, based on data obtained from the Regional Financial, Revenue and Asset Management Agency (BPKPAD) within 1 year as many as 4 cafes registered as regional taxpayers. The growth of this cafe shows that cafes have quite large potential, especially among millennials. Currently, cafes have become a very popular gathering place or as a means of socialization. This shows that behavioral intention among millennials and customers can be built by conditions or service. which is owned by a Café (www.Viva.co.id). Behavioral intention is the willingness to recommend services to others, and the willingness to make repeat purchases. According to (Olson, 2018), behavioral intention *is* a proportion that connects oneself with future actions. The action in question is whether the consumer will buy a product or service or behave not to buy a product or service. Consumers who have the perception that the product they consume are considered good will recommend the product to others and there is a possibility of repurchasing the product.

To build consumer behavioral intention, business actors, especially those operating in cafe businesses, can use service quality as a way to maintain and attract consumer interest. According to Armstrong, (2016:156), Service Quality *is* the totality of features and characters of a product or service that has the ability to satisfy stated or implied needs. Quality is a combination of traits and characteristics that determine the extent to which output can meet consumer needs. Consumers determine and assess to what extent these traits and characteristics meet their needs.

Even though there is no special treatment such as discounts or anything else, Café Kok Tong has more than 2000 consumers every month, which shows that the number of visitors that Café Kok Tong has is a form of service quality standardization or service quality that makes customers feel comfortable. so it has an impact on perceived value and attracts behavioral intentions to revisit the Kok Tong Tebing Tinggi cafe outlet which is located at Jalan Sisingamanga Raja. This statement is supported by research conducted by Ratna Kartika Zulya, (2020) which shows that service quality influences *perceived value* and research conducted by Habibah Muharmi and Dessy Kurnia Sari, (2019) which shows that service quality influences behavioral intentions.

Based on the research background, theoretical descriptions and previous research, the author will re-verify the correctness of previous research results by conducting research with the title "The Influence of Service Quality on Behavioral Intentions with Perceived Value as an Intervening Variable at Café Kok Tong Tebing Tinggi".

Formulation of the problem

Based on the background and problem formulation, this research aims to analyze:

1. Is there an influence of *service quality* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi?
2. Is there an influence of *service quality* on *perceived value* at Cafe Kok Tong Tebing Tinggi?
3. Is there an influence of *perceived value* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi?

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4. Is there an influence of *perceived value* mediating the influence of *service quality* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi?

Research Objectives and Benefits

Research purposes

Based on the problem formulation above, the objectives of this research are :

a. To determine the influence of *service quality* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi.

b. To determine the effect of *service quality* on *perceived value* at Cafe Kok Tong Tebing Tinggi.

c. To determine the influence of *perceived value* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi.

d. To find out *perceived value* mediates the influence *of service quality* on *behavioral intentions* at Cafe Kok Tong Tebing Tinggi.

Benefits of research

The benefits of this research are as follows:

a. For companies , it is hoped that this research can be used as a reference and guide to improve *service quality* , *perceived value* and *behavioral intentions* .

b. For academics, this research can be reference material for further research related to *service quality* , *perceived value* and *behavioral intentions* .

c. For researchers, this research will increase insight and knowledge by connecting existing theories with empirical phenomena and experiences, as well as applying the knowledge gained.

d. For future researchers, this research is useful as information and comparison for future researchers .

Literature Review

Service Quality (Service Quality)

Quality is a combination of traits and characteristics that determine the extent to which output can meet customer requirements. It is the customer who determines and assesses to what extent the traits and characteristics meet his needs. According to (Berry 2014), service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and environments that can at least meet or exceed the expected service quality. Meanwhile, according to (Amstrong, 2016), Service Quality is the totality of features and characters of a product or service that has the ability to satisfy stated or implied needs.

Behavioral Intentions

The satisfaction felt by customers with the products and services that have been provided can have a high or low influence on customer intention behavior depending on how much satisfaction the customer feels. According to (Schiffman, lG and Kanuk 2013), behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. Meanwhile, according to (Zeithaml, Bitner & Gremler 2013), behavioral intention is the willingness to recommend services to other people, and the willingness to make repeat purchases. Consumers who have the perception

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that the product they consume are considered good will recommend the product to others and there is a possibility of repurchasing the product.

Perceived Value

Perceived value is the customer's overall assessment of the usefulness of a product based on what the product receives and provides. Perceived value is a trade off between perceived benefits and perceived sacrifices. According to (Keller, 2014) Perceived Value is an exchange that is the main thing in marketing with value as an appropriate measure of any exchange whether appropriate or not. Simply put, value is the difference between benefits and costs received by customers. According to (Pynnonen, Mikko Paavon & Ritala 2011) Perceived value is what the customer wants from the market and is willing to pay for . Perceived value is what customers want from the market and are willing to pay.

METHODS

Research Approach

This research is quantitative research which aims to determine the relationship between two or more variables. With this research, a theory will be built that functions to explain, predict and control a phenomenon. (Russiadi, 2014).

Population and Sample/Types and Sources of Data

1. Population
    Population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono inRussiadi, 2014) . The population in this research is all consumers of Cafe Kok Tong Tebing Tinggi .

2. Sample
    The sample is a portion or representative of the population studied (Arikunto inRussiadi, 2014) because the population size is unknown, sampling was carried out using a *non-probability method. sampling* where the withdrawal technique uses *convenience sampling* , namely a sampling technique based on chance, consumers of Cafe Kok Tong Tebing Tinggi who the researcher met and were willing to become respondents. The number of samples was set at 100 people.

Data analysis technique

1. Descriptive Statistical Analysis
    Descriptive statistics is a research method that attempts to describe and interpret objects as they are. The aim is to systematically describe facts, objects or subjects as they are with the aim of systematically describing the facts and characteristics of the object being studied accurately. In general, the object being described will be depicted in the form of tables, graphs, diagrams/pictodiagrams, accompanied by simple statistical analysis such as frequency, measures of central tendency (*mean, median, mode*), measures of distribution (*range, variance, standard deviation, interquartile range*) and others from the variables observed in the research object (Sinulingga, 2013:110).
    Multiple Regression Analysis

According to (2013), multiple linear regression is an analysis method that can measure the relationship between a group of interconnected variables, and to find out how much influence the independent variable has *on* the *dependent variable* . The variables are:

Y   = *Behavioral intentions* (*Dependent Variable*)
X   = *Service Quality* (*Independent Variable*)
Z   = *Perceived Value* (*Intervening Variable*)

2. Path Analysis

In order to be able to prove whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, a calculation of the direct and indirect influence between the independent variable and the dependent variable will be carried out. If the indirect influence of the independent variable on the dependent variable through the intervening variable is greater than the direct influence of the independent variable on the dependent variable, then that variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016).

Conformity Test (*Goodness of Fit Test*)

a. Simultaneous Effect Test (F Test)

The F test tests the simultaneous influence of the independent variable on the dependent variable with a significance level of 5% (Kuncoro inRussiadi, 2014). The test hypothesis is as follows:

Ho = there is no significant simultaneous influence of the independent variable on the dependent variable.

Ha = there is a significant simultaneous influence of the independent variable on the dependent variable.

The test criteria are:

Accept Ho (reject Ha), if Fcount < Ftable or sig F > α5%
Reject Ho (accept Ha), if Fcount > Ftable or sig F < α5%

The F Test formula is as follows:

$$F = (R^2/K)/((1- R^2)/(n-1-K))$$

Information:

R2   = Multiple correlation coefficient squared
n   = Number of samples
K   = Number of independent variables

b. Partial Influence Test (t Test)

The t test is carried out to partially test the influence of the independent variable on the dependent variable with the assumption that the other variables are considered constant. The t test basically shows how far the influence of an independent variable individually is in explaining variations in related variables with a significance level of 5% (Kuncoro inRussiandi, 2013). The test hypothesis is as follows:

Ho = there is no partial significant influence of the independent variable on the dependent variable.

Ha = there is a partially significant influence of the independent variable on the dependent variable.

Hypothesis testing criteria are as follows:

If t count < t table or sig > α5%, then Ho is accepted (Ha is rejected)

If tcount > t table or sig < α5%, then Ho is rejected (Ha is accepted).

The t test formula is as follows:

$$t = \frac{r\sqrt{(n-2)}}{\sqrt{(1-r^2)}} \text{ where } dk = n-2$$

Information:

t = Partial effect test

r = Correlation coefficient

n = Number of data

c. Determination Coefficient Test (R2)

The coefficient of determination (R^2) essentially measures how far the model's ability is to explain variations in the dependent variable. According toRussiandi (2013), the coefficient of determination is used to determine the reliability of the model or the selection of independent variables in explaining the dependent variable. Therefore, this study uses *Adjusted* R^2 as recommended by many researchers. Here's the formula:

$$D = r_{xy}2 \times 100\%.$$

Information:

D = Determination

r = Number of Frequencies

x = Independent Variable

y = Dependent Variable

RESULTS AND DISCUSSION

Based on the results of hypothesis testing that has been carried out, the next stage is to explain the relationship between the variables in this research which is then linked to consumer behavior, previous research and management science so that it can support pre-existing statements. The explanation of the results is as follows:

The influence of service quality on perceived value

Based on the results of the analysis of hypothesis 1, it can be seen that *service quality* has an effect on *perceived value* . The results of this research are in accordance with the results of research conducted by Ratna Kartika Zulya, (2020) with the title The Influence of *Service Quality* on *Perceived Image, Perceived Value* , and *Customer Satisfaction* and its impact. on *Behavioral Intentions* (Case Study on Indonesian Lion Air). The results of this research have the same results because even though the objects are different the variables used are the same in terms of providing services to consumers so that when the quality of the service provided is good it will certainly have a positive influence and vice versa.

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The influence of service quality on behavioral intentions

Based on the results of the analysis of hypothesis 2, it can be seen that *service quality* has no effect on *behavioral intentions* . The results of this research are in accordance with the results of research conducted by Habibah Muharmi and Dessy Kurnia Sari, (2019) entitled The Influence of *Service Quality, Food Quality* , and *Perceived Value* on *Consumer Satisfaction* and *Behavioral Intentions* . These results have differences because the research objects are different so they can show different results, but on the other hand, the behavioral intentions or behavioral *intentions* that exist in consumers are present not because of the quality of service but rather the value of the benefits that will be received by the consumers themselves. This is based on research conducted by Liono, (2018) entitled The Influence of *Service Quality* on Consumer Behavioral Intention at KFC Fast Food Restaurants in Surabaya. In this research, consumers gave product packages that felt they benefited from the bonuses that KFC gave to consumers.

The influence of Perceived Value influences Behavioral Intentions

Based on the results of the analysis of hypothesis 3, it can be seen that *perceived value* influences *behavioral intentions* . The results of this research are in accordance with the results of research conducted by Liono, (2018) entitled The Influence of *Service Quality* on Consumer *Behavioral Intention* at KFC Fast Food Restaurants in Surabaya. This is supported by the results of interviews with respondents with all the statement items regarding the *Perceived Value variable* presented, the average score of respondents' answers was 4.39. This shows that the majority of respondents agree with each item. *The Perceived Value* received by consumers is stated to be very high so that it can attract consumers to visit again.

The influence of perceived value mediates the influence of service quality on behavioral intentions

Path analysis of equation I shows that the calculation results obtained show that the indirect influence through the *perceived value level variable* (Z) is greater than the direct influence on the *behavioral intentions variable* (Y).

CONCLUSION

Based on the research results obtained and the discussion described previously, the following conclusions were obtained: *service quality* variable (X) influences the *perceived value level variable* (Z). *Service quality* (X) has no effect on the *behavioral intentions variable* (Y). The variable *perceived value* (Z) influences *behavioral intentions* (Y). And the path analysis shows that the indirect influence on the *perceived value level variable* (Z) is greater than the direct influence on the *behavioral intentions variable* (Y). According to the conclusions obtained, the suggestions that can be conveyed are as follows: The author suggests that in the future the kok tong café can make efforts to build consumer appeal by providing benefits to consumers such as *cash back* on purchases or certain nominal purchases. The service quality of the Kok Tong café must be evaluated because it does not have a positive influence based on the results of this research, if an evaluation is not carried out it could cause a decrease in consumer buying interest. Future researchers are expected

to be able to research other variables outside this variable in order to obtain more varied results that can describe what things can influence *Behavioral Intentions* .

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