

The Effect of Food Quality, Ewom, and Perceived Price on Revisit Intention at Scarlett's Café Pantai Indah Kapuk Jakarta

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Article Info	ABSTRACT
Keywords: Ewom, Food quality, Perceived price, Revisit intention	This study is aimed to determine the effect of food quality, EWOM, and perceived price on the revisit intention of consumers at Scarlett's Cafe Pantai Indah Kapuk. The implementation of this research begins with theoretical exposure, distributing questionnaires, processing data, and analyzing data. The technique used for data collection is purposive sampling with the implementation of data collection using an online questionnaire instrument. Valid respondents were obtained as many as 196 out of 220 respondents who lived in Jabodetabek. Based on the results of data processing, the results show that perceived price has a positive and significant effect on revisit intentions, while food quality and EWOM do not have a positive and significant effect on consumer revisit intentions at Scarlett's Cafe Pantai Indah Kapuk. Food quality has no positive and significant effect due to the taste, texture, and color (appearance) of poor quality food when served. EWOM has no positive and significant effect because consumers are dissatisfied with the experience they get. So it is important to improve the quality of food so that consumers are satisfied and can provide a positive EWOM.

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INTRODUCTION

Nowadays, Café is a type of food and beverage provider business that is popular among various groups regardless of age and is usually used as a place to enjoy drinks, a place to gather with friends, and even work (Dhisasmito & Kumar, 2020). In general, cafes offer various types of coffee-based drinks with complementary snacks. The rapid growth of local brand cafes and global brand cafes in big cities can make it easier for people to get various types of drinks and desserts (Adhi & Yunus, 2022). It is also not uncommon in Indonesia for local brand cafes to attract the attention of the public to be tried because the products offered are diverse and interesting to try and are encouraged by the ambience or feel that is comfortable and quite attractive. Scarlett's Cafe offers various types of sweet desserts such as various types of cakes, poured tiramisu, macaroons, and various other types of sweet drinks that attract the attention of the public at various prices. Scarlett's Cafe is located in Pantai Indah Kapuk, North Jakarta with the concept of "Aesthetic Korean." Based on a preliminary study of Scarlett's Cafe, a phenomenon was found, namely consumers who visit, dominated by new consumers compared to old consumers. The comparison between new consumers and old consumers is at 75%: 25%. Based on the above phenomenon, a study was conducted on the revisit intention of Scarlett's Cafe consumers located in Pantai Indah Kapuk (PIK) with variable predictors of food quality, EWOM, and perceived price. This research is in line with previous research which relates that food quality, EWOM, and perceived price have a positive and significant effect on consumer

revisit intention. (Amalia and Hidayat (2018); Gobinath Selvanayagam (2020)). Based on the phenomena and problems stated above, the objectives of this research are: To analyze the positive and significant effect of Scarlett's Cafe food quality located at Pantai Indah Kapuk on consumer revisit intention. To analyze the positive and significant effect of EWOM Scarlett's Cafe located in Pantai Indah Kapuk on consumer revisit intention. To analyze the positive and significant effect of perceived price of Scarlett's Cafe products located in Pantai Indah Kapuk on consumer revisit intention

METHODS

The type used in this research is descriptive quantitative which is intended to analyze the hypothesis that has been formulated. According to Weyant (2022) quantitative descriptive research is a method that describes phenomena or events by combining descriptions and numbers. This type involves collecting data that can be measured, such as numbers, percentages, or ratios, and then analyzing them statistically. The main purpose of quantitative descriptive is to provide an accurate and objective description of a phenomenon or event (Weyant, 2022). In this study, two types of variables were used, namely, independent variables consisting of food quality, EWOM, and perceived price and the dependent variable, namely revisit intention. This study aims to determine the relationship between the two variables.

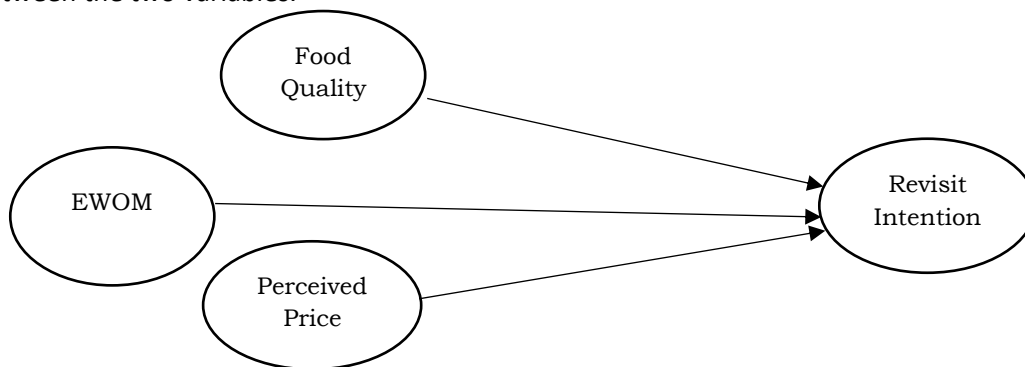


Image 1. Conceptual Framework
Source: Research Data 2023

In hypothesis testing, associative techniques are used, namely the type of data testing with conjectures between the relationships of two or more variables (Rosana, 2016). The time dimension applied in this study is cross sectional, which is a type of observation study or data observation of a certain population group with a predetermined point in time (Wang & Cheng, 2020). The distribution of online questionnaires was carried out from October to November 2023. The environmental setting in this study is a real environment with the unit of analysis being a specific individual, namely consumers who have visited Scarlett's Cafe Pantai Indah Kapuk (PIK). The population in the study is a group of individuals or objects that show behavior and have interesting characteristics, so they are used as objects in research. Sampling must be done properly by analyzing possible opportunities to minimize errors (Berndt, 2020). The population determined in this study is people who like dessert. The method applied to collect samples is non-probability sampling, which in sampling does not use random procedures in selecting sample members. So that the sampling determination is chosen based on the subjective judgment of the researcher. Non-probability sampling can provide useful

information in situations where generalization of research results is not the main objective (Cash et al., 2022). This study applies purposive sampling technique, namely the sample is taken by determining or selecting certain individuals. The intended individuals as samples in this study are consumers who have visited Scarlett's Cafe Pantai Indah Kapuk (PIK). The theory of Ned Kock and Pierre Hadaya (2018) was used in determining the number of respondents to the google form questionnaire distributed.

The theory used is the square root method (inverse square root method) to obtain a minimum sample of 160 respondents in order to obtain a rational coefficient value (Kock & Hadaya, 2018). The number of respondents collected amounted to 220 people with 196 valid respondents. Valid respondents are individuals who have visited Scarlett's Cafe Pantai Indah Kapuk (PIK). In analyzing the results of data processing, a descriptive analysis method is used with the use of Partial Least Square - Square-Structural Equation Modeling (PLS-SEM) software, a statistical modeling technique. PLS-SEM allows researchers to simultaneously model and estimate the relationship between the dependent variable (revisit intention) and the independent variables (food quality, EWOM, perceived price) (Hair et al., 2021, p. 4). Researchers use quantitative analysis to obtain results on whether the hypothesis can be used in research. There are two types of models in data processing using PLS, namely the inner model and outer model. Inner Model (structural model) as a link between variable constructs in the form of a circle and displays the relationship between the variables used. Meanwhile, the outer model (measurement model) which functions to display the relationship between constructs and the variable indicators used (Hair et al., 2021, p. 5). After determining the model specifications, researchers are directed to run the algorithm by evaluating the constraints and validity of the variable construct measures in the measurement model section. The first direction in evaluating PLS-SEM is to examine the outer model by knowing each variable to be measured reflectively and formatively (Hair et al., 2019). If the indicator test results are below 0.70, it is necessary to reconsider eliminating the indicators used carefully (Hair et al., 2021, p. 77). In this study, the outer model is measured by validity testing, reliability testing, and indicators. In validity testing, it is done by paying attention to the value of convergent validity and discriminant validity. Convergent validity is expressed to what extent the variable constructs converge to explain the variance of the indicators in the study. Average Variance Extracted (AVE) is a metric used to explain the convergent validity of research constructs and is declared valid if the test result value shows a number above 0.5 (Hair et al., 2021, p. 78). Then in measuring the outer model, discriminant validity is used as a reference using the Heterotrait-Monotrait Ratio (HTMT) and determining the test reference value does not exceed 0.9 to be declared valid (Hair et al., 2021, p. 79). Cross Loading is intended to assess discriminant validity by analyzing each variable has a greater value when compared to the value of other variables (Gamil & Abd Rahman, 2023). Then testing reliability using composite reliability.

The variable can be declared reliable if it shows the composite reliability test value exceeds the reference value of 0.7 (Hair et al., 2021, p. 77). Indicator reliability is acceptable if the test results of the Cronbach's Alpha value show a number higher than 0.7 and below 0.95 (Gelencsér et al., 2023). Then evaluate the hypothesized relationship in the inner model with criteria in the form of the coefficient of determination (R^2) of endogenous constructs. The coefficient of determination serves as a measure of strength in determining how strongly the independent variable affects the dependent variable, which is usually referred to as the predictive power in the sample. Reference

value in testing the coefficient. Determination is divided into 3 (three). > 0.75 states substantial, > 0.50 states moderate, and a value of > 0.25 states weak. (Hair et al., 2021, p. 118). The matrix used in assessing the collinearity of indicators is the Variance Inflation Factor (VIF) and is divided into 3 indicators of reference values < 3 so that it is stated that there are no problems, 3 - 5 there are collinearity problems but not too much of a problem, and > 5 has the potential to appear critical collinearity problems (Hair et al., 2021, p. 123). Then hypothesis testing is carried out which is intended to test whether or not there is an effect of the relationship between variables statistically in the study, so that conclusions can be made whether the hypothesis is supported or not supported (Gamil & Abd Rahman, 2023). Hypothesis testing is carried out using a one tailed test with a reference result value of T-statistic > 1.960 so that it can be stated that the test results are significant (Hair et al., 2021, p. 94). Then with the results of the P-Value statistical test with a value of less than < 0.05 (Hair et al., 2019).

RESULTS AND DISCUSSION

In collecting respondents, the profile of respondents needed in distributing questionnaires includes gender, age, domicile, income, and occupation. Then there is also a profile of respondent behavior when visiting cafes in general which includes how many times they visit a cafe in a month, with whom, and how much they estimate the costs incurred when visiting a cafe. Measurement Model (Outer Model). According to Gamil & Abd Rahman (2023) explains that the outer model is intended to show the relationship between indicators and variable constructs. This model is tested using reliability and validity constructs. The following is a picture of the outer model in this study.

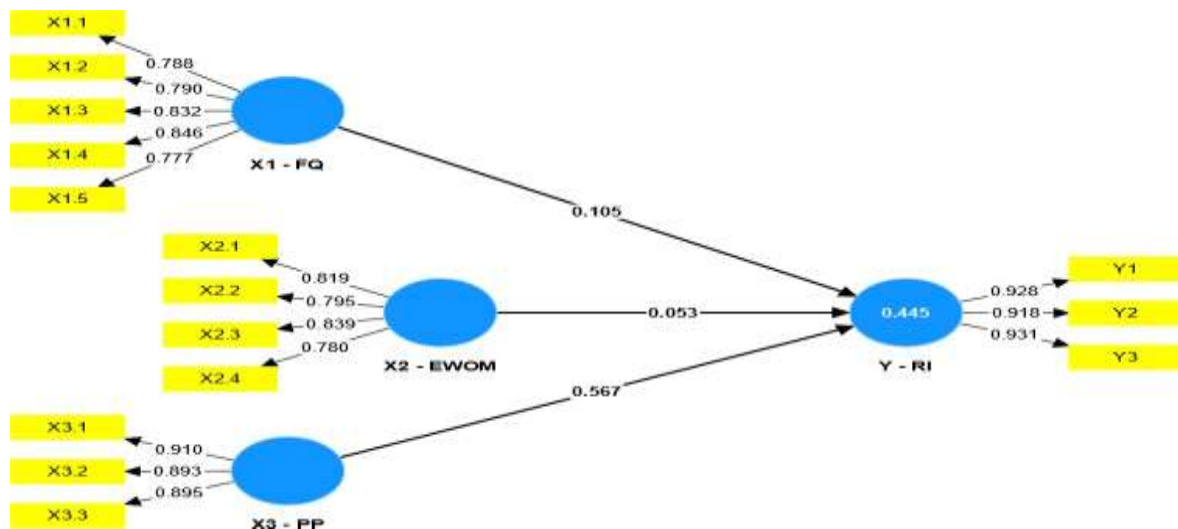


Image 2. Outer Model Result
Source: Research Data (2023)

Based on the variable model above, it can be concluded that the outer model of all indicators can be declared valid and reliable.

Validity Test

Table 1. Measurement Model Evaluation

Indicator or Variable	Outer Loading
Food Quality / FQ (AVE = 0.651, CR A = 0.874, Cronbach's Alpha = 0.866)	
FQ1. The appearance of Scarlett's Cafe's dessert cake presentation is attractive.	0.788
FQ2. Scarlett's Cafe serves dessert cakes with delicious flavors.	0.790
FQ3. Scarlett's Cafe serves dessert cakes with a good level of freshness.	0.832
FQ4. Scarlett's Cafe serves dessert cakes with consistent flavors.	0.846
FQ5. Scarlett's Cafe offers a wide variety of dessert cake menus.	0.777
EWOM (Electronic Word of Mouth) (AVE = 0.654, CR A=0.823, Cronbach's Alpha = 0.823)	
E1. Many reviewers provide accurate reviews and information about Scarlett's Cafe's dessert cake.	0.819
E2. Scarlett's Cafe customers give good reviews of the dessert cake products they receive.I see through social media (Instagram, TikTok)	0.795
E3. Positive online reviews made it easy for me to order Scarlett's Cafe's cakes.	0.839
E4. Many of the online reviews were positive, making it easier for me to decide which cake to buy.	0.780
Perceived Price / PP (AVE = 0.809, CR A = 0.885, Cronbach's Alpha = 0.882)	
PP1. The prices applied to the various types of cakes at Scarlett;s Cafe are affordable.	0.910
PP2. The prices applied to various types of Scarlett's Cafe dessert cakes are worth it with the products received.	0.893
PP3. The prices applied to various types of Scarlett's Cafe dessert cakes are acceptable.	0.895
Revisit Intention / RI (AVE = 0.857, CR A = 0.918, Cronbach's Alpha = 0.916)	
RI1. I will keep visiting Scarlett's Cafe in the future.	0.928
RI2. I will be a loyal customer of Scarlett's Cafe.	0.918
RI3. I am willing to buy Scarlett's Cafe's dessert cake again.	0.931

Source: Research Data (2023)

The table above shows that the validity test measurement with the Average Variance Extracted (AVE) value is between 0.651 to 0.857. While the outer loading value is between 0.777 to 0.931. So that AVE and Outer Loading can be declared valid because they exceed the specified reference value. Composite Reliability (CR) can be declared reliable because the value generated after testing shows a number between 0.823 to 0.918. Cronbach's Alpha is declared reliable in the results of this test because the results obtained are in the range of 0.823 to 0.916.

Discriminant Validity Test Results

Table 2.Heterotrait-Monotrait Ratio Of Correlations (HTMT)

	X1-FQ	X2-EWOM	X3 -PP	Y-RI
X1-FQ				
X2 – EWOM	0.731			
X3 - PP	0.674	0.651		
Y - RI	0.519	0.496	0.729	

Source: Research Data (2023)

In testing the validity using the Heterotrait-Monotrait Ratio (HTMT). Based on (Hair et al., 2021, p. 93) that the test result value can be declared valid if it is lower than 0.9, the data test results in table 3 can be declared discriminant and meet the AVE value because the AVE value is below 0.9.

Table 3. Cross Loading

	X1-FQ	X2-EWOM	X3-PP	Y-RI
X1.1	0.788	0.465	0.493	0.295
X1.2	0.790	0.506	0.463	0.408
X1.3	0.832	0.541	0.461	0.357
X1.4	0.846	0.592	0.496	0.440
X1.5	0.777	0.411	0.465	0.372
X2.1	0.530	0.819	0.445	0.353
X2.2	0.541	0.795	0.377	0.334
X2.3	0.462	0.839	0.501	0.349
X2.4	0.479	0.780	0.466	0.359
X3.1	0.527	0.502	0.910	0.630
X3.2	0.527	0.455	0.893	0.583
X3.3	0.534	0.552	0.895	0.558
Y1	0.418	0.385	0.613	0.928
Y2	0.470	0.444	0.630	0.918
Y3	0.418	0.367	0.581	0.931

Source: Research Data 2023.

The results of testing outer loading are declared valid because the value of each variable is higher than other variables.

Test Results of the Coefficient of Determination (R²)

Table 4. Evaluation of Collinearity Value

	VIF
X1.1	1.965
X1.2	1.767
X1.3	2.208
X2.1	2.190
X2.2	1.687
X2.3	2.016
X2.4	1.582
X3.1	2.549
X3.2	2.367
X3.3	2.487
Y1	3.406
Y2	2.886
Y3	3.615

Source: Research Data (2023)

The results of testing the VIF value above are dominated by numbers less than three, which means there are no problems. However, there are two indicators that do not support VIF so that they are declared not to support the hypothesis

Hypothesis Test Results

Tabel 5. Path Coefisien

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Result
FQ → RI	0.105	0.106	0.071	1.478	0.070	Not Supported
EWOM → RI	0.053	0.062	0.551	0.551	0.261	Not Supported
PP → RI	0.567	0.560	6.650	6.650	0.000	Supported

Source: Research Data (2023)

There are two hypotheses, namely H1 and H2, which are stated to have no positive effect in the study, namely the effect of food quality and EWOM on revisit intention.

DISCUSSIONS

Based on the results of data processing, it can be analyzed that food quality does not have a significant effect on revisit intention so that testing H1 is not supported. In this study, it is stated that the coefficient is 0.105, the food quality variable does not have a positive and significant relationship to the revisit intention variable. Because the results of the T-Statistic value show at 1.478 and the P-Value at 0.070. So that in this study food quality is stated to have no significant effect on revisit intention due to the taste, texture, and color (appearance) of poor quality food when served which affects consumer attitudes that tend not to want to visit again. Based on previous research conducted

(Amalia & Hidayat, 2019). \Based on the results of data processing, it can be analyzed that EWOM has no significant effect on revisit intention so that testing H2 is not supported. In this study, it is stated that the coefficient is 0.053, the EWOM variable does not have a positive and significant relationship to the revisit intention variable. Because the results of the T-statistic value show 0.551 and the P-value is 0.291. So that in this study EWOM does not have a significant influence on revisit intention because consumers are not satisfied with the experience (in terms of food quality) they get, so they are not interested in revisiting even though they see reviews on the internet.

Based on previous research conducted (Amalia & Hidayat, 2019) with the title "Relationship between Food Quality, Service Quality, E-Wom, and Revisit Intention in Vegetarian Restaurant Yogyakarta" states that EWOM can affect revisit intention if consumers are satisfied with the experience felt by consumers. So that it can be stated to Scarlett's Cafe to improve, especially the quality of food served to consumers and from other aspects which can be in the form of services so that consumers feel satisfied with the experience they get so that they can encourage these consumers to visit again and provide positive reviews through existing digital review media. Based on the results of data processing, it can be stated that perceived price has a significant effect on revisit intention so that testing H3 is supported. In this study, it is stated that the coefficient is 0.567, the perceived price variable has a positive and significant relationship to the revisit intention variable. Because the results of the T-Statistic value show 6,650 and the P-Value is 0.000. because the test results of the T-Statistic value are less than 1,960 and the value of the P-Value test results exceeds 0.05. However, H3, namely perceived price on revisit intention, is stated to have a positive effect because the T-Statistic value exceeds 1.960 and the P-Value is less than 0.05. This study uses the one tailed method to identify the influence between variables with a T-Statistic reference value of 1.960.

CONCLUSION

Based on the results of hypothesis testing from the data collected, it is concluded that perceived price affects consumer revisit intention, but not food quality and EWOM. So it is recommended to Scarlett's Cafe to improve and innovate on the quality of food served to consumers so that consumer expectations are met which can encourage them to revisit and provide positive reviews through digital review media.

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