

The Influence of Buffet Food Quality and Experiential Marketing on Repurchase Intention Through Customer Satisfaction

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The study aims to analyze the effect of buffet food quality and experiential marketing on repurchase intention through customer satisfaction, Case Study of Cafe Gran Via Jakarta. The study uses quantitative research with a survey approach to obtain customer responses to the Case Study of Cafe Gran Via Jakarta. The sampling technique uses purposive sampling with the aim of obtaining customers who have enjoyed food at Cafe Gran Via Jakarta more than once. The distribution period of the research instrument from November 15, 2023 to December 31, 2023 obtained 250 respondents. The data analysis technique uses PLS-SEM. Results of the study: Buffet food quality and experiential marketing have a positive and significant effect on customer satisfaction and has a influence on repurchase intention. While customer satisfaction can be a mediator variable. Recommendation: to vary the buffet food menu periodically by adding new, attractive and innovative dishes so as to increase repurchase intention and create a friendly and pleasant environment for customers to strengthen relationships with existing customers and attract new customers to return to buy food at Cafe Gran Via Jakarta.

Keywords: Food Quality, Experiential Marketing, Customer Satisfaction, and Repurchase Intention

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1. Introduction

A restaurant is a combination of operations that include price, level and type of service, decor, style, cuisine, and variety of choices [1]. However, with the increasing number of restaurants popping up, culinary businesses must ensure that their food products can satisfy consumers [2]. The emergence of new restaurants can be a threat to established ones [3], as it increases competition in the restaurant business. Therefore, Cafe Gran Via Jakarta strives to retain customers, becoming a management challenge for Cafe Gran Via Jakarta to increase customer repurchase intention. Café Gran Via Jakarta itself is a restaurant that offers buffet meals with a variety of dishes from around the world. Therefore, efforts to foster repurchase intention among Cafe Gran Via Jakarta customers are needed.

Repurchase intention is a psychological aspect that has a significant influence on attitudes and behavior [4], due to the stimulation derived from contact between the five senses, which creates an urge to purchase the food product [5]. Repurchase intention has led to the growth of restaurants, as it refers to the tendency of customers to repurchase multiple times at a restaurant [6]. This phenomenon indicates consumer behavior after making a purchase that indicates a desire to buy the same product [7]. However, the loss of repurchase intention occurs due to negative comments from consumers due to bad experiences, resulting in the restaurant gaining a bad reputation [8]. Meanwhile, food quality is a quality characteristic perceived by consumers [9]. Therefore, it is important to measure the repurchase intention of Café Gran Via Jakarta customers to determine whether customers remain loyal or abandon the buffet food offered. When customers are satisfied with the food they've purchased at a buffet, they'll consider purchasing it again. A buffet is a style of serving food in which the food is served in a buffet style.

Today, more and more businesses are adopting modern marketing concepts that prioritize customer experience, abandoning traditional marketing concepts that focused solely on persuading consumers to purchase [10]. One marketing concept that can be used to influence consumer emotions through customer experience is experiential marketing at Café Gran Via Jakarta, which focuses on creating immersive and meaningful experiences for customers. This engages customers in an engaging and emotional way, thereby increasing customer satisfaction and encouraging repurchase intention.

Food quality can also influence customer satisfaction, or in other words, have both positive and negative impacts [11]. Therefore, customer satisfaction at Café Gran Via Jakarta is a key indicator in assessing the success of a restaurant business. Satisfied customers tend to have experiences that can influence repurchase intention, so customer expectations reflect the restaurant's efforts to meet or even exceed customer expectations.

This study expands on research, which stated that food quality influences repurchase intention, with customer satisfaction acting as a mediator [12] [13]. This development was carried out by adding experiential marketing factors that create positive emotional experiences for customers and strong memories of the food products at the Café Gran Via Jakarta buffet, thus influencing repurchase intention. experiential marketing indirectly influences repurchase intention through customer satisfaction [14], but this study did not use food quality. The addition of food quality is important because it can be a major factor determining customer satisfaction. Customers satisfied with the taste, texture, presentation, and cleanliness of food are more likely to repurchase that food. Consumer satisfaction is a key driver of repurchase intention when deciding to consume a food product [15]. Therefore, further research is needed to verify the extent of the influence of customer satisfaction and repurchase intention ([16].

Based on the description above, research on repurchase intention shows inconsistencies regarding the relationship between variables. To fill this research gap and provide new research, researchers are seeking empirical evidence.

2. Literature Review

Food Quality

Food quality is the level of menu quality consistency achieved through establishing product standards and inspecting control points to ensure desired quality [17]. Food quality has a significant influence on consumer satisfaction [18]. Therefore, food quality can influence customer satisfaction if the food served by a restaurant is of good quality and meets or exceeds customer standards and [19]. Found that food quality has a significant positive effect on customer satisfaction [20], while found that food quality had no significant effect on customer satisfaction [21]. These findings indicate a research gap, prompting further research.

The influence of food quality on repurchase intention [9] suggests that overall customer satisfaction is significantly influenced by food quality. This satisfaction is a key indicator of repurchase intention. Customers who are satisfied with the overall dining experience at a restaurant, particularly in terms of food quality, are more likely to repurchase. This suggests that satisfaction can act as a mediator [20], [22]. However, found that customer satisfaction was not a mediator [23], thus indicating a research inconsistency. To further substantiate the findings, the following hypotheses were formulated:

H1: Food quality influences customer satisfaction.

H2: Food quality influences repurchase intention.

H3: Food quality influences repurchase intention through customer satisfaction.

Experiential Marketing

Experiential marketing remains relevant for review today [24], due to the process of marketers offering products and services to consumers by stimulating emotions [25]. This creates a tangible customer experience before and after [26].

Research has found that experiential marketing has an impact on customer satisfaction [27], but some argue it doesn't [28]. Furthermore, research indicates an effect on repurchase intention [29], but finds no effect on repurchase intention [14]. Research on mediators of customer satisfaction indicates that experiential marketing has an indirect effect through consumer satisfaction [14]. Meanwhile, customer satisfaction cannot be a mediator [28]. The researchers intend to retest these differences by formulating the following hypotheses:

H4: Experiential marketing influences customer satisfaction.

H5: Experiential marketing influences repurchase intention.

H6: Experiential marketing influences repurchase intention through customer satisfaction.

Customer satisfaction

Customer satisfaction is the result of feelings that arise after customers experience a product's performance and compare it to expectations [30]. The customer experience also plays a role in assessing customer satisfaction when visiting a restaurant [31]. Customer satisfaction influences repurchase intention [32][33]. However, research found no effect on customer satisfaction [28]. The researchers intend to retest this difference by formulating the following hypothesis:

H7: Customer satisfaction influences repurchase intention.

Repurchase Intention

Repurchase intention is the act of purchasing more than once or multiple times ([34]. Repurchase intention includes: Transactional Intention, Reference Intention, Preferential Intention, and Exploratory Intention [35][36]. Repurchase intention can be measured by Willingness to Buy, Tendency to Repurchase, and More Repurchases [37].

3. Design Methods and Analysis

Quantitative research to obtain customer feedback at Cafe Gran Via Jakarta. The purposive sampling technique aims to obtain customers who have enjoyed food at Cafe Gran Via Jakarta's buffet more than once. The research instrument was distributed from November 15, 2023, to December 31, 2023, and successfully obtained 250 respondents. The PLS-SEM data analysis technique. The researcher determined the sample size by referring to the recommendations [38], who suggest a minimum sample size ranging from 100-300 in SEM parameter estimation, and can be measured by 10 times the maximum number of arrows pointing to the latent variable. In this study, the largest number of structural variables is 3, namely the paths X1, X2, and Y1 leading to the variable Y2. Therefore, the number of samples required is $(10 \times 3) = 30$. The structure referred to in this concept refers to the number of exogenous variables that influence the endogenous variables. Thus, the sample size of 250 respondents has met the minimum sample size.

4. Results and Discussion

Descriptive Analysis

The characteristics of respondents who are customers of Cafe Gran Via Jakarta are aged between 31-40 years, amounting to 51.6%, with the majority being male at 85.6% and female at 14.4%. The frequency of

customer visits to enjoy buffet food at Cafe Gran Via Jakarta is monthly at 40.4%, but there are customers who visit annually at 36.8%. Meanwhile, the length of time being a customer is between 1-5 years at 59.2%. Based on descriptive analysis, Cafe Gran Via Jakarta customers in general have enjoyed Cafe Gran Via Jakarta food.

Table 1. Respondent Characteristics

Respondent Characteristics n=250		Frequency	Percent
Age	20-30 years	17	6,8%
	31-40 years	129	51,6%
	41-50 years	52	20,8%
	> 51 years	52	20,8%
	Total	250	100%
Gender	Male	214	85,6%
	Female	36	14,4%
	Total	250	100%
Frequency of Visits	Weekly	57	22,8%
	Monthly	101	40,4%
	Annual	92	36,8%
	Total	250	100%
Length of Customer	Under 1 years	17	6,8%
	Between 1-5 years	148	59,2%
	Over 5 years	85	34%
	Total	250	100%

Measurement Model Analysis

Evaluation of the measurement model was conducted to ensure the reliability and validity of the constructs used in this study [39].

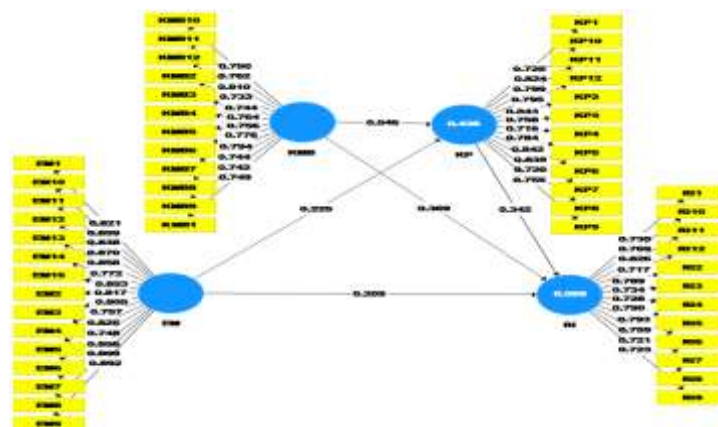


Fig. 1. Measurement Model

Another approach is to use the Average Variant Extract value for each variable indicator, requiring a value >0.50 to determine convergent validity, in addition to the cross-loading value. The AVE values for the variables Buffet Food Quality (X1), Experiential Marketing (X2), Customer Satisfaction (Y1), and Repurchase Intention (Y2) all have AVE values greater than 0.50. Therefore, all variables have strong convergent validity.

Based on the figure above, to determine the factor validity, internal consistency, and AVE, the measurement results obtained a Cronbach's Alpha value > 0.70 and a Composite Reliability value > 0.50. This means that all measurement items that measure each construct are consistent and reliable in measuring their respective

constructs. In addition, all AVE values > 0.50. All loading factors have values greater than 0.70. This impacts the selected items that have scores greater than 0.70, indicating that all variables used in this study meet validity and reliability standards. Composite Reliability (CR) is a measure of construct consistency. If a number exceeding 0.7 is displayed in the data (CR), certain conditions are acceptable. CR values of 0.942 to 0.970 indicate that the value can be observed above 0.7, and the findings show good consistency between constructs, namely 0.574 to 0.683, indicating that the value meets the AVE criteria.

Discriminant Validity Measurement

Discriminant validity was tested using the Fornell-Larcker Criterion, Cross-Loading, and HTMT.

Table 2. Discriminate Validity-Fornell Larcker Criterion

	Buffet Food Quality (KMB)	Experiential Marketing (EM)	Customer Satisfaction (KP)	Repurchase Intention (RI)
Experiential Marketing (EM)	0.826			
Buffet Food Quality (KMB)	0.357	0.761		
Customer Satisfaction (KP)	0.419	0.626	0.785	
Repurchase Intention (RI)	0.484	0.657	0.660	0.758

Based on the diagonal line from the top left to the bottom right, the square root of the construct's AVE value is greater than the correlation between variables. Therefore, discriminant validity through the Fornell-Larcker Criterion can be said to be discriminant valid. Furthermore, if the HTMT value is <0.90, discriminant validity is met or achieved.

Table 3. Heterotrait-Monotrait Ratio

	Experiential Marketing	Buffet Food Quality	Customer Satisfaction
KMB	0.368		
KP	0.433	0.658	
RI	0.503	0.694	0.698

Structural Model Analysis

Structural model research examines the significance of the structural model by evaluating the multicollinearity criteria between latent variables (inner VIF) [38] and path coefficients to determine the significance of the influence between latent variables.

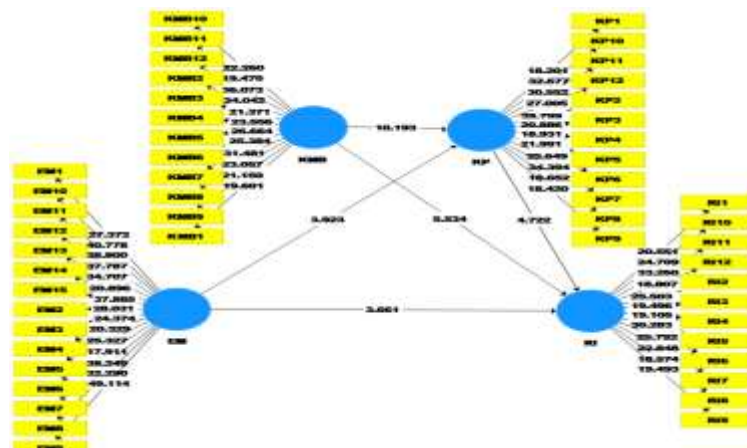


Fig. 2. Structural model

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Multicollinearity Results (Inner VIF Value)

A VIF value below 5 indicates no multicollinearity.

Table 4. Multicollinearity Results of Inner VIF Value

	Customer Satisfaction	Repurchase Intention
EM	1.146	1.235
KMB	1.146	1.674
KP		1.772

Model Fit

SRMR value between 0.08 and 0.10 indicates acceptable model fit. Therefore, an SRMR of 0.080 indicates acceptable fit, indicating good model fit.

Table 5. Model Fit with SRMR

	Saturated model	Estimated model
SRMR	0.080	0.080

Path Coefficients Analysis

PLS-SEM does not require specific distributional assumptions, so bootstrapping is used to calculate t-statistics. The results of the path coefficient significance assessment.

Table 6. Path Coefficients (Direct Effect and Indirect Effect)

Hypothesis	Direction of the path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
Direct Effect							
H1: KMB -> KP	Positive	0.546	0.546	0.054	10.193	0.000	Accepted
H2: EM -> KP	Positive	0.225	0.227	0.057	3.923	0.000	Accepted
H3: KMB -> RI	Positive	0.369	0.375	0.067	5.534	0.000	Accepted
H4: EM -> RI	Positive	0.209	0.206	0.057	3.661	0.000	Accepted
H5: KP -> RI	Positive	0.342	0.340	0.072	4.722	0.000	Accepted
Indirect Effect							
H6: KMB -> KP -> RI	Positive	0.187	0.185	0.040	4.701	0.000	Accepted
H7: EM -> KP -> RI	Positive	0.077	0.078	0.028	2.791	0.005	Accepted

Based on the analysis results, there is a positive and significant direct effect with a t-statistic value > 1.96 and a p-value < 0.05. Thus, hypotheses H1–H7 are accepted. This finding indicates that Customer Satisfaction (KP) acts as a mediator variable, with complementary partial mediation criteria.

Discussion

Buffet food quality and experiential marketing have a positive and significant effect on customer satisfaction and a significant effect on repurchase intention. Meanwhile, customer satisfaction can be a mediating variable. This finding can be explained by the concept that buffet food quality is a quality concept that can provide and maintain food quality standards, maintaining food products served to meet the tastes of Cafe Gran Via Jakarta customers [40], [41]. Therefore, food quality can affect customer satisfaction if the food served by the restaurant is of good quality and meets or exceeds customer standards and expectations ([19]. Customer perception is indicated by perceived value, customer expectations, and willingness to recommend [42]. This view is in accordance with research findings that KMB affects KP. These results indicate that customers feel more satisfied when food quality is better, this confirms that efforts to improve buffet food quality can be an effort to increase customer satisfaction at Cafe Gran Via Jakarta. The findings

of this study are in line with [18], [19]. Meanwhile, research findings that indicate that KMB influences RI are supported by research findings that KMB influences RI [13] [9] [12]. Buffet food quality significantly increases customer satisfaction. This increased customer satisfaction then acts as a mediator, strengthening the influence of buffet food quality on repurchase intention among customers at Cafe Gran Via Jakarta.

Cafe Gran Via Jakarta's management plays a key role in fostering customer emotional engagement, enabling positive emotions, such as joy, happiness, and curiosity, to influence RI by strengthening Emotional Engagement (EM), which can create a pleasant and memorable experience for customers. This finding aligns with previous research [27]. In shaping repurchase intention, research findings indicate that EM has a positive and significant effect on RI [29]. As a mediator, KP has been shown to mediate the influence of EM on RI. It is explained that EM can be used by restaurant marketers to increase customer KP and RI [43]. This mediator role can be explained by the fact that customer satisfaction is a direct result of the positive experience created by EM. This satisfaction then influences various customers' intentions to repurchase at Cafe Gran Via Jakarta. Thus, enhancing the customer experience through experiential marketing can effectively increase customer satisfaction, which in turn increases repurchase intention.

5. Conclusion

Buffet food quality and experiential marketing have a positive and significant effect on customer satisfaction and significantly influence repurchase intention. Customer satisfaction can act as a mediating variable. Strategies to increase repurchase intention for customers at Café Gran Via Jakarta's buffet include improving food quality, freshness, presentation, well-cooked food, and variety. Experiential marketing is enhanced by enhancing sense, feel, think, act, and relate. Customer satisfaction is enhanced by increasing perceived value, customer expectations, and willingness to recommend. Customer satisfaction as a mediating variable can enhance the influence of buffet food quality, experiential marketing, and customer satisfaction on repurchase intention of customers at Café Gran Via Jakarta.

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