

Influences of Restaurant Servicescape and Services Quality on Repurchase Intention through Customer Satisfaction in Semarang

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Abstract

Every restaurant must find a way to attract new customers and retain the existing ones to create repurchase intention. This study aims to determine customer repurchase intention in restaurant. Restaurant servicescape and service quality are expected to make customers satisfy and create repurchase intention. This study examines the effect of restaurant servicescape and service quality on repurchase intention through customer satisfaction. It addresses three restaurants: A to Z, The Tavern, and Bowery. The respondents are 105 people who had visited one of the restaurants and were divided proportionally between the three restaurants. The questionnaires were distributed via google form and the analytical technique for quantitative data was applied. The results conclude that restaurant servicescape has positive and significant effect on customer satisfaction and similarly service quality also positive and significant effect on customer satisfaction. Customer satisfaction, restaurant servicescape, and service quality individually have positive and significant effect on repurchase intention. Furthermore, customer satisfaction is a mediating variable between restaurant servicescape and repurchase intention as well as service quality and repurchase intention.

Keywords : servicescape restaurant, service quality, customer satisfaction, repurchase intention.

INTRODUCTION

Every restaurant must find a way to attract new customers and retain old customers for them to have repurchase intention (Rattanasilpkalcharm, 2016). As confirmed by Rattanasilpkalcharm (2016), satisfied customers will have intention to repurchase in the future. There are several factors that affect customer satisfaction and repurchase intention in restaurants. Marikonvic's (2014) results show that the atmosphere which includes interior design and room decoration is the main determinant for customers satisfaction and repurchase intention. Bitner's research (1992) shows

that all dimensions of servicescape influence satisfaction of the customers which can then make them want to stay longer, make more purchases and have intention to revisit in the future.

The research of Sahanggamu et al (2015) shows different results from those of Bitner (1992), Marikonvic (2014), and Yannie et al. Considering this research gap, this study addresses the influence of restaurant servicescape on customer satisfaction. Some studies (Yannie et al, 2017; Chan, 2018) show that servicescape has a positive effect on repurchase intention through customer satisfaction.

Research by Marinkovic et al (2014) shows that service quality, which termed as interaction quality in the study, is the most important thing that affects customer satisfaction. Mensah and Mensah (2018) in their research show that service quality affects satisfaction. In more particular, they stated that 57% of service quality can contribute to customer satisfaction. This research is also supported by that of Mubarok and Hikmawati (2016). According to Yannie et al (2017), service quality affects customers' repurchase intentions through satisfaction. Good service quality can provide satisfaction to customers which will then make customers have an intention to revisite. Abdullah et al (2018) also support by stating that customers who are satisfied with the quality of services provided will make them want to revisit or have repurchase intentions. The finding of Rattanasilpkalcharm (2016) shows a research gap in which it has different results from the research of Parasuraman (1988), Marinkovic et al (2014), and Mubarok and Hikmawati (2016). This study is intended to re-examine the effect of service quality on purchase intention.

The study by Mensah and Mensah (2018) also shows different results in which the customer satisfaction cannot be a mediation between service quality and repurchase intentions even though their research shows that service quality has direct effect on repurchase intentions. The existence

of this gap is readdressed in the research of the effect of service quality on repurchase intentions through customer satisfaction as a mediating variable. This study aims to analyze the effect of restaurant servicescape and services quality on repurchase intention and to find out whether customer satisfaction can be a mediating variable between restaurant servicescape, service quality and repurchase intention. This study is conducted in more than one steak restaurant available in the city of Semarang based on the considerations from the Tripadvisor site and Google Review which come up with three restaurants: A to Z, Bowery, and The Tavern.

LITERATURE REVIEW

Servicescape

Bitner (1992) refers servicescape to a man-made physical environment which is categorized into three dimensions: (a) ambient conditions which are identified with the attributes of room temperature, air circulation quality, noise, music, and room fragrance; (b) spatial layout and function of space which also relates to the distance between equipments or furnitures; (c) signs, symbols and artifacts with the attributes of signage or symbols. Kim and Moon (2008) divides servicescape dimensions into (a) ambient conditions (dimensions related to human sensory abilities which include lighting levels, temperature, aroma, and background music); (b) facility aesthetics, existing architectural designs or interior designs; (c) layout which includes the distance between equipments to provide a sense of comfort for customers; (d) electrical equipment which include audio/video and other electronic equipments that support comfort and pleasure for visitors; (e) comfortable seating which has a comfortable distance between chairs and makes it easy for customers to get in and out of the chair.

Service Quality

Service quality is the result of customers' long-term cognitive evaluation of the service delivery they experience. Parasuraman et al (1985) assess service quality with a method called SERVQUAL. It has 10 dimensions: tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, and access. Parasuratman et al. (1988) then refined the SERVQUAL model into 5 dimensions: reliability which refers to the company's ability to be reliable in providing services from time to time; tangible which is the quality of service in the form of physical facilities; responsiveness which is the ability of employees to help what customers want and provide fast service; assurance which refers to guarantee that the employees or service officers have sufficient knowledge about the product, are trusted, and are polite; empathy which is the ability of service provider to give customers the attention they need.

Customer Satisfaction

Customer satisfaction is a key concept in marketing and management, especially in the service industry. Satisfaction is a person's feeling that arises after comparing perceptions or impressions of the performance and results of a product. If the performance or results they feel exceed or match their expectations, customers satisfy (Kotler and Keller, 2009). Satisfaction is also defined as the feeling that occurs to the customer after completing the purchase or at the stage of acquiring the service (Marinkovic et al., 2014).

Repurchase Intention

From the customer's perspective, repurchase intention is divided into three stages, namely pre-visit, during the visit, and after the visit. After the visit, customers will evaluate their experience or the overall value and customer satisfaction obtained will affect their intention to revisit and to

recommend to others (Chan, 2018). Hellier et al. (Firmawan, 2013) defined repurchase intention as an individual's assessment of repurchase services and decisions to engage in future activities with service providers. Kotler and Keller (2009) state that customers who are satisfied with a particular product or service will buy back the products or buy new products introduced by the company, provide information to others, and are not price sensitive.

Conceptual Framework

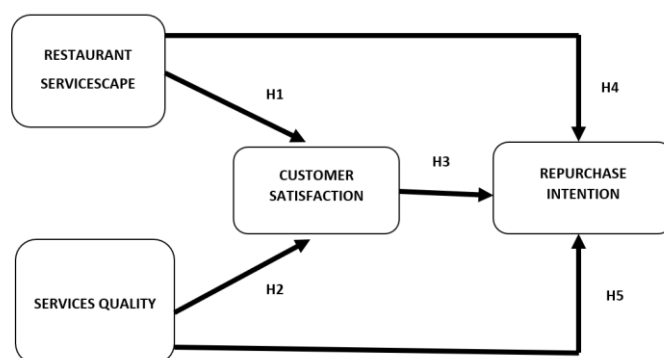


Figure 1. Conceptual Framework

Based on this framework in this study, the hypotheses are formulated as follow:

H1 : Restaurant servicescape has positive and significant effect on customer satisfaction.

H2: Service quality has positive and significant effect on customer satisfaction.

H3: customer satisfaction has positive and significant effect on repurchase intention.

H4 : Restaurant servicescape has positive and significant effect on repurchase intention.

H5: Service quality has positive and significant effect on repurchase intention.

H6 : Restaurant servicescape has positive and significant effect on repurchase intention through customer satisfaction.

H7: Service quality has positive and significant effect on repurchase intention through customer satisfaction.

METHODS

This study addresses people who have visited three restaurants which were the best three steak restaurants in Semarang based on the reviews of the Tripadvisor site and Google in December 2019. They are Bowery (located at Jalan Ahmad Yani No. 140), The Tavern (located at Jalan Rinjani No. 1), and A to Z (located at Jalan Sumbing No.10). The population is a generalization area of objects/subjects that have the qualities or characteristics determined by the researcher (Sugiyono, 2016). The population in this study were all visitors of The Tavern, Bowery, and A to Z during June 2020 to January 2021. Using purposive sampling method, the sample criteria are people who had visited one of the three restaurants. The total number of 105 respondents were divided proportionally by 35 respondents for each restaurant.

Data collection tools or instruments is questionnaire. There are two types of questions: open questions and closed questions. The first one covers questions in the form of descriptions intended to obtain information related to each variable. The information is then classified into determined dimensions or indicators with a percentage to determine consumer preferences. The latter is multiple choice questions using 5-point Likert scale covering 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

The questionnaires were in Google forms which were distributed through social media such as WhatsApps and Instagram to colleagues and friends. The distribution began in June 2020 and was completed in January 2021.

The items in the questionnaire are valid if counted r is greater than r table (Ghozali, 2011). With 105 respondents, significant value of 5%, and $df (N - 2) = 103$, the r table is 0.192. The validity test results in all items have counted r that is greater than 0.192 which means that the

questionnaire items can measure precisely each variable (valid). Using Crobach's alpha (α) to measure reliability, a construct or variable is reliable if the value of $\alpha > 0.60$ (Sekaran, 2016). The results show that the value of α on the restaurant servicescape is 0.824, services quality is 0.885, customer satisfaction is 0.622, and repurchase intention is 0.726. Thus, all variables have $\alpha > 0.60$, which means that the constructs are reliable and consistent from time to time.

In this research, classical assumption test consists of multicollinearity, normality, and heteroscedasticity. Good regression data used must be normally distributed, free from multicollinearity and heteroscedasticity. Next, path analysis is used to determine indirect effect of the intervening variable. Each relationship between variables must be significant (Ghozali, 2011). The Sobel test is then used to find out significance value of t and p generated. Multiple regression equation is formulated as follow:

Multiple regression model I: $CS_1 = a + \beta_1RS + \beta_2SQ + e$

Multiple regression model II: $Y = a + \beta_1RS + \beta_2SQ + \beta_3CS + e$

in which CS = customer satisfaction; Y = repurchase intention; a = constant; β_i = coefficients; RS = restaurant servicescape; SQ= service quality; e= error

T statistical test is to show how significant of an independent variable individually to explain the dependent variable (Ghozali, 2011). The t test is significance if counted $t > 0.05$. Then, coefficient of determination (R^2) is to measure ability of the model to explain the dependent variable. If the value of R^2 is close to one, it means that the independent variables provide almost all the information needed to predict the variation of the independent variable (Ghozali, 2011).

RESULTS AND DISCUSSION

Respondent Profile

Majority of the respondents (87 or 82.86%) are 19 - 30 years old which comprise of 45 (42.86%) men and 42 (40%) are women. Most respondents are employee (47 or 44.76%), have higher education of S1/S2/S3 (70 or 66.67%). Male respondents (27.62%) have visited the restaurant three to five times a month. Most respondents comprising 23 male respondents (21.90%) and 21 female respondents (20.00%) spent around Rp100,000-Rp200,000 per visit.

Respondent's Responses

Respondents' responses to the restaurant servicescape

The respondent's response to the restaurant servicescape results in the average of 4.13. This shows that the respondents tend to agree on the statements in relation to the five dimensions of servicescape in the questionnaire. The dimension that has the highest average score is aesthetic facilities. This is also supported by the answers of the open questions in which 40% responses indicate the highest consumer preference in choosing a restaurant is aesthetic facilities. On the other side, layout dimensions have the lowest average in particularly those relate to adequacy of directional symbols.

Respondents' responses to service quality

The respondents' responses to all dimensions of service quality consisting of reliability, tangibles, responsiveness, assurance, and empathy are an average of 4.06 which indicates that the respondents on average agree on the statements of the five dimensions in the questionnaire. Among the five dimensions of service quality, reliability has the highest score categorized as strongly agreeing, while the other four are only in the category of agree. This result is supported by the

answers of the open questions which show as many as 32.38% respondents consider reliability when deciding to choose a restaurant.

Respondents' responses to customer satisfaction

The respondents' responses to the customer satisfaction variable result in an average of 4.23. This shows the tendency of the respondents to agree to each item of the customer satisfaction variable in the questionnaire. In more detail, the respondents are also agree on the item of having a happy experience when dining at a restaurant, strongly agree that they are satisfied with their experience when eating at the three restaurants, and thus overall are satisfied with the dining experience at the restaurant. Open questions on customer satisfaction were posed to respondents to get respondents' responses about what made them satisfied with their visit to the restaurant apart from the taste of the food served between the restaurant's servicescape or service quality. The answers relate to restaurant servicescape (55.24%) and service quality (44.76%).

Respondents' responses to repurchase intention

Respondents responses to the questionnaire on the variable of repurchase intention show an average of 4.26 so that overall the respondents answered strongly agree with the items of repurchase intention. Among the items, there are three items that indicate strongly agree: customer will revisit in the future, will recommend this restaurant to others, and will spread positive news. The respondents also on average agree that this restaurant will be one favorite restaurant in the lists. Respondents answers to the open questions of repurchase intention were classified into respondents perceptions based on the restaurant's servicescape and service quality. The respondents perceptions of service quality show the result of restaurant servicescapes is 55.24% respondents and service quality of 44.76% respondents.

Normality test

Normality test is to find out whether the sample used in the study is normally distributed and is one of the requirements before the regression test is carried out. The normality test was carried out using the One Sample Kolmogorov-Smirnov Test. A model is declared normal if the p value > 0.05. The results of the normality test in table 1 test for normality in the first regression model, in unstandardized residual of $0,156 > (0.05)$, so the first regression model in this study is normally distributed. In table 2 to test the normality of the data in the second regression model, shows unstandardized residual of $0.159 > (0.05)$ so the second regression model shows that the data in this study are normally distributed.

Table 1. Normality Test of the Regression Models

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
Model 1	Asymp. Sig (2-tailed)	.156 ^c
Model 2	Asymp. Sig (2-tailed)	.159 ^c

Source: Processed primary data (2021)

Multicollinearity test

Multicollinearity test is to test whether there is a correlation between the independent variables in the regression model. A good regression model must not contain such correlation. A regression model shows multicollinearity free if Variation Inflation Factor (VIF) score ≤ 10 and tolerance value ≥ 0.10 (Ghozali, 2011).

The multicollinearity test for the regression model I shows tolerance value of 0.737 which is greater than 0.10 and the VIF value is 1.357 which is smaller than 10. It can then be concluded that there is no multicollinearity in the regression model I. Similarly, the test for the regression model II results in the tolerance value of the restaurant servicescape is 0.630; service quality is 0.621; and customer satisfaction is 0.576, which are greater than 0.10. The VIF value for the restaurant

servicescape is 1.588, service quality is 1.611, and customer satisfaction is 1.735 which are less than 10. It can thus be concluded that there is no multicollinearity in the regression model II.

Table 2. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Restaurant Servicescape	.737	1.357
	Service Quality	.737	1.357
Coefficients ^b			
2	Restaurant Servicescape	.630	1.588
	Service Quality	.621	1.611
	Customer Satisfaction	.576	1.735

a. Dependent Variable: Customer satisfaction

b. Dependent Variable: repurchase Intention

Source: processed primary data (2021)

Heteroscedasticity test

There must be no heteroscedasticity in a good regression model. The heteroscedasticity test was conducted using Glejser test. The results on the regression model I shows the significance value of the restaurant servicescape is 0.378 and the quality of service is 0.997. Since the independent variable estimated by regression with the absolute value of the unstandardized residual (AbsRes1) produces significance value >5%, this regression model is thus free from heteroscedasticity. This means that variance value of the regression residual is the same from one observation to another.

The heteroscedasticity test with the regression model II shows the significance value for the restaurant servicescape is 0.161, service quality is 0.665, and customer satisfaction is 0.941. It also shows that the independent variable estimated by regression with the absolute value of the unstandardized residual (AbsRes2) produces significance value >5%. Thus this regression model is free from heteroscedasticity, which means that the variance value of the regression residual is the same from one observation to another.

Table 3. Multicollinearity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.067	.780		-.086	.931
	Restaurant Servicescape	.010	.011	.102	.885	.378
	Service Quality	-3.500E-5	.009	.000	-.004	.997
Coefficients ^b						
2	(Constant)	-.180	.779		-.231	.818
	Restaurant Servicescape	.017	.012	.175	1.412	.161
	Service Quality	-.004	.009	-.054	-.434	.665
	Customer Satisfaction	-.005	.061	-.010	-.074	.941

a. Dependent Variable: AbsRes1
 b. Dependent Variable: AbsRes2
 Source: processed primary data (2021)

Coefficient of Determination (R²)

Coefficient of determination (R²) is to measure the ability of a model is explained by the independent variables. If the value of R² is close to one, it means that the independent variables provide almost all information needed to predict the variation of the dependent variable (Ghozali, 2011). The result of R² for the regression model I shows Adjusted R² value of 0.412 or 41.2%. This means that restaurant servicescape and service quality affect the dependent variable of customer satisfaction by 41.2% and the remaining 58.8% is influenced by other variables. Meanwhile, the results of R² for the regression model II results in the Adjusted R² value of 0.680 or 68%. This means that restaurant servicescape, service quality, and customer satisfaction affect the dependent variable of repurchase intention by 68% and the remaining 32% is influenced by other variables.

Table 4. Coefficient of Determination Test

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
1	.651 ^a	.424	.412	.86693
2	.830 ^b	.689	.680	.87011

a. Predictors: (Constant), TotalSQ, TotalRS
 b. Predictors: (Constant), TotalCS, TotalRS, TotalSQ
 Sources: Processed primary data (2021)

Regression Analysis

The first regression model shows result in positive coefficient (β_1) of 0.074. This indicates that the restaurant servicescape has direct influence on customer satisfaction. The significance of is 0.000 which is smaller than 0.05 and the t value is $4.173 > t$ table of 1.98 indicate that the first hypothesis is accepted: restaurant servicescape has positive and significant effect on customer satisfaction. The first hypothesis in this study is thus supported empirically. The results of previous studies having consistent results are those of Bitner (1992), Manoppo (2013), Marinkovic (2014), Setiady, Sukriah, and Rosita (2015), Hidayat (2016), Yannie et al (2017), and Mubarok and Hikmawati (2016).

Table 5. Regression Analysis on the Model I

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,981	1,246		1,589	,115
TOTALSR	,074	,018	,365	4,173	,000
TOTALKL	,061	,014	,383	4,374	,000

a. Dependent Variable: TOTALCS

Source: Processed primary data (2021)

The coefficient (β_2) of service quality on customer satisfaction is 0.061 and is positive, which indicates that service quality has direct influence on customer satisfaction. The significance is 0.000 which is smaller than 0.05 and the t-count value is $4.374 > t$ table of 1.98 indicates that the second hypothesis is accepted, i.e. the quality of service has positive and significant effect on customer satisfaction. The second hypothesis in this study is thus supported empirically. The results of previous studies that have consistent results are those of Firmawan Adixio and Saleh (2013), Manoppo (2013), Marinkovic et al (2014), Sahangamu et al (2015), Mubarok and Hikmawati.(2016), Yannie et al (2017), Abdullah et al (2018), and Mensah and Mensah (2018).

The result on the second regression model shows coefficient value (β_3) of 0.791 and is positive. This indicates that customer satisfaction has direct influence on repurchase intention. The significance is 0.000 which is smaller than 0.05 and the t value is 7.961 > t table is 1.98 indicates that the third hypothesis is accepted. Satisfied customers will increase repurchase intention in the future, recommend this restaurant to others (such as family, friends, and others), and will spread positive news about the restaurant to others. The third hypothesis in this study is thus supported empirically. The results of previous studies that have consistent results are those of Firmawan Adixio and Saleh (2013), Rattanasilpkalcharm (2016), Yannie et al (2017), Mensah and Mensah (2018), Abdullah et al (2018), and Chan (2018).

Table 6. Regression Analysis on the Model II

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-,159	1,266		-,126	,900
	TOTALRS	,043	,019	,157	2,245	,027
	TOTALSQ	,046	,015	,215	3,048	,003
	TOTALCS	,791	,099	,582	7,961	,000

a. Dependent Variable: TOTALRI

Source: Processed primary data (2021)

The coefficient value (β_1) is 0.046 and is positive which indicates that the restaurant servicescape has direct effect on repurchase intentions. The significance of 0.027 which is smaller than 0.05 and the t-count value of 2.245 > t table is 1.98 indicates that the fourth hypothesis is accepted. Good restaurant servicescape will increase repurchase intention in the form of intention to revisit in the future, recommend this restaurant to others (such as family, friends, and others), and spread positive news about the restaurant to others. So the fourth hypothesis in this study is thus supported empirically. The results of previous studies that have consistent results are those of Venty Christin (2012), Marinkovic et al (2014), Ayunisa (2016), Yannie et al (2017).

The coefficient value (β_2) is 0.046 and is positive. This indicates that service quality has direct influence on repurchase intentions. The significance of 0.003 which is smaller than 0.05 and the t-count value of 3.048 > t table of 1.98 indicates that the fifth hypothesis is accepted. Good service quality in restaurants will further increase repurchase intention in the form of customer behavior intention to revisit in the future, recommend this restaurant to others. The results of previous studies that have consistent results on the fifth hypothesis are those of Adixio and Laila Saleh (2013), Marinkovic et al (2014), Setiady, Sukriah, and Rosita (2015), Yannie et al (2017), Mensah and Mensah (2018), Abdullah et al (2018).

Path Analysis

The next step is to test whether customer satisfaction is a mediator between restaurant servicescape and service quality on repurchase intention.

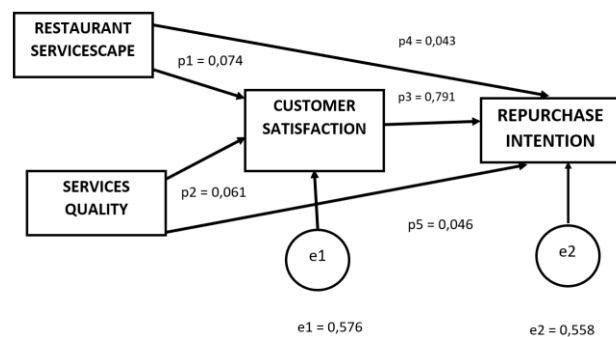


Figure 2. Path Analysis

The results show that the direct effect of the restaurant servicescape variable on repurchase intention is 0.043 while the effect of restaurant servicescape on repurchase intention through customer satisfaction is 0.059 ($= 0.074 \times 0.791$). The indirect effect is thus greater than the direct effect. The total result of the indirect or mediating effect of the restaurant servicescape on

repurchase intention through customer satisfaction is 0.102 (= 0.043 + 0.059). Therefore, customer satisfaction mediates restaurant servicescape and repurchase intentions.

The direct influence between service quality and repurchase intention is 0.046, while the indirect effect of service quality on repurchase intention through customer satisfaction is 0.049 (=0.061 x 0.798). These results indicate that the indirect effect of service quality on repurchase intention through customer satisfaction has greater value than the direct effect. It can be concluded that there is indirect effect between service quality on repurchase intention through customer satisfaction. The indirect effect has total value of 0.095 (= 0.046 + 0.049). Thus, customer satisfaction can be an intervening variable between service quality and customer satisfaction.

Sobel Test

The results of the Sobel test on the effect of restaurant servicescape on repurchase intention through customer satisfaction as a mediating variable is as follows:

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{(0.791^2 \times 0.018^2) + (0.074^2 + 0.099^2) + (0.18^2 + 0.099^2)} = 0.0161110521071716$$

$$t = ab / Sab = (0.074 \times 0.791) / 0.0161110521071716 = 3.6$$

in which a = regression coefficient of the effect of SR on KP; b = regression coefficient of the effect on MBU; Sa = SR error in the regression model I; Sb = Standard error of MBU.

From the calculation, it can be seen that the t-count of 3.6 is greater than t-table with a significance level of 0.05 amounted of 0.198. This indicates that the mediation coefficient amounted of 0.016 is significant, which means that customer satisfaction is mediating variable on the effect of restaurant servicescape on repurchase intention. The calculation is also supported by

the results of the online Sobel test available at <http://quantpsy.org/sobel/sobel.htm> that is presented in table 7.

Table 7. Sobel Test on the Sixth Hypothesis

Input:		Test statistic:	Std. Error:	p-value:
a	0.074	Sobel test: 3.65558497	0.01601221	0.0002566
b	0.791	Aroian test: 3.63315503	0.01611107	0.00027998
s _a	0.018	Goodman test: 3.67843553	0.01591274	0.00023467
s _b	0.099	Reset all	Calculate	

Source: <http://quantpsy.org/sobel/sobel.htm>

Thus, the sixth hypothesis is accepted, meaning restaurant servicescape has positive and significant effect on repurchase intention through customer satisfaction. The satisfaction felt by customers who visit the restaurant can further improve the relationship between the restaurant's servicescape and repurchase intention. The sixth hypothesis in this study is thus supported empirically. The results of previous studies that have consistent results with the sixth hypothesis are those of Yannie et al (2017) and Chan (2018).

The Sobel test on the effect of service quality on repurchase intention through customer satisfaction is as follows:

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{(0,791^2 \times 0,014^2) + (0,061^2 \times 0,099^2) + (0,014^2 \times 0,99^2)}$$

$$Sab = \sqrt{(0,625681 \times 0,000196) + (0,003721 \times 0,009801) + (0,000196 \times 0,009801)}$$

$$Sab = 0,0126894838350502$$

$$t = ab / Sab = (0,061 \times 0,791) / 0,0126894838350502 = 3,802439928$$

in which a = regression coefficient of the effect of KL on KP, b = regression coefficient of the effect of customer satisfaction on repurchase intention, Sa = standard error KL in regression model I, Sb = standard error of repurchase intention in regression model II.

The calculated t value of 3.8 is greater than t table with a significance level of 0.05 (0.198). This indicates that the mediation coefficient of 0.013 is significant, which means that customer satisfaction is supported as a mediating variable on the effect of service quality on repurchase intention. The online Sobel test at <http://quantpsy.org/sobel/sobel.htm> supports the calculations above (see table 8).

Table 8. Sobel Test on the Seventh Hypothesis

Input:		Test statistic:	Std. Error:	p-value:
a	0.061	Sobel test: 3.82531443	0.0126136	0.00013061
b	0.791	Aroian test: 3.8024282	0.01268952	0.00014328
s _a	0.014	Goodman test: 3.84861893	0.01253722	0.00011879
s _b	0.099	Reset all	Calculate	

Source: <http://quantpsy.org/sobel/sobel.htm>

The Sobel test shows that the indirect effect on the seventh hypothesis is significant since p-value of each of test is smaller than 0.05. Thus, the seventh hypothesis is accepted, which means that service quality has positive and significant effect on repurchase intentions through customer satisfaction. Quality of service will further increase customer satisfaction in the form of a happy dining experience obtained from the quality of service at the restaurant. It will further increase customers repurchase intention in the future. The seventh hypothesis in this study is thus supported empirically. The results of previous studies that have consistent results with the seventh hypothesis are those of Riko Firmawan Adixio and Laila Saleh (2013) and Abdullah et al (2018).

CONCLUSION

It can be concluded that restaurant servicescape has positive and significant effect on customer satisfaction. Restaurant servicescape in the three restaurants such as ambient conditions, aesthetics of the facilities, layout, and electrical equipment can make customers to have a pleasant

experience during their visit and thus is satisfied. Those who are satisfied will have intention to buy at the restaurant again in the future and inform positive news to others. Customer satisfaction mediates restaurant servicescape and repurchase intention. Restaurant servicescape can make customers satisfy and later they will have intention to revisit the restaurant in the future and share positive information about the restaurant servicescape with others.

Service quality in the form of reliability, tangibleness, responsiveness, assurance, and empathy provided by the restaurant management and staff can provide a pleasant experience for customers so that they are satisfied. Customer satisfaction mediates service quality and repurchase intention. Services quality provided by the restaurant management and staff that can satisfy customers will make them to have intention in buying again in the future and share positive news about service quality.

Considering that majority of the respondents are aged of 19-40 years who are classified as young adults, have tendency to travel with gadgets (laptops, cellphones, and others), the restaurant managements can add electrical sockets and cell phone charger outlet on as many tables as possible, provide a scanned QR code at each customer's table, and provide locker cabinets as the efforts to attract more customers. For such customers, it is easier to convey criticism, suggestions, and complaints through digital media than conventional questionnaires. Personal attention can be by offering or giving promos for customers whose birthday are on the day of the visit, providing facilities that ease customers with disabilities to access the entrance and toilet with a wheelchair.

More restaurants and respondents can be added to future research in order to obtain more specific results. In depth discussion can be conducted by using qualitative methods as a complement to quantitative methods. Based on the coefficient of determination test, other variables

that affect customer satisfaction and repurchase intention need to be added. With the development of digital technology, other variables such as marketing effectiveness through social media (e.g. Instagram) and electronic word of mouth can considerably be added to determine the effect on customer satisfaction and repurchase intention.

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