

Research Article

Turning Quality into Loyalty: Exploring the Role of Consumer Satisfaction in Repeat Purchases

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Abstract

The purpose of this study is to determine the effect of Service Quality on Repurchase Decisions through Consumer Satisfaction as a Mediating Variable. The population in the study were customers who had visited the Sederhana Restaurant Bekasi. The sampling technique used was purposive sampling. The amount of data in this study was 100 data. The data in this study were primary and secondary data collected using a questionnaire method. The data analysis methods used were Path Analysis and t-test (partial) and Sobel Test. The results of the study showed that: Partially, Service Quality did not have a significant effect on Repurchase Decisions. Service Quality had a positive and significant effect on Customer Satisfaction. Customer Satisfaction had a positive and significant effect on Repurchase Decisions. Consumer Satisfaction did not mediate the relationship between Service Quality and Repurchase Decisions. The managerial implications of this study indicate that restaurant management needs to focus on improving service quality that has a direct impact on customer satisfaction. Although service quality does not have a direct effect on repurchase decisions, customer satisfaction has been shown to play a significant role in encouraging customers to return. Therefore.

Keywords: Service Quality, Customer Satisfaction, Repurchase Decision

JEL Classification: M31, L83, D12

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1. Introduction

Increasingly fierce business competition in Indonesia is driving companies to continuously improve their competitive advantage. Changes in the economic, social, and technological environment force every business to adapt and effectively manage management functions, including production, marketing, human resources, and finance (Kotler & Keller, 2016; Alma, 2018). Improving service quality is a strategic way to maintain business existence amidst intense competition (Zeithaml, Bitner, & Gremler, 2018).

One of the main requirements for a company to survive in competition is its ability to create and retain customers. Good service is a crucial factor in attracting consumer attention and loyalty (Cronin & Taylor, 1992; Tjiptono, 2015). Good service quality creates a positive perception of the company and ultimately drives repeat purchase decisions by consumers (Parasuraman, Zeithaml, & Berry, 1988; Kotler & Armstrong, 2014).

Food is a primary human need, so the culinary business has large and sustainable market potential. According to the Central Statistics Agency (2020), Indonesian consumption expenditure on food and beverages still dominates household expenditure. Furthermore, increasing public mobility has made restaurants a practical solution for meeting daily food needs (Yunianto, 2016; Rachmawati, 2018). This has fueled competition among culinary businesses to continuously improve the quality of their products and services.

One well-known restaurant is the Sederhana Restaurant. According to data from the Top Brand Index, this restaurant has ranked second in the Indonesian restaurant category for three consecutive years (TopBrandIndex.com, 2020; Putri & Hartati, 2019). Despite its strong performance, this position presents both opportunities and challenges for the restaurant to increase customer loyalty and compete with other restaurants like Ampera and Ayam Bakar Wong Solo.

Customer satisfaction is a key factor influencing repeat purchase decisions. According to Oliver (1997), customer satisfaction is formed through post-purchase evaluations, which will determine subsequent consumer behavior. Satisfied customers are more likely to recommend products and make repeat purchases (Kotler & Keller, 2016; Prasetyo, 2018). Therefore, understanding how service quality contributes to customer satisfaction is crucial for business sustainability.

Furthermore, Walker (in Rimbun, 2016) emphasizes that companies capable of providing quality service will build long-term relationships with customers. Furthermore, according to Crosby et al. (in Purek, 2018), service quality is about meeting customer expectations, so service providers need to understand precisely what consumers want. Good service not only impacts short-term transactions but also shapes positive perceptions and long-term loyalty (Tjiptono & Chandra, 2016; Lovelock & Wirtz, 2016).

Based on the above description, this research is important to further examine the influence of service quality on repeat purchase decisions, with customer satisfaction as a mediating variable. This research is expected to provide theoretical contributions to the development of marketing science, as well as practical contributions for businesses in increasing customer loyalty through superior service.

2. Literature Review and Hypothesis

Literature review

Service Quality

Service quality is a crucial factor in creating competitive advantage, particularly in the service industry. According to Parasuraman, Zeithaml, and Berry (1988), service quality is the gap between customer expectations and their perceptions of the service received. If the service received meets or exceeds expectations, it is considered quality. Zeithaml et al. also developed the SERVQUAL model, which encompasses five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Kotler and Keller (2016) define service quality as the totality of features and characteristics of a service that depend on its ability to satisfy customer needs. Tjiptono (2015) states that quality service must focus on customer value and consistently meet expectations. Meanwhile, according to Lovelock & Wirtz (2016), service quality must also be viewed from a systems and interaction perspective, including how service is delivered directly by employees.

Several studies, such as those by Meida Ramita Sari (2019), Siti Suryani (2019), and Wardani (2017), have shown that service quality has a direct influence on customer satisfaction and repeat purchases in the culinary and service sectors.

Customer Satisfaction

Customer satisfaction is defined as a comprehensive evaluation of a consumer experience. Kotler (2014) states that satisfaction is a feeling of pleasure or disappointment that arises after comparing the actual performance of a product or service with initial expectations. Mowen & Minor (2002) add that satisfaction is an overall attitude based on the experience of purchasing and using a product or service. Tjiptono (2015) explains that satisfaction is influenced by consumer perceptions of value received and the achievement of expectations. Zeithaml et al. (1996) show that customer satisfaction impacts loyalty, positive word-of-mouth, and customer retention.

Research by Muhammad Ridwan (2018), Ansyari Idris (2019), Canalini Yosep (2015), and Tri Ulfa Wardani (2017) confirms that high service quality will increase customer satisfaction, particularly in the restaurant and transportation businesses.

Repurchase Decision

Repurchase decisions are consumer behavior that involves repurchasing the same product or service after a previous experience. According to Oliver (1997), this decision is closely related to customer loyalty and satisfaction. Hawkins, Mothersbaugh, and Best (in Laily, 2018) define repurchase as the act of repurchasing without much consideration, because the consumer is satisfied with the product. Kotler & Armstrong (2014) explain that repurchase intention is strongly influenced by consumer perceptions of product benefits and previous service experiences. According to Gendut & Sumarno (in Rahmatullah, 2016), indicators of repurchase decisions include: repurchase, recommendations to others, and not switching to another brand.

Several empirical studies by Urvashi Tandon (2020), Lily Suhaily (2017), Arfiani Bahar (2015), and Meida Ramita Sari (2019) show that repeat purchases are influenced by service quality and customer satisfaction directly and indirectly.

Hypothesis

Service Quality and Repurchase Decisions

Service quality is a key determinant in building customer loyalty. According to Parasuraman, Zeithaml, and Berry (1988), service quality is a comprehensive evaluation of the service excellence received by consumers. Furthermore, Kotler & Keller (2016) state that quality service creates significant added value for customers, which can increase their intention to repurchase.

According to Oliver (1997), repurchase decisions are a form of consumer behavior that reflects loyalty to a brand or service. In this context, consistent service quality that meets expectations will strengthen positive consumer perceptions (Cronin & Taylor, 1992). Research by Siti Suryani (2019), Meida Ramita Sari (2019), and Urvashi Tandon (2020) shows that service quality has a positive and significant effect on repurchase decisions.

H1: Service Quality has a positive and significant effect on Repurchase Decisions.

Service Quality and Customer Satisfaction

Customer satisfaction is defined as an emotional response to the comparison between pre-purchase expectations and the actual performance of a product or service (Kotler, 2014). Superior service that meets customer expectations creates a positive experience that leads to increased satisfaction (Mowen & Minor, 2002). Zeithaml et al. (1996) also emphasize that service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles significantly influence customer satisfaction.

Research by Muhammad Ridwan (2018), Tri Ulfa Wardani (2017), Ansyari Idris (2019), and Canalini Yosep (2015) shows that service quality has a significant influence on customer satisfaction, both in the food and other service industries.

H2: Service Quality has a positive and significant influence on Customer Satisfaction.

Customer Satisfaction and Repurchase Decisions

Satisfaction is a key factor in creating customer loyalty. According to Oliver (1997), satisfied customers tend to have the intention to repurchase in the future. Zeithaml et al. (1996) stated that satisfied customers have a high retention rate and are more likely to spread positive word-of-mouth.

Research by Urvashi Tandon (2020), Lily Suhaily (2017), Arfiani Bahar (2015), and Gendut & Sumarno (in Rahmatullah, 2016) shows that customer satisfaction plays a crucial role in driving repurchase decisions. Furthermore, satisfaction strengthens brand loyalty and reduces the likelihood of switching to competitors.

H3: Customer Satisfaction has a positive and significant effect on Repurchase Decisions.

Customer Satisfaction as a Mediator between Service Quality and Repurchase Decisions

The role of customer satisfaction as a mediating variable has been widely studied in the context of the relationship between service quality and customer behavior. Baron & Kenny (1986) stated that mediation occurs when an independent variable influences a dependent variable through an intermediary variable. In this case, service quality influences repurchase decisions not directly, but through customer satisfaction as the pathway.

Research by Urvashi Tandon (2020), Lily Suhaily (2017), and Nor Azureen Rozekhi (2016) shows that customer satisfaction mediates the relationship between service quality and repurchase decisions. This means that improved service quality will increase satisfaction, and this satisfaction will drive repurchase decisions.

H4: Customer satisfaction mediates the effect of service quality on repurchase decisions.

Research Conceptual Framework

Figure 1 shows the conceptual framework of the study that illustrates the relationship between service quality, customer satisfaction, and repurchase decisions. In this model, there are four hypotheses: H1 shows the direct relationship between service quality and repurchase decisions; H2 describes the influence of service quality on customer satisfaction; H3 shows the influence of customer satisfaction on repurchase decisions; and H4 describes the role of customer satisfaction as a mediating variable between service quality and repurchase decisions.

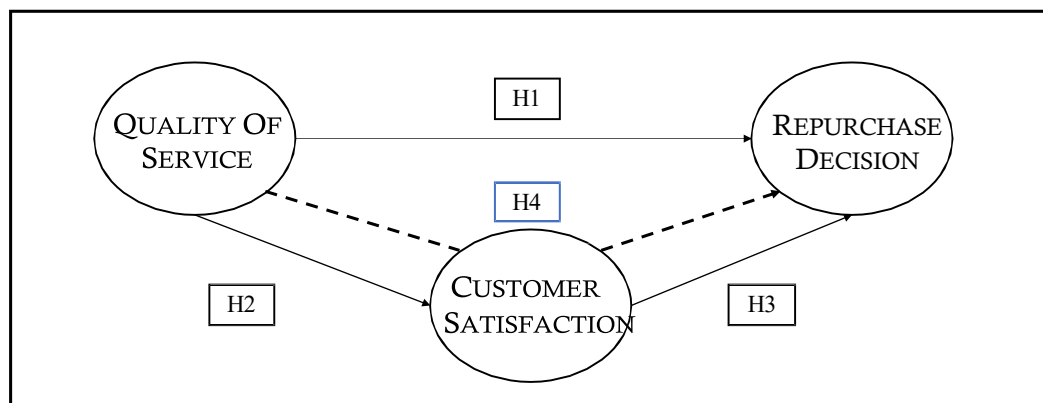


Figure 1. Conceptual Framework

3. Data and Method

Type of Research

The type of research used in this study is explanatory research. According to Sugiyono (2014), explanatory research aims to explain the position of the variables studied and the relationships between them. This study explains the relationship between the variables "The Influence of Service Quality on Repurchase Decisions," mediated by Customer Satisfaction. The research method used was a survey, where data was collected from a sample of respondents using a questionnaire as the primary data collection tool.

Population and Sample

Population

According to Sugiyono (2014), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study were consumers who had visited the Sederhana Restaurant in Bekasi.

Sample

A sample is a portion of the research population data applied by the researcher with the hope that it will have characteristics identical to the population according to Echdar (2017). In this study, the sampling technique used was non-probability sampling. Saban Echdar (2017) defines non-probability sampling as a technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample.

Data Collection Techniques

According to Sugiyono (2014), a questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer. These questions/statements describe respondents' responses to product quality, brand image, service quality, and purchasing decisions by providing a list of statements that respondents must complete directly at the research location.

Data Analysis Methods

According to Echdar (2017), data analysis involves grouping data based on variables and respondent types, tabulating data based on variables across all respondents, presenting data from each variable studied, performing calculations to answer the research questions, and performing calculations to test the proposed hypotheses.

4. Results

Data Normality Test

Data normality testing was performed in two ways: a histogram was created for the distribution of standardized residuals, and a Normal Probability Plot was created for each model. To obtain accurate results, calculations were performed using a computer. The results of the study are as follows:

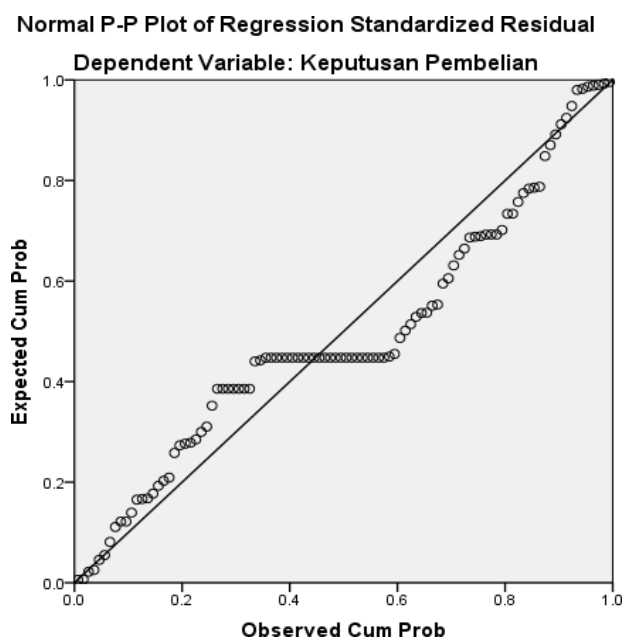


Figure 2. Normality Test

In the normality test for data using the Normal P-P Plot, as shown in the figure above, the data points are spread around the diagonal line, and the distribution of the data points follows the diagonal line. This indicates that the data in this study meets the assumption of normality.

Heteroscedasticity Test

This test is used to verify whether the distribution of Repurchase Decision (Y) data is random for the Service Quality (X) and Customer Satisfaction (Z) variables. For this test, a scatterplot diagram is created between the predicted values and the residuals. The results of the heteroscedasticity test can be seen in the following figure:

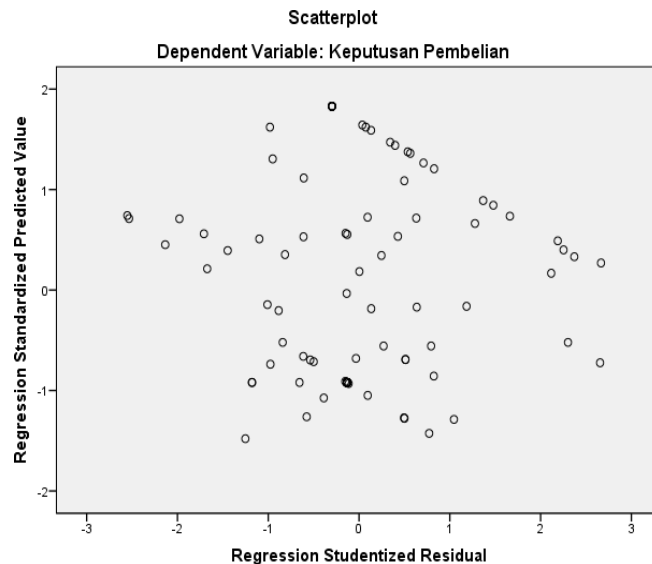


Figure 3. Heteroscedasticity Test

The figure above shows that the data are scattered around the number 0 (0 on the Y-axis) and do not form a specific pattern or trend line. Therefore, the data can be said to be heteroscedastic and meet the requirements for regression analysis.

Multicollinearity Test

The collinearity test was conducted to determine whether there is collinearity among the independent variables. The method used was to calculate the tolerance and VIF. From the results of computer calculations using SPSS, the tolerance values for each research stage were obtained, as presented by the researchers:

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Service Quality	.456	2.192
Customer Satisfaction	.359	2.789

Source: Data Processing Results, 2021

Based on the table above, the tolerance value for the Service Quality (X) variable is 0.456 and for Consumer Satisfaction (Z) it is 0.359. Therefore, since the tolerance value is ≥ 0 , it can be concluded that there is no significant relationship between the independent variables Consumer Satisfaction (X) and Consumer Satisfaction (Z), meaning there is no collinearity. The VIF value for the Service Quality (X) variable is 2.192, and for Consumer Satisfaction (Z) it is 2.789. Therefore, the VIF value obtained is < 10 , indicating no collinearity between the independent variables Service Quality (X) and Consumer Satisfaction (Z).

Path Analysis Results

A path analysis model is a diagram that connects independent, intermediary, and dependent variables. The path analysis in this study can be illustrated by the model summary results processed by SPSS 22, which yielded the following results:

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.634	1.39433
2	.872 ^a	.760	.753	1.93183

Source: Data Processing Results, 2021

The table above shows that the R-square value of 0.641 is used to calculate the error value (e_1), which is the variance of the Customer Satisfaction variable that cannot be explained by the Service Quality variable. Meanwhile, the R-square value of 0.760 is used to calculate the error value (e_2), which is the variance of the Repurchase Decision variable that cannot be explained by the Service Quality and Customer Satisfaction variables.

Partial Test (t-Test)

To test the hypothesis or suspicion of a partial effect, compare the calculated t value with the t table value. The assumption is that if the calculated t value is greater than the t table value, there is a significant effect between the independent variable and the dependent variable. Conversely, if the calculated t value is greater than the t table value, the independent variable has no effect on the dependent variable. The results of the calculated t value using SPSS Version 22.00 are as follows:

Table 3. t-Test

	Model	T	Sig.
	(Constant)	-.399	.735
1	Service Quality	.392	.692
	Customer Satisfaction	4.473	.000

Source: Data Processing Results, 2021

Based on the t-test results in Table 3, it is known that the Service Quality variable has a significance value of 0.692, which means it does not have a significant effect on Repurchase Decisions because the sig value is > 0.05 . Meanwhile, the Customer Satisfaction variable shows a significance value of 0.000, which means it has a positive and significant effect on Repurchase Decisions because the sig value is < 0.05 . Thus, only Customer Satisfaction is proven to contribute significantly to customer repurchase decisions.

5. Discussion

Service Quality Has No Significant Influence on Repurchase Decisions.

The results of this study indicate that service quality does not significantly influence repeat purchase decisions at Sederhana Restaurant, Bekasi. This finding suggests that, although good service is provided, it does not directly encourage repeat purchases. It is likely that other factors, such as price, taste preferences, location, or customer habits, are more dominant in influencing repeat purchase decisions.

This finding is inconsistent with research by Sari (2019), which found that service quality significantly influenced repeat purchase decisions at Padang restaurants in Medan. Similarly, research by Tandon (2020) found that superior service directly encourages repeat customers. However, this study aligns with findings by Hafizah (2018), which stated that service quality is not strong enough to influence repeat purchases if it is not supported by customer satisfaction and competitive pricing.

Service Quality has a positive and significant influence on Customer Satisfaction.

This finding indicates that the service provided by Sederhana Restaurant, Bekasi, has successfully created a positive perception in the minds of customers, which in turn leads to satisfaction. Aspects such as staff friendliness, speed of service, and restaurant cleanliness are likely key factors shaping a positive customer experience.

These results align with research by Ridwan (2018), which found that service quality significantly influences customer satisfaction in culinary businesses in Jakarta. Research by Yosep (2015) and Wardani (2017) also concluded that service quality dimensions such as accuracy, attentiveness, and empathy are important factors influencing customer satisfaction. This confirms that efforts to improve service quality will have a direct impact on customer satisfaction.

Customer satisfaction has a positive and significant influence on repeat purchase decisions.

The results of the study indicate that customers who are satisfied with the service provided tend to have a strong desire to make repeated purchases. This indicates that satisfaction is an important emotional and psychological factor in fostering loyalty. Satisfied customers feel safe, comfortable, and confident in the quality of the products and services they receive.

This finding aligns with research by Suhaily (2017), which states that customer satisfaction is closely related to repeat purchase decisions at fast food restaurants. Similarly, Bahar (2015) and Tandon (2020) confirm that satisfaction is a strong indicator in predicting future consumer behavior. These results emphasize the importance of managing the overall customer experience to increase retention.

Customer satisfaction does not mediate the relationship between service quality and repeat purchase decisions.

This finding indicates that although service quality increases satisfaction, satisfaction is not able to significantly bridge the influence of service quality on repeat purchase decisions. This may indicate that other variables may be more powerful mediators of this relationship, such as trust, price, or promotion.

These results are inconsistent with research by Rozekhi et al. (2016) and Tandon (2020), which found that customer satisfaction can be an effective mediator between service quality and repurchase decisions. However, these results are supported by research by Hafizah (2018), which found that despite increased satisfaction, repurchase decisions were more influenced by functional factors such as location, price, and consumption habits.

6. Conclusion

Based on the description and discussion in the previous chapter, this study concludes that, partially, service quality does not significantly influence customers repurchase decisions at Sederhana Restaurant, Bekasi. However, service quality was shown to have a positive and significant effect on customer satisfaction, and customer satisfaction also had a positive and significant effect on repurchase decisions. However, customer satisfaction did not mediate the relationship between service quality and repurchase decisions, so the mediating role was not proven significant in the context of this study.

Managerial Implications: The results of this study provide important implications for the management of Sederhana Restaurant, Bekasi, particularly in efforts to increase customer loyalty. The primary focus should be on increasing customer satisfaction through improving service quality, as customer satisfaction has been shown to directly influence repurchase decisions. Although service quality does not directly influence repurchase decisions, improving service quality remains crucial because it can create a positive customer experience.

Recommendation

Restaurant Sederhana Bekasi is advised to focus on improving customer satisfaction by enhancing service responsiveness and consistency, as these directly influence repurchase decisions. Management should implement structured training for service staff and utilize digital feedback tools to monitor satisfaction levels. Additionally, expanding their presence on social media can help capture customer insights and encourage positive word-of-mouth. These actionable steps are expected to increase customer retention and long-term business growth.

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