

Effect of food quality, service quality, atmospherics, other customers and emotions on loyalty at De Soematra 1910 Restaurant Surabaya

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ABSTRACT: This study aims to measure the variables of food quality, service quality, atmospherics, other customers, and positive & negative emotions on customer loyalty. An empirical study was conducted by distributing a questionnaire to 150 respondents who are De Soematra 1910 Restaurant Surabaya customers. The results of the analysis using the Structural Equation Model (SEM) are positive. Meanwhile, other customers variable has a negative effect. Furthermore, positive and negative emotion variables have an effect on loyalty. Based on these findings, restaurant owners need to improve the quality of food and services such as fresh food events and present them in an interesting way. In addition, service enhancements should be delivered professionally and friendliness has a positive effect on customer satisfaction and loyalty.

Keywords: customer perception of restaurant quality, SEM, loyalty.

1 INTRODUCTION

Nowadays, western restaurants are very popular, although the price is quite expensive. This happens because people are increasingly aware of the importance of nutritional value for health, so restaurants that use premium ingredients like western restaurants can attract customers. In Surabaya, there are many Western restaurants are opened and offer a variety of types, tastes, and styles that are in accordance with the quality of the product, making competition in this business sector increasingly stringent. According to tripadvisor.co.id, one of the best Western restaurants in Surabaya is De Soematra 1910 restaurant.

This research is conducted to measure food quality, service quality, atmospherics, other customers, and positive & negative emotions on loyalty at De Soematra 1910 restaurant Surabaya. Based on several previous studies examined, there is a research gap related to the research of Chen et al. (2015) which shows that Food Quality has a positive effect on Positive Emotions and Atmospherics has a positive

effect on Positive Emotions but does not have a negative effect on Negative Emotions. Whereas Peng et al. (2016) research shows that Food Quality has an effect on Positive Emotions and Atmospherics has no positive effect on Positive Emotions but has a negative effect on Negative Emotions.

Consumers feel that a restaurant offers a variety of good foods, they feel positive emotions such as excitement, pleasure, satisfaction, and pride that affect the repurchase process and lead to loyalty. Yet, if the food quality is not good, the buyers will feel disappointed and dissatisfied, which results in no repurchase process. Thereby, this study proposes the hypothesis that Food Quality will influence the positive and negative emotions of customers when eating in fine dining restaurants. H1 (a): Food Quality has a positive effect on Positive Emotions at De Soematra 1910 restaurant Surabaya. H1 (b): Food Quality has a negative effect on Negative Emotions at De Soematra 1910 restaurant Surabaya.

Liljander & Strandvik (1995) argue that customers who positively respond to employees' service

quality will have stronger relationships and are more committed and loyal to repurchasing. Meanwhile, the customer who responds negatively to the service quality delivered by the employee will form a relationship that does not take place in the long-term. H2 (a): Service Quality has a positive effect on Positive Emotions at De Soematra 1910 restaurant Surabaya. H2 (b): Service Quality has a negative effect on Negative Emotions at De Soematra 1910 restaurant Surabaya.

Mowen & Minor (2002) utter that atmospherics affects the emotional state of consumers, which encourages consumer emotions to increase or decrease purchases. If atmospherics in the restaurant comfort the customers, it will form positive emotions that will have an impact on the customer's decision to increase purchases and, vice versa, if the atmospherics in the restaurant make customers uncomfortable, it will cause negative emotions and eventually the customers only buy what they need and will not return to that restaurant. H3 (a): Atmospherics has a positive effect on Positive Emotions at De Soematra 1910 restaurant Surabaya. H3 (b): Atmospherics has a negative effect on Negative Emotions at De Soematra 1910 restaurant Surabaya.

Brocato et al. (2012) reveal that Other Customers are individual perceptions of a customer towards other restaurant customers, such as perceptions of other customers' physical appearance and assumptions about their 'appropriateness' behavior, which can affect one's satisfaction with service providers. Brocato et al. (2012) also examine and state that individual perceptions of other customers will greatly affect customer satisfaction itself. Customer satisfaction signifies that a restaurant can give the impression of positive emotions to customers, while customer dissatisfaction can be interpreted as the impression of negative emotions in a restaurant (Pizam et al. 2016). H4 (a): Other Customers have a positive effect on Positive Emotions at De Soematra 1910 restaurant Surabaya. H4 (b): Other Customers have a negative effect on Negative Emotions at De Soematra 1910 restaurant Surabaya.

Jang & Namkung (2009) and Jeon & Hyun (2012) say that positive emotions or customer satisfaction towards a product can lead to a higher loyalty. Customers with a high level of positive emotions are more likely to become regular customers and recommend the product or business to friends and family. Liu and Jang (2009) argue that negative emotions can also affect customer loyalty negatively. Customers who experience a high level of negative emotions tend not to recommend or visit the

same restaurant in the future. H5 (a): Customers' Positive Emotions have a positive effect on their Loyalty toward De Soematra 1910 restaurant in Surabaya. H5 (b): Customers' Negative Emotions have a negative effect on their Loyalty toward De Soematra 1910 restaurant in Surabaya.

2 RESEARCH METHODS

The data collection technique in this study used primary data obtained directly from respondents through online questionnaire distribution to obtain responses or opinions of respondents about the effect of food quality, service quality, atmospherics, other customers, and emotions on loyalty at De Soematra 1910 restaurant Surabaya.

The target and characteristics of the population in this study were men or women, residing in Surabaya, having visited De Soematra 1910 restaurant Surabaya in the past 1 year, and having a minimum education level of SMA/Vocational schools (SMK)/equivalent. The sampling technique used was the Purposive Sampling method. The measurement level used in this study was the interval level with a numerical scale of 1 to 7.

3 RESULTS AND DISCUSSIONS

The results of the Measurement Model show that each indicator has a Standardized Loading value greater than 0.5 and AVE>0.5, signifying that the indicators of all research variables, namely food quality, service quality, atmospherics, other customers, positive emotions, negative emotions, and loyalty show good measurement results. Construct Reliability produced by each variable is greater than 0.6, which indicates that all indicators have good reliability. This study used Structural Equation Modeling (SEM) using AMOS 16 Software to test the Measurement Model and Structural Model.

These results indicate that Food Quality affects Positive Emotions and Negative Emotions at De Soematra 1910 restaurant Surabaya. This shows that the good food quality will contribute to the positive emotions of De Soematra 1910 restaurant customers, because it is in line with customer expectations towards a fine dining restaurant like De Soematra 1910 restaurant as they pay expensive foods, they expect good food quality in return.

Service Quality has an effect on Positive and Negative Emotions at De Soematra 1910 restaurant Surabaya. If customers feel that the service quality that they expect is in accordance with what they feel,

it will lead to positive emotions and customers will be happy to come back to De Soematra 1910 Restaurant Surabaya. If what is expected by the customers does not match with what they feel, it will trigger negative emotions and the customers will not form a long-term relationship with De Soematra 1910 restaurant Surabaya.

Table 1. The results of hypothesis testing

	Hypothesis	C.R.	Description
H1a (+)	Food Quality → Positive Emotions	1,998	supported
H1b (-)	Food Quality → Negative Emotions	-1,958	supported
H2a (+)	Service Quality → Positive Emotions	5,062	supported
H2b (-)	Service Quality → Negative Emotions	-3,063	supported
H3a (+)	Atmospherics → Positive Emotions	-1,966	unsupported
H3b (-)	Atmospherics → Negative Emotions	2,012	unsupported
H4a (+)	Other Customers → Positive Emotions	0,411	unsupported
H4b (-)	Other Customers → Negative Emotions	-3,228	supported
H5a (+)	Positive Emotions → Loyalty	2,077	supported
H5b (-)	Negative Emotions → Loyalty	-1,975	supported

Note : *** $p \leq 0,001$ and ** $p \leq 0,05$

Based on the results of the hypothesis, there are results of a new research model that can be seen in Figure 1.

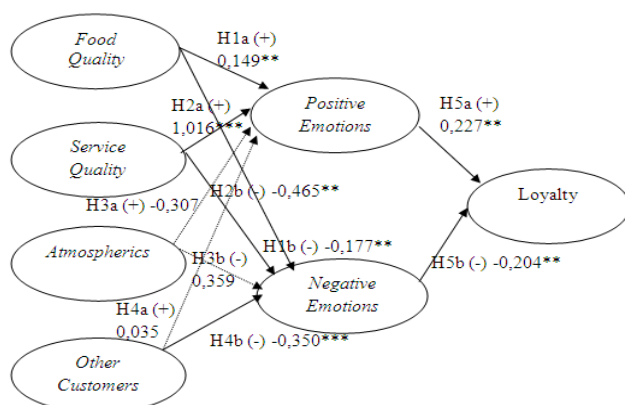


Figure 1. The Results of Structural Model

Atmospherics does not affect Positive and Negative Emotions at De Soematra 1910 Restaurant Surabaya. In the context of a fine dining restaurant, what makes De Soematra 1910 restaurant special is its superior food and service quality. De Soematra Restaurant 1910 is a fine dining restaurant whose customers are definitely from the upper class who

expect superior service as well. In fact, the customers expect that the money they spend matches with the quality of food served. Thus, if the quality of food and service is good, then the customer will not be too concerned if the Atmospherics are good or not.

Other Customers have no effect on Positive Emotions but have an effect on Negative Emotions at De Soematra 1910 Restaurant. This signifies that customers eating in a fine dining restaurant like De Soematra 1910 restaurant expect they can eat comfortably and far from disturbances. Thereby, if there are other customers who speak loud and rude, they will definitely feel disturbed then the negative emotions of the customer will emerge as they get angry and upset. However, if other customers who eat at De Soematra 1910 restaurant look attractive, it will not make other customers feel positive emotions such as happy feeling, because they are not related to those customers.

Positive Emotions and Negative Emotions affect Loyalty at De Soematra 1910 restaurant Surabaya. This indicates that if customers feel happy and satisfied with the overall restaurant services, positive emotions will emerge that causes repurchase intention and eventually customer loyalty. Whereas if the customer feels angry, resentful, and unhappy about the restaurant, negative emotions will emerge, which causes the customer will not revisit the restaurant in the future.

4 CONCLUSION

Therefore, Based on the results of this study, it can be concluded that from the 5 hypotheses, there are 3 hypotheses that are fully supported, 1 hypothesis is not supported, and 1 hypothesis is partially supported. The hypothesis that is fully supported is H1, which is food quality affects positive emotions and negative emotions at De Soematra 1910 restaurant Surabaya. H2, namely service quality influences positive emotions and negative emotions at De Soematra 1910 restaurant Surabaya. H5, which is positive emotions and negative emotions, affects loyalty at De Soematra 1910 restaurant Surabaya.

The unsupported hypothesis is H3, which is atmospherics does not affect positive emotions and negative emotions at De Soematra 1910 restaurant Surabaya. The partially-supported hypothesis is H4, where H4a of other customers do not have a positive influence on De Soematra 1910 restaurant Surabaya,

but H4b of other customers have negative emotions at De Soematra 1910 restaurant Surabaya.

From the results of this study, it can be seen that service quality has the greatest influence on positive emotions and negative emotions at De Soematra 1910 restaurant Surabaya. Therefore, De Soematra 1910 restaurant in Surabaya must always maintain the quality of its services by providing professional services to customers. This can be achieved by asking feedback from customers regarding the quality of existing services, then evaluating what is lacking from the services provided by De Soematra 1910 restaurant, and improving the lack of service by providing more training to De Soematra 1910 restaurant employees.

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