

ANALYSIS OF THE EFFECT OF RESTAURANT ENVIRONMENTAL CUES AND NON-ENVIRONMENTAL CUES ON CUSTOMER SATISFACTION IN FORMING CUSTOMER LOYALTY MODERATED BY MOTIVATION OF DE MANDAILING CAFE AND EATERY JEMURSARI CUSTOMERS IN SURABAYA

Febriani Nancy Muha^a, Oliandes Sondakh^b, Ronald Suryaputra^{c*}

^a02619190003@student.uph.edu

^aMaster of Management Student at Pelita Harapan University, Surabaya 60234, Indonesia

^{b,c}The Lecturer of Master of Management at Pelita Harapan University, Surabaya 60234, Indonesia

Abstract

The rapid development that occurs in the food and beverage sector creates opportunities for restaurant entrepreneurs. This is driven by changes such as lifestyle for people in big cities who often eat outside their homes such as restaurants and cafes. One of the modern cafes in Surabaya that has a unique concept is De Mandailing Cafe and Eatery. This study aims to determine how the effect of Restaurant Environmental Cues and Non-Environmental Cues on Customer Loyalty through Customer Satisfaction moderated by Motivation for customers of De Mandailing Cafe and Eatery Jemursari in Surabaya. This research is a research with quantitative methods with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 100 respondents with the characteristics of male and female respondents aged 17-65 years, domiciled in Surabaya, had bought and consumed at least 2 times in the past 1 year at De Mandailing Cafe and Eatery Jemursari in Surabaya. The results showed that Decor & Artifact had a significant positive effect on Customer Satisfaction; Spatial Layout had a significant positive effect on Customer Satisfaction; Ambient Conditions had a significant positive effect on Customer Satisfaction; Food Quality had a significant positive effect on Customer Satisfaction; Service Quality had a significant positive effect on Customer Satisfaction; Price had a significant positive effect on Customer Satisfaction; Location had a significant positive effect on Customer Satisfaction; Customer Satisfaction had a significant positive effect on Customer Loyalty; Motivation is accepted as a homologizer moderating variable that affects the effect of Customer Satisfaction on Customer Loyalty.

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1. Introduction

The growth of the food and beverage industry in Indonesia continues to increase rapidly every year. According to Kementrian Perindustrian (KEMENPERIN), the food and beverage industry sector is one of the pillars of economic growth in Indonesia. Therefore, the government continues to encourage growth in this industry. In the second quarter of 2018, the national food and beverage industry sector growth reached 8.67% or exceeded the national economic growth of 5.27%. (www.tempo.com, downloaded on 17 May 2020).

The rapid development that occurs in the food and beverage sector is certainly a separate business opportunity for restaurant entrepreneurs. This is driven by changes in the lifestyle (life style) of people in big cities who often eat outside the home such as restaurants and cafes. In addition to lifestyle changes that encourage people to eat out of the house frequently, another cause is stress levels. The stress level of the Indonesian people, especially in big cities like Surabaya, is enormous. This is caused by various pressures, such as the biggest and most common economic pressure, to the smallest such as social pressure. (www.kanalsatu.com, downloaded on 17 May 2020). In 2016, the chairman of Asosiasi Pengusaha Cafe dan Restoran Indonesia (APKRINDO) Jawa Timur said that currently in Surabaya there are around 500-600 middle and upper class restaurants. Meanwhile, as a whole, there are 2,000 culinary businesses in Surabaya, both cafes, restaurants and depots in the middle to lower segment. Every year, the average number of restaurants, cafes, and depots in East Java grows by around 10%. (www.josstoday.com, downloaded on 17 May 2020)

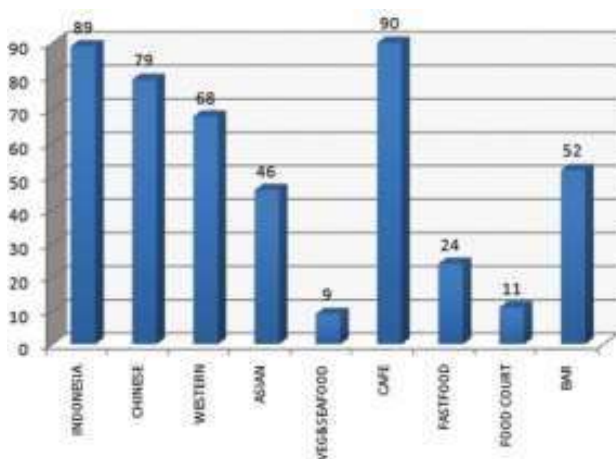


Figure 1.1: Percentage diagram of the number of restaurants in Surabaya in 2016

The rapid increase in the number of restaurants in the city of Surabaya has a good impact on the growth of the city's original income sector. The amount of income from this sector certainly makes Surabaya increasingly recognized as one of the culinary centers in Indonesia. Dinas Pendapatan dan Pengelolaan Keuangan Surabaya (DPPK) said that there was a significant increase in restaurant tax. The growth of restaurants that continues to grow every year has made many investors from outside the city of Surabaya and even East Java interested in investing in Surabaya. Annual income from the restaurant tax sector in Surabaya is more than Rp. 200 billion in line with the increasing purchasing power of the community (www.jatim.tribunnews.com, downloaded on May 17, 2020).

One of the modern cafes in Surabaya that has a unique concept is De Mandailing Cafe and Eatery. This cafe was founded in 2011 and has 3 branches located in Jemursari (South Surabaya), Klampis (East Surabaya), and

Bukit Darmo Golf (West Surabaya). However, the most interesting thing is De Mandailing Cafe and Eatery, Jemursari branch. The concept carried by De Mandailing Cafe and Eatery, Jemursari branch, looks different from other branches because it combines several concepts, including a modern bistro but there is still a touch of traditional nuances. This is what makes it different from other branches which only carry one concept. In 2016, for approximately five years of existence, De Mandailing Cafe and Eatery won several awards including: First Winner On Best Cafe Jawa Pos Culinary Awards 2016 and Second Winner On Best Cafe Jawa Pos Culinary Awards 2017 (www.gotravelly.com.com , downloaded on 17 May 2020).

Located on Jalan Raya Jemursari, De Mandailing Located on Jalan Raya Jemursari, De Mandailing Cafe and Eatery itself offers a kind of hangout place with an artistic and comfortable concept at a pocket-friendly price for its customers (www.suryahardiana.com, downloaded on 17 May 2020) Cafe and Eatery itself offers a kind of hangout with an artistic and comfortable concept at a pocket-friendly price for its customers (www.suryahardiana.com, downloaded on 17 May 2020).

Customer Loyalty according to Bendapudi and Berry in Tjiptono (2007) is a form of action or positive response related to the promise to continue to be loyal to the commitments that have been set and this can be seen from his loyalty to continue being a regular customer even though there are many other products that can be his choices. The point is that a customer is someone who continuously and repeatedly comes to the same place to satisfy his desires by having a product or getting a service and paying for the product or service.

According to Da Silva in Oktiani and Apriyanti (2014) Customer Satisfaction is a form of assessment while using or consuming the products and services provided which will give a reaction and feelings about expectations, the results of the evaluation of the use of these products and services.

Motivation according to Usman (2011) is a desire that exists in an individual who stimulates him or her to take actions or something that is the basis or reason for someone to behave.

According to Choirul (2010) Decor & Artifacts is a framework, shape, design, motifs, patterns, and patterns that are implemented on an object.

According to Tampubolon (2004) Spatial Layout is the layout of the operational facilities of a place such as tables and chairs, both inside and outside the building.

According to Bitner (1992) in (Lovelock, Wirtz & Musrry, 2011) Ambient Conditions are characteristics of the environment with respect to the five senses. The background of the environment such as temperature, lighting, music, colors, smells and sound disturbances. A few minor annoyances may not be annoying but if the environmental conditions become extreme it can become a serious problem and stress the customer.

Location, according to Lupiyoadi and Hamdani (2006), relates to where the business must be headquartered and carry out its operations or activities. Location selection is an important factor influencing the success of a business, because location selection is also related to consumer purchasing decisions. Therefore, the location of the right place of business is a requirement that absolutely must be met by every business.

According to Suparyanto and Rosad (2015), Price is the amount of something that has a general value in the form of money that must be sacrificed to get a product.

Service Quality according to Nikmah (2013) is defined as an effort to fulfill the needs and desires of

consumers and the accuracy of their delivery in balancing expectations.

Food Quality is an important thing that must be considered by restaurants because food is the main product offered by restaurants to their customers so that restaurants must maintain customer expectations regarding the quality of the products offered by the restaurant (Walter et al., 2010; Jang and Mankung, 2009).

This research was conducted based on a research gap, the first research gap is from the research of Zaki and Rizal (2018) which states that there is a significant effect of ambient conditions on customer satisfaction. This study is different from the research of Han and Ryu (2009) which explains that there is an insignificant effect of ambient conditions on customer satisfaction. This is because other variables such as Decor & Artifacts have a more significant effect on Customer Satisfaction.

As one of the cafes in Surabaya, it is very important for De Mandailing Cafe and Eatery Jemursari to improve Restaurant Environmental Cues and Non-Environmental Cues from customers which will eventually lead to Customer Loyalty. Therefore, researchers are interested in researching the Analysis of the Effect of Restaurant Environmental Cues and Non-Environmental Cues on Customer Loyalty through Customer Satisfaction moderated by Motivation on customers of De Mandailing Cafe and Eatery Jemursari in Surabaya.

2. Literature Review

2.1 Theories and Hypotheses

2.1.1 Restaurant Environmental Cues

According to Han and Ryu (2009), Restaurant Environmental Cues talks about the important role of the environment in influencing customers in the restaurant industry. Kim and Moon (2009) define Restaurant Environmental Cues as a physical environment that is formed and controlled by the restaurant owner. According to Lee et al. (2008) when customers want to eat outside, of course they consider the physical environment of the restaurant such as in terms of food and services provided by the restaurant. Thus a comfortable, creative, and innovative store design in a restaurant is an important component in encouraging positive evaluation and generating emotional responses in influencing customers (Ryu & Han, 2009).

2.1.2 Non-Restaurant Environmental Cues

According to Potter and Hotchkiss (2012), when a customer enters the area of a restaurant, it does not only focus on the restaurant's environment but also considers several examples of other supporting aspects, such as the strategic location of the restaurant to friendly prices. Hyup and Kang (2014) explain that there are four supporting aspects that play a role as a determinant in the customer experience while eating, namely the quality of service, the quality of food provided, the right location and the price offered by the restaurant.

2.1.2.1 Decor & Artifacts

Research by Berman and Evan (2007) suggests that Decor & Artifacts has a positive and significant effect on Customer Satisfaction. Wong and Yu (2013) in their research revealed that Decor & Artifacts have a positive and significant influence on Customer Satisfaction. An attractive room decoration can certainly attract attention and give its own impression to anyone who sees the decoration. The attractiveness of a decoration can create a positive response which is certainly related to satisfaction. In addition, Kumar et al (2006) in a study conducted said that decor affects customer decisions and satisfaction in making purchases on a product. The categories that are included in the interior display arrangement are the arrangement of direction or location signs, the arrangement of additional items, posters, and wall clocks. This arrangement, although simple, has a big impact on customers.

H1: Decor & Artifacts has a significant influence on Customer Satisfaction.

2.1.2.2 Spatial Layout

Research conducted by Bitner (1992) suggests that Spatial Layout has a positive and significant effect on Customer Satisfaction, where the layout can have an influence on one's satisfaction. The layout can be in terms of arrangement of tables and chairs, bathrooms, arrangement of existing facilities as well as a wide and wide entryway that will make it easy to walk. Arnold (1998) in a study conducted revealed that Spatial Layout has a positive and significant effect on Customer Satisfaction. This is because the layout itself, when it can still create a space, the access to move is still there, giving rise to comfort which is closely related to satisfaction.

H2: Spatial Layout has a significant influence on Customer Satisfaction.

2.1.2.3 Ambient Conditions

In the research of Tuhumena et al (2008) stated that ambient conditions have a positive and significant effect on customer satisfaction. In addition, according to Rizal & Rizky (2018) the Ambient Condition variable also has a positive influence on Customer Satisfaction. This is due to the natural noise, the smell of the room, the cool air, the light that does not dazzle the eyes, which can make a person linger in a place, increasing comfort and satisfaction. The same thing is also revealed by research conducted by Sukoco (2012) where in his research it explains that ambient conditions have a positive and significant effect on customer satisfaction which is closely related to one's mood which can increase satisfaction.

H3: Ambient Conditions has a significant influence on Customer Satisfaction.

2.1.2.4 Food Quality

According to Ryu's (2014) research, Food Quality has a positive and significant effect on Customer Satisfaction. The food quality of a cafe or restaurant plays an important role for a company to entertain customers. Food Quality according to Namkung and Jang (2007) is the most important dimension of the quality of a restaurant and cafe. Therefore there are many developments in the food and beverage menu, which have an impact on customer satisfaction during dinning for the success of restaurants and cafes. Furthermore, research conducted by Cho and Park (2001) states that Food Quality has a positive and significant effect on Customer Satisfaction.

H4: Food Quality has a significant influence on Customer Satisfaction.

2.1.2.5 Service Quality

McDougall and Levesque (2000) suggest that Service Quality greatly influences Customer Satisfaction in four service industries: restaurants, auto services, hairdressers, and dental services. Research also conducted by Buch and Houston (1985) also states that Service Quality has a positive and significant influence on Customer Satisfaction. Qin (2010) research results show that Service Quality has a positive and significant effect on Customer Satisfaction in the food and beverage industry. In addition, the results of research by Tuhumena et al (2008) that service quality is closely related to customer satisfaction, where the quality provided by a company or a restaurant is a means of support to achieve satisfaction.

H5: Service Quality has a significant influence on Customer Satisfaction.

2.1.2.6 Price

Ryu's research (2014) suggests that Price has a significant effect on Customer Satisfaction. This is confirmed by the results of research conducted by Harjanto and Ardhana (2010) which show that price is one of the factors that influence satisfaction. The price set by the company becomes the benchmark for achieving satisfaction because price is one of the considerations for customers to buy a product. Affordable prices balanced with good quality will provide its own satisfaction.

H6: Price has a significant influence on Customer Satisfaction.

2.1.2.7 Location

According to research conducted by Mareta (2015) explains that Location has a positive and significant effect on Customer Satisfaction. Furthermore, research conducted by Indra (2017) explains that location is something that affects customer satisfaction, because a good location will make it easier for customers to analyze their needs or products. A good location ensures fast access, it can attract a large number of customers.

H7: Location has a significant influence on Customer Satisfaction.

2.1.2.8 Customer Satisfaction

According to Kotler (2003), Customer Satisfaction is a person's perception of the performance of a product or service that is felt compared to the expectations of the customer, where customer satisfaction will lead to brand loyalty. According to Oliver (1999), that Customer Satisfaction is a major cause of brand loyalty, which means that loyalty and loyalty arise because of the satisfaction with certain product and / or service brands.

H8: Customer Satisfaction has a significant influence on Customer Loyalty.

2.1.2.9 Motivation

According to Dube et al., (1994) satisfaction is an emotional state, post-purchase reactions which can be in the form of anger, dissatisfaction, irritation, arousal (arousal), joy or pleasure. Das (2013) in his research said that a person's feelings when feeling satisfaction can be characterized by pleasure and arousal. Pleasure is a state of feeling similar to liking, but also correlated with arousal (arousal). Customer satisfaction is obtained from customer emotions. Emotion consists of two elements, namely pleasure and arousal (Bigne, et.al, 2005). Research by Anton, Camamero and Laguna (2014) examined the role of motivation on the relationship between Customer Satisfaction and Customer Loyalty. The results showed that positive internal motives increase the influence of intensity both on the intention to return and on recommendations. The research was carried out on Castilla Leon objects in the Segovia area, Spain. As stated, when the reasons are related to the desire to rest and relax, spend time with other people or enjoy leisure time, exploring the destination country does not cause fatigue which is an indicator of motivation then it can increase the need and desire to return and can be met by products that are same. The intensity of the visit does not have a direct impact on any of the factors involved in destination loyalty but is, however, influenced by the reason for the visit. Internal motives or impulses increase the intensity effect both on the intention to return and on the recommendation. As stated, when the reasons are related to the desire to rest and relax, spend time with other people or enjoy leisure time, the high consumption of the destination country does not cause fatigue, because those needs and wants are general in nature and may recur, and may be fulfilled by the same product. Conversely, when the motive is linked to the end itself (cultural supply, gastronomy, sport, etc.), the intense experience in terms of duration and expenditure reduces the intention to return. In this case, the needs are specific and have been met, so that the destination can no longer offer anything for future visits. Kaltcheva and Weitz's (2006) research states that motivation orientation is a situational variable that moderates the relationship between arousal and pleasure which is an emotional response that is directly related to customer satisfaction. When service providers can provide positive emotions to customers, it will make customers feel comfortable, happy, and have their own satisfaction in consuming the services provided by service providers (Das, 2013). Customer expectations that have a positive motivation drive have a significant effect on post-purchase customer satisfaction and become a source of customers having a spirit of loyalty to a product or service (Lemon & Verhoef, 2016). Motivation can encourage the creation of an emotional bond between the product or service provider brand and the customer which in turn increases customer loyalty because they are satisfied with the performance of the product or service provider. In the tourism literature, motivation is considered as a series of wants and needs that drive, direct, and shape one's behavior and activities as a tourist (Uysal & Hagan, 1993; Yoon & Uysal, 2005). The most commonly used classification in the literature for tourist motivation is based on the push-pull

theory of motivation and divides tourism motives into two categories, namely internal motives (pushing) and external motives (pulling), in which the push and pull factors work together to stimulate people to travel. (Dann, 1977; Uysal & Hagan, 1993). Hence motivation theory encourages and draws a moderating effect of motivation on satisfaction with its relationship to loyalty.

H9: Motivation strengthens the effect of Customer Satisfaction on Customer Loyalty

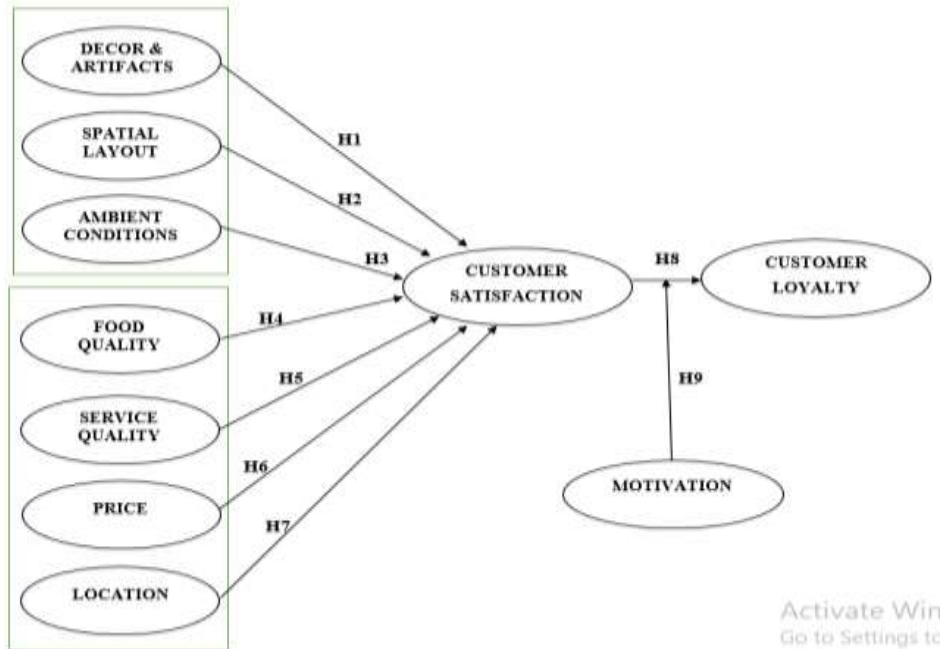


Figure 2.1 Research Model

3. Research Methods

This research is a research with quantitative methods, which is research based on the philosophy of positivism which is used to examine certain populations or samples by collecting data using research instruments, analyzing numerical or statistical data in order to test predetermined hypotheses. This type of research is causal because it aims to test and analyze the effect of the independent variables on the dependent variable (Sugiyono, 2010). The population in this study were all customers of De Mandailing Cafe and Eatery Jemursari in Surabaya. In this study, the sampling technique used was Non Probability Sampling with the Snowball Sampling method. Non Probability Sampling is a sampling technique that does not provide equal opportunities for every member of the population to be sampled. Whereas Snowball Sampling is used so that the distribution of questionnaires can be carried out quickly, as according to Sugiyono (2001: 61) Snowball Sampling is a sample determination technique which is initially small in number, then this sample is asked to select friends to be sampled and so on, so that the number of samples is increasingly lots. Characteristics of respondents can be aged 17-65 years, domiciled in Surabaya, and have bought and consumed at least 2 times in the past 1 year at De Mandailing Cafe and Eatery Jemursari in Surabaya. Now (2003) states that in multivariate research (including multiple regression analysis), the sample size must be several times (preferably 10 times or more) the number of variables in the study. Therefore, the total sample range to be

used in this study was 100 respondents. This is because in this study there are 10 variables that will be used so that referring to the Sekaran statement (2003), the minimum sample size = 100. With the stipulation of the minimum sample size to be used, namely 100 respondents, it is concluded that this study has met the minimum sample size criteria. In this study there are 41 indicators. After the respondent has filled out the questionnaire, the data will be processed using SPSS 22 software. The scale used in this study is a Likert Scale, where the answer is provided at intervals from 1 = Strongly Disagree (STS) to 5 = Strongly Agree (SS). Statements are made using a scale of 1-5 to obtain internal data.

4. Results and Discussion

Table 4.1: Multiple Linear Regression Analysis

Model / Variabel	R	Adj R ²	F _{sig}	Standardized Coefficients Beta	t _{sig}	Hipotesis
DA,SL,AC,FQ,SQ,P,L*CS	0,812	0,633	0,000			
DA				0,312	0,000	Accepted
SL				0,182	0,022	Accepted
AC				0,202	0,029	Accepted
FQ				0,144	0,028	Accepted
SQ				0,166	0,023	Accepted
P				0,135	0,044	Accepted
L				0,172	0,029	Accepted

Source : Processed Data (2020)

Based on table 4.1, the following regression equation can be generated:

$$Z = b1.X1 + b2.X2 + b3.X3 + b4.X4 + b5.X5 + b6.X6 + b7.X7$$

$$Z = 0,312.X1 + 0,182.X2 + 0,202.X3 + 0,144.X4 + 0,166.X5 + 0,135.X6 + 0,172.X7$$

Where:

Z = Customer Satisfaction

b1 = Decor & Artifacts Coefficient

X1 = Decor & Artifacts

b2 = Coefficient of Spatial Layout

X2 = Spatial Layout

b3 = Coefficient for Ambient Conditions

X3 = Ambient Conditions

b4 = Food Quality coefficient

X4 = Food Quality

b5 = Service Quality coefficient

X5 = Service Quality

b6 = Price coefficient

X6 = Price

b7 = Location coefficient

X7 = Location

Effect of Decor & Artifacts on Customer Satisfaction (H1)

In the first hypothesis, which reads Decor & Artifacts (DA) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted, it shows a significant value below 0.05 with a sig level of 0.000 < 0.05 and a regression coefficient value of 0.312. So it can be said that the test results for hypothesis 1 (H1) are accepted. This research is appropriate and supports the research conducted by Wong

and Yu (2013) which states that Decor & Artifacts (DA) has a positive and significant effect on Customer Satisfaction (CS). This is due to the fact that when customers come to De Mandailing Cafe and Eatery Jemursari in Surabaya, of course, decoration is one of the things that cannot be separated from customer ratings, especially when the decorations owned by De Mandailing Cafe and Eatery Jemursari in Surabaya look different from the other two branches. such as the interior that is used to accentuate a modern and traditional artistic impression according to the concept being carried. Of course, a unique decoration like this can make customers feel more satisfied and more interested in spending time at De Mandailing Cafe and Eatery Jemursari in Surabaya.

Effect of Spatial Layout on Customer Satisfaction (H2)

Furthermore, the second hypothesis which reads Spatial Layout (SL) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted showing a significant value below 0.05 with a sig level of $0.022 < 0.05$ and a regression coefficient value of 0.182. Then it can be said that the test results for hypothesis 2 (H2) are accepted. This research is appropriate and supports research conducted by Arnold (1998) which states that Spatial Layout (SL) has a positive and significant effect on Customer Satisfaction (CS). This is because when customers are enjoying their time at De Mandailing Cafe and Eatery Jemursari in Surabaya, of course, customers need room arrangement such as tables and chairs that can give a comfortable impression when the customer is eating food or drinks served by the cafe. When De Mandailing Cafe and Eatery Jemursari in Surabaya is able to arrange the tables and chairs properly, of course the customers will feel satisfied and comfortable because they get enough space, whether it's just to move or consume food or drinks at De Mandailing Cafe and Eatery Jemursari in Surabaya.

Effect of Ambient Conditions on Customer Satisfaction (H3)

The third hypothesis which reads Ambient Conditions (AC) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted showing a significant value below 0.05 with a sig level of $0.029 < 0.05$ and a regression coefficient value of 0.202. So it can be said that the test results for hypothesis 3 (H3) are accepted. This study is appropriate and supports research conducted by Sukoco (2012) which states that ambient conditions (AC) have a positive and significant effect on customer satisfaction (CS). This in itself can be caused because the parties from De Mandailing Cafe and Eatery Jemursari in Surabaya always try and are able to make the atmosphere inside and outside the cafe comfortable, for example, such as ensuring the air conditioner remains stable so that visiting customers do not feel hot when in the cafe. , trying to liven up the cafe atmosphere by playing popular songs, using fragrances so that every room in the cafe is always fragrant, lighting is adjusted so as not to cause glare when customers come to visit and several other facilities.

Effect of Food Quality on Customer Satisfaction (H4)

The fourth hypothesis which says Food Quality (FQ) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been carried out, it shows a significant value below 0.05 with a sig level of $0.028 < 0.05$ and a regression coefficient value of 0.144. So it can be said that the test results for hypothesis 4 (H4) are accepted. This study is appropriate and supports the research conducted by Cho and Park (2001) which states that Food Quality (FQ) has a positive and significant effect on Customer Satisfaction (CS). This is because customers perceive food quality as one of the things that needs to be improved and maintained. When customers come and parties from De Mandailing Cafe and Eatery Jemursari in Surabaya are able to maintain every quality of food and drink, then of course the customer will feel satisfied, because the parties from De Mandailing Cafe and Eatery Jemursari in Surabaya really pay attention to the quality of food and beverages that are served. served to customers.

Effect of Service Quality on Customer Satisfaction (H5)

Furthermore, the fifth hypothesis which says Service Quality (SQ) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted showing a significant value below 0.05 with a sig level of $0.023 < 0.05$ and a regression coefficient value of 0.166. So it can be said that the test results for hypothesis 5 (H5) are accepted. This research is appropriate and supports research conducted by Buch and Houston (1985) which states that Service Quality (SQ) has a positive and significant effect on Customer Satisfaction (CS). This is because customers who come to De Mandailing Cafe and Eatery Jemursari in Surabaya certainly want to get the best service from this cafe. When the De Mandailing Cafe and Eatery Jemursari in Surabaya are able to realize the expectations of their customers in terms of service such as serving food or drinks well and are always responsive to every customer request, this will certainly provide satisfaction in the minds of customers because customers feel served and treated well by De Mandailing Cafe and Eatery Jemursari in Surabaya.

Effect of Price on Customer Satisfaction (H6)

The sixth hypothesis which reads Price (P) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted showing a significant value below 0.05 with a sig level of $0.044 < 0.05$ and a regression coefficient value of 0.135. So it can be said that the test results for hypothesis 6 (H6) are accepted. This research is appropriate and supports research conducted by Arlina and Martin (2009) which states that Price (P) has a positive and significant effect on Customer Satisfaction (CS). This is because De Mandailing Cafe and Eatery Jemursari in Surabaya can be said to have quite affordable food and beverage prices but with large portions. The price offered by this cafe is certainly an attractive strategy for its loyal customers. This is because customers can get mainstay menus from De Mandailing Cafe and Eatery Jemursari in Surabaya at affordable prices but with large portions. This kind of thing can certainly make customers more interested and the satisfaction in customers will increase as well.

Effect of Location on Customer Satisfaction (H7)

The seventh hypothesis which reads Location (L) has a significant effect on Customer Satisfaction (CS) based on the results of the t test that has been conducted showing a significant value below 0.05 with a sig level of $0.029 < 0.05$ and a regression coefficient value of 0.172. So it can be said that the test results for hypothesis 7 (H7) are accepted. This research is appropriate and supports the research conducted by Indra (2017) which states that Location (L) has a positive and significant effect on Customer Satisfaction (CS). This is because the location owned by De Mandailing Cafe and Eatery Jemursari in Surabaya is a very strategic location because it is located on the edge of a major road and near several access roads such as road access to housing, malls, hospitals and offices. Of course, a location like this can make customers feel satisfied because location is one of the basic considerations when customers decide to eat outside the home such as eating at De Mandailing Cafe and Eatery Jemursari in Surabaya.

Table 4.2: Simple Linear Regression Analysis

Model / Variabel	R	R ²	F _{sig}	Standardized Coefficients Beta	t _{sig}	Hipotesis
CS*CL	0,708	0,496	0,000			
CS				0,708	0,000	Accepted

Source : Processed Data (2020)

Based on table 4.2, a simple regression equation can be generated as follows: $Y = b_0 + b_1Z$

$Y = 0.708.Z$

Where:

Y = Customer Loyalty

b = Customer Satisfaction Coefficient

Z = Customer Satisfaction

Effect on Customer Satisfaction of Customer Loyalty (H8)

Furthermore, in the eighth hypothesis which reads Customer Satisfaction (CS) has a significant effect on Customer Loyalty (CL) based on the results of the t test that has been conducted, it shows a significant value below 0.05 with a sig level of $0.000 < 0.05$ and a regression coefficient value of 0.708. So it can be said that the test results for hypothesis 8 (H8) are accepted. This research is appropriate and supports research conducted by Ryu (2014) which states that Customer Satisfaction (CS) has a positive and significant effect on Customer Loyalty (CL). This is because, when customers feel that their expectations are fulfilled when they come to visit De Mandailing Cafe and Eatery Jemursari in Surabaya, of course customer satisfaction will increase and this satisfaction is what encourages customers to have loyalty such as coming back to De Mandailing Cafe and Eatery Jemursari in Surabaya.

Table 4.3: Multilevel Linear Regression Analysis

Model / Variabel	R	R ² / Adj R ²	R ² Change	Fsig Change	Standardized Coefficient beta	tsig	Hipotesis
CS*CL	0.708	0.496	0.501	0,000			Accepted
CS					0.708	0.000	
CS,MV*CL	0.725	0.516	0.025	0.027			
CS					0.680	0.000	
MV					0.159	0.027	
CS,MV,MOD*CL	0.725	0.511	0.000	0.869			
CS					0.562	0.433	
MV					0.038	0.960	
CS*MV					0.184	0.869	

Source : Processed Data (2020)

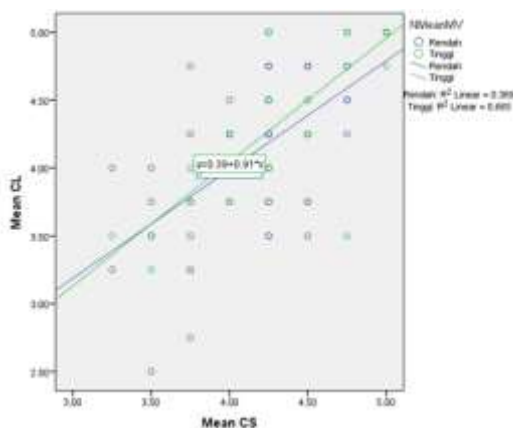


Figure 4.1 Scatter Plot Moderation Test

Based on table 4.3 and Figure 4.1, the following regression equation can be generated:

At high motivation $Y = 0.39 + 0.91X$

At low motivation $Y = 0.79 + 0.8X$

It can be seen from table 4.3 and table 4.1 as for the standardized beta coefficient obtained as a result of the effect of the MVCS interaction on CL shows a positive result. This means that the moderation of Motivation (MV) significantly strengthens the influence of Customer Satisfaction (CS) on Customer Loyalty (CL). When Motivation (MV) is high, the effect of Customer Satisfaction (CS) on Customer Loyalty (CL) is 0.91. Meanwhile, when Motivation (MV) is low, the effect of Customer Satisfaction (CS) on Customer Loyalty (CL) is 0.8. In this study, the location of Motivation (MV) can be accepted as a moderating homologizer (potential), because the effect of Motivation (MV) on Customer Loyalty (CL) on the third output is not significant; and the effect of the multiplication of the coefficient between the Motivation variable (MV) and the Customer Satisfaction (CS) (MVCS) variable on Customer Loyalty (CL) on the third output, the results are not significant. Thus, when customers have high motivation, it can further increase the influence of Customer Satisfaction (CS) on Customer Loyalty (CL). On the other hand, when customers have low motivation, the effect of Customer Satisfaction (CS) on Customer Loyalty (CL) is low.

Motivation strengthens the effect of Customer Satisfaction on Customer Loyalty (H9)

Hypothesis nine, which reads Motivation (MV) strengthens the influence of Customer Satisfaction (CS) on Customer Loyalty (CL) based on table 4.22, it is obtained that the Fsig Change number is 0.869 for the moderation role model Motivation (MV) on the relationship between the Customer Satisfaction (CS) variable and Customer Loyalty (CL). The location of the Motivation (MV) can be accepted as moderation of the homologizer. So it can be said that the test results for hypothesis 9 (H9) are accepted. This study is appropriate and supports the research conducted by Anton, Camamero, & Laguna (2014) that Motivation (MV) strengthens the effect of Customer Satisfaction (CS) and Customer Loyalty (CL). This is because when customers have a certain motivation to come to De Mandailing Cafe and Eatery Jemursari in Surabaya and what is the basis of this motivation can be realized by the cafe, then of course customer satisfaction will increase. This increased satisfaction will make customers loyal to De Mandailing Cafe and Eatery Jemursari in Surabaya.

5. Conclusion

In this study, there are nine hypotheses. Based on the results of research that has been carried out, all hypotheses in this study are accepted. After analyzing the data, several conclusions can be taken, as follow:

- a. Decor & Artifact had a significant positive effect on Customer Satisfaction. An attractive room decoration can certainly attract attention and give its own impression to anyone who sees the decoration. The attractiveness of a decoration can create a positive response which is certainly related to satisfaction.
- b. Spatial Layout had a significant positive effect on Customer Satisfaction. The layout itself while still being able to create a space then access to move still exists, giving rise to comfort which is closely related to satisfaction.
- c. Ambient Conditions had a significant positive effect on Customer Satisfaction. Ambient Conditions like the reasonable noise, fragrance of space, cool air, light that does not dazzle the eyes can make a person linger in a place, increasing comfort and satisfaction.
- d. Food Quality had a significant positive effect on Customer Satisfaction. Food Quality is the most important dimension of the quality of a restaurant and cafe. Therefore there are many developments in the food and beverage menu, which have an impact on customer satisfaction during dinning for the success of restaurants and cafes.
- e. Service Quality had a significant positive effect on Customer Satisfaction. Service quality is closely related to customer satisfaction, where the quality provided by a company or a restaurant is a means of support to achieve satisfaction. This is because if there is good service from a place that might be a

company or a restaurant, the customer will feel that there is more treatment given by that place. In other words, the recipient of the service will be satisfied with what the service provider has provided.

- f. Price had a significant positive effect on Customer Satisfaction. The price set by the company becomes the benchmark for achieving satisfaction because price is one of the considerations for customers to buy a product. Affordable prices balanced with good quality will provide its own satisfaction.
- g. Location had a significant positive effect on Customer Satisfaction. The choice of a strategic location is one indicator of whether or not service quality is good. Location is closely related to the formation of customer perceptions. So it can be concluded that a strategic location can have a positive impact on customer satisfaction.
- h. Customer Satisfaction had a significant positive effect on Customer Loyalty. Customer Satisfaction is a major cause of brand loyalty, which means that loyalty and loyalty arise because of the satisfaction of certain product and / or service brands. If customers are satisfied with the performance of a brand, they will continue to buy the brand, use it and even tell others about the advantages of the brand based on the customer's experience in using the brand.
- i. Motivation is accepted as a homologizer moderating variable that affects the effect of Customer Satisfaction on Customer Loyalty. Customer expectations that have a positive motivation drive have a significant effect on post-purchase customer satisfaction and become a source of customers having a spirit of loyalty to a product or service.

APPENDIX

Table: The Items List Used in the study

<i>Customer Loyalty</i>	
X1	: I wish to keep visiting De Mandailing Cafe and Eatery Jemursari in Surabaya for a long time
X2	: I would recommend De Mandailing Cafe and Eatery Jemursari in Surabaya to others
X3	: I will visit De Mandailing Cafe and Eatery Jemursari in Surabaya regularly
X4	: I will say positive things about De Mandailing Cafe and Eatery Jemursari in Surabaya to others
<i>Customer Satisfaction</i>	
X5	: I feel satisfied with the service at De Mandailing Cafe and Eatery Jemursari in Surabaya
X6	: I really enjoyed my time at De Mandailing Cafe and Eatery Jemursari in Surabaya
X7	: I feel satisfied with the food at De Mandailing Cafe and Eatery Jemursari in Surabaya
X8	: I feel satisfied with the drinks at De Mandailing Cafe and Eatery Jemursari in Surabaya
<i>Motivation</i>	
X9	: I came to De Mandailing Cafe and Eatery Jemursari in Surabaya because the food is delicious
X10	: I came to De Mandailing Cafe and Eatery Jemursari in Surabaya because the drinks are delicious
X11	: I came to De Mandailing Cafe and Eatery Jemursari in Surabaya because of the wide selection of western menus offered
X12	: I came to De Mandailing Cafe and Eatery Jemursari in Surabaya because it is close to several other places
<i>Decor & Artifacts</i>	
X13	: The interior decoration of De Mandailing Cafe and Eatery Jemursari in Surabaya is attractive
X14	: The wall decoration of De Mandailing Cafe and Eatery Jemursari in Surabaya is unique
X15	: The wall colors used by De Mandailing Cafe and Eatery Jemursari in Surabaya
X16	: Furniture (for example: tables, chairs, sofas) used by De Mandailing Cafe and Eatery Jemursari in Surabaya is comfortable

<i>Spatial Layout</i>
X17 : The layout of De Mandailing Cafe and Eatery Jemursari in Surabaya makes it easy for me to move around
X18 : De Mandailing Cafe and Eatery Jemursari's table and chair arrangement in Surabaya gave me enough space to consume
X19 : De Mandailing Cafe and Eatery Jemursari's table and chair arrangement in Surabaya made me comfortable
<i>Ambient Conditions</i>
X20 : The playing of De Mandailing Cafe and Eatery Jemursari music in Surabaya enlivens the atmosphere
X21 : The lighting at De Mandailing Cafe and Eatery Jemursari in Surabaya is not dazzling to the eye
X23 : The room temperature at De Mandailing Cafe and Eatery Jemursari in Surabaya is cool
X24 : The smell of the De Mandailing Cafe and Eatery Jemursari room in Surabaya is typical
<i>Food Quality</i>
X25 : De Mandailing Cafe and Eatery Jemursari in Surabaya offers a wide variety of food menus
X26 : De Mandailing Cafe and Eatery Jemursari in Surabaya offers a wide variety of drink menus
X27 : De Mandailing Cafe and Eatery Jemursari in Surabaya serves food in good condition
X28 : De Mandailing Cafe and Eatery Jemursari in Surabaya serves drinks in good condition
X29 : De Mandailing Cafe and Eatery Jemursari in Surabaya serves food with an attractive presentation
X30 : De Mandailing Cafe and Eatery Jemursari in Surabaya serves drinks with attractive presentations
<i>Service Quality</i>
X31 : The employees of De Mandailing Cafe and Eatery Jemursari in Surabaya are friendly towards customers
X32 : The employees of De Mandailing Cafe and Eatery Jemursari in Surabaya provide fast service.
X33 : The employees of De Mandailing Cafe and Eatery Jemursari in Surabaya serve food according to orders
X34 : The employees of De Mandailing Cafe and Eatery Jemursari in Surabaya serve drinks according to orders
X35 : The employees of De Mandailing Cafe and Eatery Jemursari in Surabaya always look neat
<i>Price</i>
X36 : The price offered by De Mandailing Cafe and Eatery Jemursari in Surabaya is affordable
X37 : De Mandailing Cafe and Eatery Jemursari in Surabaya often provides discounted prices
X38 : The portions of food served by De Mandailing Cafe and Eatery Jemursari in Surabaya are according to the price offered
X39 : The drink portions served by De Mandailing Cafe and Eatery Jemursari in Surabaya are according to the price offered
<i>Location</i>
X40 : De Mandailing Cafe and Eatery Jemursari in Surabaya is easy to reach
X41 : De Mandailing Cafe and Eatery Jemursari in Surabaya is close to the residence
X42 : The De Mandailing Cafe and Eatery Jemursari building in Surabaya can be seen clearly from a normal viewing distance

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