



Effect Of Product Quality, Service Quality, Image Satisfaction Towards Loyalty Satisfaction At Sunda Restaurant In Jakarta

Rizky Arita Mahara

Program Pascasarjana Magister Manajemen Universitas Pamulang

Email : riskyaritamahara18@gmail.com

Abstract: Number of Sunda Restaurant's consumer in the year of 2017 and 2020 are decreasing although the number of restaurant is increasing. This research test the impact of Product quality, Service quality, and Image through Satisfaction into consumer's Loyalty by using Convenience Sampling with 200 respondents who have visited and eat in Sunda Restaurant in Jakarta at least twice in the last six months..

Key words: Product quality, Service quality, Image, Satisfaction, Loyalty

INTRODUCTION

For some, it has a restaurant is a big dream, especially when this person has a hobby about culinary or enjoy the ins and outs of the culinary world. Restaurant is a thriving business very rapidly. This development is on ultimately making consumers have a variety alternative food choices to suit their tastes (Mishra, 2013). Business people also need to compete and look for new ideas to be able to develop his business, wrong one such idea is to maintain old consumers compared to looking for new customers. According to Mattila & O'Neill (2003), the cost of acquiring a new buyer can be five times more expensive than the cost to nurture old customers.

Mattila, AS, (1999) states that Loyalty is the key to the success of a business, including food business in the form of a restaurant. Consumer new is not a guarantee to bring profits and success for the restaurant. Profits, success and sustainability a restaurant can be improved through Loyalty (Parsa et al., 2005 & Keiningham et al.,2007). Restaurants must maintain Loyalty so that the restaurant does not go bankrupt (Haghilil, 2012). Loyalty also has a marketing effect indirectly through the marketing medium most effective namely Word of mouth (Polyorat & Sophonsiri, 2010). According to Sajadi & Rizzuto (2013), Loyalty is the impact of Satisfaction. Giese &Cote (2002) states that Satisfaction is a response to customer satisfaction. This is an assessment that a product (goods) or services can provide a pleasureitself for users of the goods or services when using the goods or services.

Sajadi and Rizzuto (2013) stated that Satisfaction is the impact of several factors namely Product quality, Service quality, and Image. Product quality consists of various kinds, namely variations in food, appearance food, and food taste (Kandampully et al.,2001). Kandampully et al., (2001) stated that the factors contained in the Service quality such as

fast service, service friendly, prowess, and behavior of the waiter affect Satisfaction. Views or consumer information about goods or services can be seen through the symbols also called Image. Consumers who buying goods or services can be created if consumers have a good image towards a good or service (Ghafoor, et al., 2012).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Variations in food menu, taste, appearance, and freshness of food is an indicator Show product quality (Zhang & Law, 2013). Namkung & Jang (2007) stated that the main factors affecting satisfaction is the quality of the food. If the quality of the food provided by the restaurant is good, the consumer will feel happy. Zhang & Law (2013) states that it tastes good to food is the key to the success of a restaurant. Satisfaction by product quality, this becomes apparent when consumers get it Product quality is better expectations, consumers will get High satisfaction (Abdullah & Rozzario, 2009). Sabir et al., (2014) stated that the appearance, taste, and variety of that food is the product quality of a restaurant Can be used as a strategy in achieving Satisfaction. This is supported by research conducted by Sajadi & Rizzuto (2013) and research Febriansyah (2013) states positive influence on product quality Satisfaction. Based on theory and research before, then the hypothesis to be tested in this research is: **H1. There is a positive effect Product quality against Satisfaction.**

The attitude of the restaurant waiter is friendly, polite, helpful, clean and comfortable place is a component of service quality, this is which become the wishes and expectations of consumers when in a restaurant so that the konsumen feel happy (Abdullah & Rozzario, 2009). Harr (2008) also stated that Service quality is one of the components of Satisfaction Waiters knowledge about restaurant, attitude care servants to consumers, provide promised service, the desire to help consumers, and the physical state of the restaurant like Restaurant interior is an example of Service quality that makes consumers feel confident against restaurants (Harr, 2008). Sabir et al., (2014) states that the Service quality of a restaurant can be used as a strategy in achieving Satisfaction. This is supported by research done by Sajadi & Rizzuto (2013) and research Febriansyah (2013) which states there is a positive influence on Service quality Satisfaction. Based on theory and research before, then the hypothesis to be tested in this research is: **H2. There is a positive influence on Service quality against Satisfaction.**

Schulz (2012) and Kara et al., (1995) stated that Image against a restaurant can created by enhancing a performance restaurants (products and services) so that consumers creating a high image of the restaurant the. Malik (2012) states that Imagegood will result in satisfaction. This matter supported by research conducted by Sajadi & Rizzuto (2013) and Malik's research (2012) which concluded that there was influence Positive Image on Satisfaction. Based on theory and previous research, then the hypothesis which will be tested in this study are: **H3. There is a positive influence on Image Satisfaction.**

Jahanshahi, et al., (2011) stated that indicators of a product quality such as design products and product quality will be good affect Loyalty. Untaru & Ispas (2013) as well states that Product quality can increase Loyalty in the long run and create assets that have positive value between consumers and companies. Product quality too can be the basis of Loyalty (Yuen, 2010). Thing this is supported by research conducted by Sajadi & Rizzuto (2013) and Arisman's research (2013) which states that there is an influence positive Product quality on Loyalty. Based on previous theory and research, then the hypothesis will be tested in the study This is: **H4. There is a positive influence on Product quality against Loyalty.**

Ryu, et al., (2012) stated that cleanliness outlets, speed of service, and friendliness is an indicator in Service quality impact on Loyalty. Loyalty can be created through Service quality. Positive view of One's service quality can grow Loyalty for someone to a product or service. The level of progress of a Loyalty is obtained if the consumer of a company recommend to buy goods or services (Yuen, 2010). This is supported by research conducted by Sajadi & Rizzuto (2013) and research by Arisman (2013) which concluded that there is a positive effect of Service quality against Loyalty. Based on theory and research before, then the hypothesis to be tested in this research is: **H5. There is a positive influence on Service quality against Loyalty.**

Sajadi & Rizzuto (2013) stated that Image can be created by having a good relationship between consumers and waiters in restaurants. Attitude restaurant waiters will have a positive impact or negative to the image of the restaurant. Consumers who get good service interesting also has a good Image against the restaurant. Loyalty can be influenced by Image (Andreani et al., 2012). This statement too supported by Ryu, et al., (2012) who stated that consumer loyalty to restaurants can seen based on consumer image. This matter supported by research conducted by Sajadi & Rizzuto (2013) who concluded that there is a positive effect of Image on Loyalty. Based on previous theory and research, then the hypothesis will be tested in the study This is: **H6. There is a positive influence on Image Loyalty.**

Sajadi & Rizzuto (2013) stated that consumer experience can create Satisfaction and leads to Loyalty. When consumers become customers first, service and products that are the main factors in Satisfaction that can impact Loyalty. Haghghi., Et al. (2012) stated that Satisfaction is also related to Loyalty Bhattachrya et al., (2011) stated that Loyalty can be seen from the availability of consumers to continue to buy that good or service. This is supported by the research conducted by Sajadi & Rizzuto (2013) and Arisman (2013) at Indonesia which concludes that there is Satisfaction positive influence on Loyalty. Based on previous theory and research, then the hypothesis will be tested in the study This is: **H7. There is a positive influence on Satisfaction against Loyalty**

METHODS

In this study, there are five (5) variables discussed, namely: Product quality, Service quality, Image, Satisfaction, and Loyalty. The five variables are measured by a number of dimensions adapted from Sajadi & Rizzuto (2013), except for the Product quality variable which is measured using a number of statements adapted from Ahmed, (2011). Furthermore, respondents were asked to respond to statements submitted to him based on a five Likert scale (1 = Strongly Disagree; 2 = Disagree; 3 = Doubt; 4 = Agree; and 5 = Strongly Agree). Product quality is measured using four (4) statement items. Respondents were asked to provide an assessment of the statement items about Product quality. Service quality has five dimensions, namely: Reliability, Empathy, Tangibles, Responsiveness, and Assurance. Reliability is measured using three (3) statement items. Empathy is measured using three (3) statement items. Tangibles are measured using three (3) statement items. Responsiveness is measured using three (3) statement items. Assurance is measured using three (3) statement items. Respondents are asked to provide an assessment of the statement items regarding Reliability, Empathy, Tangibles, Responsiveness, and Assurance.

Image is measured using four (4) statement items. Respondents were asked to provide an assessment of the statement items about Image. Satisfaction is measured using three (3) statement items. Respondents were asked to provide an assessment of the statement items regarding Satisfaction. The data used is cross sectional because the data were collected in a certain period with an individual unit of analysis. By definition, cross-sectional research is a research where the data is only collected once in a certain period of time and aims to answer a question in a study..

The sampling method used in this study is convenience sampling, which is the collection of information from a member of the population who is willing or able to provide this information. Convenience sampling is commonly used to get information quickly and get a picture of a phenomenon or variable. Convenience sampling objective is to determine whether a person prefers one product over another. Usually convenience sampling is carried out in malls or markets or places with a large population of buyers. The population chosen is consumers who have visited and eaten at least twice in the last six months at Sundanese Restaurants. The number of samples taken was 200 respondents because according to Loehlin (1998) the minimum number of samples to represent the study was 200 respondents. After the data is collected, the profile of the respondents studied can be seen from several characteristics, namely: (1) Frequency of visiting Sundanese restaurants at least 2 times in the last 6 months, (2) Sundanese restaurants visited, (3) Gender, (4) age, and (5) latest education, (6) profession, and (7) income. This study uses primary data. Data

were collected using a questionnaire technique, namely by giving a written statement to the respondent, then the respondent gave a written answer to the question. The number of questionnaires totaled 200 which were distributed in the Sundanese Restaurant. Before the questionnaire which is the instrument in this study is used, 30 questionnaires are first tested to determine their validity and reliability.

RESULT AND DISCUSSION

Descriptive statistics

1. Product quality is measured by four (4) statement items that have an average value of 3.90, which means that consumers think that the food provided in Sundanese restaurants is always new, consumers do not hesitate with the taste and appearance of the food at Sundanese restaurants, consumers are also happy because they can choose food with a different menu every time they eat at a Sundanese restaurant. Furthermore, the standard deviation value obtained is 0.942, this value tends to be small so that it can be said that the data is increasingly collecting and the distribution of data is said to be good. Service quality is measured by fifteen (15) statement items which have an average value of 3.95 which means that consumers are happy eat at Sundanese Restaurant because the restaurant's decoration is nice, clean, safe, the time is in accordance with the customer's mealtime, and there is always a place to eat. Consumers also always get orders that match what they order. The waiters at Sundanese restaurants are always friendly, take the initiative to help, are willing to listen to suggestions from consumers. Furthermore, the standard deviation value obtained is 0.942, this value tends to be small so that it can be said that the data is getting more collected and the spread of data is said to be good.
2. Image is measured by four (4) statement items which have an average value of 4.00 which means that consumers consider Sundanese Restaurant to be a restaurant that has good value and can be trusted because consumers feel that they always get the correct information according to the existing facts. Furthermore, the standard deviation value obtained is 0.942, this value tends to be small so that it can be said that the data is getting more collected and the spread of data is said to be good.
3. Satisfaction is measured by three (3) statement items which have an average value of 3.90, which means that consumers always have different eating experiences when eating at Sundanese restaurants, for example, like eating by a lake with lights. In addition, the waiters at the Sundanese Restaurant were very friendly and alert in providing assistance. This will make consumers have a distinctive impression when eating at a Sundanese Restaurant. Furthermore, the standard deviation value obtained is 0.933, this value tends to be small so that it can be said that the data is increasingly collecting and the data distribution is said to be good.
4. Loyalty is measured by four (4) statement items which have an average value of 3.96 which means that consumers prefer to eat at Sundanese restaurants when eating together with relatives or family. Furthermore, the standard deviation value obtained is 0.927, this value tends to be small so that it can be said that the data is getting more collected and data distribution is said to be good.

Results Analysis and Interpretation

1. Estimated standard value (β for hypothesis # 1 is 0.806. This means that the direction of the influence of Product quality on positive satisfaction. H1 test results show p -value equal to 0.000 < 0.05, which means that there is a positive effect of Product quality on Satisfaction. This means that if a Sundanese restaurant has food products that are more varied in taste, choice, and appearance, consumers will also have no doubts about the quality of the food served and will cause pleasure in the hearts of consumers.
2. Estimated standard value (β) for hypothesis # 2 is 0.629. This means that the direction of the influence of Service Quality on Satisfaction is positive. H2 test results show p -value equal to 0.000 < 0.05, which means that there is a positive effect of Service quality on Satisfaction. That is, if the restaurant decoration is good, clean, safe, the time is in

- accordance with the customer's mealtime, there is always a place to eat, the customer always gets an order that matches what he ordered, the waiter is always friendly, takes the initiative to help, and is willing to listen to suggestions. from consumers, the consumers will be happy with the service at Sundanese restaurants.
3. Estimated standard value (β) for hypothesis # 3 is 0. 825. This means that the direction of the influence of Image on Satisfaction is positive. The H3 test results show the *p-value* equal to 0.000 < 0.05, which means that there is a positive effect of Image on Satisfaction. This means that if the Sundanese restaurant has a good value in the eyes of consumers and can be trusted because consumers feel that they always get the right information in accordance with the existing reality, then consumers will feel happy.
 4. Estimated standard value (β) for hypothesis # 4 is 0. 440. This means that the direction of the influence of Product quality on Loyalty is positive. The H4 test results show the *p-value* amounting to 0.000 < 0.05, which means that there is a positive effect of Product quality on Loyalty in other words, if Sundanese Restaurant has products in the form of food that are more varied in taste, choice, and appearance, then consumers also have no doubt about the quality of food served and consumers will still be more choose to eat at Sundanese Restaurant compared to other restaurants
 5. Estimated standard value (β) for hypothesis # 5 is 0. 322. This means that the direction of the influence of Service quality on Loyalty is positive. H5 test results show *p-value* equal to 0.000 < 0.05, which means that there is a positive effect of Service quality on Loyalty. In other words, if the restaurant decoration is good, clean, safe, the time is in accordance with the customer's mealtime, there is always a place to eat, the customer always gets an order according to what he ordered and the waiter at Sundanese Restaurant is always friendly, taking the initiative to help. , want to listen to suggestions from consumers, consumers will still prefer to eat at Sundanese restaurants than other restaurants.
 6. Estimated standard value (β) for hypothesis # 6 is 0. 523. This means that the direction of the influence of Image on Loyalty is positive. H6 test results show *p-value* equal to 0.000 < 0.05, which means that there is a positive effect of Image on Loyalty. In other words, if a Sundanese restaurant has a good value in the eyes of consumers, it can be trusted because consumers feel that they always get the right information in accordance with the existing reality, then consumers will still prefer to eat at Sundanese restaurants than other restaurants.
 7. Estimated standard value (β) for hypothesis # 7 it is 0.398. This means that the direction of the influence of Satisfaction on Loyalty is positive. The results of testing the first hypothesis show *p-value* amounting to 0,000 < 0.05, which means that there is a positive effect of Satisfaction on Loyalty in other words, if consumers in Sundanese restaurants feel happy with the food served by Sundanese restaurants, get good service from waiters, and Sundanese restaurants have a plus in the eyes of consumers, then they don't. reluctant to keep choosing Restaurant Sundanese and recommend to family or relatives

Hypothesis Discussion

The first hypothesis (H1) in this study is that Product quality has a positive influence on Satisfaction. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) in China that product quality can be assessed based on the nutrients in food. In research conducted by researchers in Indonesia which is an Asian region (the same as in China) who care about nutrition, Product quality will affect Satisfaction. Khuong & Anh (2013) also added that when consumers experience the product, consumers will consider whether this product is good or not. If this product is good, consumers will feel satisfied (Khuong & Anh 2013). Febriansyah (2013) states that the effect of Product quality on Satisfaction based on gender is not too significant between men and women based on the results of questionnaires. This shows that the segment and target market of restaurants come from all genders. The restaurant wants to position itself as a restaurant that sells products with good taste and appropriate portions. This message has been captured by

consumers that the slight differences in the results of the questionnaire between men and women indicate that the portions and tastes offered are suitable for all genders.

The second hypothesis (H2) in this study is that Service quality has a positive influence on Satisfaction. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) and Febriansyah (2013). Factors such as operating hours, cleanliness of the outlet, politeness and the appearance of an attractive waiter will affect Satisfaction. The more suitable operating hours are with the customer and the more polite the waiter is, the higher the Satisfaction value will be. (Sajadi & Rizzuto 2013). Febriansyah (2013) states the effect of service quality on satisfaction is also based on age. Based on the results of the questionnaire distribution, most consumers who come to restaurants are consumers aged 24-29 years because at this age, consumers are classified as productive age with enough activities so that they need a place to eat that has a variety of menu choices and is fast in serving. Kara et al., (1995) also stated that clean outlets, speed in service, friendly attitude from waiters were the main factors in satisfaction. Oyewole, (1999) supports that operating hours are an important point for consumers. Abdullah & Rozzario, (2009) stated that if Service quality is high, Satisfaction will be high.

The third hypothesis (H3) in this study is that Image has a positive influence on Satisfaction. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013). The image of a restaurant can be judged based on healthy eating habits (Sajadi & Rizzuto 2013). Based on research conducted in China and Switzerland, consumers have the habit of eating healthy like in Indonesia. This will further increase the value of the Image which will affect Satisfaction. Naumann (1995) also states that Image is consumer trust. The more consumers trust, the higher the Satisfaction. Brunner et al., (2008) also stated that a good consumer image of a restaurant will cause consumers to feel happy. Malik et al., (2012) stated that the majority of consumers who come to the restaurant are students, this is in accordance with the distribution of the results of the questionnaire, which means that food and drinks in restaurants are affordable. Hidayat (2009) also states that if the image that consumers have is higher, the Satisfaction value will also be higher.

The fourth hypothesis (H4) in this study is that Product quality has a positive influence on Loyalty. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) and Arisman (2013). Sajadi & Rizzuto (2013) stated that indicators of product quality in the form of food quality, taste, appearance, can have an influence on Loyalty. The better the quality, the higher the Loyalty. This means that consumers will still choose Sundanese restaurants over other restaurants. This is evidenced when consumers enjoy products from Sundanese restaurants in the form of a large variety of food, fresh food, nutrition from these foods, and good taste, consumer loyalty will also be created / increased (Nezekati et al., 2011 and Dodgubay & Avcikurt, 2013). Arisman (2013) states that consumers with an income of between Rp. 3,000,001- Rp. 4,000,000 and arriving by car usually pay by credit card. This is a sign that the majority of consumers have a high enough income. Hidayat (2009) also states that the better the product quality a restaurant has, the higher the loyalty.

The fifth hypothesis (H5) in this study is that Service quality has a positive influence on Loyalty. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) and research by Arisman (2013). Sajadi & Rizzuto (2013) stated that the friendliness of waiters, clean outlets and fast service will have an impact on Loyalty. According to Arisman (2013), service quality can be seen based on the type of work, the results of the questionnaire show that the majority of consumers are self-employed, it can be said that consumers at this level have high incomes, ease in consuming food, and have a high level of socialization. Rousan et al., Stated that the knowledge of waiters about restaurant information is also a factor that affects service quality on loyalty. Malik et al., (2012) and Subagio & Saputra (2012) state that consumers enjoy the service at a friendly Sundanese restaurant so that it pleases consumers and discourages consumers from moving away from the restaurant. Hidayat (2009) also states that the better the service quality a restaurant has, the higher the loyalty. The sixth hypothesis (H6) in this study is that Image has a positive influence on Loyalty. These results are consistent with previous research conducted by

Sajadi & Rizzuto (2013) that consumers will have a good image about a restaurant if they have an interesting experience at the restaurant. Malik et al., (2012) & Bhattacharya et al., (2011) also added that consumer perceptions about the services provided can improve image. If consumers have a good image of a Sundanese restaurant, consumers will still choose to consume food that comes from a Sundanese restaurant. This image keeps consumers coming and has a good view / image of the restaurant. Hidayat (2009) also states that the better the image a restaurant has, the higher the loyalty. The seventh hypothesis (H7) in Loyalty research. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) which states that the interesting experiences that consumers get when eating at restaurants can create a happy heart so that consumers do not want to move to other restaurants and still advise relatives or family to eat at restaurants. the. From research conducted by Sajadi & Rizzuto (2013) conducted in China, consumers in China have more behavior to forgive waiters' mistakes. Lee et al., (2009) & Nezekati et al., (2011) stated that if consumers who have experiences that make consumers feel satisfied, such as getting friendly service, fast food available and to order, outlets that are easy to reach and clean, then consumers will still choose the Sundanese Restaurant. Tabaku & Kushi (2013) also stated that if consumers are satisfied, consumers will continue to buy food at the restaurant. Arisman (2013) states that satisfaction can also be seen from age. In this study, consumers around 20-30 years old stated that consumers were in an established age so that they had the ability to buy back at the restaurant. Hidayat (2009) also states that the better the satisfaction of consumers, the higher the person's Loyalty. Satisfaction becomes a mediator in the relationship between Product quality and Loyalty with a positive estimated value, namely 0.521. The estimated value of the indirect effect which is greater than the direct effect (0.440) indicates that Satisfaction as a mediator has a bigger role to Loyalty than this n's effect is Satisfaction has a positive influence on Loyalty. These results are consistent with previous research conducted by Sajadi & Rizzuto (2013) which states that the interesting experiences that consumers get when eating at restaurants can create a happy heart so that consumers do not want to move to other restaurants and still advise relatives or family to eat at restaurants. the. From research conducted by Sajadi & Rizzuto (2013) conducted in China, consumers in China have more behavior to forgive waiters' mistakes. Lee et al., (2009) & Nezekati et al., (2011) stated that if consumers who have experiences that make consumers feel satisfied, such as getting friendly service, fast food available and to order, outlets that are easy to reach and clean, then consumers will still choose the Sundanese Restaurant. Tabaku & Kushi (2013) also stated that if consumers are satisfied, consumers will continue to buy food at the restaurant. Arisman (2013) states that satisfaction can also be seen from age. In this study, consumers around 20-30 years old stated that consumers were in an established age so that they had the ability to buy back at the restaurant. Hidayat (2009) also states that the better the satisfaction of consumers, the higher the person's Loyalty.

Satisfaction becomes a mediator in the relationship between Product quality and Loyalty with a positive estimated value, namely 0.521. The estimated value of the indirect effect which is greater than the direct effect (0.440) indicates that Satisfaction as a mediator has a bigger role to Loyalty than the direct effect of Product quality on Loyalty. This is in accordance with previous research conducted by Butt & Murtaza (2011) that satisfaction can be a mediator in the relationship between Product quality between Loyalty.

Satisfaction becomes a mediator in the relationship between Service quality and Loyalty with a positive estimated value of 0.407. The estimated value of the indirect effect which is greater than the direct effect (0.322) shows that Satisfaction as a mediator has a bigger role to Loyalty than the direct effect of Service quality on Loyalty. This is in accordance with previous research conducted by Butt & Murtaza (2011) that Satisfaction can be a mediator in the relationship between Service quality between Loyalty.

Satisfaction becomes a mediator in the relationship between Image and Loyalty with a positive estimated value of 0.534. The estimated value of the indirect effect which is greater than the direct effect (0.523) shows that Satisfaction as a mediator has a bigger role to Loyalty than the direct effect of Image on Loyalty. This is in accordance with previous

research conducted by Butt & Murtaza (2011) that satisfaction can be a mediator in the relationship between Image and Loyalty.

CONCLUSION

Based on the results and discussion, it can be concluded that:

1. There is a positive influence:
 - a. Product quality to Satisfaction.
 - b. Service quality to Satisfaction.
 - c. Image on Satisfaction
 - d. Product quality for Loyalty.
 - e. Service quality for Loyalty.
 - f. Image towards Loyalty.
 - g. Satisfaction with Loyalty.
2. The role of Satisfaction as a mediator of Product quality, Service quality, Image to Loyalty:
 - a. Satisfaction has a positive effect on being a mediator in the relationship between Product quality and Loyalty.
 - b. Satisfaction has a positive effect on being a mediator in the relationship between Service quality and Loyalty.
 - c. Satisfaction has a positive effect on being a mediator in the relationship between Image and Loyalty.

Based on this research, the suggestions and recommendations that can be given to further researchers are:

1. Research is carried out in other service sectors such as hotels, airplanes and salons.
2. For this type of restaurant, other themed restaurants can be used, such as Padang, West, and China.
3. Can use other variables such as Price for further research.

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