THE INFLUENCE OF CUSTOMER EXPERIENCE AND FOOD QUALITY TOWARDS

CUSTOMER RE-PURCHASE INTENTION AT EMIE ACUAN 12 RESTAURANT IN PLUIT,

NORTH JAKARTA

International University Liaison Indonesia - IULI

BACHELOR'S THESIS

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The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

STATEMENT BY THE AUTHOR

I am herby by declaring that this thesis research submission is entirely my original work. It does not contain any previously published or written material by another person. Nor does it contain any material that has been accepted for the award of other degree or diploma at an educational institution, except where appropriate acknowledgement is provided in this thesis.

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Student   *Date*

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APPROVAL PAGE

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THE INFLUENCE OF CUSTOMER EXPERIENCE AND FOOD QUALITY TOWARDS

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ABSTRACT

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Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

DEDICATION

This bachelor thesis is dedicated to my family, all lecturers in IULI who have helped all the processes from the beginning until the accomplishment of this work, all my friends who has helped over my problems, and International Business Administration study program.

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One of the purposes of written this thesis is to receive a bachelor's degree in the International Business Administration program. I would like to give my biggest honors to International University Liaison Indonesia (IULI) as a supporting campus that helped me to pursue my dream and career.

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4. IBA Batch 2018
5. Family
6. Friends

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CHAPTER I: INTRODUCTION

1.1 BACKGROUND

In recent decades, marketing has seen a series of major revolutions, changing its emphasis from the beginning to generate fast-moving consumer goods brands to customer relationships via service marketing and in today's world is delivering customer experiences. These developments have caused a mismatch between what marketers seek to accomplish and what market research measures. As a marketer, customer experience has become an essential factor in a business's operation.

Marketers must do a lot of work to figure out how a consumer might think and act. They strive to serve their customers by better understanding how people make their own decision to buy and what motivates them to make a purchase. As a result, some marketers were not focused on consumer-oriented and customer satisfaction (Klaus, 2014). There are lots of marketing techniques might be applied for different business sector, but in overall customers are the one who made their decision to buy a product or services.

When it comes to consumer attention, the traditional sales approach, which emphasized things above experiences, no longer draws customers' interest, the statement said. Consumer experience is concerned with the interaction of influences on cognition, behavior, and the surrounding events. Marketers must take into consideration what customers think, how they feel, and the environment in which interactions occur in order to influence customer re-purchase intention in a positive way. As a matter of fact, Consumers who are satisfied with their service or product are more likely to return for further purchases and spread the news about the firm (Prastyaningsih, Suyadi, & Yulianto, 2014).

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In today's market, when many customers are becoming more sophisticated, a positive experience that is emotionally potent and indelible is gaining in importance. Memories of consumers are shaped by their own personal experiences. The company will benefit from the happy memories and the fact that consumers will spread the word about the experience, so increasing the desirability of the product or service. A customer experience is an emotional, cognitive, affective, social, and physical response (Prastyaningsih, Suyadi, & Yulianto, 2014).

Figure 1: Customer Experience Statistics

WHAT IS THE TOP PRIORITY FOR YOUR BUSINESS IN THE NEXT 5 YEARS?

45.9% — Customer experience
20.5% — Pricing
33.6% — Product
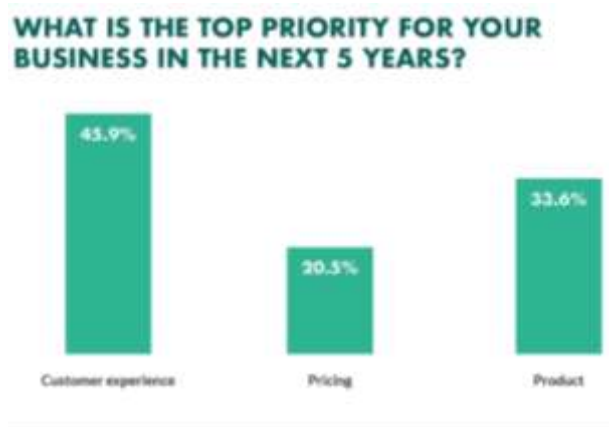
Source: (Kulbyte, 2021)

According to the graphs above, the customer experience has become the priority for business to survive in the next 5 years. The researcher has gather the information's from 1,920 business owners and got those data (Kulbyte, 2021).

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Figure 2: Survey about Customer Experiences

Source: (Kulbyte, 2021)

The survey stated that 86% of customers are want to pay more to get more experience while buying product or service, including they willing to pay more 13-18% from the market price for get more experience. The researched stated that since 2020 more customers are trying to purchase product not only focused on price and product itself, despite, they would have considered customer experience as the key factors to purchase products or services. This also related with the customer repurchase intention. A company need to focused with customer experience to retain customers in order to increase customer repurchase intention (Kulbyte, 2021).

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In the relations of business trend in 2022, According to Afifah & Abrian (2022), The culinary industry is one of the most rapidly expanding industries. A restaurant is a company that offers services for food and beverage service. Consistently, more and more restaurants and bistros with unique concepts have opened to attract consumers. In the food industry, taste alone is not sufficient to encourage customer repurchase intention. Providing customers with high-quality service and a unique experience, which is required in every restaurant since it enables them to achieve product satisfaction, so it encouraged repeat purchases.

According to Sanusi (2022), The food and beverage business contributes significantly to the development of the national economy. In 2021, this sector contributed 38.05 percent to the non-oil and gas industry and 6.61 percent to the overall gross domestic product (GDP). In addition, the food and beverage industry sector is mentioned as the business sector with the greatest number of small and micro companies, totaling 1.6 million units, which directly employ 3.6 million people (Sanusi, 2022).

These industries are becoming more focus on the quality. It is difficult to characterize the quality of a restaurant in words since there is no perfect criteria that would ensure customer satisfaction. However, there is one factor that consumers concerned about, and that is the food quality. Quality in food and drink may be described as the total of a product's or service's characteristics and traits that influence its capacity to fulfill a standardization (Cram, 2022).

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The food quality of a restaurant is linked to how customers reacted to behave, which in turn influences their intentions to return and spread the word about the restaurant. Customers are the key on how they want a restaurant's food quality to be standardized. Some clients have certain expectations about the cleanliness of food. If the dish fits their expectations, they will enjoy it. Some clients may not care about the food's quality as long as it tastes nice and has a cheap price (Wiwoho, 2014).

In order to achieve Customer Re-Purchase Intention, a restaurant needs to maintain its food quality as the key factors for customers to be loyal and achieve customer retention. It happened because while customers made a decision to eat at some particular restaurant, they concern about the quality of the product such as make a judgement on flavor, hygiene, presentation, and portion. From the customer side, more customers are measured the food quality for health concerns, once the quality has not met the customers' standard, the restaurant might have lost their customers (Moyadin, Chand, Aziz, Bashir, & Irfan, 2017).

In terms of Customer Repurchase Intention, it is the behavior or action of someone who intends to buy the same product or service again or more in the future. The purchase of an item or service is one of the outcomes. Having a strong repurchase intention may have a significant impact on a company's success and help it gain market share. In order for a business to be successful, it must have customers who are willing to repurchase its products (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019).

> Where are the sensory, emotional, social, flavor, hygiene, presentation, portion, transaction interests, referral interests, preferential interests & exploratory interests

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To sum up, the connection between customer experience, food quality, and customer re-purchase intention variables are very important to the business especially in the food and beverages industry. Each variable represented each of customer groups with different characteristics. Every data attached above also influencing the topics of this thesis which to find the connection between those three variables at Emie Acuan 12 restaurant.

1.2   PROBLEM IDENTIFICATION

There are several research problems to be analysed in this research:

1. To find out the significance of the influence of Customer Experience, and Customer Re-Purchase Intention at Emie Acuan 12.

2. To find out the significance of the influence of Food Quality, and Customer Re-Purchase Intention at Emie Acuan 12.

3. This research attempts to study whether there is significant relationship between Customer Experience and Food Quality at Emie Acuan 12.

1.3   RESEARCH QUESTIONS

From the list of research problems above, these are the following questions of this research:

1. How significant is the relationship between customer experience and customer re-purchase intention at Emie Acuan 12?

2. How significant is the relationship between food quality and customer-repurchase intention at Emie Acuan 12?

3. How significant is the relationship between customer experience and food quality at Emie Acuan 12?

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1.4 RESEARCH PURPOSES & OBJECTIVES

The purposes and objectives of this research to identify:

1. The purpose of this research is to find the significance of the relationship between Customer Experience and Customer Re-Purchase Intention.
2. The main objectives of this research are to analyze the relationship of the Food Quality to Customer Re-Purchase Intention.
3. The purpose of this study is to analyse the significance of Customer Experience and Food Quality.

1.5 SIGNIFICANCE OF STUDY

1. The results of this study are expected to be useful for a business owner in increasing their level of customer re-purchase intention.
2. This research is expected to be adjustment in the study of customer experience, food quality, and customer re-purchase intention.
3. This research paper is for students who want to continue the research topics in the future.
4. This research could be valuable for Emie Acuan 12 restaurant.

1.6 LIMITATION OF RESEARCH SCOPE

The study is limited as follows:

1. The primary data will be collected by an online survey of uses of the Google Form Application.
2. This research paper will be focused on the results of factors in the success to increase customer re-purchase intention.

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3. This research is carried out from March 2022 until July 2022 of Emie Acuan 12, with the limitation of customer experience, product, and customer re-purchase intention.

1.7   RESEARCH STRUCTURE

According to Dr. Samuel PD Anantadjaya & Irma M Nawangwulan, MBA (2018), stated that writing structure has divided into different sub-categories such as:

1. CHAPTER 1: Introduction is about the background of creating the thesis, the purpose of research, identify problems that occurred, the significance of the study, theoretical perception, research question and hypotheses, and scope limitation.

2. CHAPTER 2: Literature review explained the theory that related to the topics of the study, which consisted of Customer Experience, Food Quality, and Customer Re-purchase Intention.

3. CHAPTER 3: Research Methodology consisted of the whole research process about how to collect the data, design of research conducted and analysis of data.

4. CHAPTER 4: Result and Discussion is about the results of research and results from analysis of data by the author.

5. CHAPTER 5: Conclusion and Recommendation are about the summary of research and recommendations based on the findings to explain more in future research.

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CHAPTER II: LITERATURE REVIEW

2.1   CUSTOMER EXPERIENCE

Consumers see their purchases of products and services as one of a sequence of experiences. If people had a favorable experience with a product or service, they are more attached to purchase it again. The five senses, the heart, and the intellect all contribute to the customer experience, which may assist put the purchase of products or services in a broader context. The experience is ultimately determined by the customer's interaction with the company's goods or services. In this case, it is crucial to appeal to the clients' five senses to increase the level of emotional either it is directly to the customers or indirectly (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019).

Different ways of defining customer experience are looked at by researchers. First, with the holistic experience approach, every interaction between a company and a customer is with a person, not with the customer as a whole. Second, the memorability of the staged events is questionable because this approach doesn't take into account the constructive, co-creative role of the consumer. Third, the experience co-creation approach means that companies don't sell experiences but they provide a platform of experiences that consumers can use to co-create their own, unique experiences (Ismail, Melewar, Lim, & Woodside, 2011).

Based on the Ismail, Melewar, Lim, & Woodside (2011) researched, by enhancing the customer experience, organizations may increase brand awareness, retain customer loyalty, and ultimately increase profits. If a firm (or non-profit) fails to deliver an extraordinary customer experience, it would have affected the company to be able to compete in the business world. Hence, as a manager, they have to aware with customer experience. There is some conceptual framework as attached below:

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1. Brand name
2. Price
3. Advertising
4. Employees
5. Servicescape
6. Core service
7. Word of Mouth

According to Gentile, Spiller, & Noci (2007) conceive customer experience as a multidimensional structure composed of the following elements:

1. A sensory component, a component of the customer experience whose stimulation impacts the senses, i.e. sight, hearing, touch, taste, and smell, to elicit esthetic pleasure, excitement, satisfaction, and a feeling of beauty.
2. An emotional component, which involves the customer's affective system via the production of moods, feelings, and emotions.
3. A cognitive component, which relates to thinking processes or engaging consumers through the use of information.
4. A pragmatic component that encompasses the actual act of doing something; hence, the idea of usability extends to all phases of the product's life cycle.
5. A lifestyle component in which the product and its consumption or use become a means of adhering to certain values that the company and brand represent and in which customers engage.
6. A relational component, which is a part of the consumer experience including the individual's consumption or use of a product with other people.

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According to Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto (2019), customer experience is having a subjective responses from customers and based on the internal judgement of customers. Hence, the indicators for customer experience will influenced by three indicators in this study are:

1. Sensory
2. Emotional
3. Social

All of those indicators listed are became the backbone and foundation of customer experience. That is also referred for a company to make sure the effectiveness of customer experience. More details about indicators of customer experience will explained below, which consisted of: Sensory, Emotional, and Social.

Customer experience and repurchase intention

Customer experience is the terminology of customer cognitive which includes the affection, emotional, social, and physical responses. Hence, the aspects of customer experience need to be maintain like for instance, the communication between a front liner employee to the customer (Gentile, Spiller, & Noci, 2007). This kind of experience plays a significant role in how consumers choose what they enjoy, which then influences what they purchase. Customers that like their purchasing experience may repurchase the same goods and recommend the business to their friends. For instance, There were evidences came from Yang & He (2011) conducted the research about customer experience and re-purchase intention, they spread 375 questionnaires and got 300 usable responses. The research showed that Emotional Experience and Social Experience shown positive effect on repurchase intention.

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Therefore, it is logical that there is a correlation between a customer experience and purchase intention on customer (Yang & He, 2011).

Customer experience and food quality

Customer experience is the customer internal responses towards the dimensions of customers would be thinking, feeling, sensing, acting, and related. In the relations with the food quality, consisted of 9 indicators such as color, appearance, portion, shape, temperature, texture, aroma, maturity level, and taste (Davis, Lockwood, Alcott, & Pantelidis, 2018). The connection between customer experience and food quality is showed by the example from Basuki & Marliyana (2022), they want to determine the effect of customer experience and food quality on customer satisfaction of Culinary MSMEs in Jakarta moderated by Entrepreneurial Character and got 210 respondents. The results of the results are customer experience and food quality affects customer satisfactions. Based on the explanations, the customer experience and food quality are those two variables as a measurement for culinary business in order to know their customers.

2.1.1 SENSORY

Customers are given an exciting experience with the product or service that is provided, one that appeals to all five of their senses in this particular instance: sight, hearing, smell, taste, and touch (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019).

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Sensory experience may be used to describe shopping environment, ambiance, atmosphere, products, and services (Yang & He, 2011). According to Schmitt (1999), there is a hierarchy of these experiences, with Sensory Experience at the bottom and Social Experience at the top. Hence, the assumptions based on the researcher is explained the customer experience is a package of effects between Sensory, Emotional, and Social Experience.

2.1.2 EMOTIONAL

Emotional, which includes strategy and execution to produce an emotional influence on the customers' impressions of a company via communication, items, ambiance, and people offering products and services; this kind of marketing is referred to as customer relationship management (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). Emotional experiences also refer to the moods of customers while they are purchasing stuffs in the store physically or non-physically. This indicators needs to be took because Schmitt (1999) has elaborated the relationship between each other with his researched of customer experience which consisted of ' sense, feel, think, act, and relate' (Yang & He, 2011).

2.1.3 SOCIAL

Social, in the sense that customers have the sensation of being part of something social, which establishes a link to a greater social environment (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). Social experience as the factor of customer experience is focused on the relationship with others, According to Yang & He (2011), social also not only talked about pursue happiness and satisfaction from shopping, it also be important factors to improve relationships between family, friend, or relative. Social experiences relate with customer experience as the main factor to the first sequence of customer experience.

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2.2   FOOD QUALITY

The definition of quality is the ability to produce an error-free product on the first try. Crosby defines quality as a producer's ability to meet expectations. Quality is a product's ability to meet defined and exact specifications. These things are outstanding in terms of quality. Consumer perceptions of quality differ from producer perceptions of quality, which is often referred to as genuine quality, while making a product (Ghifary, 2021).

According to Kotler & Amstrong (2010), they defines food quality as the capacity of a product to provide results/performance that meet or exceed consumer expectations. In this instance, food quality is derived from the phrase food quality, which encompasses both food and drinks. According to the Suhartono (2018), food quality is described as a quality concept that provides insight into how to maintain product quality and how consumers perceive the provided food. He also found the key indicators for food quality which consisted of:

1. Flavor
2. Color
3. Presentation
4. Shape
5. Temperature
6. Texture
7. Aroma
8. Portion

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According to Harger & West (2007); Gaman dan Sherrington (1996); serta Jones (2000) Food Quality has consisted of:

1. Color
2. Presentation
3. Portion
4. Shape
5. Temperature
6. Texture
7. Aroma

Food Quality and Customer Repurchase Intentions

Food quality contains elements of cleanliness, health, fresh, and varied. Of course, clean food will make consumers not sick so that consumers can judge the food consumed from the restaurant is having a good quality and clean (Finani & Japarianto, 2012). The connection with customer repurchase intention is when a company did not control and manage the food quality, a customer might not be retaining or go back to make another purchase in the future. According to Santoso (2016), Quality describes the degree to which a thing is capable of performing its intended purpose. The greater the consumer's opinion of a product's quality, the greater the customer satisfaction received. Therefore, product quality influences customer satisfaction positively. When customers think that a product meets their expectations, they are more likely to intend to purchase that goods.

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For instance, based on the Taqwim, Aditi, & Pentana (2021), the researched were analysed about the effect of café atmosphere and food quality on revisit intention with customer satisfaction as a mediating variable at café in Medan City. The research of the paper was using 112 people. The findings of the research that is known that the value of Food Quality on Revisit Intention is Sig = 0.012 < 0.05. The study demonstrates that there is a positive and substantial effect between Food Quality on Revisit Intention. A Food Quality will considerably alter the expectations of consumers who come since, with the special flavor included in the cafe, the client will conduct a Revisit Intention. Furthermore, the indicator for food quality is based on the literature above which consisted of flavour, hygiene, and presentation that explained below.

2.2.1 FLAVOR

Flavor in this indicators are consisted of smell, taste, and texture (Ghifary, 2021). The taste point of the tongue is its capacity to detect sweet, sour, salty, and bitter flavors. In certain meals, these four flavors are combined to create a unique and appealing flavor (Finani & Japarianto, 2012). According to Gaman dan Sherrington (1996), while preparing a meal, both the flavor and aroma must be wonderful. Despite the fact that taste is subjective, flavor would be an essential indicator of food quality.

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2.2.2 HYGIENE

Hygiene is a medical specialty concerned with the prevention and treatment of illness and other health problems. Two aspects of hygiene are personal and environmental cleanliness. To prevent people from falling unwell, it is essential to observe proper food hygiene. In the food industry, sterilization is used to produce and maintain hygienic conditions. Included in food hygiene is everything essential to assure the safety and suitability of food across the food supply chain. Sanitation's purpose is to guarantee that food preparation, processing, and storage are conducted in a clean and healthy environment from beginning to end of making the food and beverage (Ghifary, 2021).

The World Health Organization (WHO) recommends the following for food handlers and all customers in order to preserve food safety and prevent food-borne illness (World Health Organization, 2019):

1. Maintain clean cooking utensils, cutlery, ingredients, and the atmosphere.
2. Divide cooked and uncooked ingredients
3. Ensure a thorough cooking
4. Maintain food at an appropriate temperature and out of the food danger zone
5. Use water and raw materials that are safe.

Food handling is another aspect that impacts food hygiene and sanitation. Therefore, food handlers must also possess a solid understanding of food hygiene and sanitation in order to apply it throughout the food preparation process. This lack of awareness may lead to contamination of food, which can cause sickness in those who consume it. Hence, hygiene has an important role for food quality in terms to increase satisfaction of consumers (Auliya & Aprilia, 2016).

2.2.3 PRESENTATION

Customers establish first perceptions and expectations of the supplied food based on its appearance. For a food to be appetizing to the senses, its color, texture, and taste must all be complementary. The manner in which food is exhibited and adorned, which may attract attention to itself, influences a customer's perception of the dish's quality. In a multimodal eating experience, consumers are attracted to the food due to its artistic presentation (Ghifary, 2021). The expression "good enough to eat" is not a hyperbolic. The appearance of the food on the dish is a consideration of judgement. The freshness and cleanliness of the food provided is a key factor that will determine if the meal's look is appealing enough to be consumed (Finani & Japarianto, 2012). According to Suhartono (2018), The phrase "people judge book buy its cover" is not an exaggeration. Food should look good while on the plate, which is an important factor for the presentation to the food quality.

2.2.4 PORTION

Each restaurant has its own portion size standard, and it has its own portion size standard while providing meals. The predetermined portion size for a meal presentation is known as the standard portion size. When a customer wants a food item, a regular portion size must be offered (Ghifary, 2021). According to Auliya & Aprilia (2016), in every serving the food in a restaurant, the company has their own standard which call standard portion size. Portion has a role in the food quality as the measurement for business to serve the perfect standard of serving per portion.

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2.3   CUSTOMER RE-PURCHASE INTENTION

Repurchase intention refers to a customer's favorable attitude toward a seller, which will result for customer to repeat the purchase of products or services. The amount of customer satisfaction will influence the likelihood of repurchase. Customers who want to repurchase are interested in making a purchase, will return to the sellers in the future, and will recommend the sellers, products, or services to others. Customers will be more likely to repurchase if the things or services they get are of great value. The values have to be reminded in customer's perspective as something positive and remarkable. Customers often have purchase intentions owing to the influence of intense desire and emotion. Several factors may influence the purchasing choices of customers. Internal customer variables consist of the consumer's beliefs and attitude about the product or service. Second, external factors include people's attitudes and the store's atmosphere (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019).

According to Ongkowijoyo (2022), Consumer attitudes toward the recurrent purchase, consumption, or usage of products or services are influenced by the consumer's experience or favorable responses to the goods or services. The researcher stated that there are four different of indicators for customer repurchase intention such as:

1. Transactional Interest
2. Referral Interest
3. Preferential Interest
4. Exploratory Interest

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In the customer repurchase intentions, (Saztura, 2019) stated that Repurchase are depending on a product's degree of durability. For non-durable items (non-durables), repurchases are the act of purchasing again after the first purchase or trial. In contrast, for durable items (durables), customer loyalty is defined as a readiness to buy again or offer at least one purchase recommendation to others. He also elaborated that the indicators for customer repurchase are:

1. Transactional Interest
2. Referral Interest
3. Preferential Interest
4. Exploratory Interest

Hence, for the customer repurchase intention, there are four indicators which consisted of transactional, referral, preferential, and exploratory.

2.3.1 TRANSACTIONAL INTEREST

The transactional interest is a person who has the tendency of behavior to make a purchase of goods or services (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). According to Lau, Bunga, & Ndoen (2019), transactional interest also can be identify on customer repurchase intention as the person wants to buy products.

2.3.2 REFERRAL INTEREST

Referential Interest is the tendency of an individual to promote a product or service to others (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). Lau, Bunga, & Ndoen (2019) stated that referral as the customer repurchase intention indicators indicates the connection by referring product, customer were also already satisfied before with the product or service.

> **Commented [SPA12]:** tie these into the repurchase, customer experience & food quality

> **Commented [SPA13]:** tie these to customer experience & food quality

> **Commented [SPA14]:** meaning?
> Tie these to customer experience & food quality

2.3.3 PREFERENTIAL INTEREST

Preferential Interest is the attitude of a person who has a high preference for a thing, but whose preference will change if the product is defective (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). Based on Lau, Bunga, & Ndoen (2019), preference is indicates customer repurchase intention.

> **Commented [SPA15]:** meaning?

2.3.4 EXPLORATORY INTEREST

In this part, the exploratory Interest is the attitude of a person who actively seeks the knowledge of a product or service and positive information about it (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019). According to Lau, Bunga, & Ndoen (2019), the exploratory who find the advantages from the product quality.

> **Commented [SPA16]:** Meaning?

2.4 PREVIOUS STUDIES

No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
1	Analysis of The Factors Affecting Repurchase Intention in Social Commerce in Indonesia (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, 2019)	Customer Experience ● Sensory ● Emotional ● Social Customer Satisfaction ● Overall Service Satisfaction ● Always Purchase the Product or Service	Customer experience has a significant impact on repurchase intention with the social commerce. Customer satisfaction has a significant impact on repurchase intention in social commerce. Service quality has a significant influence on repurchase intention in social commerce. However, Information quality

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No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
		● Fulfilment of Expectations Service Quality ● Assurance ● Empathy ● Responsiveness Information Quality ● Completeness ● Precision ● Reliability ● Currency ● Output Format Trust ● Concern ● Honesty ● Not Being Opportunistic Re-purchase Intention	and Trust did not have a significant impact on intention to repurchase in social commerce.

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No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
		• Transactional Interest • Explorative Interest • Preferential Interest	
2	The Impact of Brand Image and Product Quality on Customers Loyalty: A Case Study on Geprek Bensu, BSD (Ghifary, 2021)	Brand Image • Strength of Brand Association • Favourability of Brand Association • Uniqueness of Brand Association Food Quality • Flavor • Hygiene • Presentation • Portion Customer Loyalty • Repeat Purchase • Retention	Brand Image has significant effect on Customer Loyalty. Food Quality has significant effect on Customer Loyalty.

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No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
		● Referrals	
3	The Influence of Social Media Marketing and Brand Awareness Towards Repurchase Intention: Research at Kedai Kopi Kulo (Saztura, 2019)	Brand Awareness ● Unaware of Brand ● Brand Recognition ● Brand Recall ● Top of Mind Social Media Marketing ● Online Communities ● Sharing of Content ● Accessibility ● Credibility Repurchase Intention ● Transactional Interest ● Referential Interest ● Preferential Interest ● Explorative Interest	Social Media Marketing has little influence on the Repurchase Intention. Brand Awareness has a strong influence to Repurchase Intention.

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No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
4	Impact of Place and Promotion Toward Customer Repurchase Intention: Getdrink in Pasar Lama Tangerang (Prawono, 2019)	Promotion ● Advertising ● Sales Promotion ● Personal Selling ● Publicity Place ● Access ● Visibility ● Traffic ● Parking Lot ● Expansion ● Environment ● Competition ● Government Regulation Repurchase Intention ● Transactional Interest ● Referential Interest	The impact of promotion to repurchase intention have a weak influence. The impact of place to repurchase intention has a moderate influence.

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No	Authors	Topic, Variable(s), or Indicators	Analyses and Results
		- Preferential Interest - Explorative Interest	
5	Pengaruh Hygiene Pengolahan Makanan Terhadap Kualitas Makanan di Hotel Aston Rasuna Jakarta	Hygiene Food Process - Personal Hygiene - Food Hygiene - Kitchen Hygiene - Tools Hygiene Food Quality - Color - Presentation - Texture - Temperature - Taste	Hygiene has an influence to the food quality. The personal hygiene, food hygiene, kitchen hygiene, and tools appliances hygiene has related with the food quality.

2.5   DIFFERENCES IN STUDIES

According to the previous studies, almost every research is using the relationships of customer experience and food quality towards the customer re-purchase intention. The research itself have been focused on the Emie Acuan 12 restaurant. This research has used various variables in order to focus on the particular case study.

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

2.6 RESEARCH MODEL & HYPOTHESES

Figure 3: Research Model
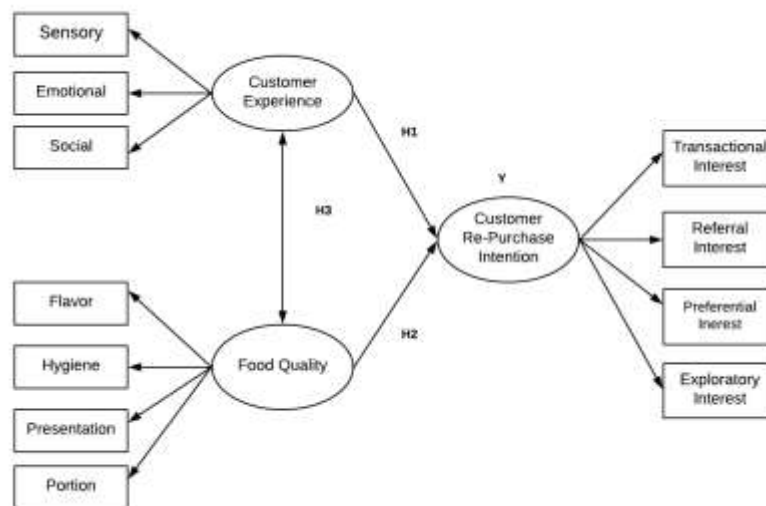
Source: (Lucidchart, 2022)

The models explained the relationship between Customer Experience and Food Quality towards Customer Re-Purchase Intention. The indicators for Customer Experience explained about sensory, emotional, and social. In food quality it explained about flavour, hygiene, presentation, and portion. Lastly, Customer Re-Purchase Intention consisted of transactional interest, referral interest, preferential interest, and exploratory interest.

H1 : Customer Experience of Emie Acuan 12 has significant effect on Customer Re-Purchase Intention

H2 : Food Quality of Emie Acuan 12 has significant effect on Customer Re-Purchase Intention

H3 : Customer Experience of Emie Acuan 12 has significant effect of Food Quality

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CHAPTER III: RESEARCH METHODOLOGY

3.1   RESEARCH MODEL & TYPE OF RESEARCH

Chapter 1
- Research issues, topics and problems
- Research Topic: The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention: A Case Study on Emie Acuan 12 in Pluit, North Jakarta

Chapter 2
- Research Purpose
- Research Literature Review
- Question and Hypothesis Formulation

Chapter 3
- Research Process
- Type of Research
- Type of Data
- Source of Data
- Targeted Population
- Size of Samples
- Question Design

Chapter 4
- Data Collection
- Quantitative Analysis
- Hypothesis Testing

Chapter 5
- Conclusion & Recommendation

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

3.2 TYPE OF RESEARCH

This study is consisted of descriptive by using quantitative research study. The Quantitative approaches focus on numbers and ways to measure things. It uses a systematic way to look at events or data. It explains the relationships between things that can be seen in order to explain, predict, or control an event (QuestionPro.com, 2022). The data for quantitative research about customer experience and food quality towards customer re-purchase intention at Emie Acuan 12.

3.3 TYPE OF DATA

The data are going to be used primary and secondary data. Primary data are going to be collected with the interview, observation, focus group discussion, questionnaire and projection method. Using the primary data is one of the important tools to get more understanding from the problems that occurred. In addition, secondary data will be put and searched using survey, experiments, website, books and articles (Anantadjaya & Nawangwulan, 2018).

3.4 DATA GATHERING

Data gathering in this thesis is very important for the study. In short, data collection is taken on a primary and secondary basis. The primary data are going to used Google Form Questionnaire. Inside the questionnaire also included all the variables and sub-variables in the research model. The secondary data is to support the literature review for the theory-based this paper.

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3.4.1   PRIMARY DATA COLLECTION

Primary data are data that will be collected directly by the researcher, without the use of intermediaries or a second party, via observation, interviews, and the distribution of questionnaires. In this study, the researcher will undertake first-hand observations of the Emie Acuan 12 and its consumers. This will be followed by interviews with the company's founders and customers.

3.4.2   SECONDARY DATA COLLECTION

Researchers get secondary data from a second party or intermediary. In addition to receiving data directly from the Emie Acuan 12, researchers will also collect data from papers and websites that offer information about the Emie Acuan 12. This secondary data will inform the researcher about the general description or performance of Emie Acuan 12.

3.5   POPULATION & SAMPLE

3.5.1   POPULATIONS

Population is an area of generalization consisting of objects/subjects with certain attributes and characteristics that are specified by researchers to be examined and from which conclusions are formed. Thus, the population includes not only humans, but also things and other natural items (Sugiyono, 2017). Researchers will evaluate the consumer demographic of the Emie Acuan 12 in this study. The population on this research paper are customers who have purchased foods and beverages in Emie Acuan 12.

3.5.2   SAMPLE

The sample thus becomes a part of the population's size and features; if the population to be researched is enormous and researchers are unlikely to learn everything about it, for example owing to limited time and resources, they may utilize samples collected from the

population. What will be learnt from the sample will be applicable to the population, as will the findings of the conclusions. Therefore, it follows that the sample picked from the population must be really representative (Sugiyono, 2017).

3.5.3   SAMPLING METHOD

Instead of utilizing a sample in which every member of the population has an equal chance of being selected, nonprobability sampling will be used in this study. If a researcher finds an individual by accident, they may use that individual as a sample by making an informed estimate that the individual is qualified for inclusion in the sample. The non-sampling method are not based on the calculations of probability (Anantadjaya & Nawangwulan, 2018).

> **Commented [SPA17]:** Ini SALAH… kalau nantinya akan analisa data dg SPSS, AMOS, Lisrel, dsb yg bersifat kuantitatif, maka sampling nya harus PROBABILITY-BASED karena testing nya bersifat PARAMETRIC TESTS
>
> Buatkan juga caranya ambil sampling shg memenuhi minimal sample size 267 responden
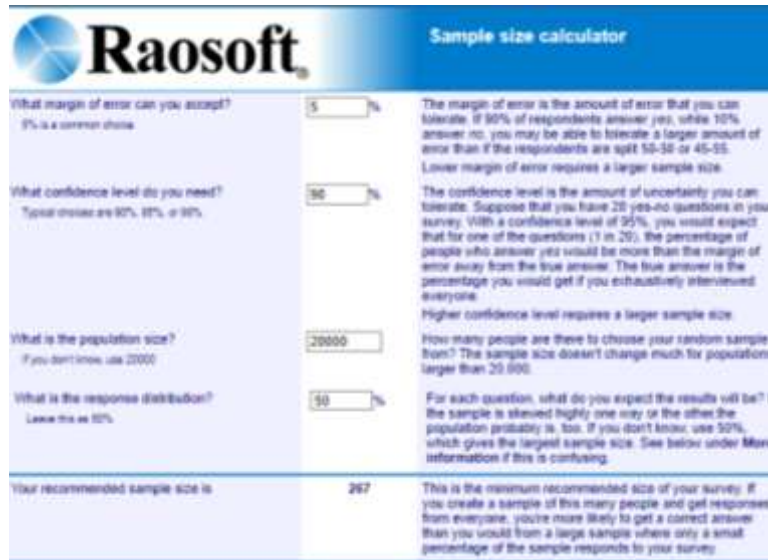
3.5.4   SAMPLE SIZE

For calculating the sample size, the Raosoft software are being used. The function of Raosoft are giving the accurate calculation of population size, margin of error, and confidence level. Also, Raosoft's function is to minimize error if the respondents are below the requirements.

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Figure 4: Rao Soft Sample Size

Source: (Raosoft, 2022)

The sample size is using Rao soft to calculate sample size with population size and margin of errors. Consisted of:

1. The margin of error 5% means how many margins or percentage of errors from the populations. 5% of margin of error means our data are having 5% of error from the 90% of the confidence interval.

2. The confidence level of 90% means that the level of accuracy of our data. 90% confidence level means the probability of people is answering the questionnaire true with the right answer.

3. Population size is the total number of people randomly that related to our research.

4. Response distribution Means the minimum results number of the questionnaire that should we fulfil to get the right confidence level and margins of errors.

Commented [SPA18]: Alasan 5%?

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Based on the calculation on Raosoft, the number of samples have to be at least 267 respondents. The minimum number represented is for the research become more accurate.

Commented [SPA19]: Jadi… berapa responden nya dlm skripsi ini?

3.6   RESEARCH INSTRUMENTS

The research consisted of questionnaires that published by using Google Form. The research instrument is useful for the collection of research data that formed in the questionnaires surveys.

3.6.1   OPERATIONAL VARIABLE

Table 1: Questions Design

Variables	Indicators	Questions	Scale
Customer Experience	Sensory	1. Saya merasa aroma di restoran Emie Acuan memiliki bau yang khas	
		2. Saya merasa restoran Emie Acuan 12 memiliki suara musik maupun aktivitas di restoran yang khas	Likert
		3. Saya merasa pencahayaan di Emie Acuan 12 memberikan kesan yang ceria	

Commented [SPA20]: Kalau ingat dari kelas RM dulu, saya informasikan nya kan HINDARI penggunaan kata ambigu seperti ini. Tetapi gunakan kata yg lebih KERAS/KUAT, misalnya, I am confident, I believe, I am sure, etc, sehingga memang para responden sengaja "diarahkan" untuk dapat memilih lebih tegas kea rah setuju atau tidak setuju

Kalimat di dalam kolom tabel dibuat LEFT JUSTIFIED saja, khususnya yang kolom kalimat kuesioner

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Variables	Indicators	Questions	Scale
	Emotional	4. Saya merasa makanan di Emie Acuan 12 mengingatkan akan suatu memori (masa kecil, memori tentang seseorang, dll)	
		5. Karena lokasi Emie Acuan 12 yang selalu berada di lokasi yang sama, Saya merasa memiliki kenangan yang baik dengan restoran maupun lingkungan sekitar	Likert
		6. Saya merasa suasana di Emie Acuan 12 sangat cocok untuk makan bersama keluarga	
	Social	7. Saya merasa bangga saat makan di Emie Acuan 12	Likert

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Variables	Indicators	Questions	Scale
		8. Emie Acuan 12 memiliki logo yang mudah dikenal oleh pelanggan	
		9. Saya merasa saat mendengar kata 'Emie Acuan 12' di pikiran saya memikirkan tentang udang, mie, kerupuk, dll	
Food Quality	Flavor	10. Saya merasa Emie Acuan 12 menawarkan makanan dengan rasa yang lebih baik dari restoran emie lainnya.	Likert
		11. Saya merasa rasa makanan di Emie Acuan 12 cocok dengan lidah saya.	
		12. Tingkat kematangan makanan yang disajikan kepada	

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Variables	Indicators	Questions	Scale
		konsumen cocok dengan makanan yang dipesan.	
	Hygiene	13. Dalam memilih restoran, saya percaya bahwa kebersihan dan higenis merupakan faktor penting sebelum membeli makanan	
		14. Saya merasa Emie Acuan 12 selalu menjaga kebersiha dalam makanan dan minumannya.	Likert
		15. Saya merasa restoran Emie Acuan 12 selalu menjaga kesegaran dalam makanan dan minumannya.	
	Presentation	16. Presentasi makanan merupakan impresi	Likert

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Variables	Indicators	Questions	Scale
		pertama saat ingin makan di restoran	
		17. Bentuk penyajian makanan di Emie Acuan 12 terlihat menarik	
		18. Anda menyukai penampilan pada makanan Emie Acuan 12	
	Portion	19. Porsi merupakan salah satu pertimbangan dalam memilih restoran	
		20. Satu porsi di Emie Acuan 12 memiliki porsi yang memuaskan	Likert
		21. Porsi yang disajikan di Emie Acuan 12 konsisten dan sesuai dengan buku menu	
Customer Re-purchase Intention	Transactional Interest	22. Saya sering membeli makanan di Emie Acuan 12	Likert

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Variables	Indicators	Questions	Scale
		23. Saya telah melakukan pembelian di Emie Acuan lebih dari 3 kali	
		24. Saya akan membeli produk makanan dari Emie Acuan 12	
	Referral Interest	25. Saya telah merekomendasikan produk Emie Acuan 12 ke teman dekat, keluarga, kerabat, maupun orang lain	
		26. Saya akan menyebarkan informasi yang baik tentang Emie Acuan 12	Likert
		27. Apabila ada yang membicarakan tentang Emie, Saya tanpa ragu akan mempromosikan Emie Acuan 12	

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Variables	Indicators	Questions	Scale
	Preferential Interest	28. Produk di Emie Acuan 12 memiliki kelebihan dibandingkan produk makanan di restoran khas medan lainnya	
		29. Saya membeli produk Emie Acuan 12 karena sesuai dengan rasa yang saya inginkan	Likert
		30. Saya memiliki pengalaman yang baik sebelumnya di Emie Acuan 12	
	Exploratory Interest	31. Saya akan tetap membeli makanan di Emie Acuan 12 meskipun banyak restoran yang menyajikan Emie diluar sana	Likert
		32. Saya akan membeli produk Emie diluar	

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Variables	Indicators	Questions	Scale
		apabila Emie Acuan 12 sedang tutup	
		33. Ketika ingin makan di restoran, Emie Acuan 12 akan menjadi pilihan saya	

The questionnaire is based on the research model above. The Questionnaire are going to be used Bahasa Indonesia to reduce the error and the exact meaning of every questions. LIKERT Scale consisted of:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

3.7   VALIDITY AND RELIABILITY

According to Anantadjaya & Nawangwulan (2018), validity and reliability tests are parts of research method to analyze the data integrity. Those two validity and reliability test are to oversee the consistency data.

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

3.7.1 VALIDITY

Validity is the test of data that measuring the accuracy and precision of measuring instrument in the collection of data. Inside the validity test the main factors of this steps are to measure the KMO & Bartlett's Test. If the data is not accurate and precision the number of KMO will not be shown (Anantadjaya & Nawangwulan, 2018).

The following are the steps for doing the KMO and Bartlett's Tests in SPSS:
1. To begin, click "Analyze" and then "Dimension Reduction", "Factor".
2. Next, in the Factor Analysis column, transfer all variables from the left to the right.
3. Select "Descriptive" and then "KMO & Bartlett's Test of Sphericity" from the "Correlation Matrix" drop-down menu, then click "Continue".
4. Then, select "Extraction," check "Fixed Number of Factors," and modify the value become two on extracting components.
5. Finally, set the maximum number of convergence iterations to 100 and click "Continue" and then "Ok".

3.7.2 RELIABILITY

Reliability test is the test of stability and consistency between each variable. The reliability test is conducted to see whether the data can be proceeds to the analysis or the data is broken. The reliability also mentioned about the measurement of accuracy the data itself. In the reliability test also have the Cronbach's Alpha as the coefficient to measure the consistency of all data collected (Anantadjaya & Nawangwulan, 2018).

The following are the steps for calculating Reliability Tests in SPSS:
1. To begin, click "Analyze" and then "Scale" and "Reliability Analysis".

2. The model must be in "Alpha" mode, and all variables must be moved from the left to the right side box.
3. Click on the "Statistics" box, then select "Item," "Scale," and "Scale if item is removed." "Continue".
4. Next, click "Ok," and the results will appear.
5. Finally, select "Reliability Statistics," which displays the reliability value calculated using the "Cronbach Alpha of Standard."

3.8 METHOD OF ANALYSIS

3.8.1 DESCRIPTIVE

This thesis is using descriptive analysis as the method of using numerical data as a summarization of the all data. In the descriptive research is to describe about the many equations and characteristics of data sampling that has already collected (Anantadjaya & Nawangwulan, 2018).

3.8.2 HYPOTHESIS TESTING

In terms of hypothesis analysis, after all data collections, all data has been processes with AMOS Structural Equation Modelling (SEM). The programs are to know what exactly the number of correlations between one variable with another variable. The hypothesis testing also can explained the positive or negative influenced factors from each variable (Anantadjaya & Nawangwulan, 2018).

3.9 MODEL FIT CRITERIA

In the correlation test, the research is going to used AMOS statistics tools, this kind of analysis is useful to calculate the correlations through path analysis. To operate AMOS testing, the model has to be able to calculate estimates using the data that came from SPSS

or Excel. After all the error showing the red arrow, meaning that AMOS successfully process the data and the model fit criteria shown in the View Test Output (Anantadjaya & Nawangwulan, 2018).

Table 2: Goodness of Fit Criteria

Criteria Goodness of Fit Model	Recommended Standard Value	
	According to Santoso (2018)	**According to** Schumacker & Lomax (2010)
Chi Square (X^2) as the testing tool to check overall fitness of the model	Smaller X^2 Value from a model = Better	Smaller X^2 Value from a model = Better
P-Value	Bigger p – Value = Better	p-value ≥ 0.05 = Better
CMIN/df (Normed Chi-Square)	CMIN/df ≤ 5 = Better	CMIN/df ≤ 2 = Better
RMSEA (Root mean square error of approximation)	RMSEA ≤ 5 = Better	RMSEA ≤ 0.08 = Better
GFI (Goodness of fit index)	GFI value closer to 1 = Better	GFI value closer to 1 = Better
AGFI (Adjusted goodness of fit index)	AGFI closer to 1 = Better	AGFI closer to 1 = Better

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

Criteria Goodness of Fit Model	Recommended Standard Value	
	According to Santoso (2018)	**According to** Schumacker & Lomax (2010)
TLI (Tucker-lewis index)	TLI value closer to 1 = Better	TLI value closer to 1 = Better
CFI (Comparative fit index)	CFI value closer to 1 = Better	CFI value closer to 1 = Better
NFI (Normal fit index)	NFI ≥ 0,09 = Better	-
PNFI (Parsimonious goodness of fit index)	Higher PNFI value = Better	-
PGFI (Parsimonious goodness of fit index)	Higher PGFI value = Better	-
RMR (Root mean squared residual)	RMR ≤ 0,05 = Better	RMR ≤ 0,05 = Better
Reliability	Reliability ≥ 0,70 = Better	Reliability ≥ 0,70 = Better

Source: (Anantadjaya & Nawangwulan, 2018).

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

CHAPTER IV: DATA ANALYSIS

4.1   COMPANY PROFILE

Emie Acuan 12 is a restaurant in Pluit, North Jakarta and Cengkareng, West Jakarta. The restaurant has been operating since 1970 and was founded by Acuan, the first owner of this restaurant business. They served "Emie" as their signature dish; it is boiled noodles covered with thick brown stock. Emie is a traditional dish from Medan, North Sumatra. Emie usually uses bean sprouts, followed by slightly yellow noodles and topped with boiled eggs, scallions, fried onions, seasoned boiled prawns, and powdered shrimp. As the topping, there will be lime and crackers (Raharja, 2020).

Figure 5: Emie in Emie Acuan 12

Source: (Zomato, 2016)

Since the first owner already passed away, the son, Freddie Y Abdullah has been taking place as the second owner. In the beginning, the restaurant was operated as a street food concept and was located in the famous Mangga Besar Street, West Jakarta. As time went by, the restaurant was in great demand by many people, and the owner thought it would not be

enough to serve customers. Hence, the owner moved out of the restaurant to Pluit, North Jakarta (Irena, 2018).

In 2015, Emie Acuan 12 moved three blocks away from their owned shop houses to do the renovations. The renovations project was conducted to increase customer experience in terms of comfortability by expanding the capacity, installing air conditioning, modernising the store atmorphere, and providing a clean toilet. This happened because the unrenovated shophouses were not installed with the AC and were still in the old-style shophouses (Irena, 2018).

Figure 6: Old Emie Acuan 12 Restaurant

Source: (Zomato, 2014)

After some years, in 2019, to be exact, the wife of Mr Acuan, Ms Asung, passed away due to her health conditions. She was handling the cashier positions. So, the job has been replaced by their grandchild. In terms of employees, In 2022, 10 employees worked as the chef, 3 waitresses, 3 cashiers, and 3 helpers.

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Figure 7: Emie Acuan 12 After Renovations

Source: (Traveloka, 2020)

Regarding sales, approximately 100 plates have sold daily on weekdays, and 200 plates have sold over the weekend. The owner said that many customers were eating back to Emie Acuan 12 because the taste was similar to the Emie traditional food from Medan, Indonesia. The customer said finding a delicious Medanese restaurant in Jakarta was hard. In addition, the owner has only accepted Cash payment, and from 2020 they accepted QR payment and BCA payment methods.

Figure 8: Emie Acuan 12's Logo

Source: (Traveloka, 2020)

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The figure above shows the Emie Acuan 12 logo with the yellow, red, and black combinations of color. The logo portrays the restaurant has sold prawn-based food. The logo has been used in the two locations of Emie Acuan 12 in Pluit, North Jakarta (the first place) and Cengkareng, West Jakarta (the second location).

4.2   RESPONDENTS' CHARACTERISTICS

4.2.1   AGE OF RESPONDENTS

4.2.2   GENDER OF RESPONDENT

4.2.3   OCCUPATION OF RESPONDENTS

4.2.4   WORK LENGTH OF RESPONDENTS

4.3   DESCRIPTIONS ON RESEARCH VARIABLES

4.3.1   CUSTOMER EXPERIENCE

4.3.2   FOOD QUALITY

4.3.3   CUSTOMER REPURCHASE INTENTION

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4.4   STATISTICAL ANALYSIS

The data down below are consisted of the number of:

4.5   RESULTS ON TEST

4.5.1 PRE-TEST OF VALIDITY AND RELIABILITY TEST

4.5.2 POST-TEST OF VALIDITY AND RELIABILITY TEST

4.6   RESULT ON HYPOTHESIS TESTING

4.6.1 AMOS RESULT

Source: AMOS

4.6.2 MODEL FIT

4.7   HYPOTHESIS ANALYSIS

In AMOS Applications it analyzes the hypothesis analysis from path analysis, the regression weights, standardized regression weights, correlations and also covariance.

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CHAPTER V: CONCLUSION AND RECCOMENDATION

5.1   CONCLUSION

5.2   RECOMMENDATION

CHAPTER 6: BIBLIOGRAPHY

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The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

APPENDICES

The Influence of Customer Experience and Food Quality Towards Customer Re-Purchase Intention at Emie Acuan 12 Restaurant in Pluit, North Jakarta

CURRICULUM VITAE

Name   : Jeremy Justin Haryanto

Place/Date of Birth   : Jakarta, 19 June 2000

Working Experiences   :

1. St Gabriel Pre University

    Quality Control Assurance Intern (July 2020 – October 2020)

2. St Gabriel Pre University

    Quality Control Assurance (October 2020 – Now)