

**REPURCHASE INTENTION OF MIE XYZ: THE ROLE OF
PRODUCT QUALITY, SOCIAL MEDIA REVIEW AND
ENVIRONMENTAL PRACTICES**



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We hereby declare that this Thesis is from student's own work, has been read and presented to Sekolah Tinggi Manajemen IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.

Jakarta, 10 December 2024

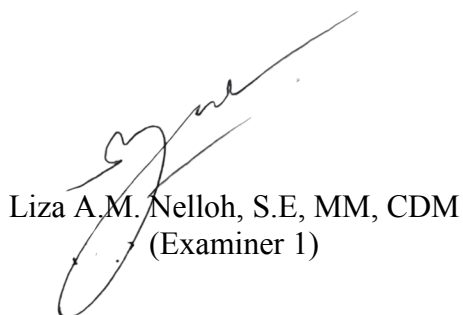
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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 10 October .2024



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EXECUTIVE SUMMARY

The fast-food industry in Indonesia, especially noodle-based chains like Mie XYZ, has seen rapid growth, particularly in Jakarta. While Mie XYZ has gained popularity through its unique products and strong online presence, the brand faces challenges in maintaining customer satisfaction, trust, and loyalty. Additionally, there is growing consumer demand for sustainable practices and social media engagement, making these factors crucial for business success.

This study aims to address the research gap by examining how Mie XYZ's focus on product quality, social media presence, and environmental efforts influences customer satisfaction and repurchase intention. The quantitative research was conducted using SEM-PLS, with data collected from 155 respondents who are regular customers of Mie XYZ in Jakarta.

The results showed that consistent product quality, positive social media reviews, and sustainable practices significantly impact customer satisfaction and trust, leading to higher repurchase intention. These findings suggest that Mie XYZ should prioritize improving its product, strengthening its social media engagement, and adopting more eco-friendly initiatives to enhance customer loyalty and maintain a competitive edge.

CHAPTER 1

INTRODUCTION

1.1 Research Background

The noodle industry in Indonesia has experienced substantial growth over the years, significantly influencing both local food culture and the national economy. Noodles have become an integral part of the Indonesian diet, enjoyed by people of all ages and backgrounds. According to the World Instant Noodles Association (WINA, 2021), Indonesia is the world's second-largest consumer of noodles, with an impressive 11.9 million portions consumed annually. This widespread consumption underscores the pivotal role noodles play in the everyday lives of Indonesians.

The industry's growth is further evidenced by the rise of noodle-based dining establishments such as Mie XYZ and Mie Endes. These businesses cater to evolving consumer preferences, particularly the growing demand for spicy flavors and unique dining experiences (Alqueza et.al. 2022). The popularity of these establishments not only enhances Indonesia's culinary landscape but also stimulates economic development by creating new business opportunities and attracting consumer interest (Uswatun, 2022). These dining establishments successfully tap into the local market by offering innovative dishes that incorporate traditional ingredients, such as sago flour in meatball noodles.

Mie XYZ, a noodle restaurant that gained immense fame over the past three years, specializes in spicy noodles that have captivated young consumers across Indonesia. With over 100 outlets in cities like Surakarta, Cirebon, Bali, Yogyakarta, Magelang, and Surabaya, Mie XYZ has quickly become a favorite among food enthusiasts. The brand's success is due to its unique spicy noodles, appealing to adventurous young customers. Agustina (2024) notes that Mie XYZ has effectively used digital marketing and competitive pricing to boost customer satisfaction in Surakarta, fueling its rapid growth nationwide. Taryono (2022) also highlights how online platforms and attractive pricing have built a loyal customer base in a competitive market.

However, despite their popularity, Mie XYZ has faced criticism regarding service quality. A viral video showing maggots in their food led to scrutiny on social media. In response, Mie XYZ apologized and urged customers to provide direct feedback if they were dissatisfied (Basri, 2024). Additionally, the new Mie XYZ outlet in Kota Banjar faced issues with liquid waste contaminating Taman Kota due to poor waste management (Inewsid, 2024).

Mie XYZ faced additional challenges during the COVID-19 pandemic. However, the implementation of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) regulations improved guest satisfaction at their outlets, particularly in Tegal (Sabrina et al., 2021). Transekompika (2023) also found that product and service quality play a crucial role in influencing purchase decisions at Mie XYZ, highlighting their importance for the brand's growth.

1.2 Problem Statement

Noodles are a comforting staple in Indonesia, where they are widely enjoyed. The Indonesian noodle market is diverse, offering a wide range of brands, from affordable instant noodles to premium options like bakmie and various types of ramen. To compete effectively, brands must maintain high standards of food quality and service quality.

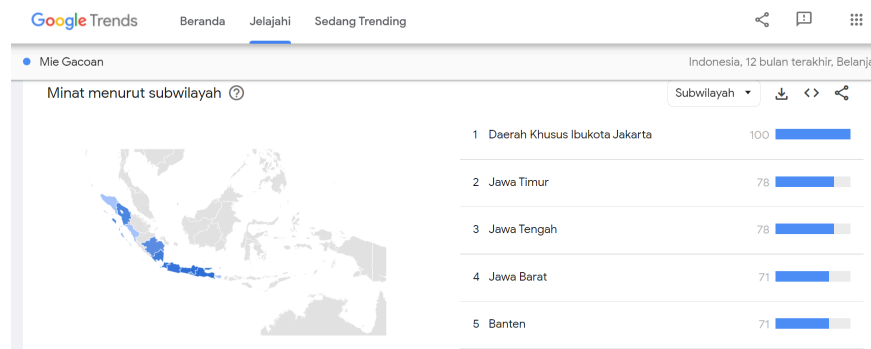


Figure 1.1

Source: Google Trends

Researchers can analyze search trends across various geographic areas, enabling them to detect differences in regional interests or concerns. This capability is especially valuable for studies focused on specific communities or demographics, such as those in the Jakarta area, providing insights that support localized research efforts (Schnater, 2020). Brand Mie XYZ

offers a product line of spicy noodles that has garnered significant popularity among Indonesian consumers, especially in urban areas like Jakarta. The appeal of Mie XYZ lies in its unique flavors and varying levels of spiciness, catering to the diverse palate preferences of its customers. To compete effectively in the Indonesian noodle market, Mie XYZ must maintain high standards of food quality and service quality. Ensuring the consistent taste and texture of their noodles is crucial, as well as providing a pleasant dining experience. This involves not only the physical aspects of the restaurant environment but also the efficiency and friendliness of the service staff.

However, Mie XYZ has faced challenges, such as addressing customer complaints regarding long queues and occasional lapses in service quality. Many customers have expressed frustration with the long waiting times. Service quality has also been a point of contention, with several reports of unfriendly and inattentive staff. Additionally, there have been concerns about inconsistent food quality, with some customers noting that the noodles are sometimes either overcooked or undercooked, highlighting a need for more consistency.

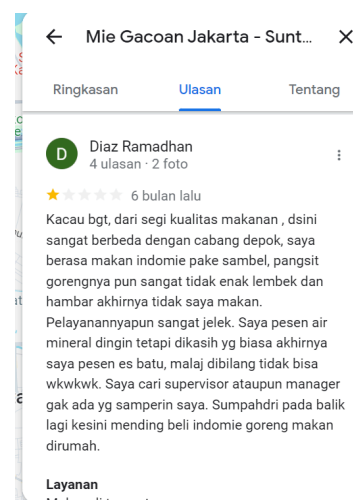


Figure 1.2 Customers Complaint

Recent social media posts show that Mie XYZ in Jakarta still uses styrofoam for food packaging. While styrofoam is popular for its lightweight and durability, it has serious environmental consequences. Studies reveal that styrofoam contributes significantly to global waste and pollution (Diana et al., 2020). It has been criticized for its environmental and health impacts, leading to calls for eco-friendly alternatives like bamboo containers (Silvy and Karina, 2022). Additionally, styrofoam buoys are major sources of microplastics in

marine ecosystems (Wi, 2022). These issues highlight the need for businesses like Mie XYZ to stop using styrofoam and reduce their environmental impact.



Figure 1.3 Customers Complaint

Recent TikTok reviews have highlighted maggot contamination at Mie XYZ, as shown in figure 1.4 & 1.5. Maintaining food cleanliness is essential to prevent such issues, as poor hygiene can lead to maggot infestations that pose health risks (Zhao and Zhao, 2014). Following proper food hygiene practices, such as handwashing, using clean ingredients, and safe storage and preparation, is critical to avoid these problems (Teti et al., 2014). The maggot issues at Mie XYZ raise concerns about their adherence to basic food hygiene standards, which not only threaten public health but also harm their reputation and customer trust.

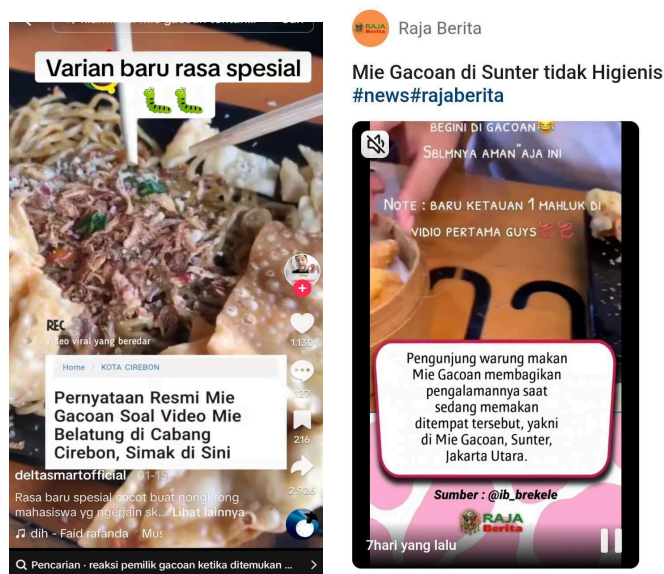


Figure 1.4 & 1.5 Customers Complaint

Theoretically, repurchase intention is influenced by numerous factors. Zhong and Kang (2022) highlight that in the food industry, factors such as food experience, value attributes, customer satisfaction, social influence, and Islamic brand image play pivotal roles in shaping repurchase intentions. For instance, in the fast-food industry in the Philippines, consumer satisfaction, social influence, emotional loyalty, and habit have been identified as key determinants of repurchase intentions (Alqueza et.al , 2022). When customers are satisfied with a brand's service and their expectations are met, they are more likely to trust the brand and consider repurchasing its products.

Empirical studies have further examined various drivers of purchase intention, including price fairness, promotion, and perceived ease of use (Bernarto, 2023). Other critical factors include product quality, service quality, and customer satisfaction (Heri and Titis, 2023). Research by Laia, Handini and Pastikan (2022) and Longfield et al. (2023) has shown that perceived quality, satisfaction, brand love, brand preference, and brand loyalty can significantly influence repurchase intentions. However, maintaining high levels of product quality, managing price perceptions, and improving service quality are essential to meet consumer expectations and drive customer loyalty (Valentyana and Serhii, 2022).

Despite the various criticisms and challenges Mie XYZ faces, understanding the factors that influence the repurchase intention of its customers remains crucial. This concept is particularly important in the food industry, where consumer loyalty can significantly

impact business success. This research aims to identify the extent to which food quality, social media influence, and environmental practices of Mie XYZ influence repurchase intention in Jakarta. By understanding the factors influencing repurchase intention, this research can provide valuable insights for Mie XYZ producers in South Jakarta to develop more effective marketing strategies and enhance customer repurchase intention.

This study contributes in three significant ways: It fills the gap in the marketing literature with a focus on repurchase intention. It incorporates additional factors such as product quality, social media influence, and environmental practices into the analysis. It adopts the stimulus-organism-responses (SOR) theory, providing a new perspective on how external variables like social media influence and environmental practices can affect a customer's perceived value (cognition and emotion) and subsequently lead to repurchase intention (behavior).

1.3 Research Questions

1. Do food quality affect the repurchase intention of customers at Mie XYZ in Jakarta?
2. Do social media influence the repurchase intention of customers at Mie XYZ in Jakarta?
3. Do environmental practices affect the repurchase intention of customers at Mie XYZ in Jakarta?
4. Do Customer satisfaction as mediate affect the repurchase intention of customers at Mie XYZ in Jakarta?
5. Do perceived trust as mediate affect the repurchase intention of customers at Mie XYZ in Jakarta?

1.4 Research Objective

- 1.To investigate the influence of product quality, social media reviews , and environmental practices effects on customer satisfaction.
- 2.To investigate the influence of product quality, social media reviews , and environmental practices effects on perceived trust.

3.To analyze customer satisfaction effect on repurchase intention at Mie XYZ in Jakarta.

4.To analyze the perceived trust effect on repurchase intention at Mie XYZ in Jakarta.

1.5 Research Benefit

1.5.1 Academic

This study fills a gap in marketing research by focusing on why customers decide to buy again from Indonesian fast food places like Mie XYZ. By examining factors such as product quality, social media reviews, and environmental practices, it helps us better understand what drives customer behavior in this sector. The study also employs the stimulus-organism-responses (SOR) theory, Mehrabian & Russell's (1974) SOR (Stimulus-Organism-Response) model can be adapted to include both external and internal factors in marketing. This adaptation helps understand how these factors influence consumer behavior. which explores how elements like news credibility influence customer perceptions and emotions, ultimately affecting their purchasing decisions. Additionally, this research expands the body of knowledge in marketing by providing valuable insights and references for future studies. It highlights the significance of integrating both internal and external factors, such as social media influence, to develop a comprehensive understanding of customer satisfaction and repurchase intentions in the fast food industry.

1.5.2 Practitioners

The study provides valuable information for Mie XYZ. By identifying areas for improvement in food quality and customer satisfaction, the company can better meet customer expectations and encourage repeat business. Insights into the influence of social media and environmental practices can help Mie XYZ design more effective marketing campaigns, leveraging positive social media feedback and promoting eco-friendly practices to strengthen their brand. Understanding how customer satisfaction and trust impact repeat purchases can aid the company in building stronger customer relationships and developing loyalty programs.

Additionally, the study supports community and economic growth. By boosting customer loyalty and repeat purchases, businesses like Mie XYZ can drive local economic

development, create jobs, and support community development. Promoting the use of local ingredients and celebrating traditional culinary practices helps preserve Indonesian culture. Overall, this research contributes to academic knowledge and offers practical strategies for businesses to enhance customer experiences, build trust, and drive repeat purchases, fostering both economic and cultural growth.

1.6 Research Flow

This thesis is organized from five chapters, which are:

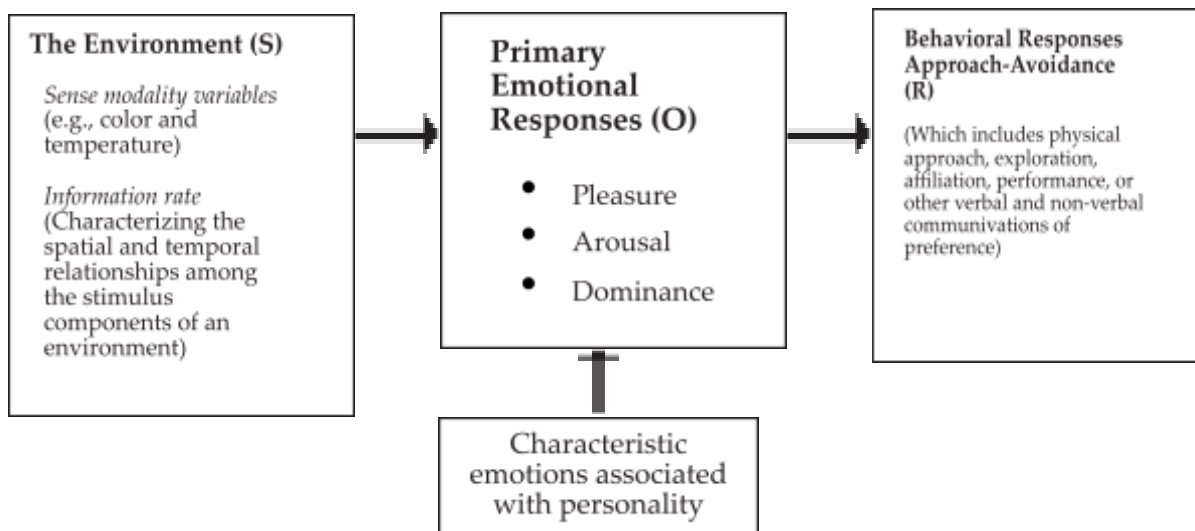
1. Chapter 1 introduces the content of the paper. This chapter describes the current phenomenon of Mie XYZ facing challenges that is explained in the research background. Then, the problem arises between customers of Mie XYZ.
2. Chapter 2 describes the theoretical framework, definition of each variable, previous study, research framework, and the hypothesis development.
3. Chapter 3 explains the research design, measurement of variables, data collection, and data analysis technique.
4. Chapter 4 describes the descriptive analysis, descriptive statistics, the panel data regression and bootstrap analysis results and the discussion of all the findings.
5. Chapter 5 discusses the study's conclusion, as well as any recommendations for practitioners and suggestions for future research.

CHAPTER 2 LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 S-O-R Model Theory

In their 1974 study, Mehrabian and Russell introduced the SOR (Stimulus-Organism-Response) model, which explains how external stimuli provoke cognitive or emotional reactions, ultimately influencing consumer behavior. According to this model, stimuli affect the emotional states of individuals (organisms), which in turn alters their purchasing behavior and intentions. Consumers typically respond to environmental cues with either acceptance or avoidance based on their cognitive and emotional responses. In recent years, there has been increasing interest in understanding how social media influences consumer interest in products. This research examines how marketing strategies that utilize social media influencers can enhance customer relationships.



Source: Mehrabian & Russell (1974)

Figure 2.1

The Stimulus-Organism-Response Model Framework

Subject: (b) Trustworthiness refers to how much the audience perceives the source as honest, sincere, or truthful; (c) Attractiveness pertains to the source's physical appeal or

likability; (d) Similarity involves the sense of shared psychological or psychographic connection between the source and the audience.

The Stimulus-Organism-Response (SOR) theory is extensively utilized in various marketing contexts, such as in the analysis of consumer behaviors towards children's smartwatches (Tianhao and Xinyi 2023) travel vlogs influencing tourists' behaviors (Wenliang et.al ,2022), and the impact of fresh live broadcast features on consumers' willingness to buy (Tatiana and Magdalena, 2020). The SOR theory provides a structured approach to understanding how stimuli, internal responses, and behavioral outcomes are interconnected, offering valuable insights for marketers to enhance consumer experiences, shape repurchase intentions, and drive desired behaviors in various marketing domains.

Applying the Stimulus-Organism-Response (SOR) model in a marketing context. Data was collected through an online survey and analyzed using the SEM-PLS method. These insights can be utilized as a marketing strategy to enhance perceived value and purchase intention, particularly in the halal fast food industry, such as Mie XYZ.

2.2 Variables Explanation

2.2.1 Product Quality

Product quality of food deals with the parameters that govern the product's value to the consumer stated in chapter Food Quality and Food Safety of book Management Systems and Analytical Tools for Public Health. In addition, according to Syam et.al (2018) Ensuring food quality is crucial in the food industry to meet consumer expectations and regulatory standards. Furthermore, Consumers are increasingly interested in fresh and healthy dishes, supporting sustainability and quality measures implemented by restaurants (C and J. 2023). food quality also plays a vital role in attracting and retaining customers (Maria et.al. 2023). Therefore, Fast-food establishments must focus on providing high-quality food to meet consumer expectations and enhance satisfaction (MEC-J. 2023).

2.2.2 Social Media Reviews

Septi (2019) stated that research Presentation about clarity of a particular product or content will entice customers to find out more more about a product, because of the product or the content displayed is still active is the most considered issue in make online

purchases. Trust moderates the relationship between social media engagement and social relationships, highlighting its crucial role in shaping online connections (Amaj et.al. 2023). Moreover Social media plays a significant role in influencing perceived trust in various contexts. Studies show that social media marketing, E-WOM, and information quality positively impact purchasing decisions through trust and brand trust (Danang et.al. 2023). Lastly, Social media usage and sharing of fake news can mediate the relationship between users' perceived control, concentration, and time distortion, ultimately impacting trust in online information about companies (Daniel and Dan. 2022).

2.2.3 Environmental Practices

Customers prefer to purchase products from firms that are sound in following the legal CSR requirement rather than merely socially responsible (Imran & Muhammad. 2023). Organizations are focusing more on corporate social responsibility (Nguyen et.al. 2022). Therefore, in today's world, CSR has been considered a valuable method to realize an organization's economic goals in order to achieve them and generate profits (Garriga & Mele, 2004). However, from Donals (2013) a growing awareness that sole reliance upon external motivators may be inadequate to move society to practice truly sustainable lifestyles, also Emphasizes the importance of shifting focus from pollution control to pollution prevention and waste reduction.

2.2.4 Customer Satisfaction

Fast-food consumers are satisfied when the product meets a reasonable need, is of good quality, and meets expectations of the result of Alqueza et.al (2022). Consequently, Pandiangan, et al. (2021) conducted a study entitled "Effect of E-Satisfaction on Repurchase Intention in Shopee User." The study aims to determine and analyze the effect of satisfaction on the Intention to repurchase. Based on the findings, Consumer Satisfaction can explain the repurchase intention by 64 percent, and the remaining is from other variables not examined in their study. Finally, Ashfaq & Waheed (2019) conducted a study on Customers Satisfaction and Repurchase Intention of Used Products Online; 400 Chinese shoppers responded to the questionnaire via convenience sampling technique. Results showed that Customer Satisfaction has a positive direct effect on repurchase intention.

2.2.5. Perceive Trust

Trust is more likely to develop when one of the parties to the transaction is aware of the second party's dependability and moral fabric (Imran & Muhammad. 2023). Trading business owners must also increase consumer trust from the quality product and description so that they can increase repeat purchases (Septi et.al. 2019). Chaudhuri & Holbrook (2001) also pointed out that brand trust is the consumer willing to take the initiative to believe and trust the brand to provide the product to maintain. And when consumers have a trust in a particular brand, they will positively affect consumers' buying loyalty and attitude loyalty (Chaudhuri & Holbrook, 2001). When consumers face unfamiliar brands or products, the sense of trust in the consumer behavior plays a very important role as pointed by Xi & Fangping (2018).

Lastly ,Consumers believe that the brand trust on the satisfaction and re-purchase will have an impact, so the green product industry should strengthen the marketing of green products to enhance the consumer's impression of green products, in order to truly play the role of green products and power by Xi & Fangping (2018).

2.2.6. Repurchase Intention

Repurchasing is the consumer's behavior of repurchasing the same product or service more than once stated at Alqueza et.al (2022). Most consumers' purchases of Mie XYZ are repeat purchases. Researchers pay special attention to consumers' intention to repurchase. Henkel et al. (2006) concluded that satisfied customers had increased service usage levels and satisfaction is essential. Furthermore, Cronin et al. (2000) found that customer satisfaction and subsequent repurchase intentions could be increased by providing added value and quality services. Moreover, retention is one of the most critical aspects of relationship marketing (Morgan, 1994). Lastly, repurchase behavior corresponds to what a consumer does, yet intentions to purchase are based on what a customer decides to do (Hume,2007).

2.3 List of Previous Study

In the process of strengthening the background of study a few investigations were incorporated to help settle a few of key ideas which will comprise this examination. A portion of the examinations with such discussion are referenced in Table 2. below :

Table 2.1 List of Previous Study

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Ni Putu, Arista Putri, I Gst, Kt, Gd, Suasana. (2022)	Pengaruh Kualitas Pelayanan dan Word of Mouth terhadap Niat Beli Ulang di Rumah Makan Bu Desak, Kabupaten Badung	Determine how service quality and word of mouth promotion impact consumers' intentions to make repeat purchases in the future.	Service quality, Word of mouth,Repurchas e intention	Gathering information from 125 respondents who had previously made purchases at Bu Desak's Restaurant in Badung Regency .	Multiple linear regression analysis	Service quality has a positive and significant effect on consumers' repurchase intentions at Bu Desak's Restaurant. Word of mouth promotion was found to have a positive and significant impact on consumers' repurchase intentions	Research was conducted specifically in Badung Regency Cleanliness was highlighted as an important aspect of service quality, there may be a gap in another dimension

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Jessalyn M. Alqueza, Kriszia Dimpsy S. Bastasa, Jannalou L. Resos, Marie Love Elizabeth Y. Sombilon, Nelson B. Collamar, Vicente S. Maravilla, Jelissa G. Flores (2022)	Empirical-Based Model for Repurchase Intention among Fast-Food consumers in Cebu City, Philippines	Determine the factors that affect customer repurchase intention, including customer satisfaction, loyalty, and habits	Customers satisfaction, social influence, Emotional loyalty, habit	Survey, Interview, Focus Group, Observation, secondary data analysis	Multiple linear regression analysis and significant levels	Consumer Satisfaction is the highest perceived predictor, it does not significantly predict intention to repurchase. Social Influence was found to be a significant predictor of intention to repurchase. Emotional Loyalty did not significantly predict intention to repurchase. Habit not highly significant, habit showed a trend towards predicting intention to repurchase.	The study focused specifically on fast-food consumers in Cebu City. The paper focused on immediate predictors of repurchase intention.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Lena Ellitan, Samuel Alfonso Sugiyanto, Andriya Risdwiyanto (2022)	Increasing Repurchase Intention through Experiential Marketing, Service Quality, and Customer Satisfaction	Study aims to understand the impact of experiential marketing factors and service quality on customer satisfaction and repurchase intention in Korean restaurants in Surabaya	Experiential Marketing; Service quality; Customer satisfaction; Repurchase intention	Respondents in this study amounted to 175 Korean restaurant customers in Surabaya	Structural Equation Model(SEM) analysis technique	Experiential marketing positively impacts customer repurchase intention in Korean restaurants in Surabaya. Improving experiential marketing efforts can boost repurchase intentions, while service quality did not significantly affect repurchase intentions.	Previous studies have shown that service quality positively impacts customer satisfaction. However, this research suggests that service quality may not significantly influence customers' repurchase intentions in the restaurant industry.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Nguyen Minh Ha, LeQuoc Phong, T. V. Thang, Huynh Luong Tam, T.H. Dang, Nguyen Thi Thai Hoa (2022)	Mediating role of corporate reputation in the relationship between corporate social responsibility and repurchase intention	The study aims to investigate the relationship between corporate social responsibility (CSR) and consumer repurchase intention for McDonald's in Vietnam, focusing on the mediating role of corporate reputation.	CSR; corporate reputation; fast food restaurant; McDonald's repurchase intention	The study did a survey (279 people answered) but didn't pick people in a super scientific way. They also interviewed 12 people in detail to get some ideas for the survey questions.	SPSS and AMOS software	CSR (Corporate Social Responsibility) improves a company's reputation and encourages customers to buy again. A good reputation is important for linking CSR to customers' buying decisions. Poor CSR practices can harm customer behavior. Consistent and sustainable CSR activities are essential for building long-term customer loyalty.	Gap in the study related to the potential lack of awareness among respondents regarding CSR activities conducted by McDonald's, which could distort the results and hinder the accurate representation of the impact of CSR on consumer behavior.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Claudia Severesia, Prio Utomo, Friska Natalia (2022)	Investigating factors influencing repurchase intention: case study in beverage manufacturing industry	This study wants to understand what makes companies in Indonesia keep buying beverages from the same manufacturer. They'll focus on things like how happy the companies are with the service, if they feel they're getting a good deal, and how loyal they are to the brand.	Customer experience in B2B, customer loyalty, customer satisfaction, repurchase intention	Data was collected from 85 respondents who are customers of a beverage manufacturing company in Indonesia, focusing on the B2B sector	Partial Least Square – Structural Equation Modeling (PLS-SEM) method for data analysis	An Indonesian beverage company studied how to keep businesses buying their drinks. Happy customers are solution Businesses were more likely to reorder if the company was easy to work with, they felt loyal to the brand, and they were satisfied with the drinks and service. This shows that in Indonesia's beverage business, keeping business customers happy is key.	The lack of a significant effect of customer value on repurchase intention indicates a gap in understanding the influence of this factor in the B2B context .

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
A.B. Pratama, I G.A.K. Giantari (2021)	The role of consumer satisfaction in mediating the effect of perceived service quality and brand image on repurchase intention	Study explores why people stay loyal to KFC in Denpasar, Indonesia. It looks at how good service, a strong brand image, and customer satisfaction are linked. The researchers suggest that by focusing on customer happiness, KFC can encourage more people to keep coming back for their fried chicken.	Perceived service quality, brand image, consumer satisfaction, repurchase intention.	The number of research samples is 128 respondents	Sampling technique used PLS-based SEM	Perceived service quality had a positive but insignificant effect on repurchase intentions, indicating that the quality of service. Both brand image and consumer satisfaction had a positive and significant effect on repurchase intentions. Consumer satisfaction was found to perfectly mediate the relationship between perceived service quality and brand image on repurchase intentions,	This study found an insignificant effect, indicating a discrepancy in the findings regarding the influence of service quality on repurchase intentions. The study emphasized the importance of exploring the mediating role of consumer satisfaction in the relationship between perceived service quality, brand image, and repurchase intentions.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Septi Kurnia Prastiwi, Rabia Rabia, Renanda Bagus (2020)	Peran product quality, information quality dengan mediasi trust terhadap repurchase intention pada mitra umkm go-food di surakarta	The primary objective of the study is to investigate the factors influencing repurchase intention for Go-Food products among Go-Jek users in Solo.	Product Quality, Information Quality, Trust, Repurchase Intention	Study is survey method with a population of go jek user in Solo, with sample size of 100 respondents	SPSS (Statistical Package for the Social Sciences) software.	The study's findings revealed that product quality did not significantly affect trust and repurchase intention among Go-Food users in Solo, This implies that while product quality is essential, it may not directly influence trust or repurchase intention in this context. Information quality was found to have a positive and significant relationship with trust and repurchase intention.	Exploring the reasons why product quality did not significantly affect trust and repurchase intention.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Imran Ali, Mohammad Yasir Naushad (2023)	Effect of CSR activities on customers' purchase intention: The mediating role of trust	Study aims to investigate the impact of CSR activities on customers' purchase intentions and the mediating role of trust. Focuses on two specific independent variables: ethical corporate social responsibility and legal corporate social responsibility.	Corporate social responsibility, trust, purchase intention, ethical CSR activities, legal CSR activities.	Study utilized the survey method for data collection, as it can be administered remotely via various channels such as online platforms, mobile devices, email, and social media.	IBM-SPSS, IBM-AMO S,and Microsoft Excel.	Significant positive effect of CSR activities on customers' purchase intention, highlighting that CSR initiatives can enhance customers' intention to purchase products or services. Trust was identified as a mediating factor in the relationship between CSR activities and customers' purchase intention	Need for more research in this area to better understand the mechanisms through which CSR influences consumer behavior. Previous studies have primarily focused on the direct impact of CSR on consumer behavior, overlooking the crucial mediating role of trust, which this study aimed to address, filling a significant gap in the literature.

Author (years)	Title	Objectives	Methodology			Result	Gap
			Variables	Data Collection Method	Data Analysis Method		
Xi Chen, Fangping Cao(2018)	Green Production Associations Study between Brand Trust, Satisfactory Degree and Re-purchase Intention	Analyze the relationship between brand trust, satisfaction, and re-purchase intention in the context of green products	Green Production; Brand Trust; Satisfactory Degree; Re-Purchase Intention	481 questionnaires were collected	SPSS 12.0 software was employed for analyzing background data and demograph ic variables of the subjects.	Brand trust in green products positively influences satisfaction among consumers. Satisfaction plays a mediating role in the relationship between brand trust and re-purchase intention. Brand trust indirectly affects re-purchase intention through its influence on satisfaction	Gap in the literature concerning the comprehensive investigation of various brand-related factors beyond brand trust, satisfaction, and re-purchase intention in the realm of green product consumption.

Based on a comprehensive review of existing journals and articles, it is evident that research on repurchase intention predominantly focuses on internal factors, such as product quality, service quality, and price. However, there is a noticeable gap in the literature concerning the impact of external factors, particularly social media review, on repurchase intention. This study aims to fill this gap by exploring how social media reviews the repurchase intention of customers at Mie XYZ restaurants. By incorporating social media as a variable, this research provides a more holistic understanding of the factors that drive customer loyalty and repurchase behavior in the context of Mie XYZ.

2.4 Research Framework

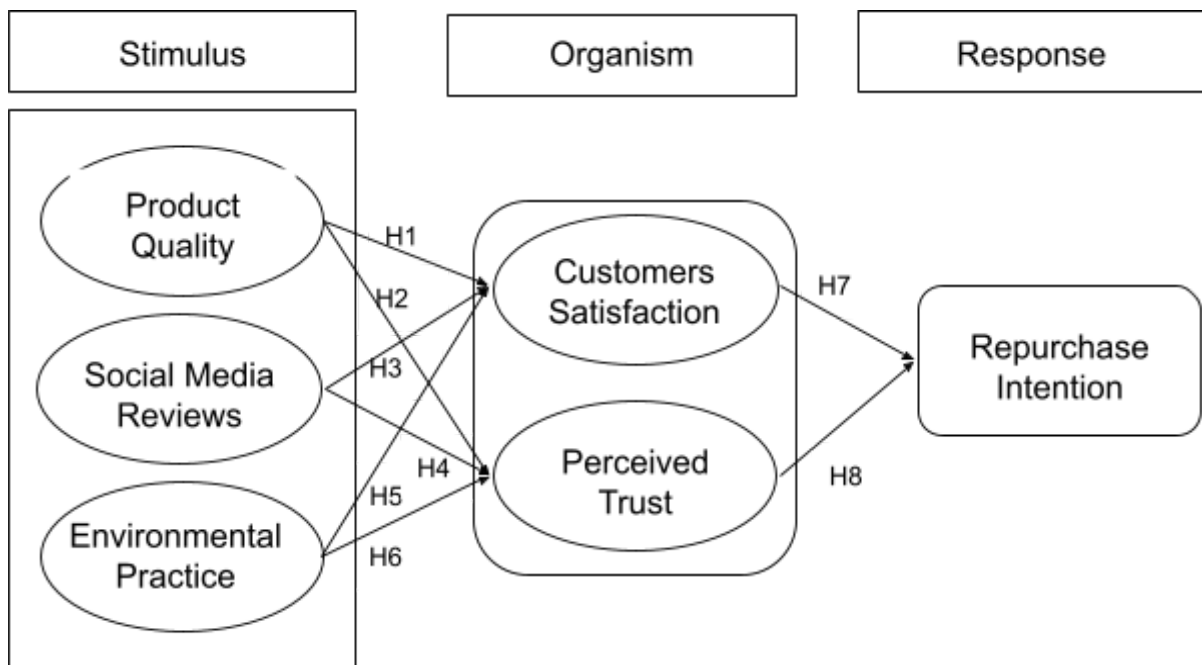


Figure 2.2 Research Framework

2.5 Hypothesis Development

The hypotheses of this research were identified based on the five variables that were mentioned in Chapter 1 (Introduction, Research Background) and briefly discussed in the problem statement and will be combined with the theories that have been conducted by several authors in Chapter 2 (Literature Review). To test the validity of all hypotheses on this research, an online survey will be distributed to the 50 specified samples or target and the results will be analyzed and discussed.

2.5.1 Product quality positively influences customers satisfaction

There are many ways to improve customer satisfaction from the study of Dian et.al. (2023) Improving pricing strategies, service quality, and product quality can lead to customer satisfaction. Enhance food quality also online delivery for customer satisfaction, it more Validate the importance of food quality and online services during pandemic era because majority industry doing delivery service base on Shamsuddin et.al. (2023). Client satisfaction at restaurants in five-star hotels by Abdullah et.al. (2023) was positively impacted by the characteristics of the food and beverages at their study, it is claimed that serving high-quality food is the primary predictor of restaurant repeat business.

2.5.2 Social media reviews positively influences customers satisfaction

Social media can help brands build awareness, establish social proof, target advertising, leverage influencer marketing, and engage with customers in every time and every where study by Shivam and Aijaz (2023) also elaborate, social media marketing can be the potential marketing for brands affect customer behavior, driving them to try new products or services, purchase from a brand, and become loyal customers, moreover its crucial for brands to use social media ethically and transparently and prioritize building authentic relationships with their customers to build long-lasting trust and credibility to getting the customers satisfaction. The findings of customer satisfaction factors in the pizza restaurant industry influence other fast food restaurants to improve customer service, social media marketing, price, and quality study by Yash and Brant (2017).

2.5.3 Environmental practices positively influences customers satisfaction

Environmental practices significantly influence customer satisfaction across various sectors, including hospitality, banking, and e-commerce. Research indicates that green practices in floating hotels have a notable positive impact on customer satisfaction and retention, suggesting that environmental responsibility is valued by consumers in the hospitality industry (Mohamed et al. 2023). This sentiment is echoed in the broader context of environmental goods and services, where the environmental orientation of a product or service can be a decisive factor in consumer decisions, highlighting the importance of environmental considerations in customer satisfaction and loyalty (Serhii and Aysel 2023). In the restaurant industry, factors such as quality, service, and environmental considerations

play crucial roles in shaping customer satisfaction. Specifically, environmental factors significantly contribute to perceived quality and customer expectations, underscoring the importance of environmental practices in the dining experience (Chun and Paul 2020). However, in the luxury hotel sector, while environmental practices are applied, their direct correlation with customer satisfaction is not as clear-cut, suggesting that the impact of green practices on satisfaction may vary by context and customer expectations (Ahmed 2018). The banking sector has also recognized the importance of green practices, with research indicating that customers' expectations towards green banking practices significantly influence their satisfaction. This demonstrates a growing consumer demand for sustainability in financial services (G.S and Anil 2014).

2.5.4 Product quality positively influences perceived trust

Food quality indeed positively influences perceived trust in various contexts. Research by Shizhen et al. (2023) indicates that in the organic food industry, attributes like food safety and nutritional content positively impact perceived quality and customer trust. Similarly, in restaurant settings, food quality is found to have a significant positive effect on customer trust (Kiyan et al. 2023). These findings emphasize the crucial role of food quality in building trust among consumers. Moreover, the credibility of food safety information in restaurants influences trust, indicating the importance of quality perceptions in shaping trust levels (Antonius 2022). Overall, the quality of food plays a vital role in enhancing perceived trust, whether in organic food products or restaurant services, highlighting its significance in consumer decision-making processes.

2.5.5 Social media reviews positively influence perceived trust

There are many ways to improve customer satisfaction from the study of Dian et al. (2023). Improving pricing strategies, service quality, and product quality can lead to customer satisfaction. Enhance food quality also online delivery for customer satisfaction, it more Validate the importance of food quality and online services during pandemic era because majority industry doing delivery service base on Shamsuddin et al. (2023). Client satisfaction at restaurants in five-star hotels by Abdullah et al. (2023) was positively impacted by the characteristics of the food and beverages at their study, it is claimed that serving high-quality food is the primary predictor of restaurant repeat business.

2.5.6 Environmental practices positively influences perceive trust

Perceived trust in governments and enterprises significantly influences environmental risk coping behaviors (Lan and Bao 2023). Trust in various entities, such as the central and local government, people in society, and the media, can impact the public's environmental risk perception (Xinya 2023). Additionally, perceived trustworthiness of the government plays a crucial role in garnering public support for environmental policies like payments for ecosystem services (PES) study from Jennie and Chi-Ok (2021). Moreover, system trust is a decisive factor in determining whether the public adopts collaborative or antagonistic risk response behaviors (Ke et al. 2022). Furthermore, government trust and environmental pollution perception positively affect environmental governance satisfaction, with trust in the township government having the most substantial impact (H et al. 2023). In summary, environmental practices do influence perceived trust, which, in turn, affects various aspects of environmental risk management and governance.

2.5.7 Customers satisfaction positively influences repurchase intention

Customer satisfaction indeed positively influences repurchase intention, as supported by various studies. Research on Fore Coffee patrons in Denpasar found that customer satisfaction significantly impacts the likelihood of planning a subsequent purchase (I Made Et,al, 2023). Similarly, a study on Shopee customers in Denpasar revealed that satisfaction mediates the relationship between experience and repurchase intention (Gede et,al, 2023). Moreover, a study on online shop consumers in STIM LPI Makassar emphasized that customer satisfaction plays a substantial role in mediating the effect of customer experience on repurchase intent (Renny, 2023). Additionally, a study in Pontianak City highlighted that consumer satisfaction directly affects repurchase intention (Sumiyati and Zein, 2023). Therefore, based on these findings, it is evident that customer satisfaction is a crucial factor that positively influences repurchase intention in various business settings.

2.5.8 Perceive trust positively influences repurchase intention

Perceived trust significantly influences repurchase intentions in various consumer contexts. Studies have shown that trust positively affects repurchase intentions in e-commerce platforms, with trust being a key factor alongside perceived ease of use (Heri and Titis, 2023). Additionally, consumer trust, formed from perceived usefulness and

security, plays a crucial role in building repurchase intentions in online transportation ticket ordering platforms (Anthony and Keni, 2023). Moreover, in the green agricultural products market, green trust acts as a mediator between perceived value and repurchase intentions, fully mediating the relationship between green value and repurchase intentions (Mira 2023). Furthermore, trust and e-WOM mediate the relationship between perceived value and repurchase intentions in online shopping scenarios, emphasizing the importance of trust in driving repurchase intentions (Anxin et.al, 2022).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology, detailing the procedures used to achieve the study's objectives. It covers the research design, population, sample size, sampling methods, research instruments, data collection techniques, data validity and reliability, and the analytical tools employed.

3.2. Research Design

This study employs a quantitative research design. A sample of individuals was surveyed to gather responses to various questions, aiming to measure the frequency and percentage of their answers. Quantitative research involves the measurement of data and objective statistics through scientific calculations (Creswell, 2014).

According to Sugiyono (2017), quantitative research is grounded in positivist principles. This approach involves studying specific populations or samples by collecting data using research instruments and analyzing the information quantitatively and statistically to test predefined hypotheses. The quantitative research in this study aims to test a theory by formulating a hypothesis on the impact of workload and work environment on job performance, utilizing work stress as a mediating variable.

3.3. Data Gathering Technique

This study adheres to a quantitative approach, employing a web-based survey instrument to collect measurable data from the target population (Sekaran & Bougie, 2016). Quantitative data is numerical in nature, allowing for statistical analysis of responses. The survey will utilize Likert scales, typically ranging from 1 (strongly disagree) to 5 (strongly agree), to capture participant responses (Babbie, 2019). This approach is well-suited for investigating relationships between variables at a specific point but cannot establish cause-and-effect relationships. Participants' responses to the Google Form questionnaire constitute the primary data. Secondary data, on the other hand, refers to existing information gathered from various sources such as academic journals, reports, or websites (Merriam &

Tisdell, 2016). These secondary sources provide the theoretical foundation for the research and will be cited throughout the study.

This study uses a web-based survey tool, specifically a Google Form, to collect primary data (Sekaran & Bougie, 2016). Questionnaires are used to gather structured data through specific questions that are easy to record and analyze (Babbie, 2019). The Google Form will be shared electronically, but offline channels can also be used to boost participation. Social media platforms like WhatsApp, Instagram, and LinkedIn will help distribute the survey link, potentially increasing the number of responses (Moser & Liu, 2021). This approach aims to maximize the completion rate from the target audience.

3.4. Population and Sample

This study employs a purposive sampling technique with the following requirements: the respondents should be categorized as Generation Z with the age range between 16 and 25, Millennials with age range between 25-40, and Generation X with the age range between 41-56 they should be have bought Mie gacoan noodles dine in at least 1 times, and they have using a social media either facebook, Instagram, Tiktok, Twitter, or Youtube. Social media is a primary source of information for many people, especially Generation Z and Millennials. They tend to look for reviews, recommendations, and experiences of others on platforms such as Instagram, TikTok, and YouTube before making purchasing decisions.

According to Hair et al. (2014), the minimum sample size for the analysis is 140. This study collects data from a minimum of 140 respondents from the Jakarta area. At first, the respondents were given several screening questions to make sure that they fulfilled the criteria. Then, the questionnaires were distributed through an online platform, and were requested to fill in personal information before answering questions or structured statements in the survey. Then, the respondents filled in each of the questions or statements that are already available.

3.5. Measurement and Scaling

Variable measurement is a critical aspect of research, involving the application of specific measuring tools that serve as benchmarks for determining the relative length or

interval of the data. In this study, variables are assessed using the Likert scale, a widely recognized method for quantifying attitudes, opinions, and perceptions regarding various social phenomena (Sugiyono, 2017).

The Likert scale is employed to translate qualitative data into a quantitative format, enabling researchers to systematically gauge the degree of agreement or disagreement expressed by individuals or groups. This scale operates numerically, rating responses from "strongly disagree" to "strongly agree," thereby facilitating a structured approach to data collection and analysis. For this research, the variables are measured using a five-point Likert scale, where each statement is rated as "1" indicates Strongly Disagree, "2" indicates Disagree, "3" indicates Neutral, "4" indicates Agree, "5" indicates Strongly Agree.

By employing this scale, the study can capture a range of respondent sentiments with precision, transforming subjective viewpoints into quantifiable data. This approach not only enhances the reliability of the data but also allows for a more nuanced analysis of the factors influencing repurchase intention among customers of Mie XYZ. Through this detailed measurement process, the research aims to produce comprehensive insights into the variables of interest, thereby contributing to a deeper understanding of consumer behavior in the context of Mie XYZ in Jakarta.

3.6. Model Development

3.6.1 Table of Questionnaire

Table 3.1 List of Questionnaire

Variable	Code	Indicators	Source
Product Quality	PQ1	Food packaging of restaurant Mie XYZ seems high quality and hygienic	Mendocilla .et.al (2021)
	PQ2	Overall, I am satisfied with the quality of the product of restaurant Mie XYZ.	

Variable	Code	Indicators	Source
Social Media Reviews	SMR1	The reviews in social media of Mie XYZ matched my impression of the restaurant.	Lee, J., & Kim, Y. K. (2020).
	SMR2	I read social media review before purchasing a product.	
Environmental Practices	EP1	The Mie XYZ restaurant uses sustainable materials (ingredients).	Toshmirzaev .et.al (2022)
	EP2	Mie XYZ use eco-friendly packaging.	
Customers Satisfaction	CS1	My choice to choose these Mie XYZ restaurants was a wise one.	Yao, Y. (2020).
	CS2	I felt that my experience with these Mie XYZ restaurants has been enjoyable and meet my expectations.	
Perceive Trust	PT1	I believe Mie XYZ is a reliable company.	Shin, Y. H., & Yu, L. (2020).
	PT2	I am comfortable sharing my personal information with Mie XYZ (if applicable).	

Variable	Code	Indicators	Source
Repurchase Intention	RI1	I have a strong intention to bring my family and friends to visit this restaurant again.	Kim, W. G., & Moon, Y. J. (2009).
	RI2	I would be a repeat customer of Mie XYZ.	

Social media plays a vital role in sharing various types of information. It helps disseminate food safety details (Kuan-Chuan et al., 2019), retrieve scholarly information (Farleen et al., 2019), provide disaster updates and warnings (Cvetkovic et al., 2023), and promote information ethics (Hendi et al., 2023). For Mie XYZ, social media users are important as they offer feedback on their dining experiences, which helps understand what customers like and what needs improvement. It also shows how the restaurant promotes itself and engages with customers, which is crucial for evaluating its marketing strategies. Additionally, social media reflects customer reactions during controversies or news events, giving insights into public perception and crisis management. Overall, active social media respondents provide valuable feedback on customer experiences, marketing effectiveness, and handling of issues.

3.7. Data Analysis Method

This study's variables encompass a range of factors critical to understanding customer behavior in the context of fast food consumption. These variables include food quality, service quality, environmental practices, social media review, customer satisfaction, perceived trust, and repurchase intention. To rigorously test the proposed hypotheses, Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed, as recommended by Fan et al. (2016). The use of SEM-PLS is particularly suitable for this research given the conditions outlined by Imam (2014), which include the simultaneous analysis of independent and dependent variables, the employment of a relatively small sample size, and a focus that leans more towards theoretical exploration rather than specific empirical results.

3.7.1 Validity and Reliability Test

Reliability is a measure of the consistency of a research instrument, indicating how reliably it measures the variable in question. To assess reliability, one can evaluate internal consistency. According to Zikmund et al. (2009), internal consistency is often measured using Cronbach's Alpha. This coefficient represents the average of all possible split-half reliabilities for a multi-item scale, ensuring that the items are consistent in their measurements. A high level of reliability is indicated by a Cronbach's Alpha coefficient of $\alpha \geq 0.70$, which is considered a good standard.

3.7.2 Data Preparation, Analysis, and Model Evaluation

After data processing, this study proceeds with raw data analysis:

1. **Data Preparation:** The data is processed and filtered to identify missing numbers, outliers, and unexpected values (Hair et al., 2021). The online survey used in this study required all mandatory fields to be completed before submission.
2. **Descriptive Analysis:** Descriptive statistics summarize or explain the collected data without making generalizations (Sugiyono, 2017). This analysis uses descriptive statistics to examine the questionnaire data for each concept. Measures such as mean, median, skewness, and kurtosis are used. Skewness indicates how scores are distributed, while kurtosis shows the peakedness of the data distribution (Pallant, 2010).
3. **Model Evaluation:** The hypothesis, represented by the research model, is tested using statistical techniques. Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed, analyzed with Smart PLS 4 software. According to Hair et al. (2014), PLS-SEM is useful for exploratory research, handling non-normal data, small sample sizes, and formatively measured constructs.

In applying PLS-SEM, this research follows these steps (Hair et al., 2021):

1. **Model Specification:** Building the structural equation model, including identifying reflective or formative constructs.
2. **Outer Model Evaluation:** Evaluating reliability and validity for reflective constructs using composite reliability and convergent and discriminant validity.

3. Inner Model Evaluation: Testing hypothesized relationships, coefficient of determination (R^2). The effect size is measured by the change in R^2 when a specific construct is removed from the model, categorized as small, medium, or large based on Cohen's guidelines.

The R-square, seen from endogenous variable values, shows how far the structural model is capable of predicting. The change in the path of R-square values can be used to explain the extent to which the influence of a particular exogenous latent variable on the latent endogenous variable is significant. According to Ghazali & Latan (2017), the R-square value of 0.75 can be interpreted as a strong model, the 0.50 as a moderate model, and the 0.25 as a weak model. In other words, the higher the value of R-square, the better the model's ability to predict and explain variability in the research model submitted.

3.8. Hypothesis Testing

Hypothesis testing determines the impact of independent variables on the dependent variable by analyzing the path coefficient (β), which indicates the strength of the influence. In PLS-SEM, a one-sided t-test evaluates the significance of a variable's effect on the hypothesis. This study uses a bootstrap report with at least 140 bootstrap samples to establish significant associations between variables, ensuring the sample size exceeds the number of valid observations in the original dataset (Hair et al., 2022).

The significance of the relationships between independent and dependent variables is assessed using t-statistics and p-values. The p-value indicates the probability of obtaining results as extreme as the observed outcomes, assuming the null hypothesis is true. Rather than rejecting hypotheses outright, the p-value determines the minimum significance level at which the null hypothesis is rejected. A lower p-value indicates stronger evidence supporting the alternative hypothesis. To support the hypothesis, the t-value should exceed 1.65 at a 5% significance level, and the p-value should be less than 0.05. Additionally, this study examines bias-corrected and accelerated confidence intervals. A path coefficient is considered significant at the 0.05 level if the 95% (bias-corrected and accelerated) confidence interval does not include zero (Hair et al., 2022).

CHAPTER 4

FINDINGS, ANALYSIS, AND DISCUSSIONS

4.1 Descriptive Analysis

4.1.1 Respondents Profile

The respondents of this study should match the predetermined criteria Respondents should fall within one of three age groups: Generation Z (16-25 years old), Millennials (25-40 years old), or Generation X (41-56 years old). Additionally, they must have dined in and purchased Mie XYZ noodles at least once. Moreover, respondents should be active users of social media platforms such as Facebook, Instagram, TikTok, Twitter, or YouTube. Social media is a primary source of information, particularly for Generation Z and Millennials, who often look for reviews, recommendations, and experiences on platforms like Instagram, TikTok, and YouTube before making purchasing decisions.

4.1.1.1 Gender

Respondents' age is summarized in the table below.

Table 4.1 Respondents Profile – Gender

Gender	Number of Respondents	Percentage
Male	84	54.2%
Female	71	43.8%

Source: Data Processing (2024)

As we can see from the data above, the majority of respondents are male, accounting for 54.2% of the total respondents. This is followed by female respondents, who make up 45.8% of the total respondents, with a total of 155 respondents.

4.1.1.2 Age

Respondents' age is summarized in the table below.

Table 4.2 Respondent Profile – Age

Age	Number of Respondents	Percentage
18-25 years old	33	21,3%
26-34 years old	89	57,4%
35-49 years old	33	21,3%

Source: Data Processing (2024)

Based on the data presented, it is evident that the largest age group among the respondents falls within the 26-34 years old category, comprising 57.4% of the total respondents. The remaining respondents are evenly distributed between the 18-25 years old and 35-49 years old age groups, each accounting for 21.3% of the total respondents.

4.1.1.3 Occupation

Respondents' occupation is summarized in the table below.

Table 4.3 Respondents Profile – Occupation

Occupation	Number of Percentage	Percentage
Students	29	18,7%
Private Employee	91	58,7%
Civil Servants	1	0,6%
Entrepreneur	25	16,1%
Housewife	7	4.5%
Lecturer	2	1.3%

Source: Data Processing (2024)

According to the data presented, the majority of respondents are private employees, accounting for 58.7% of the total respondents. This is followed by students, who make up 18.7%, and entrepreneurs, representing 16.1%. Other occupations, including housewives, lecturers, and civil servants, comprise a smaller portion of the respondents, with 4.5%, 1.3%, and 0.6% respectively.

4.1.1.4 Last Education

Respondents' Last Education is summarized in the table below.

Table 4.4 Respondents Profile – Last Education

Last Education	Number of Percentage	Percentage
Junior High School	1	0.6 %
Senior High School	30	19,4%
Bachelor	107	69%
Master	17	11%

Source: Data Processing (2024)

Based on the data provided, the majority of respondents have completed a Bachelor's degree, making up 69% of the total respondents. This is followed by those with a Senior High School education, representing 19.4%, and those with a Master's degree, accounting for 11%. A small portion of respondents, 0.6%, have a Junior High School education.

4.1.1.5 Monthly Spending

Respondents monthly spending are summarized on the table below

Table 4.5 Respondent Profile – Monthly Spending

Monthly Spending	Total of Respondents	Percentage
Under 2 million (Dibawah Rp.2,000,000)	15	9,7 %
Rp.2,000,000 -Rp. 4,499,000	17	11%
Rp.4,500,000 Rp.- 5,999,000	70	45.2%
Rp.6,000,000 - Rp.7,999,000	29	18,7%
8 million above (Rp.8,000,000 keatas)	24	15,5%

Source: Data Processing (2024)

The data reveals that the largest group of respondents, 45.2%, have a monthly spending range of Rp.4,500,000 to Rp.5,999,000. This is followed by 18.7% of respondents who spend between Rp.6,000,000 and Rp.7,999,000 per month, and 15.5% who spend 8 million or more. A smaller percentage, 11%, falls within the Rp.2,000,000 to Rp.4,499,000 range, while 9.7% of respondents report spending under 2 million monthly.

4.1.2 Descriptive Statistics

Through this part, the researcher will show and explain each piece of data obtained through the survey. Each data will be discussed in detail and Likert scale interpretation that will be divided into each classification and indicators measurement breakdown of each variable discussed in this study. The Likert discussed in the table below:

Table 4.6 Likert Scale Interval

Likert Scale	Interval	Classification
1	1.00 – 1.79	Strongly Disagree
2	1.80 – 2.59	Disagree
3	2.60 – 3.39	Neutral
4	3.40 – 4.19	Agree
5	4.20 – 5.00	Strongly Agree

Source: Data Processing (2024)

The result of the respondents' survey through Google Forms was then imported to SmartPLS 4 software to interpret and statistically analyze used SEM-PLS model. The results analyzed by SmartPLS 4 will be explained in more detail in the next section.

4.1.2.1 Indicator of Product Quality

Based on Table 4.7, the first indicator of product quality, "PQ 1: The food packaging of restaurant Mie XYZ seems high quality and hygienic," has a mean score of 4.293 and a standard deviation of 0.749. This suggests that most respondents agree with this statement. The second indicator, "PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie Gacoan," has a mean score of 4.367 and a standard deviation of 0.825, indicating that the majority of respondents agree with this statement as well.

Table 4.7 Descriptive Statistics of Product Quality

No	Variable	Indicator	Mean	Standard Deviation
1	Product Quality	PQ 1: Food packaging of restaurant Mie XYZ seems high quality and hygienic	4.293	0.749
2		PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie XYZ.	4.367	0.825

Source: Data Processing (2024)

4.1.2.2 Indicator of Social Media Reviews

Referring to Table 4.8, the first indicator of social media reviews, "SMR 1: The reviews on social media of Mie XYZ matched my impression of the restaurant," has a mean score of 4.259 and a standard deviation of 0.729, indicating that a majority of respondents generally agree with this statement. Meanwhile, the third indicator, "SMR 3: I read social media reviews before purchasing a product," shows a mean score of 4.340 and a standard deviation of 0.787, suggesting that most respondents agree with the importance of consulting social media reviews before making a purchase.

Table 4.8 Descriptive Statistics of Social Media Review

No	Variable	Indicator	Mean	Standard Deviation
1	Social Media Review	SMR 1: The reviews in social media of Mie XYZ matched my impression of the restaurant.	4.259	0.729
2		SMR 2: I read social media review before purchasing a product.	4.340	0.787

Source: Data Processing (2024)

4.1.2.3 Indicator of Environmental Practices

From Table 4.9, it is evident that respondents largely agree that Mie XYZ uses sustainable materials for its ingredients, as indicated by the mean score of 4.327 and a standard deviation of 0.748. Additionally, respondents tend to agree that Mie XYZ utilizes eco-friendly packaging, with a mean score of 4.259 and a standard deviation of 0.826, highlighting positive feedback on the restaurant’s environmental practices.

Table 4.9 Descriptive Statistics of Environmental Practices

No	Variable	Indicator	Mean	Standard Deviation
1	Environmental Practices	EP 1: The Mie XYZ restaurant uses sustainable materials (ingredients).	4.327	0.748
2		EP 2: Mie XYZ use eco friendly packaging.	4.259	0.826

Source: Data Processing (2024)

4.1.2.4 Indicator of Customers Satisfaction

Referring to Table 4.10, the indicator "CS 2: My choice to choose these Mie XYZ restaurants was a wise one" has a mean score of 4.286 and a standard deviation of 0.782.

This suggests that respondents generally believe their decision to choose Mie XYZ was a good one. Additionally, the indicator "CS 3: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meets my expectations" has a mean score of 4.306 and a standard deviation of 0.813, indicating that respondents found their experiences with Mie XYZ both enjoyable and in line with their expectations.

Table 4.10 Descriptive Statistics of Customers Satisfaction

No	Variable	Indicator	Mean	Standard Deviation
1	Customers Satisfaction	CS 1: My choice to choose these Mie XYZ restaurants was a wise one.	4.286	0.782
2		CS 2: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meet my expectations.	4.306	0.813

Source: Data Processing (2024)

4.1.2.5 Indicator of Perceived Trust

Based on Table 4.11, the indicator "PT 1: I believe Mie XYZ is a reliable company" has a mean score of 4.293 with a standard deviation of 0.749, suggesting that respondents

generally view Mie XYZ as a trustworthy company. Similarly, the indicator "PT 3: I am comfortable sharing my personal information with Mie XYZ (if applicable)" has a mean score of 4.367 and a standard deviation of 0.825, indicating that respondents feel relatively secure about sharing personal information with the company.

Table 4.11 Descriptive Statistics of Perceive Trust

No	Variable	Indicator	Mean	Standard Deviation
1	Perceive Trust	PT 1: I believe Mie XYZ is a reliable company.	4.293	0.749
2		PT 2: I am comfortable sharing my personal information with Mie XYZ (if applicable).	4.367	0.825

Source: Data Processing (2024)

4.1.2.6 Indicator of Repurchase Intention

Referring to Table 4.12, the indicator "RI 1: I have a strong intention to bring my family and friends to visit this restaurant again" has a mean score of 4.327 and a standard deviation of 0.793, suggesting that respondents are generally inclined to recommend Mie XYZ to others. Additionally, the indicator "RI 2: I would be a repeat customer of Mie XYZ"

received a mean score of 4.388 and a standard deviation of 0.845, indicating a high level of willingness among respondents to return as repeat customers.

Table 4.12 Descriptive Statistics of Repurchase Intention

No	Variable	Indicator	Mean	Standard Deviation
1	Repurchase Intention	RI 1: I have a strong intention to bring my family and friends to visit this restaurant again.	4.327	0.793
2		RI 2: I would be a repeat customer of Mie XYZ.	4.388	0.845

Source: Data Processing (2024)

4.2 Outer Model SEM-PLS Results

This study collected data from 155 respondents in Jakarta and its surrounding regions with a 140 minimum number of respondents suitable for a Structural Equation Modelling - Partial Least Square (SEM-PLS) statistical analysis. The first few statistical tests analyse the outer model of the studies framework; using validity and reliability measurements.

4.2.1 Convergent Validity

The purpose of convergent validity test is to describe the degree to which two or more measures of the same construct are related to each other (Henseler et al., 2014). To assess convergent validity, the researcher tested the loading factors and AVE (Average

Variance Extracted) of each item that correlates to all variables in this study. Loading factors and AVE will be covered in the section below.

4.2.1.1 Loading Factor Analysis

Loading factor analysis refers to the relationship between a variable and a latent factor. We can conclude, loading is a measure of how much a particular variable contributes to the underlying construct being measured by the factor analysis (Hair et al., 2006). Hair et al. (2006) also stated, the loading factor should be at minimum 0.5 or higher and 0.7 or higher as the ideal value. The figure below shows that the loading factor of all items is above 0.5.

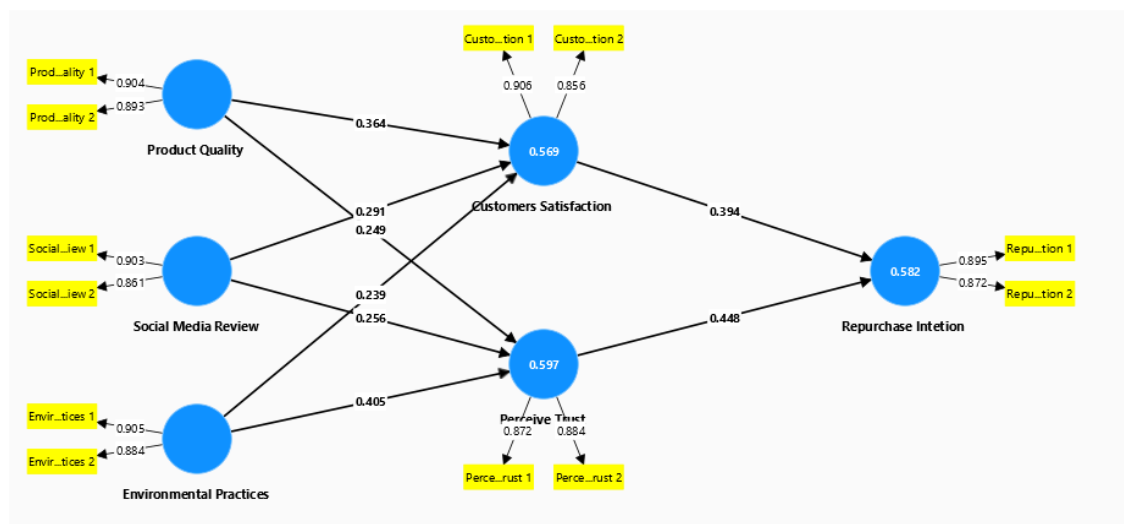


Figure 4.1 Loading Factor Analysis

Source: Data Processing (2024)

Based on these findings, we can infer that the loading factors obtained in this study meet the ideal criteria as previously mentioned. The subsequent section will provide an in-depth examination of the loading factor analysis for each variable investigated in this research.

1. Loading Factor Analysis on Product Quality

Based on Table 4.13, the loading factor for the first indicator of product quality, "PQ 1: Food packaging of restaurant Mie XYZ seems high quality and hygienic," is 0.904. The loading factor for the second indicator, "PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie XYZ," is 0.893.

In conclusion, the indicator with the highest loading factor is "PQ 1: Food packaging of restaurant Mie XYZ seems high quality and hygienic," with a loading factor of 0.904. This indicates that this indicator has the strongest relationship with the product quality construct. The indicator with the second highest loading factor is "PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie XYZ," with a loading factor of 0.893. Both indicators reflect a strong association with the product quality construct. Therefore, the researcher can conclude that the loading factors for all items under product quality are highly acceptable and validly measure the latent variable of product quality.

Table 4.13 Loading Factor Analysis – Product Quality

No	Variable	Indicator	Loading Factor
1	Product Quality	PQ 1: Food packaging of restaurant Mie XYZ seems high quality and hygienic	0.904
2		PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie XYZ.	0.893

Source: Data Processing (2024)

2. Loading Factor Analysis on Social Media Review

Based on Table 4.14, the loading factor for the first indicator of social media review, "SMR 1: The reviews on social media of Mie XYZ matched my impression of the restaurant," is 0.903. The loading factor for the second indicator, "SMR 2: I read social media reviews before purchasing a product," is 0.861.

In summary, the indicator with the highest loading factor is "SMR 1: The reviews on social media of Mie XYZ matched my impression of the restaurant," with a loading factor

of 0.903. This suggests that this indicator has the strongest connection to the social media review construct. The indicator with the second loading factor is "SMR 2: I read social media reviews before purchasing a product," with a loading factor of 0.861. Both indicators demonstrate a significant relationship with the social media review construct. Consequently, the loading factors for the social media review indicators are robust and effectively represent the latent variable of social media review.

Table 4.14 Loading Factor Analysis – Social Media Review

No	Variable	Indicator	Loading Factor
1	Social Media Review	SMR 1: The reviews in social media of Mie XYZ matched my impression of the restaurant.	0.903
2		SMR 2: I read social media review before purchasing a product.	0.861

Source: Data Processing (2024)

3. Loading Factor Analysis on Environmental Practices

According to Table 4.15, the loading factor for the first indicator of environmental practices, "EP 1: The Mie XYZ restaurant uses sustainable materials (ingredients)," is 0.905. The loading factor for the second indicator, "EP 2: Mie XYZ uses eco-friendly packaging," is 0.884.

To summarize, the indicator with the highest loading factor is "EP 1: The Mie XYZ restaurant uses sustainable materials (ingredients)," which has a loading factor of 0.905.

This signifies that this indicator has the most significant link to the environmental practices construct. The second highest loading factor is for "EP 2: Mie XYZ uses eco-friendly packaging," with a loading factor of 0.884. Both indicators exhibit a strong association with the environmental practices construct. Therefore, the loading factors for these indicators are considered strong and effectively measure the latent variable of environmental practices.

Table 4.15 Loading Factor Analysis – Environmental practices

No	Variable	Indicator	Loading Factor
1	Environmental Practices	EP 1: The Mie XYZ restaurant uses sustainable materials (ingredients).	0.905
2		EP 2: Mie XYZ use eco friendly packaging.	0.884

Source: Data Processing (2024)

4. Loading Factor Analysis on Customers Satisfaction

Based on Table 4.17, the loading factor for the first indicator of customer satisfaction, "CS 1: My choice to choose these Mie XYZ restaurants was a wise one," is 0.906. The loading factor for the second indicator, "CS 2: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meets my expectations," is 0.856.

In summary, the indicator with the highest loading factor is "CS 1: My choice to choose these Mie XYZ restaurants was a wise one," which has a loading factor of 0.906, demonstrating the strongest correlation with the customer satisfaction construct. The indicator "CS 2: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meets my expectations," has a slightly lower loading factor of 0.856 but still shows a significant relationship with the construct. Both indicators reflect a strong

connection to customer satisfaction, affirming their effectiveness in measuring this latent variable.

Table 4.17 Loading Factor Analysis – Customer Satisfaction

No	Variable	Indicator	Loading Factor
1	Customer Satisfaction	CS 1: My choice to choose these Mie XYZ restaurants was a wise one.	0.906
2		CS 2: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meet my expectations.	0.856

Source: Data Processing (2024)

5. Loading Factor Analysis on Perceive Trust

Referring to Table 4.18, the loading factor for the first indicator of perceived trust, "PT 1: I believe Mie XYZ is a reliable company," is 0.872. The loading factor for the second indicator, "PT 2: I am comfortable sharing my personal information with Mie XYZ (if applicable)," is 0.884.

In conclusion, the indicator with the highest loading factor is "PT 2: I am comfortable sharing my personal information with Mie XYZ (if applicable)," with a loading factor of 0.884, indicating a strong association with the perceived trust construct. The indicator "PT 1: I believe Mie XYZ is a reliable company," has a loading factor of 0.872, showing a significant but slightly lower correlation with the perceived trust construct. Both

indicators demonstrate a robust connection to perceived trust, validating their effectiveness in representing this latent variable.

Table 4.18 Loading Factor Analysis – Perceive Trust

No	Variable	Indicator	Loading Factor
1	Perceive Trust	PT 1:I believe Mie XYZ is a reliable company.	0.872
2		PT 2: I am comfortable sharing my personal information with Mie XYZ (if applicable).	0.884

Source: Data Processing (2024)

6. Loading Factor Analysis on Repurchase Intention

According to Table 4.19, the loading factor for the first indicator of repurchase intention, "RI 1: I have a strong intention to bring my family and friends to visit this restaurant again," is 0.895. The loading factor for the second indicator, "RI 2: I would be a repeat customer of Mie XYZ," is 0.872.

To summarize, the indicator "RI 1: I have a strong intention to bring my family and friends to visit this restaurant again," has the highest loading factor of 0.895, indicating a strong relationship with the repurchase intention construct. The indicator "RI 2: I would be a repeat customer of Mie XYZ," with a loading factor of 0.872, also shows a significant association with the repurchase intention construct. Both indicators effectively capture the latent variable of repurchase intention, confirming their relevance and strength.

Table 4.19 Loading Factor Analysis – Repurchase Intention

No	Variable	Indicator	Loading Factor
1	Repurchase Intention	RI 1: I have a strong intention to bring my family and friends to visit this restaurant again.	0.895
2		RI 2: I would be a repeat customer of Mie XYZ.	0.872

Source: Data Processing (2024)

7. Summary of Loading Factor Analysis

The table below summarizes the loading factor analysis for this study. All indicators show loading factors above 0.5, demonstrating their validity and effectiveness in measuring their respective latent variables. The indicator with the highest loading factor is "EP 1: The Mie Gacoan restaurant uses sustainable materials (ingredients)," which has a score of 0.905. Conversely, the indicator with the lowest loading factor is "SMR 2: I read social media reviews before purchasing a product," with a score of 0.861. Despite some variation in loading factors, all indicators are valid and accurately measure their associated constructs.

Table 4.20 Summary of Loading Factor

No	Variable	Indicator	Loading Factor	Valid/Not Valid
1.	Product Quality	PQ 1: Food packaging of restaurant Mie XYZ seems high quality and hygienic	0.904	Valid
2.		PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie XYZ.	0.893	Valid
3.	Social Media Review	SMR 1: The reviews in social media of Mie XYZ matched my impression of the restaurant.	0.903	Valid
4.		SMR 2: I read social media review before purchasing a product.	0.861	Valid
5.	Environmental Practices	EP 1: The Mie XYZ restaurant uses sustainable materials (ingredients).	0.905	Valid

No	Variable	Indicator	Loading Factor	Valid/Not Valid
6.		EP 2: Mie XYZ use eco friendly packaging.	0.884	Valid
7.	Customer Satisfaction	CS 1: My choice to choose these Mie XYZ restaurants was a wise one.	0.906	Valid
8.		CS 2: I felt that my experience with these Mie XYZ restaurants has been enjoyable and meet my expectations.	0.856	Valid
9.	Perceive Trust	PT 1: I believe Mie XYZ is a reliable company.	0.872	Valid
10		PT 2: I am comfortable sharing my personal information with Mie XYZ (if applicable).	0.884	Valid

No	Variable	Indicator	Loading Factor	Valid/Not Valid
11	Repurchase Intention	RI 1: I have a strong intention to bring my family and friends to visit this restaurant again.	0.895	Valid
12		RI 2: I would be a repeat customer of Mie XYZ.	0.872	Valid

Source: Data Processing (2024)

4.2.1.2 Average Variance Extracted and Cronbach Alpha

AVE analysis evaluates the degree to which each latent construct associated with an observable indicator is related to it, as well as the amount to which the construct accounts for variation in relation to measurement error. According to Hair et al. (2021), a value of 0.05 is the lowest acceptable AVE value, while any value above 0.07 is regarded as extremely acceptable. Cronbach's alpha and composite reliability values are greater than 0.7, which are considered good (Götz et al., 2009; Hair et al., 2014).

The table below presents the Average Variance Extracted (AVE) and Cronbach's Alpha values for each variable in the study. All variables exhibit AVE values greater than 0.5, signifying their validity in measuring the respective constructs. For instance, Product Quality has an AVE of 0.807 and a Cronbach's Alpha of 0.761, both of which are considered valid. Social Media Review shows an AVE of 0.778 and a Cronbach's Alpha of 0.716, also indicating validity. Environmental Practices has an AVE of 0.800 and a Cronbach's Alpha of 0.751, confirming its validity. Customer Satisfaction displays an AVE of 0.777 and a Cronbach's Alpha of 0.716, which are both valid. Perceived Trust has an AVE of 0.771 and a Cronbach's Alpha of 0.703, showing validity as well. Lastly, Repurchase Intention exhibits

an AVE of 0.781 and a Cronbach's Alpha of 0.720, both deemed valid. Collectively, all AVE and Cronbach's Alpha values exceed the acceptable thresholds, ensuring that each variable reliably and effectively represents its intended construct.

Table 4.21 AVE & Cronbach Alpha Analysis

Variable	AVE	Valid/Not Valid	Cronbach	Valid/Not Valid
Product Quality	0.807	Valid	0.761	Valid
Social Media Review	0.778	Valid	0.716	Valid
Environmental Practices	0.800	Valid	0.751	Valid
Customer Satisfaction	0.777	Valid	0.716	Valid
Percieve Trust	0.771	Valid	0.703	Valid
Repurchase Intention	0.781	Valid	0.720	Valid

Source: Data Processing (2024)

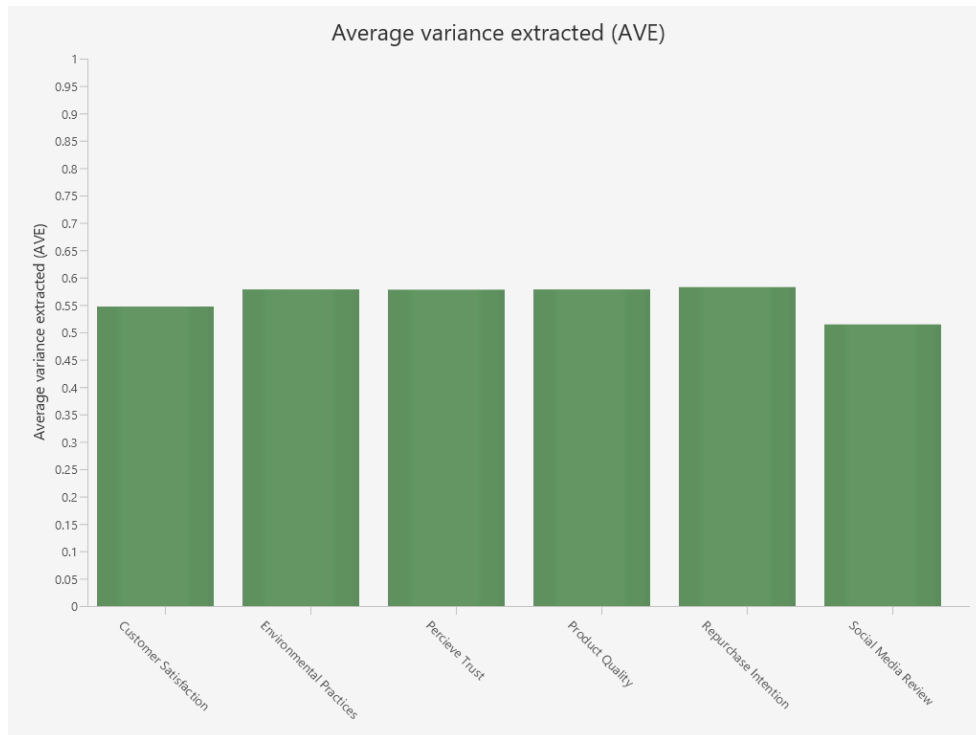


Figure 4.2 AVE Graph

Source: Data Processing (2024)

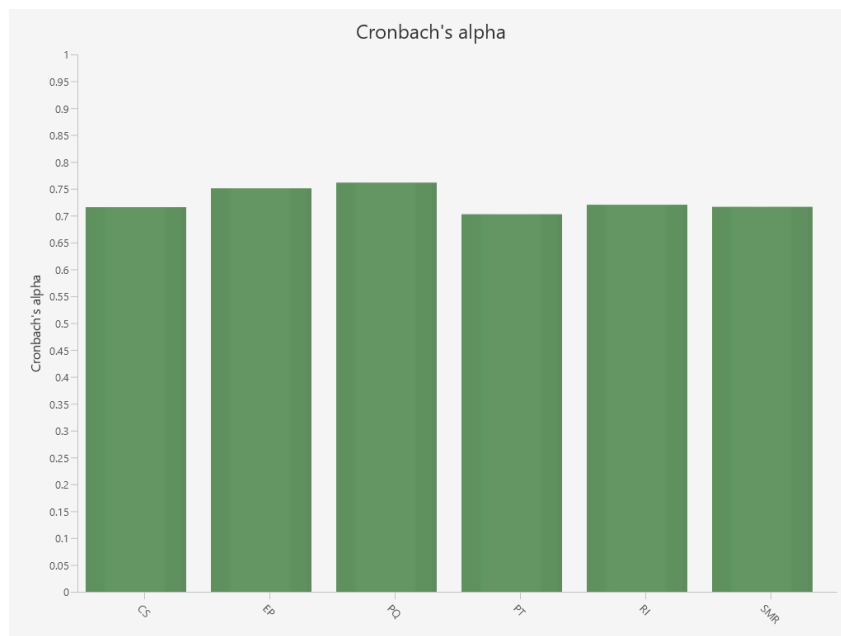


Figure 4.3 Cronbach's alpha Graph

Source: Data Processing (2024)

4.2.2 Discriminant Validity

The degree to which latent variables within a model may be distinguished from one another is known as discriminant validity. It makes sure that, as opposed to being redundant or overlapping, the latent variables measure distinct facets or characteristics of a phenomena. It is evident that measurements from different variables are separate and do not converge on other variables when each measurement item has a weak correlation with all other variables save the one to which it is connected (Hair et al., 2021).

The table below demonstrates that each indicator exhibits a higher cross-loading value with its respective variable compared to other constructs. For Product Quality, indicators "PQ1" and "PQ2" show strong cross-loading values of 0.904, indicating a robust association with Product Quality, while their values with other variables are lower. In Social Media Review, "SMR1" and "SMR2" have high cross-loading values of 0.903 and 0.861, respectively, highlighting their strong connection with Social Media Review, compared to their weaker associations with other variables.

For Environmental Practices, "EP1" leads with a cross-loading of 0.905, and "EP2" also shows a notable value of 0.884, confirming their strong relationship with Environmental Practices. In Customer Satisfaction, "CS1" records the highest cross-loading value of 0.906, and "CS2" follows with 0.856, both indicating a strong link to Customer Satisfaction. For Perceived Trust, "PT1" and "PT2" have cross-loading values of 0.872 and 0.884, respectively, showing their significant association with Perceived Trust. Lastly, in Repurchase Intention, "RI1" exhibits the highest cross-loading value of 0.895, with "RI2" at 0.872. Overall, these indicators are most closely related to their respective variables, effectively capturing their intended constructs.

Table 4.22 Cross Loading Result

	Product Quality	Social Media Review	Environmental Practices	Customer Satisfaction	Perceive Trust	Repurchase Intention
PQ1	0.904	0.580	0.580	0.629	0.570	0.508
PQ2	0.904	0.343	0.552	0.564	0.574	0.544
SMR1	0.459	0.903	0.548	0.571	0.584	0.513
SMR2	0.455	0.861	0.403	0.499	0.476	0.390
EP1	0.563	0.517	0.905	0.580	0.661	0.558
EP2	0.565	0.455	0.884	0.539	0.591	0.451
CS1	0.633	0.581	0.605	0.906	0.651	0.662
CS2	0.531	0.486	0.491	0.856	0.465	0.530
PT1	0.516	0.484	0.659	0.534	0.872	0.592
PT2	0.600	0.576	0.574	0.592	0.884	0.637
RI1	0.513	0.451	0.522	0.636	0.641	0.895

	Product Quality	Social Media Review	Environmental Practices	Customer Satisfaction	Perceived Trust	Repurchase Intention
RI2	0.522	0.465	0.478	0.566	0.596	0.872

4.2.3 Composite Reliability

The internal consistency of a composite score or scale is measured by composite reliability, which evaluates how well the scale's components consistently measure the same construct or idea. Put differently, composite reliability denotes the degree to which a collection of items or measures within a scale collaborate to measure a single notion, as well as the dependability with which they do so. According to Hair et al. (2014), there are three categories for composite reliability values: acceptable is defined as 0.60 to 0.70, good is defined as 0.70 to 0.95, and too identical is defined as 0.95 and above.

The table below details the composite reliability values for each variable in the study, which range from 0.87 to 0.89. Product Quality demonstrates a high composite reliability of 0.893, while Social Media Review shows a reliability score of 0.875. Environmental Practices also exhibits a strong reliability with a value of 0.889. Customer Satisfaction and Perceived Trust have composite reliability values of 0.874 and 0.870, respectively. Repurchase Intention scores slightly lower at 0.877. These composite reliability values suggest that all variables have excellent internal consistency, indicating that the measures used are highly reliable and accurately reflect their respective constructs.

Table 4.2.3 Composite Reliability

Variable	Composite Reliability
Product Quality	0.893
Social Media Review	0.875
Environmental Practices	0.889
Customer Satisfaction	0.874
Perceive Trust	0.870
Repurchase Intention	0.877

Source: Data Processing (2024)

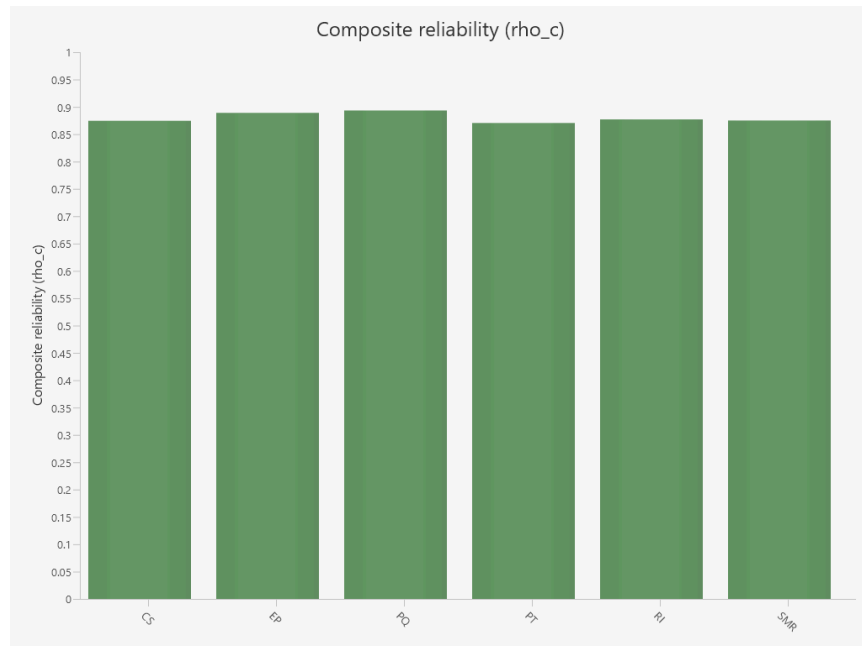


Figure 4.4 Composite Reliability Graph

Source: Data Processing (2024)

4.3.1 Coefficient of Determination (R2) Result

A statistical metric called the coefficient of determination (R^2) quantifies the proportion of a dependent variable's variation that can be accounted for by the independent variables in the model. R^2 's coefficient of determination is a number between 0 and 1, where 1 denotes complete explanation of the dependent variable's variance and 0 implies that no variation is explained by the independent variables. A greater coefficient of determination value often denotes a better model fit. The R^2 value with categorization, according to Hair et al. (2014), should be between 0 and 1; 0.75 (75%) suggests considerable, 0.50 (50%) indicates moderate, and 0.25 (25%) indicates weak. As displayed in the table below, the coefficient of determination of each dependent variable after we convert to percentage are as follows; the R^2 value of Brand Image is 26% and Purchase Intention is 20.1%.

Table 4.24

Variable	R₂
Customer Satisfaction	0.569
Percieve Trust	0.597
Repurchase Intention	0.582

Source: Data Processing (2024)

4.3.2 Multicollinearity Test

According to Table 4.25, this study passes the multicollinearity test because the value of VIF is less than 5 (Hair et al., 2010).

Table 4.25

Indicator	VIF
PQ1	1.608
PQ2	1.608
SMR1	1.452

Indicator	VIF
SMR2	1.452
EP1	1.566
EP2	1.566
CS1	1.451
CS2	1.451
PT1	1.415
PT2	1.415
RI1	1.464
RI2	1.464

Source: Data Processing (2024)

4.3.3 Hypothesis Testing Result

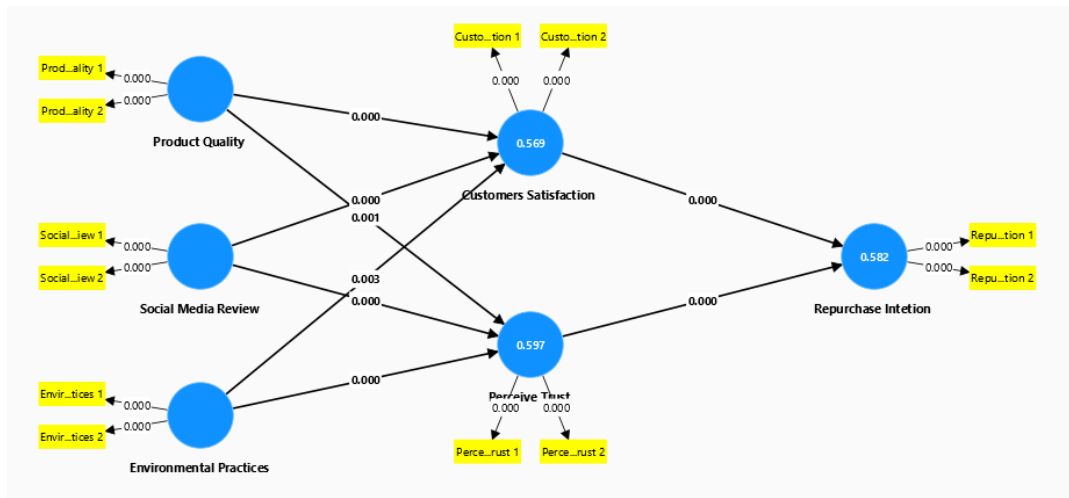


Figure 4.5

Source: Data Processing (2024)

The final step in the SEM-PLS analysis process is "Hypothesis Testing," which aims to determine whether the hypothesis can be accepted. This involves evaluating several measurement items: the path coefficient value (Original Sample or O), T-Statistics, and P-Values. The path coefficient indicates the nature of the relationship between variables, with values between 0 and 1 showing a positive relationship and values between -1 and 0 showing a negative relationship. T-Statistics measure significance, with values above 1.96 indicating a significant result, and values below 1.96 indicating a non-significant result. P-Values determine whether the hypothesis is supported, with values below 0.05 indicating support for the hypothesis, and values above 0.05 indicating a lack of support (Ghozali, 2014). The explanation below presents the outcomes of this study's hypothesis testing.

1. H1: Product Quality positively influences Customer Satisfaction

The hypothesis testing reveals that Product Quality has a positive effect on Customer Satisfaction, with a path coefficient (O) of 0.364. The T-Statistic for this relationship is 4.054, which exceeds 1.96, indicating statistical significance. The P-Value is 0.000, which is below 0.05, confirming support for this hypothesis. Therefore, Product Quality positively impacts Customer Satisfaction.

2. H2: Product Quality positively influences Perceived Trust

Product Quality shows a positive relationship with Perceived Trust, with an Original Sample (O) value of 0.249. The T-Statistic is 3.249, which is greater than 1.96, signifying a significant result. The P-Value of 0.001 is below 0.05, supporting the hypothesis. Thus, Product Quality positively affects Perceived Trust.

3. H3: Social Media Review positively influences Customer Satisfaction

Social Media Review has a positive correlation with Customer Satisfaction, as indicated by a path coefficient (O) of 0.291. The T-Statistic of 3.809 is above 1.96, indicating significance. The P-Value of 0.000 is less than 0.05, supporting the hypothesis. Social Media Review positively influences Customer Satisfaction.

4. H4: Social Media Review positively influences Perceived Trust

The analysis shows that Social Media Review positively impacts Perceived Trust, with a path coefficient (O) of 0.256. The T-Statistic value is 3.382, which is greater than 1.96, confirming the significance of the result. The P-Value of 0.000 is below 0.05, indicating support for the hypothesis. Therefore, Social Media Review positively affects Perceived Trust.

5. H5: Environmental Practices positively influence Customer Satisfaction

Environmental Practices are positively related to Customer Satisfaction, with an Original Sample (O) of 0.239. The T-Statistic for this hypothesis is 2.700, surpassing 1.96, which supports its significance. The P-Value of 0.003 is below 0.05, confirming the hypothesis. Environmental Practices positively affect Customer Satisfaction.

6. H6: Environmental Practices positively influence Perceived Trust

The hypothesis that Environmental Practices positively impact Perceived Trust is supported, with a path coefficient (O) of 0.405. The T-Statistic is 5.405, well above 1.96, indicating a significant result. The P-Value is 0.000, which is less than 0.05, supporting the hypothesis. Environmental Practices positively affect Perceived Trust.

7. H7: Customer Satisfaction positively influences Repurchase Intention

Customer Satisfaction has a positive effect on Repurchase Intention, as evidenced by a path coefficient (O) of 0.394. The T-Statistic value of 4.612 is greater than 1.96, confirming the significance of this result. The P-Value of 0.000 is below 0.05, supporting the hypothesis. Thus, Customer Satisfaction positively impacts Repurchase Intention.

8. H8: Perceived Trust positively influences Repurchase Intention

Perceived Trust shows a positive relationship with Repurchase Intention, with an Original Sample (O) of 0.448. The T-Statistic for this hypothesis is 5.837, exceeding 1.96, which indicates significance. The P-Value of 0.000 is less than 0.05, confirming the hypothesis. Perceived Trust positively affects Repurchase Intention.

Table 4.25 Hypothesis Result

No	Hypothesis	Original sample (O)	T statistics (O/STDEV)	P-value	Result	Hypothesis Result
1.	Product Quality -> Customer Satisfaction	0.364	4.054	0.000	Positive and Significant	Supported
2.	Product Quality -> Perceive Trust	0.249	3.249	0.001	Positive and Significant	Supported
3.	Social Media Review -> Customer Satisfaction	0.291	3.809	0.000	Positive and Significant	Supported
4.	Social Media Review -> Perceive Trust	0.256	3.382	0.000	Positive and Significant	Supported
5.	Environmental Practices -> Customer Satisfaction	0.239	2.700	0.003	Positive and Significant	Supported

No .	Hypothesis	Original sample (O)	T statistics (O/STDEV)	Price values	Result	Hypothesis Result
6.	Environmental Practices -> Percieve Trust	0.405	5.405	0.000	Positive and Significant	Supported
7.	Customer Satisfaction -> Repurchase Intention	0.394	4.612	0.000	Positive and Significant	Supported
8.	Percieve Trust -> Repurchase Intention	0.448	5.837	0.000	Positive and Significant	Supported

4.4 Analysis and Discussion

4.4.1 Objective 1: To Investigate The Influence of Product Quality, Social Media Reviews , and Environmental Practices Effects on Customer Satisfaction.

This study shows that product quality is key to customer satisfaction. A well-made product that meets or exceeds expectations tends to make customers happier. Social media reviews also have a big impact on satisfaction. Studies at Indomaret Kampung Belimbing and Warmindo Barokah Kedungmundu confirm that product quality is a major factor, explaining much of the variation in customer satisfaction (Zetina and David, 2024). In the digital age, customers often check social media for reviews before buying. Positive reviews can boost confidence in a product, leading to greater satisfaction. Social media is especially powerful because it offers real-time feedback and a wide range of opinions. As suggested by the study on digital promotion and product quality (Eko et al., 2024), social media reviews likely influence customer perceptions and satisfaction by sharing information about product quality.

Environmental practices are also becoming more important as consumers increasingly value sustainability. Companies that adopt eco-friendly practices are often seen

more positively, which can improve customer satisfaction. For example, a restaurant that uses sustainable materials and reduces waste can boost its reputation and attract environmentally conscious customers. According to Umami et al. (2024), companies that integrate sustainable practices into their brand image can better align with consumer values, enhancing customer satisfaction.

Overall, the study shows that product quality, social media reviews, and environmental practices are all important factors that influence customer satisfaction. Businesses that excel in these areas are more likely to build loyal customers and achieve long-term success.

4.4.2 Objective 2: To Investigate The Influence of Product Quality, Social Media Reviews , and Environmental Practices Effects on Perceive Trust.

This study shows that product quality significantly impacts perceived trust. When a product consistently meets or exceeds expectations, it strengthens the brand's credibility and reliability, thus boosting consumer trust. For example, research on green product consumption shows that high product quality increases trust (Meenakshi, 2023). Social media reviews also play a key role in shaping perceived trust. In today's digital age, consumers often rely on social media reviews to gauge a product's credibility before buying. The accessibility and transparency of these reviews make them a powerful tool for building trust. Felicia's study (2023) found that social media marketing strongly influences trust.

Environmental practices also affect perceived trust. As consumers become more aware of environmental issues, they tend to trust companies that prioritize sustainability. Businesses that adopt eco-friendly practices, such as using sustainable materials, are often seen as more trustworthy and responsible. Communicating these practices through social media can further enhance trust and encourage sustainable consumer behavior (Bernadeta, 2024).

In conclusion, this study shows that product quality, social media reviews, and environmental practices are crucial for building and maintaining perceived trust. Companies that excel in these areas are more likely to foster strong trust with their customers, leading to greater loyalty and long-term success.

4.4.3 Objective 3 :To Analyze Customer Satisfaction Effect on Repurchase Intention at Mie XYZ in Jakarta.

The study shows that customer satisfaction strongly influences and mediates repurchase intention at Mie XYZ in Jakarta. When customers feel their expectations are met or exceeded by the product and service, it fosters loyalty, making them more likely to choose Mie XYZ over competitors for future purchases. Improving customer satisfaction through quality service and food is crucial for encouraging repurchase intentions in the food industry (Jin et al., 2023).

Additionally, Batubara et al. (2024) confirm that service quality has a significant impact on customer satisfaction and repurchase intention, with customer satisfaction serving as a mediating factor. This indicates that enhancing service quality can both directly and indirectly increase repurchase intentions by boosting customer satisfaction.

4.4.4 Objective 4 :To Analyze Perceive Trust Effect on Repurchase Intention at Mie XYZ in Jakarta.

The study reveals that perceived trust significantly influences and mediates repurchase intention at Mie XYZ in Jakarta. When customers trust the brand and believe in its reliability and consistency, it strengthens their loyalty, making them more likely to choose Mie XYZ over competitors in the future. Perceived trust acts as a mediating factor in repurchase intention by building confidence in the brand, enhancing the connection between initial satisfaction and the decision to repurchase. Trusting customers are more likely to overlook minor issues and continue their loyalty, reinforcing their intent to repurchase.

Moreover, a study on food material e-commerce platforms shows that trust mediates repurchase intention, highlighting its crucial role in consumer decision-making (Meekyoung and Kyusoo, 2023). In quick-service restaurants, trust is also key. A study on green trust in fast food restaurants found that both internal factors like perceived values and external factors like green products significantly influence green trust and repurchase intentions (Mawardi et al., 2024).

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, the purpose of this study is to analyze the factors influencing Mie XYZ in Jakarta, focusing on how product quality, social media reviews, and environmental practices impact customer satisfaction, perceived trust, and repurchase intentions. The findings reveal several critical insights supported by data and statistical analysis, underscoring the interconnected roles of these factors in shaping customer behavior.

The findings show that product quality significantly enhances customer satisfaction and trust. High-quality products build satisfaction by meeting customer expectations and foster trust by ensuring reliability and consistency. Social media reviews also have a positive impact on both satisfaction and trust. Positive online feedback reinforces customer perceptions and provides credibility, strengthening their relationship with the brand.

Environmental practices are proven to significantly influence satisfaction and trust. Eco-friendly initiatives, such as sustainable packaging, appeal to customers' values, enhancing their loyalty and confidence in the brand. Customer satisfaction plays a vital role in encouraging repeat purchases, as satisfied customers are more likely to remain loyal. Similarly, perceived trust directly boosts repurchase intention by reducing uncertainty and solidifying customer confidence.

Overall, the study highlights that maintaining high product quality, leveraging social media, and adopting sustainable practices are crucial for Mie XYZ to enhance satisfaction, build trust, and secure long-term customer loyalty.

5.2 Implications

5.2.1 Implications for Managerial

The findings underline the importance of maintaining high product quality, leveraging social media engagement, and adopting sustainable practices to drive customer

satisfaction, trust, and loyalty for Mie XYZ. Ensuring consistent product quality through rigorous quality control measures is essential to meet and exceed customer expectations, fostering strong emotional connections and satisfaction. In addition, social media plays a critical role in shaping customer trust, requiring Mie XYZ to actively manage its online presence by encouraging positive reviews, responding to customer feedback promptly, and collaborating with influencers to enhance brand visibility and credibility.

Furthermore, adopting eco-friendly initiatives such as biodegradable packaging and waste reduction practices not only appeals to environmentally conscious customers but also positions Mie XYZ as a socially responsible leader in the fast-food industry. These strategic actions can solidify customer relationships, attract new customers, and ensure long-term loyalty while strengthening the brand's competitive advantage.

5.2.2 Implications for Theoretical

The study makes significant theoretical contributions by integrating diverse factors—product quality, social media reviews, and environmental practices—into existing frameworks of customer satisfaction and loyalty. It confirms the critical role of these dimensions in shaping customer satisfaction and perceived trust, expanding the understanding of how operational practices influence consumer behavior. The research also highlights perceived trust as a key mediator in the relationship between satisfaction and repurchase intentions, emphasizing its role in fostering long-term loyalty.

Furthermore, the confirmation of customer satisfaction as a mediator between operational practices and behavioral outcomes enriches the theoretical discourse on consumer loyalty mechanisms. By incorporating environmental practices into customer behavior models, the study advances the literature by showcasing the growing importance of sustainability as a determinant of satisfaction and loyalty, offering a foundation for future research into the interplay between ethical practices and consumer decision-making.

5.3 Recommendations and Limitations

5.3.1 Recommendations

This study focuses on customer satisfaction and repurchase intentions at Mie XYZ. Future research could explore additional elements like store atmosphere (Azmi et al., 2024),

Instagram promotions (Yonathan and Benarto, 2022), or customer experiences (Putri and Sarudin, 2023) within the broader food context in Jakarta. This study mainly examines factors such as product quality, social media reviews, and environmental practices. Future studies could also look at other variables like customer demographics, service efficiency, or loyalty programs, and how they relate to customer loyalty and repurchase intentions. Including these factors could offer a more detailed understanding of customer behavior and preferences in the fast food industry.

From a business perspective, Mie XYZ offers several notable advantages. The company's product quality, social media presence, and environmental practices collectively enhance its market position. High product quality is crucial, as it directly influences customer satisfaction and loyalty. Mie XYZ commitment to maintaining consistent quality contributes to a positive customer experience and drives repeat business. Social media reviews play a significant role in shaping public perception and attracting new customers. Positive online feedback can boost the brand's reputation and influence potential customers' purchasing decisions. Additionally, Mie XYZ focus on environmental practices, such as using sustainable packaging and minimizing waste, resonates with environmentally conscious consumers. These practices not only improve the company's image but also help in building a loyal customer base. The integration of these factors positions Mie XYZ favorably in the competitive market, offering a compelling proposition for both existing and prospective customers.

5.3.2 Limitations

This study acknowledges several limitations, including those related to the industry, respondent demographics, and methodological constraints. The focus of this research on Mie XYZ and its specific variables means that the findings may not be generalizable to other fast-food sectors or different types of food establishments. The study's sample consists of respondents from Jakarta, totaling 155 individuals, and therefore may not accurately represent the views of customers from other regions or cities with different demographic profiles. Additionally, the respondents were selected based on specific criteria, including their familiarity with Mie XYZ, their frequent patronage of the restaurant, and their frequent activity on social media. These criteria limit the broader applicability of the study's conclusions to different customer segments or geographical areas.

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Appendix

Appendix A: Questionnaire

Questionnaire

My name is Fajar Muhammad Rigan Agachi, a student at IPMI International Business School. Currently, I am conducting research for my final assignment entitled: "The Influence of Product Quality, Social Media Reviews, and Environmental Practices on Customer Satisfaction, Perceived Trust, and Repurchase Intention at Mie Gacoan Restaurants in Jakarta."

For this reason, I request your willingness to spend around 5-10 minutes to fill out this research survey. This research is addressed to respondents who meet the following criteria:

1. Have already eaten at Mie Gacoan Restaurant in Jakarta.
2. Have a social media account such as Instagram, TikTok, Facebook, or YouTube.

For respondents who meet the above criteria, I kindly ask for your help in filling out this survey. There is no right or wrong answer in this survey, so your honesty in answering the questions will greatly affect the results of this research. All personal data that you provide in this questionnaire will only be used for research purposes and confidentiality is guaranteed in accordance with research professionalism and ethical standards.

For any questions, criticisms, or suggestions regarding this research, please feel free to contact me via email: fajar.agachi@ipmi.ac.id.

I thank you for your attention and participation in this research.

Regards,

Fajar Muhammad Rigan Agachi.

A. Screening

1. How many times have you eaten at Mie Gacoan restaurant?

berapa kali kamu makan di restaurant mie gacoan?

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

0 (Silahkan berhenti disini, terima kasih telah berpartisipasi)

1

2

3

More than 3 times

2. In which branch have you eaten at the Mie Gacoan restaurant in Jakarta?

di cabang mana kamu pernah makan restaurant mie gacoan di jakarta?

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Jakarta Utara (Tanah pasir, Gunung Sahari, Mangga Besar, Sunter)

Jakarta Barat (Daan Mogot, Bintaro, Kedoya)

Jakarta Selatan (Tebet, Kemang)

Jakarta Pusat (Cempaka Putih)

Jakarta Timur (Cakung, Radin Inten, Pahlawan Revolusi)

Belum Pernah (Silahkan berhenti disini, terima kasih telah berpartisipasi)

B. Respondent Profile

1. What is your gender? (Apa jenis kelamin Anda?)

<input type="checkbox"/>
<input type="checkbox"/>

Male (Laki-Laki)

Female (Perempuan)

2. How old are you? (Berapa umur Anda?)

<input type="checkbox"/>	Under 18 (Dibawah 18)
<input type="checkbox"/>	18 - 25
<input type="checkbox"/>	26 - 34
<input type="checkbox"/>	35 - 49
<input type="checkbox"/>	50 - 65
<input type="checkbox"/>	65 above (65 keatas)

3. What is your last education? (Apa pendidikan terakhir Anda?)

<input type="checkbox"/>	Elementary School (SD)
<input type="checkbox"/>	Junior Highschool (SMP)
<input type="checkbox"/>	Senior Highschool (SMA)
<input type="checkbox"/>	Bachelor (S1)
<input type="checkbox"/>	Master (S2)

4. What is your occupation? (Apa pekerjaan Anda?)

<input type="checkbox"/>	Student (Pelajar)
<input type="checkbox"/>	Civil Servant (PNS)
<input type="checkbox"/>	Entrepreneur (Wiraswasta)
<input type="checkbox"/>	Housewife (Ibu Rumah Tangga)
<input type="checkbox"/>	Lecturer (Pengajar)
<input type="checkbox"/>	Private Employees (Pegawai Swasta)

5. How much your income per month? (Berapa banyak pendapatan Anda per bulan?)

	Under 2 million (Dibawah 2,000,000)
	Rp.2,000,000 - Rp.4,499,000
	Rp.4,500,000 - Rp.5,999,000
	Rp.6,000,000 - Rp.7,999,000
	8 million above (8,000,000 keatas)

C. Questionnaire Content

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Product Quality						
1.	Food packaging of restaurant Mie XYZ seems high quality and hygienic <i>(Kemasan makanan di restoran Mie XYZ terkesan berkualitas tinggi dan higienis.)</i>					

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.	<p>Overall, I am satisfied with the quality of the product of restaurant Mie XYZ.</p> <p><i>(Secara keseluruhan, saya puas dengan kualitas produk restoran Mie XYZ.)</i></p>					
Social Media Review						
1.	<p>The reviews in social media of Mie XYZ matched my impression of the restaurant.</p> <p><i>(Review Mie XYZ di media sosial sesuai dengan kesan saya terhadap restoran tersebut.)</i></p>					
2.	<p>I read social media review before purchasing a product.</p>					

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<i>(Saya membaca review media sosial sebelum membeli suatu produk.)</i>					
Environmental Practices						
1.	The Mie XYZ restaurant uses sustainable materials (ingredients). <i>(Restoran Mie XYZ menggunakan material (bahan) yang berkelanjutan.)</i>					
2.	Mie XYZ use eco friendly packaging. <i>(Mie XYZ menggunakan kemasan ramah lingkungan.)</i>					
Customers Satisfaction						
1.	My choice to choose these Mie XYZ restaurants was a wise one.					

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<i>(Pilihan saya untuk memilih restoran Mie XYZ ini adalah pilihan yang bijaksana.)</i>					
2.	<p>I felt that my experience with these Mie XYZ restaurants has been enjoyable and meet my expectations.</p> <p><i>(Saya merasa pengalaman saya dengan restoran Mie XYZ ini menyenangkan dan memenuhi ekspektasi saya.)</i></p>					
Perceive Trust						
1.	<p>I believe Mie XYZ is a reliable company.</p> <p><i>(Saya yakin Mie XYZ adalah perusahaan yang terjamin.)</i></p>					

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.	<p>I am comfortable sharing my personal information with Mie XYZ (if applicable).</p> <p><i>(Saya nyaman berbagi informasi pribadi saya dengan Mie XYZ (jika ada).)</i></p>					
Repurchase Intention						
1.	<p>I have a strong intention to bring my family and friends to visit this restaurant again.</p> <p><i>(Saya mempunyai niat yang kuat untuk mengajak keluarga dan teman-teman saya mengunjungi restoran ini lagi.)</i></p>					
2.	<p>I would be a repeat customer of Mie XYZ</p>					

No .	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<i>(Saya akan menjadi pelanggan tetap Mie XYZ.)</i>					