

# **THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND REVISIT INTENTION AT WARUNK UPNORMAL PAHLAWAN TRIP IN KOTA MALANG**

**(A Study on Students of Universitas Brawijaya)**

**I Made Pradna Wirakananda**  
**Drs. Sunaryo, SE, MSi, Ph.D, CMA**  
Faculty of Economics and Business,  
University of Brawijaya  
Malang

## **ABSTRACT**

This research aimed to determine the effect of service quality towards customer satisfaction and revisit intention variables. This is an explanatory research that explained the relationship and influence between one variable and another by submitting a hypothesis. This research used a sample of 200 respondents by online questionnaires distribution. The sample consisted of respondents who had visited Warunk Upnormal Pahlawan Trip in kota Malang. Data were analysed with path analysis using the SPSS 21 program. The test results of the four hypotheses concluded that service quality has a significant effect on customer satisfaction and revisit intention. Customer satisfaction has a significant effect on revisit intention. In addition, customer satisfaction can significantly mediate service quality towards revisit intention. Hopefully, this research can become a reference for Warunk Upnormal Pahlawan Trip to improve and enhance their business performance in the future.

**Keywords: Service Quality, Customer Satisfaction, Revisit Intention**

## **ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui pengaruh dari variabel kualitas pelayanan terhadap kepuasan pelanggan dan niat datang kembali. Jenis penelitian ini adalah explanatory research yang menjelaskan hubungan dan pengaruh antara satu variabel dengan variabel lainnya melalui pengajuan hipotesis. Penelitian ini menggunakan sampel sebanyak 200 responden dengan penyebaran kuesioner secara online. Sampel terdiri dari responden yang sudah pernah mengunjungi Warunk Upnormal Pahlawan Trip di kota Malang. Analisis data dalam penelitian ini menggunakan path analysis dengan menggunakan program SPSS 21. Hasil pengujian terhadap keempat hipotesis dapat disimpulkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen dan niat datang kembali. Kepuasan konsumen berpengaruh signifikan terhadap niat datang kembali. Selain itu, kepuasan konsumen secara signifikan dapat memediasi kualitas pelayanan terhadap niat datang kembali. Diharapkan hasil penelitian ini dapat menjadi standar acuan bagi Warunk upnormal Pahlawan Trip untuk perbaikan serta peningkatan kinerja bisnis di kemudian hari.*

**Kata Kunci: Kualitas Pelayanan, Kepuasan Konsumen, Niat Datang Kembali**

---

## INTRODUCTION

Kota Malang is a city that experiences lifestyle changes. The development of cafe, coffee shop, and restaurant industry in kota Malang mainly due to economic growth in various sectors such as tourism and education. It also increases the flow of goods and services needed to meet community needs. The intense competition in the restaurant, café, and coffee shop industry in kota Malang requires entrepreneurs to pay attention to changing consumers and increase their competitiveness quickly. Every service provider business or culinary business owner needs to consider improvements in their business and provide a good experience that can satisfy consumers thus the consumers will come back. Kota Malang is currently filled with many modern coffee shops, each of which has its advantages and uniqueness in their facilities. Many coffee shops implement a sales strategy by providing facilities under the people's lifestyle and offering various unique and attractive cafe or coffee shop concepts for potential customers (Safitri et al. 2019).

The rapid development of the culinary business cannot be separated from changes in people's lifestyles and the entry of several companies with well-known brands in the coffee sector, such as Starbucks or Excelso, that are found in Kota Malang. From these developments, coffee shop or cafe business actors try to increase their business attractiveness to consumers by creating products different from competitors or have clear business advantages. Thus, potential consumers can differentiate them from competitors. Various efforts and strategies from each coffee shop and cafe business actor are made to survive and develop amid uncertainty in the culinary business. Of course, their businesses could compete in this industry.

Warunk Upnormal is a restaurant whose main menu has similarities with coffee shops in general, such as Indomie, toast, fresh milk, and coffee. With quite a simple and fairly cheap menu, it is important to increase this restaurant's competitiveness. One of the things that can be given is to improve the quality of services and facilities that are attractive to customers. Warunk Upnormal kota Malang was

built on December 11, 2016 located at Jalan Pahlawan Trip No. 4. Warunk Upnormal Pahlawan Trip is the first branch of Warunk Upnormal in kota Malang, so this research wants to measure consumer response of the first branch of Warunk Upnormal as a comparison and acceptance of the Warunk Upnormal brand in Malang. The location of Warunk Upnormal Pahlawan Trip is quite strategic because it is near the Ijen Malang area. There are a lot of restaurants and cafes in the area that will certainly make business competitiveness tighter. Therefore, to compete with other business actors, Warunk Upnormal needs to keep improving its quality especially in their services.

Consumers are an important factor for the survival of a company. It is important for marketers to understand consumer behavior, especially now that consumers can easily get information of a product, which later can be useful and satisfy their desires. Therefore, companies are required to offer interesting information in order to get consumers' attention. To recognize consumer behavior, a marketer must know what influences purchasing decisions, such as what customers expect or why consumers buy products or services (Tjiptono 2014).

The overall characteristics of a product or service that influence its ability to satisfy the defined or unspecified needs and wishes of customers are service quality (Kotler 2012). Service quality determines customer understanding of product or service dominance and combines customers' views of service and impressions of the business that offers the service (Parasuraman et al. 1985). The level of service is calculated by most service sectors, including food and beverage (Hsieh et al. 2008). Service quality is an important part of tourism, particularly in the food and drink industry (Wyllie, 2000). Many researchers empirically prove that customer satisfaction is determined by service quality (Aziz et al. 2012; Aftab et al. 2016; Pratama & Sulisworo 2018; Rusdin & Rashid 2018; Thia et al. 2020; and Soleimani & Einolahzadeh 2018). Based on the previous studies state that the standard of service has an important impact on customer satisfaction.

---

One of the most significant factors influencing revisit intention maybe customer satisfaction (Wu et al. 2015). Satisfaction is a deciding element whether a customer plans to return or re-purchase at those destinations. It is also a key variable in the market analysis because of its significant effect on customer satisfaction and the decision to rethink a venue (Kim et al. 2011). Alexandris et al. (2006) discuss the importance of satisfaction in bringing visitors back to the same place. Many researchers have given scientific proof that customer satisfaction impacts the decision to revisit (Aziz et al. 2012; Rusdin & Rashid 2018; Pangaribuan et al. 2020; and Soleimani & Einolahzadeh 2020). Based on the previous studies state that the customer service has an important impact on revisit intention.

Ekinci (2004) examines the relationship between service quality, customer satisfaction, and behavioral intention and finds that the relationship between behavioral intentions and service quality is not clear. It could be direct or indirect, or there are interactions with other constructs. This research has service quality as the independent, revisit intention as dependent variable, while customer satisfaction acts as a moderator variable. The indirect association between service quality and customer satisfaction (Aziz et al. 2012; Rusdin & Rashid 2018; Jansri et al. 2020) suggests that service quality can be specifically linked to revisit intention. Based on the previous studies state that the standard of service has an important impact on revisit intention.

Service quality is one of the strategies taken by restaurants to attract customers to come and make customers satisfied and happy with their decision to come to the restaurant. Thus, in the end, they will become loyal customers and come back to the restaurant. Since service quality is the main image of a restaurant in the eyes of customers and society, it means that Warunk Upnormal must always improve and maintain the quality of their services, especially those that have a good impact on customers. Based on the background explained above, the researcher conduct a study entitled "The Effect of Service Quality Towards Customer Satisfaction and Revisit Intention at Warunk Upnormal Pahlawan Trip in Kota Malang."

## **LITERATURE REVIEW**

### **Service Quality**

According to Tjiptono (2016), service quality is the desired level of excellence and power over excellence is to satisfy customer requirements. In the meantime, according to Kotler and Keller (2009), the quality of a good or service is dependent on its capacity to fulfill specified or tacit specifications.

Based on Tjiptono and Booms (2011), service quality is described as a measure of how well service levels satisfy customers' expectations. Meanwhile, Zeithmal et al. (2008) show that customer service quality is reflected as their understanding level. The level of service cannot be assessed from the organization's point of view but must be viewed from the consumer's review point of view.

According to Parasuraman et al. (1985), the disparity between service efficiency and consumer preferences in the service they offer or receive. Based on Kotler (2012), the quality of service is the global feature of a product or service that affects its ability to meet its customers stated or unstated needs and desires.

Based on the above experts' opinions, service quality is a method of measurement of customer perceptions of the services offered to customers by the firms. Service quality must, therefore, begin with customer needs and end with consumer expectations. This indicates that a picture of high quality is not provided by the service provider but by the customer.

### **Customer Satisfaction**

Based on Kotler & Keller (2012), the concept of customer satisfaction is the level of a person's sentiments relative to expectations after comparison (performance or results). The level of satisfaction depends on the disparity between perceived and anticipated results. Meanwhile, customer satisfaction based on Tse & Wilton in Tjiptono (2014), is a result of perceived dissension between the initial expectations before purchases (or other performance norms), and the actual performance of a product perceived after use or consumption of the product is customer satisfaction or dissatisfaction.

The inference that can be taken from the meanings above is that customer satisfaction is the feeling of pleasure or dissatisfaction that occurs after contrasting the perceived good or

---

service outcome with the predicted result. Customer loyalty is the foundation for the realization of faithful and loyal clients. In customer behavior theory, satisfaction is characterized by customers' perception after feeling and consuming a good or service offered by the marketer or business (Kotler and Keller 2012). The company expects consumers to stabilize and increase sales when sales decrease. In line with Tjiptono (2014), the general customer satisfaction program consists of a combination of the seven main elements, as follow:

- a. Goods and Service Quality
- b. Marketing Connection
- c. Program of Loyalty Promotion
- d. Focus on the Best Customer
- e. Effective Complaint Handling System\
- f. Unconditional Guarantee
- g. Pay for Performance Program

### Revisit Intention

Due to the difference in human needs, it will change continuously. Besides, to maintain the competitiveness of a company, business owners and managers must understand their consumer behavior and predict purchase intentions. That are the most important tasks because companies certainly want their customers to come back in the future and be loyal to the company. Visiting interest is the desire in the minds of consumers to visit a place.

Interest in revisits can arise if what consumer gets is far from what they expected or is not under their perceptions, then they will lose interest in using the services provided by a company. However, if it meets or even exceeds their level of interest, they will reuse the service products (Freddy Rangkuti 2002). Meanwhile, according to Chung-Hslen Lin (2016), revisit intention is the possibility of tourists to repeat activities or revisit a destination in the future.

If an individual has had intention to visit, he/she will visit, and there is the possibility of a return visit in the future. Thus, interest in revisiting can be seen as an anticipation of an individual's future travel behavior (Chang et al. 2013).

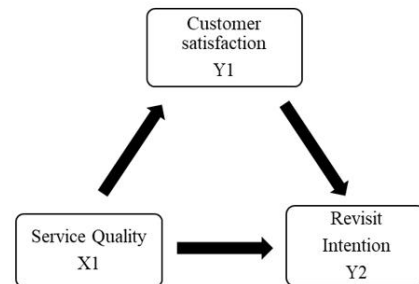
### Hypothesis Model

H<sub>1</sub>: Service quality has a positive and significant effect toward customer satisfaction at Warunk Upnormal Pahlawan Trip Malang.

H<sub>2</sub>: Customer satisfaction has a positive and significant effect towards revisit intention at Warunk Upnormal Pahlawan Trip Malang.

H<sub>3</sub>: Service quality has a positive and significant effect towards revisit intention at Warunk Upnormal Pahlawan Trip Malang.

H<sub>4</sub>: Service quality has a positive and significant indirect effect towards revisit intention through customer satisfaction at Warunk Upnormal Pahlawan Trip Malang.



**Figure 1. Hypotheses Model**

*Source: Warunk Upnormal, 2016*

### RESEARCH METHOD

Based on the objectives, research problems, and data collection methods, this type of research was correlational / associative research. The research location is a place or area where the research takes place which provides an overview that represents the variables studied through the data obtained. This research was conducted on students of Universitas Brawijaya who have visited Warunk Upnormal Pahlawan Trip in kota Malang. The reason for choosing the Pahlawan Trip branch is because it is the first branch of Warunk Upnormal in Malang City, so this research wants to measure the consumer response of the first branch of Warunk Upnormal customer satisfaction and revisit intention as a comparison and acceptance of the Warunk Upnormal brand in Malang.

The population in this study was all active students of Universitas Brawijaya from all study, faculties and batches whom have visited Warunk Upnormal Pahlawan Trip. According to Malang Times (2019) it is stated that Universitas Brawijaya is the largest universities in Malang with a large number of students (which most of it are millennials). This is in line with the concept of business from Warunk Upnormal itself that provides a hangout place for young people or millennials with a cozy environment and affordable price for the foods (Detik, 2018). As for the limitation, the population might be limited

to only students of Universitas Brawijaya and cannot represent the whole area of Malang city because of limited time and resource. The sample criteria in this research are students of Universitas Brawijaya between 17 and 23 years old or the millennial generation and have visited Warunk Upnormal Pahlawan Trip Malang for more than twice and the sample size for this research was 200 samples.

## RESULT AND DISCUSSIONS

### Description of Research Object

Warunk Upnormal was established by Citarasa Prima Group (CRP Group) in June 2014. The first restaurant was established on Jl. P. H. H. Mustofa No 73, Bandung, but now there are many branches in all cities in Indonesia.

Since its inception, Warunk Upnormal offers unique product concept with various creations from instant noodles. Thus, Warunk Upnormal has been given the title "pioneer of modern noodles". Other products include milk, bread, coffee, dessert, and rice creations. These menus are presented as the main product of Warunk Upnormal with affordable price, ranging from IDR 5,000 to IDR 40,000. The owner of Warunk Upnormal sees the culture of hanging out and socializing is now a necessity for most people. This phenomenon creates the need for a comfortable place with good foods and affordable prices.



Figure 2. Warunk Upnormal Logo

Source: Warunk Upnormal, 2016

### Validity Test

Validity test is intended to determine the understanding of the validity of the concept and empirical reality.

The test criteria for accepting or rejecting a hypothesis are a valid or non-existent using SPSS ver. 21 statement by:

1.  $H_0: r = 0$ , there is no valid data at an error rate ( $\alpha$ ) of 5%

2.  $H_1: r \neq 0$ , there is valid data at an error rate ( $\alpha$ ) of 5%.
3. The null hypothesis ( $H_0$ ) is accepted if  $r_{count} < r_{table}$ ; on the other hand, the alternative hypothesis ( $H_1$ ) is accepted if  $r_{count} > r_{table}$ .

Table 1. Variable Validity Test

Item	r count	Sig.	r table	Information
X1	0.614	0.000	0.138	Valid
X2	0.627	0.000	0.138	Valid
X3	0.620	0.000	0.138	Valid
X4	0.701	0.000	0.138	Valid
X5	0.675	0.000	0.138	Valid
X6	0.598	0.000	0.138	Valid
X7	0.743	0.000	0.138	Valid
X8	0.729	0.000	0.138	Valid
X9	0.712	0.000	0.138	Valid
X10	0.677	0.000	0.138	Valid
Y1.1	0.762	0.000	0.138	Valid
Y1.2	0.816	0.000	0.138	Valid
Y1.3	0.752	0.000	0.138	Valid
Y1.4	0.777	0.000	0.138	Valid
Y1.5	0.749	0.000	0.138	Valid
Y2.1	0.701	0.000	0.138	Valid
Y2.2	0.772	0.000	0.138	Valid
Y2.3	0.743	0.000	0.138	Valid
Y2.4	0.804	0.000	0.138	Valid
Y2.5	0.767	0.000	0.138	Valid
Y2.6	0.790	0.000	0.138	Valid

Source: Processed Primary Data (2020)

From table above, it can be seen that sig value.  $r$  the question indicator is less than 0.05. It means that each variable indicator is valid. Thus, it can be concluded that these indicators can be used to measure the research variables.

### Reliability Test

Reliability test shows the level of accuracy of a measuring instrument or the test used to determine the extent to which the measurement is relatively consistent when repeated measurements are made.

Table 2. Variable Reliability Test

No.	Variable	Reliability Coefficient	Information
1	Service Quality (X)	0.863	Reliable
2	Customer Satisfaction (Y1)	0.829	Reliable
3	Revisit Intention (Y2)	0.855	Reliable

Source: Processed Primary Data (2020)

Table above shows that the value of the Cronbach Alpha for all variables is greater than 0.6. From the provisions previously mentioned, all variables used for this study can be said to be reliable.

### Normality Test

Normality test is conducted to find out whether the residual value is spread normally..

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		200	200
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	1.92698388	2.42067858
Most Extreme Differences	Absolute	.088	.080
	Positive	.053	.048
	Negative	-.088	-.080
Kolmogorov-Smirnov Z		1.247	1.127
Asymp. Sig. (2-tailed)		.089	.158

a. Test distribution is Normal.  
b. Calculated from data.

Source: Processed Primary Data (2020)

From the calculation result, it was obtained that sig. was 0.089 and 0.158 and/or greater than 0.05; then the test requirement was accepted, namely that the normality assumption was met.

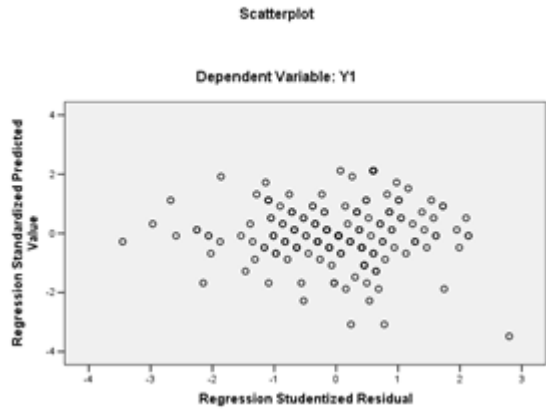


Figure 4. Heteroscedasticity Test Result (Y1)  
Source: Processed Primary Data (2020)

### Multicollinearity Test

Multicollinearity test was conducted to find out that there is no very strong relation, or there is no perfect linear relation.

Table 4. Multicollinearity Test Results

Model	Variable	Collinearity Statistics	
		Tolerance	VIF
1	X	1.000	1.000
2	Y2	0.543	1.840
3	Y1	0.543	1.840

Source: Processed Primary Data (2020)

Based on table above, the test results show that the overall tolerance value >0.1 or the VIF value <10. Therefore, it can be concluded that there is no multicollinearity between the independent variables. From the test results, it can be concluded that there is no multicollinearity between the independent variables. Hence, the assumption test for the absence of multicollinearity can be fulfilled.

### Heteroscedasticity Test

Heteroscedasticity test is used to find out whether there is an inequality in the residual deviation value due to the size of the value of one of the independent variables or is a difference in the value of the variety with the increasing value of the independent variable. The test procedure was carried out with the Scatterplot test below:

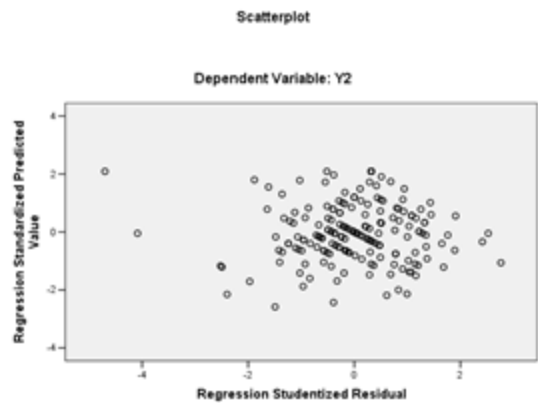


Figure 5. Heteroscedasticity Test Result (Y2)  
Source: Processed Primary Data (2020)

From the test result, the dots spread with an unclear pattern above and below the number 0 on the Y axis (homogeneous). It can be concluded that there was no heteroscedasticity problem.

By fulfilling all the classical regression assumptions above, it could be considered that the path analysis model used in this study is appropriate. Thus, interpretation can be taken from the results of the path analysis that has been carried out.

### Path Coefficient of Service Quality Toward Customer Satisfaction

Table 5. Path Analysis Toward Customer Satisfaction

Variable Relation	Standardized Coefficients	t	Sig.
X → Y1	0.676	12.899	0.000
R <sup>2</sup> : 0,457			

Source: Processed Primary Data (2020)

Table above shows a beta coefficient of 0.676, which affects Service Quality on Customer Satisfaction, with a  $t_{count}$  of 12.899 and a probability of 0.000 ( $p < 0.05$ ). So,  $H_0$  was

rejected. It means that the hypothesis that Service Quality has a positive and significant effect towards Customer Satisfaction is accepted. The positive direction of the relationship with a beta coefficient of 0.676 shows that the higher the Service Quality, the higher the Customer Satisfaction.

The coefficient of determination was 0.457 or 45%. These results indicate that the contribution of Service Quality to Customer Satisfaction was 45%, while the contribution of other variables outside this study model was 55%.

### Path Coefficient of Customer Satisfaction Toward Revisit Intention

**Table 6. Path Analysis Toward Revisit Intention**

Variable Relation	Standardized Coefficients	t	Sig.
Y1 → Y2	0.560	8.326	0.000
X → Y2	0.208	3.096	0.002
R <sup>2</sup> : 0,515			

Source: Processed Primary Data (2020)

Table above shows the beta coefficient of 0.560, which is the effect of Customer Satisfaction on Revisit Intention, with a  $t_{count}$  of 8.326, and a probability was 0.000 ( $p < 0.05$ ). So,  $H_0$  was rejected. It means that the hypothesis Customer Satisfaction has a positive and significant effect towards Revisit Intention is accepted. The positive direction of the relationship with a beta coefficient of 0.560 shows that the higher the customer satisfaction, the higher the revisit intention.

### Path Coefficient of Service Quality Toward Revisit Intention

Table 6. above shows that the beta coefficient was 0.208, the effect of attributes on Revisit Intention, with a  $t_{count}$  was 3.096, and a probability was 0.002 ( $p < 0.05$ ). So,  $H_0$  was rejected. It means that the hypothesis Service Quality has a positive and significant effect towards Revisit Intention is accepted. The positive direction of the relationship with a beta coefficient of 0.208 showed that the higher the Service Quality, the higher the Revisit Intention.

The coefficient of determination was 0.515 or 51.5%. These results indicate that the contribution of Service Quality and Customer Satisfaction to Revisit Intention was 51.5%, while the contribution of other variables outside this study model was 48.5%.

### Path Coefficient of Service Quality Towards Revisit Intention Through Customer Satisfaction

The calculation of the influence of Customer Satisfaction as an intervening variable is as follows:  
 $Y = PYX + (PZX \times PYZ)$

$$\begin{aligned} \text{Indirect Effect (IE)} &= PY_1X \times PY_2Y_1 \\ &= 0.676 \times (0.560) \\ &= 0.379 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PY_2X + (PY_1X \times PY_2Y_1) \\ &= 0.208 + 0.379 \\ &= 0.587 \end{aligned}$$

Testing the effect of mediation between variables, namely the effect of Service Quality (X1) on the Revisit Intention (Y2) variable through Customer Satisfaction (Y1), was carried out by calculating the Sobel formula. The results of the two tests are summarized as follows:

$$\begin{aligned} P_1 &= 0.676 \\ Se_1 &= 0.030 \\ P_2 &= 0.560 \\ Se_2 &= 0.090 \end{aligned}$$

The amount of the indirect standard error of Service Quality (X) against Revisit Intention (Y2) is used to calculate the single formula, so that the following is obtained:

$$\begin{aligned} Se_{12} &= \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2} \\ &= \sqrt{(0.676)^2 \cdot (0.090)^2 + (0.560)^2 \cdot (0.030)^2 + (0.030)^2 \cdot (0.090)^2} \\ &= 0.0629 \end{aligned}$$

The following is the result of t count, namely by multiplying the indirect effect value with the Sobel value:

$$t = \frac{P_{12}}{Se_{12}} = \frac{0.379}{0.0629} = 6,024$$

The test results of Service Quality effect towards Revisit Intention through Customer Satisfaction can be seen in the table below. The research hypothesis being tested is as follows:

**Table 7. Path Analysis Service Quality Toward Revisit Intention Through Meditation**

Variable Relation	Direct Coefficient	Standard Error	Indirect Coefficient	Sobel	t.		
X → Y → Z	0.676	0.560	0.030	0.090	0.379	0.0629	6.024

Source: Processed Primary Data (2020)

Table above shows that Customer Satisfaction is proven as a mediating variable in the relationship between Service Quality and Revisit Intention. It is evidenced by the calculation of the Indirect Effect, which is worth 0.379. The total effect of Service Quality on Revisit Intention through Customer Satisfaction is 0.587. So,  $H_0$  was rejected. It means that the hypothesis Service

Quality has a positive and significant indirect effect on Revisit Intention through Customer Satisfaction is accepted.

### Coefficient of Determinant

**Table 8. Coefficient of Determinant Result**

$$\begin{aligned}
 R^2 &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 &= 1 - (1 - 0.457)(1 - 0.515) \\
 &= 1 - (0.543)(0.485) \\
 &= 1 - 0.2634 \\
 &= 0.7366 \text{ or } 73.66\%
 \end{aligned}$$

*Source: Processed Primary Data (2020)*

The result of the calculation of the model determination of 73.66% show that the contribution of the model to explain the structural relationship of the three variables studied was 73.66%. At the same time, the remaining 26.34% was explained by other variables not included in this study model.

### The Effect of Service Quality (X) Towards Customer Satisfaction (Y1) in Warunk Upnormal Pahlawan Trip Malang

In the analysis result using the path analysis method, value of t count 12.899 is greater than the t table that is 1.972, and the probability is 0.000 ( $p < 0.05$ ). Thus, the Service Quality has a positive and significant effect towards Customer Satisfaction. These results provide evidence to support previous research conducted by Aftab et al. (2016); Pratama & Sulisworo (2018); Rusdin & Rashid (2018); Aziz et al. (2012); Thia et al. (2020); and Soleimani & Einolahzadeh, (2018).

The results of the analysis conclude that the effect of service quality on customer satisfaction is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention. The significant effect in this study explains that the services provided are proper and suitable for the customer. If Warunk Upnormal Pahlawan Trip has good service quality and always develops its services, then the satisfaction of Warunk Upnormal Pahlawan Trip customers will increase. Based on the questionnaire, some respondents assessed the speed and proficiency of the services provided by employees as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services, especially the employees, so that the customer feels satisfied.

### The Effect of Customer Satisfaction (Y1) Towards Revisit Intention (Y2) in Warunk Upnormal Pahlawan Trip Malang

In the results of the analysis using the path analysis method, value of t count 8.326 is greater than the t table, which is 1.972, and the probability is 0.000 ( $p < 0.05$ ) so that the Customer Satisfaction has a positive and significant effect towards Revisit Intention. These results provide evidence to support previous research conducted by Rusdin & Rashid (2018), Aziz et al. (2012), Pangaribuan et al. (2020), and Soleimani & Einolahzadeh (2018).

The results of the analysis conclude that the effect of customer satisfaction on revisit intention is positive and significant. This condition illustrates that the customer satisfaction of Warunk Upnormal Pahlawan Trip will affect revisit intention. The significant effect in this study explains the perceived satisfaction compared to the expectations of the customer, the higher the possibility of revisit intention of Warunk Upnormal Pahlawan Trip. If Warunk Upnormal Pahlawan Trip creates satisfaction through its service and place, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the questionnaire, some respondents assessed the food experience at Warunk Upnormal Pahlawan Trip as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip can create a pleasant experience through their foods so that the customers want to come back to visit Warunk Upnormal Pahlawan Trip.

### The Effect of Service Quality (X) Towards Revisit Intention (Y2) in Warunk Upnormal Pahlawan Trip Malang

In the results of the analysis using the path analysis method, value of t count of 3.096 is greater than the t table that is 1.972, and the probability is 0.000 ( $p < 0.05$ ). So that the Service Quality has a positive and significant influence on Revisit Intention. These results provide evidence to support previous research conducted by Rusdin & Rashid (2018), Aziz et al. (2012), and Soleimani & Einolahzadeh (2018).

The results of the analysis conclude that the effect of service quality on revisit intention is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention. The



significant effect in this study explains that the better the services provided for the customer, the higher the revisit intention from customers of Warunk Upnormal Pahlawan Trip. If Warunk Upnormal has good service quality and always develops its services, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the obtained questionnaire, some respondents assessed the speed and proficiency of the services provided by employees as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services, especially the employees, so that the customer wants to come back to visit Warunk Upnormal Pahlawan Trip.

### **The Effect of Service Quality (X) Towards Revisit Intention (Y2) Through Customer Satisfaction (Y1) in Warunk Upnormal Pahlawan Trip Malang**

In the results of the analysis using the path analysis method, value of t count of 6.024 is greater than the t table that is 1.972 with an indirect effect of 0.379. So the Service Quality has a positive and significant indirect effect towards Revisit Intention through Customer Satisfaction. These results provide evidence to support previous research conducted by Aziz et al. (2012), Rusdin & Rashid (2018), Soleimani & Einolahzadeh (2018), and Pangaribuan (2020).

The results of the analysis conclude that the effect of service quality on revisit intention through customer satisfaction is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention through customer satisfaction. The significant effect in this study explains that if the services provided were good and suitable for the customer, the higher the possibility to revisit Warunk Upnormal Pahlawan Trip. If Warunk Upnormal has good service quality and always develops its services to meet the customer expectations, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the obtained questionnaire, some respondents assessed the food experience and the agility of employees at Warunk Upnormal Pahlawan Trip as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services,

especially from the employees, to improve the satisfaction of the consumer, so that the customer wants to come back to visit Warunk Upnormal Pahlawan Trip.

## **CONCLUSION & SUGGESTIONS**

### **Conclusions**

1. Based on the calculation of multiple linear regression analysis, it can be seen that to determine the effect of partial independent variables (Service Quality ( $X_1$ ) and Customer Satisfaction ( $Y_1$ ) on Revisit Intention ( $Y_2$ ) done by t-test. Based on the test results, it is found that variables above have a significant influence on Revisit Intention.
2. Service Quality has a significant effect towards Customer Satisfaction and Revisit Intention, respectively. If the Service Quality provided is good and appropriate, customer satisfaction will be achieved, and the consumer's desire to return will be greater. Therefore, Service Quality is one of the important factors considered by consumers to pay attention to Customer Satisfaction and Revisit Intention. However, based on respondents, there are still things that should be improved, namely in terms of speed and skill of the employees. Things that Warunk Upnormal Pahlawan Trip can carry out to improve are the quality of employees by conducting regular inspections of performance per employee and job training so they will always be trained to achieve and serve better.
3. Customer Satisfaction also has significant effect towards Revisit Intention. If Customer Satisfaction is fulfilled, the consumer's desire to return will be even greater. In this case, meeting the needs for customer satisfaction is important for Warunk Upnormal Pahlawan Trip. Thus, consumers want to visit again in the future.

### **Suggestions**

1. The company should maintain and improve Service Quality because it has a dominant effect in affecting Customer Satisfaction and Revisit Intention. In this case, by conducting regular inspections of performance per employee and conducting job training.
  2. Conduct periodic inspections to ensure the readiness and performance of employees to
-

be more responsive to accommodate all the needs of customers.

3. Creating offline and online marketing in the form of events or promos to encourage and build engagement with existing and potential customers and help increase branch sales.
4. The further researchers must add other variables that have not been presented in this study, but still have a relationship with the variables studied.

## REFERENCES

- Aftab, J., Sarwar, H., Sultan, Q., and Qadeer, M., (2016). 'Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants)'. *Entrepreneurship and Innovation Management Journal*, 4(4), 161–171.
- Anggapratama, R., Sulisworo, D.,(2018). 'Effect of Service Quality towards Customers' Satisfaction at Telecommunication Company in Indonesia'. *International Journal of Business*.
- Alexandris, Kostas, Kouthouris, Charilaos, and Meligdis, Andreas.,(2006). 'Increasing Customers' Loyalty in a Skiing Resort: The Contribution of Place Attachment and Service Quality', *International Journal of Contemporary Hospitality Management*.
- Almomani, G.,(2018). 'Measuring Service Quality and Customers Satisfaction in the UK Mobile Telecommunications Market Using the SERVQUAL Instrument Service Quality Artificial Intelligence'. *View Project August*, 79. <https://doi.org/10.13140/RG.2.2.20846.10564>.
- Amalia, I., & Murwatingsih.,(2016). Pengaruh citra destinasi dan nilai pelanggan terhadap loyalitas pengunjung melalui kepuasan pengunjung. *Management Analysis Journal*, 5(3), 257–268.
- American Marketing Association (AMA).(2017)., retrieved 21 November 2020, <https://ama.org>
- Andreani, F.,(2007). Experiential Marketing (Sebuah Pendekatan Pemasaran). *Jurnal Manajemen Pemasaran. Manajemen Pemasaran*.
- Arikunto, S., (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta, Jakarta
- Aziz, Norzalita Abd., Ariffin, Ahmad Azmi M., Omar, Nor Asiah., and Evin, Chin.,(2012). 'Examining the Impact of Visitors' Emotions and Percieved Quality towards Satisfaction and Revisit Intention to Theme Parks'. *Jurnal Pengurusan*, Vol. 35
- Baber, H. (2018). 'Service quality perception of customers -A study of Toyota motors in India'. *Organizations and Markets in Emerging Economies*, 9(2), 311–323. <https://doi.org/10.15388/omee.2018.10.00016>.
- Baker, Dwayne.,Crompton, John.,(2000). 'Quality, Satisfaction and Behavioral Intentions.' *Annals of Tourism Research*, Vol. 27 DOI. 10.1016/S0160-7383(99)00108-5.
- Chan, S.,(2018). 'Factors Affecting Revisit Intention with Customer Satisfaction as A Mediating Variable In Eco Friendly Resorts.' *Jurnal Manajemen dan Inovasi*, Vol 9 (1): 1-13.
- Chang, Lan-lan.,(2013). 'Influence Factors on Creative Tourist's Revisiting Intentions: The Roles of Motivation, Experience and Perceived Value'. Phd. Dissertation, All Dissertationspaper 1084, Clemson University, South Carolina.
- Chung, Chih-Chiang.,Lee, Hui-Chen and Lin, Ching-Yi.,(2016). The Study of Leisure Experience, Perceived Value and Behavioral Intentions. *Universal Journal of Management*, 4 (5): 314-321, 2016.

- Detik (2018) Bawa Menu Warkop Naik Kasta. retrieved 20 February 2020, <https://news.detik.com/x/detail/internes/20180226/Bawa-Menu-Warkop-Naik-Kasta/>
- Ekinci, Y., (2004). 'An investigation of the determinants of customer satisfaction.' *Tourism Analysis*, 8: 197–203.
- Fauzi, A., Punia, I. N., and Kamajaya, G. (2017). Budaya Nongkrong Anak Muda di Kafe (Tinjauan Gaya Hidup Anak Muda di Kota Denpasar). *Jurnal Ilmiah Sosiologi (SOROT)*, 3(5), 40–47. <https://ojs.unud.ac.id/index.php/sorot/article/view/29665>.
- Ghozali, I., (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII*, Universitas Diponegoro: Semarang.
- Han, X., Kwortnik, Robert J., and Wang, C., (2008). 'An Integrative Model and Examination across Service Contexts'. *Journal of Service Research*, Vol 11 Number 1: 22-42.
- Herlyana, E., (2012). 'Fenomena Coffee Shop Sebagai Gejala Gaya Hidup Baru Kaum Muda'. *Thaqāfiyyāt*, 13(1), 188–204.
- Hsieh, L-F, Lin, L-H, & Lin, Y-Y., (2008). 'A service quality measurement architecture for hot spring hotels in Taiwan'. *Tourism Management*, 29: 429–438.
- Jansri, W., Hussein, L., and Khun, J., (2020). 'The Effect of Service Quality On Revisit Intention In Tourist Beach'. *Geojournal of Tourism and Geosites*. Vol. 29.
- Kim, Young Hoon, Kim, Mincheol, Goh, Ben, Antun, John., (2011). 'The Role of Money: The Impact on Food Tourists' Satisfaction and Intention to Revisit Food Events'. *Journal of Culinary Science & Technology*.
- Kompas, 2018., *Gaya Hidup Masyarakat Dorong Geliat Industri Waralaba dan Kafe*, retrieved 21 November 2020, <https://ekonomi.kompas.com/read/2018/09/27/160253626/gaya-hidup-masyarakat-dorong-geliat-industri-waralaba-dan-kafe>
- Kompasiana, 2019., *Indonesia Surga Bisnis Food dan Beverage*. retrieved 21 November 2020, <https://www.kompasiana.com/achmadsf/5d6f33f40d823056015dba32/indonesia-surga-bisnis-food-beverage-angkanya-mencapai-rp844-35-triliun?page=all>
- Kotler, P., and Keller, Kevin. L., (2009). *Manajemen Pemasaran Edisi 13. Jilid 1*. Erlangga, Jakarta.
- Kotler, P., and Keller, Kevin. L., (2012). *Marketing Management, 14th Edition*, Prentice-Hall, New Jersey.
- Kotler, P., and Keller, Kevin. L., (2016). *Marketing Management, 15th Edition*. Pearson, New Jersey.
- Kumparan, (2019)., *Mengapa Milenial Menggemari Kopi?*, retrieved 22 November 2020, <https://kumparan.com/millennial/mengapa-milenial-menggemari-kopi-1551802122420850483/full>
- Lupiyoadi, Hamdani. (2006). *Manajemen Pemasaran Jasa, Edisi Kedua*. Salemba Empat, Jakarta.
- Malang Times (2018). Retrieved 20 February 2021. <https://www.malangtimes.com/baca/35971/20190211/161800/galau-pilih-kampus-inilah-5-kampus-terbesar-dan-terbaik-di-malang>
- Namkung, Y., Jang, S., (2007). 'Does Food Quality Really Matter in Restaurants? Its Impact on Customer Satisfaction and Behavioral Intentions'. *Journal of*
-

- Hospitality & Tourism Research*, 31(3), 387-409.
- Nurikhsan, Farhan., Indrianie, Webby Salsabila., Safitri, Dini. (2019). 'Fenomena Coffe Shop Di Kalangan Konsumen Remaja. Universitas Negeri Jakarta, Jakarta.
- Parasuraman, A., Zeithaml, Valerie, A., and Berry, Leonard, L., (1985). 'A Conceptual Model of Service Quality and Its Implication for Future Research'. *Journal of Marketing*, Volume 49.
- Preacher, K., J., & Hayes, A., F., (2004). *SPSS and SAS procedures for estimating indirect effects in simple mediation models. Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://sci-hub.se/10.3758/bf03206553>.
- Rashid, R., A., (2018). *Service quality, satisfaction and revisit intention: A conceptual model*. 10(2), 1–11.
- Ramadhana, Irfan., Mikail., (2015). 'Pengaruh Citra Merek terhadap Kepuasan dan Loyalitas Pelanggan (Studi Pada Pelanggan Operator Telekomunikasi Indosat di Kota Malang)'. Skripsi. Universitas Brawijaya, Malang.
- Rangkuti, F., (2002), *Measuring Customer Satisfaction*, Gramedia, Jakarta.
- Rusdin, Amalinah, N., and Rashid, Rosmalina, Abdul, (2018). 'Service quality, satisfaction and revisist intention: A conceptual model', *Journal of Tourism, Hospitality & Culinary Arts*.
- Saladin, D., (2015). *Intisari Pemasaran dan Unsur-unsur Pemasaran, Cetakan Keempat*, Linda Karya, Bandung.
- Saneva, D., and Chortoseva, S., (2018). 'Service Quality in Restaurants: Customers' Expectation and Customers' Perception.' *SAR Journal*, 1(2), 47–52. <https://doi.org/10.18421/SAR12-03>.
- Sangadji, Etta, M., and Sopiah, (2013). *Metodologi Penelitian Pendekatan Praktis dalam Penelitian*, Andi, Yogyakarta.
- Sekaran, U., and Bougie, R., (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Buku 1, Cetakan Kedua*, Salemba Empat, Jakarta.
- Salendra. (2014). Coffee Shop as a Media for Self-Actualization Today's Youth. *Jurnal Messenger*, Volume VI, Nomor 2, Juli 2014
- Safitri, D., Nurikhsan, F., Indrianie, W., S., Indrianie, W., S., (2019). 'Fenomena Coffe Shop Di Kalangan Konsumen Remaja.' *Widya Komunika*, 9(2), 137. <https://doi.org/10.20884/wk.v9i2.1962>
- Sofia, A., Pangaribuan, C., H., & Sitinjak, M., F., (2019). Factors of Coffee Shop Revisit Intention and Word-of-Mouth Mediated By Customer Satisfaction. *Journal of Management and Business*, 19(1). <https://doi.org/10.24123/jmb.v19i1.418>.
- Soleimani, Ali, G., Einolahzadeh, H., (2018). 'The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies).' *Cogent Social Sciences*, 4(1), 1–14. <https://doi.org/10.1080/23311886.2018.1560651>.
- Suhud, U., Wibowo, A.. (2016). 'Predicting Customers Intention and Revisit A Vintage-Concept Restaurant.' *Journal of Consumer Sciences*, Vol. 01, No. 01, 56-69.
- Sugiyono, (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta, Bandung
- Suryani, Hendryadi, (2015). *Metode Riset Kuantitatif Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam*, Prenada, Jakarta.
-

- Thi, K., C., N., Huy, T., Le, Van, C., H., Tuan, P., C., (2020). 'The effects of service quality on international tourist satisfaction and loyalty: Insight from Vietnam.' *International Journal of Data and Network Science*, 4(2), 179–186. <https://doi.org/10.5267/j.ijdns.2020.1.003>.
- Tjiptono, Fandy, (2011). *Service Management Mewujudkan Layanan Prima, Edisi 2*. Andi, Yogyakarta.
- Tjiptono, Fandy, (2014). *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*, Andi, Yogyakarta.
- Tjiptono, Fandy, and Chandra, G., (2016). *Service, Quality & Satisfaction*. Andi, Yogyakarta.
- Tse, O.K., and Wilton, P.E. (1988). 'Models of Consumer Satisfaction Formation: An Extension.' *Journal of Marketing Research*, Vol. 25.
- Viva., (2018). *Nongkrong di Kafe, Tren atau Eksistensi*. Retrieved 24 November, <https://www.viva.co.id/ragam/fokus/1012510-nongkrong-di-kafe-tren-atau-eksistensi>
- Warunk Upnormal., (2016). *Pelopor Indomie Kekinian*. retrieved 23 November 2020, <https://www.warunkupnormal.com/>
- Wu, Hung-Che, Ai, Chi-Han, Yang, Lei-Jiao, Li, Tao, (2015). 'A Study of Revisit Intentions, Customer Satisfaction, Corporate Image, Emotions and Service Quality in the Hot Spring Industry, *Journal of China Tourism Research*, Vol. 11.
- Wyllie, R., W., (2000). *Tourism and Society*. Venture Publishing, Pennsylvania.
- Zeithaml, Valarie A., Bitner, Jo, Mary, and Gremler, Dwayne, D., (2009). *Service Marketing: Integrating Customer Focus Across the Firm, International Edition*. McGraw-Hill, Singapore.
-