

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

The business environment of today is increasingly competitive, complex, and customer-focused. Businesses must be able to compete on the basis of goods and services due to intense competition. In general, scholars and researchers argue that a company's service quality sets it apart from the competition and is crucial to fostering client loyalty and pleasure. Every business will fight for clients and their happiness. In commercial competition, customer happiness sets a company apart and gives it a competitive edge. (Purwanto et al, 2023).

Competitors will readily copy a product if a business depends on it to stay competitive. In general, scholars and researchers argue that a company's service quality sets it apart from the competition and is crucial to fostering client loyalty and pleasure. Every business will fight for clients and their happiness. In commercial competition, customer happiness sets a company apart and gives it a competitive edge (Purwanto et al, 2023).

Restaurants are categorized as downscale and upscale based on their offerings, look, service styles, and cuisines. The willingness of a customer to return to a location after a positive experience is known as revisit intention. In the presence or absence of a positive attitude toward the restaurant, customer satisfaction increases the likelihood that they will return. A significant area of study in the hotel industry is revisit intention. The idea that word-of-mouth can influence

the inclination to return after a positive customer experience has not received much attention up to this point. For example, when a consumer has a positive experience at a fast-food restaurant, their friends and family do not have the same positive experience (Rajput and Gahfoor, 2020).

Kwetiau Ateng Sumatera is one of the food with the main menu of Kwetiau typical of the famous city of Medan. This research focuses on the branch located on Jalan Sumatera. In revisit intention, Kwetiau Ateng Sumatera has experienced a decrease in the number of consumers which can be seen from the decreasing number of consumers visiting. The following is data on consumer visits at Kwetiau Ateng Sumatera.

**Table 1.1 Number of Transactions of Kwetiau Ateng Sumatera**

Month	2023	2024	%
January	625	634	+1.44%
February	612	584	-4.58%
March	620	552	-10.97%
April	563	512	-9.06%
May	522	540	-3.45%
June	523	483	-7.65%
July	652	540	-17.18%
August	563	500	-11.19%
September	653	512	-21.59%
October	682	520	-23.75%
November	505	505	+0.59%
December	536	470	-12.31%
Total	7056	6352	-9.98%

Source: Kwetiau Ateng Sumatera (2023-2024)

The tables presented above are the number of customers who visited Kwetiau Ateng Sumatera in the period January to December from 2023 to 2024 obtained through interviews with the manager. The decreasing number of customers may indicate that customers feel they are not getting more value from the restaurant

and are not satisfied with the restaurant. As a result, customers do not want to return and result in a decrease in the number of visitors at the restaurant.

Customer satisfaction is one of the elements that affects the propensity to return. One of the elements that makes travelers want to return to a place is customer satisfaction, which is the emotion that results from contrasting the appropriateness of the product that is offered with the product that customers had anticipated (Handayani et al, 2022).

In the phenomenon of customer satisfaction at Kwetiau Ateng Sumatera, there are still various complaints submitted by consumers from Google Reviews because they are not satisfied with the services provided. Here are some of the complaints that exist on Google Reviews.

**Table 1.2 Complaints from Google Reviews of Kwetiau Ateng Sumatera**

No	Complaints	Rating
1	The rice noodles are cold and sticky	1 star
2	Price does not match the taste	1 star
3	Not good, arrogant seller, difficult parking space	1 star
4	Less hygienic	1 star
5	Staff is not polite	1 star

Source: Google Reviews (2024)

In the table of complaints taken from Google Reviews, it shows several consumer complaints in their satisfaction when visiting Kwetiau Ateng Sumatera. Complaints made by consumers about kwetiau are not fresh, and employee service that is less polite and less hygienic. The existence of consumer complaints shows that consumer satisfaction has not met expectations.

To find out phenomena about the customer satisfaction at Kwetiau Ateng, the author conducted a pra-survey of 20 Kwetiau Ateng consumer respondents with the following results.

**Table 1.3 Pra Survey of Customer Satisfaction**

No.	Statements	Yes	No
1	I feel satisfied when I visit Kwetiau Ateng	13	7
2	I feel satisfied visiting Kwetiau Ateng compared to my expectations	8	12
3	I refer other people to visit Kwetiau Ateng	12	8

Source: Pra Survey (2025)

It is evident from the accompanying table that the vast majority of responses, 13 people, stated that they were satisfied when visiting Kwetiau Ateng. Then, 12 respondents stated that Kwetiau Ateng had not met their expectations and 12 respondents stated that they had recommended Kwetiau Ateng. It can be seen that the phenomenon of customer satisfaction is that there are consumers who still feel dissatisfied and have not been able to meet the expectations of consumers who visit completely.

Moreover, customer satisfaction has been shown to have a mediating influence in various contexts, indicating that it plays a significant role in translating quality consistency, restaurant credibility, and menu variety into revisit intentions (Gunawan and Sudjayasti, 2024). In the relationship between these parameters and inclinations to return, customer happiness is an important intervening element. According to studies, happy patrons are more likely to frequent a restaurant again since their favorable experiences foster more loyalty (Rajput and Gahfoor, 2020) (Handayani et al, 2022).

Quality consistency is fundamental in the restaurant sector, as it directly affects customer satisfaction. Research by Rajput and Gahfoor indicates that consistent food quality significantly contributes to customer satisfaction, which in turn positively influences revisit intention (Rajput and Gahfoor, 2020). Therefore,

maintaining high standards of quality across all aspects of the dining experience is essential for fostering customer satisfaction and encouraging repeat visits.

To find out phenomena about the consistency of food quality at Kwetiau Ateng, the author conducted a pra-survey of 20 Kwetiau Ateng consumer respondents with the following results.

**Table 1.4 Pra Survey of Quality Consistency**

No.	Statements	Yes	No
1	I feel that the appearance of serving food and drinks at Kwetiau Ateng shows its quality	8	12
2	The taste Kwetiau Ateng is one of the factors I bought and visited	12	8
3	I feel that the portion of Kwetiau Ateng is a factor for me to buy and visit it	18	2

Source: Pra Survey (2025)

It is evident from the accompanying table that the vast majority of responses, 12 people, stated that the quality of the food and drinks served was of standard quality. As many as 12 respondents stated that the taste of Kwetiau Ateng was the taste expected when visiting and as many as 18 respondents stated that the portion of Kwetiau Ateng was large and was the reason for visiting. It is evident that even though most responders concurred, there was still a problem phenomenon from respondents who did not agree with the appearance of the food served, the inconsistent taste which received the most dominant answer of disagreeing from respondents which showed that the consistency of food at Kwetiau Ateng was still complained about by consumers.

Additionally, restaurant trustworthiness is crucial in determining how satisfied and favorable customers feel. Developing credibility perceptions can lead customers to view a restaurant's advertising as trustworthy, which enhances customer engagement and satisfaction (Silva, 2023). This credibility is crucial,

especially in an era where consumers rely heavily on online reviews and social media to make dining decisions. The credibility of a restaurant can mitigate perceived risks associated with dining out, thereby enhancing customer satisfaction and increasing the likelihood of revisit intentions (Shafieizadeh et al, 2023).

To find out phenomena about the restaurant credibility at Kwetiau Ateng, the author conducted a pra-survey of 20 Kwetiau Ateng consumer respondents with the following results.

**Table 1.5 Pra Survey of Restaurant Credibility**

No.	Statements	Yes	No
1	I feel that Kwetiau Ateng is always honest in serving food and service.	12	8
2	Kwetiau Ateng never suddenly lowers the quality of food or service.	7	13
3	The price offered by Kwetiau Ateng is commensurate with the quality of food and service provided.	9	11

Source: Pra Survey (2025)

It is evident from the accompanying table that the vast majority of responses, 12 people, stated that the presentation of food and drinks was done in portions and the quality of the food ingredients was appropriate. As many as 13 respondents stated that sometimes the level of service and meal quality provided was inconsistent. As many as 11 respondents also stated that the prices given were still considered expensive. It can be seen that the phenomenon regarding restaurant credibility, namely regarding the quality of food and drinks that are not yet consistent and the price given is still considered high by some consumers, shows that the credibility of the restaurant has not been maintained properly.

Menu variety is another important factor that influences customer satisfaction and revisit intentions. A diverse menu can cater to a wider range of tastes and dietary preferences, thereby enhancing the overall dining experience.



Menu variety positively impacts customer satisfaction, which subsequently influences revisit intentions (Sriyalatha & Kumarasinghe, 2021).

To find out phenomena about the menu variety at Kwetiau Ateng, the author conducted a pra-survey of 20 Kwetiau Ateng consumer respondents with the following results.

**Table 1.6 Pra Survey of Menu Variety**

No.	Statements	Yes	No
1	The many variations of flavors make me want to taste all the menu from Kwetiau Ateng	8	12
2	The availability of variety of menus makes me want to visit another Kwetiau restaurant	5	15
3	The availability of from another menu like fried rice, noodles and kwetiau made me buy	18	2

Source: Pra Survey (2025)

It is evident from the accompanying table that the vast majority of responses, 12 respondents, stated that the taste variations of Kwetiau Ateng have the same taste. Then 15 respondents stated that the menu variations at Kwetiau Ateng were considered few and only provided regular menus. Then 18 respondents stated that menus such as fried rice, noodles and kwetiau were the main reasons for buying Kwetiau Ateng. It can be seen that the phenomenon regarding menu variety, namely Kwetiau Ateng has the same taste on every menu served and the menu served is only limited to fried rice, noodles and kwetiau, makes consumers not have many food choices.

Mufthie's (2022) research emphasizes that food quality and menu variety have a significant effect on customer satisfaction and revisit intention, but has not considered the aspect of quality consistency as the main factor in building customer satisfaction. Kilani and Hedli (2021) focus more on restaurant identity and image in building emotional relationships with customers, but do not specifically examine

how restaurant credibility can affect revisit intention. Meanwhile, Kim and Song's (2020) research discusses the credibility of restaurant authenticity claims and their effect on customer dining intentions, but has not examined the role of customer satisfaction as a mediating variable. Rajput and Gahfoor's (2020) research does highlight the role of the restaurant's atmosphere, cuisine, and service in fostering patron happiness and desire to return, but has not considered menu variety as a factor that can increase restaurant attractiveness. Therefore, this study fills the gap by examining how customer satisfaction plays a role as an intervening variable between quality consistency, restaurant credibility, and menu variety on revisit intention, especially in the context of Kwetiau Ateng Sumatera Branch in Medan.

Considering the described background of study above, the writer determines the study of quality consistency, restaurant credibility and menu variety intervening by customer satisfaction on revisit intention at Kwetiau Ateng. Therefore, the relationship between these three variables will increase customer purchase decision. Hence, the title of this research is: **“THE INFLUENCE OF CUSTOMER SATISFACTION AS AN INTERVENING BETWEEN QUALITY CONSISTENCY, RESTAURANT CREDIBILITY, AND MENU VARIETY ON REVISIT INTENTIONS AT KWETIAU ATENG SUMATERA BRANCH, MEDAN”**

## **1.2 Problem Limitation**

This research will be undertaken due to the restricted opportunity from January 2025 to May 2025 about those relevant problems including quality



consistency, restaurant credibility, menu variety, customer satisfaction on revisit intention. The writer has previously determined the problem's limitations, which include several independent variables (referred to as Variable X), quality consistency, restaurant credibility, and menu variety, and dependent variable (Variable Y) consist of revisit intention, and intervening variable (Variable Z), as customer satisfaction.

### **1.3 Problem Formulation**

Through study conducted at Kwetiau Ateng Sumatera Branch, the writer has identified numerous inquiries pertaining to the emerging issues, which are:

- a. Does quality consistency significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch?
- b. Does restaurant credibility significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch?
- c. Does the menu variety significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch?
- d. Does customer satisfaction significantly influence revisit intention at Kwetiau Ateng Sumatera Branch?
- e. Does quality consistency significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch?
- f. Does restaurant credibility significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch?

- g. Does the menu variety significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch?

#### **1.4 Objective of the Research**

The aim of this research is to investigate and gather information about:

- a. To explain whether quality consistency significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch.
- b. To explain whether restaurant credibility significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch.
- c. To explain whether menu variety significantly influence customer satisfaction at Kwetiau Ateng Sumatera Branch.
- d. To explain whether customer satisfaction significantly influence revisit intention at Kwetiau Ateng Sumatera Branch.
- e. To explain whether quality consistency significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch.
- f. To explain whether restaurant credibility significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch.
- g. To explain whether the menu variety significantly influence revisit intention through customer satisfaction at Kwetiau Ateng Sumatera Branch.

#### **1.5 Benefit of the Research**

The advantages of this research can be outlined as follows:

##### **1.5.1. Theoretical Benefit**

The findings of this study are anticipated to enhance the current theories

pertaining to quality consistency, restaurant credibility, and menu variety, customer satisfaction and revisit intentions.

#### **1.5.2. Practical Benefit**

The practical advantage of this research is as follows:

- a. The writer anticipates that the outcome of this research will make a valuable contribution to the current ideas on quality consistency, restaurant credibility, and menu variety, customer satisfaction in relation to the goal of revisit intention.
- b. For Kwetiau Ateng Sumatera Branch, Medan, this research examines the efficacy of the survey in enhancing the company's performance.
- c. This study acts as a resource and reference for other researchers, guiding them in carrying out relevant and aligned research.