



The Influence of Quality, Price, and Atmosphere on Customer Loyalty through Satisfaction at Lime Restaurant

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ABSTRACT

The hotel restaurant industry continues to evolve by offering more than just high-quality food, but also culinary experiences that involve quality service, ambiance, and social interaction. Lime Restaurant at Four Points Tunjungan Plaza Surabaya is one of the hotel restaurants that faces challenges in maintaining repeat customer visits. This study aims to examine the effect of food quality, service quality, ambiance, price & value, and restaurant reputation on customer satisfaction and revisit intention at Lime Restaurant. This study uses a quantitative approach with a survey design, where data is collected through questionnaires distributed to customers who have visited the restaurant. The variables analyzed include food quality, service quality, price & value, ambiance, and restaurant reputation as factors that influence customer satisfaction, revisit intention, and customer loyalty. The analysis techniques used include regression analysis to test the relationship between variables, and Importance-Performance Map Analysis (IPMA) to evaluate improvement priorities. The results of this study are expected to provide strategic insights to improve customer experience and strengthen their loyalty to hotel restaurants.

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1. INTRODUCTION

The rapid growth of the culinary industry has not only had an impact on the food and beverage sector, but has also contributed to the development of the hotel sector which is closely related to the tourism industry [1]. Based on data from the Central Statistics Agency (BPS) of Indonesia, the culinary industry has shown significant growth with the accommodation and food service sector recording an annual increase of 10.17% in the second quarter of 2024.

This growth confirms that the culinary sector not only plays a role in meeting people's consumption needs, but is also a major contributor to the national economy. With this positive trend, the culinary industry is predicted to continue to grow along with increasing community mobility, changes in consumer preferences, and support from the tourism sector and digital technology

The hotel sector can support the tourism industry, where the close relationship between accommodation services and the tourism sector provides a positive contribution to the economy, both for hotel business actors and local governments [2]. In 2024, East Java recorded significant growth with the addition of 272 new hotels, making it the province with the highest increase in accommodation in Indonesia. According to data from the Central Statistics Agency (BPS), the number of hotels in East Java increased from 3,783 units in 2023 to 4,055 units in 2024. This increase makes East Java the province with the largest number of new hotels in Indonesia that year. As a tourist destination rich in cultural heritage, history, and natural beauty, the growth of the hotel sector in East Java reflects the high interest of tourists to visit. In addition, economic development in strategic cities such as Surabaya has contributed to the expansion of the hotel industry in this region.

In Surabaya, the food and beverage industry continues to show significant growth. In 2023, the turnover of this sector increased by an average of 90%, driven by economic recovery and increasing consumer interest in a more diverse culinary experience. The trend of changing consumer preferences is also increasingly evident, consumers are looking for culinary experiences that not only offer taste, but also present visual aspects, atmosphere, and social engagement. In addition, the hotel industry in Surabaya has also experienced a significant recovery after the pandemic. In the second half of 2023, hotel occupancy rates and the number of guest visits returned to near pre-pandemic levels. This revival was driven by increased business activities, offline events, and domestic tourism that began to return to normal.

Hotel restaurants are often the main destination for tourists who want to enjoy the uniqueness of local and international cuisine in a luxurious atmosphere. With a variety of concepts and themes, hotel restaurants are able to present a culinary experience that is not only appetizing but also provides a deep impression through high-quality service, interesting menu variations, and a supportive atmosphere. Now, hotel restaurants not only function as a complement to accommodation services, but also become one of the main sources of income for the hotel industry, especially in big cities and tourist destinations [4]. Its success in attracting customers depends not only on the quality of the dishes, but also on the professionalism of the service, the comfort of the atmosphere, and the balance between price and value provided.

In Surabaya, the culinary sector, including hotel restaurants, contributes significantly to the Regional Original Income (PAD). Taxes from the hotel and restaurant industry are one of the main sources of income for local governments, with restaurant taxes contributing 8.06% and hotel taxes around 4.96% to PAD in the 2015–2019 period [4]. Nationally, the culinary industry also plays a major role in the tourism sector, with around 45% of tourist spending allocated to culinary and shopping. In fact, culinary contributes around 41% of the Gross Domestic Product (GDP) of Indonesia's creative economy, with a value of IDR 455.44 trillion [5]. Hotel restaurants not only support the hotel industry but also contribute to regional and national economic growth. Although many previous studies have discussed the factors that influence customer satisfaction and loyalty in the restaurant industry, there are still some research gaps in the context of hotel restaurants, especially in Surabaya. Several previous studies have focused more on independent restaurants or fast food chains, while studies that specifically discuss the relationship between service quality, customer satisfaction, and customer loyalty, atmosphere, price, and reputation of hotel restaurants on customer loyalty are still limited.

Most studies that discuss customer loyalty in hotel restaurants tend to emphasize aspects of food quality and service [6,7,8]. However, other factors such as price and perceived value as customers and their impact on satisfaction and revisit intention have not been widely explored in the context of hotel restaurants in Indonesia. In fact, in business reality, high price perception is often the main reason why customers choose not to return to hotel restaurants, even though the quality of food and service is relatively good. Furthermore, although restaurant reputation has been shown to play an important role in customer purchasing decisions [9], there is still little research examining how hotel restaurant

reputation contributes to revisit intention and customer loyalty. Especially in today's digital era, a restaurant's reputation is greatly influenced by online reviews and social media, but there are not many studies that integrate this factor into a customer loyalty model in hotel restaurants.

This study aims to fill the gap by analyzing the role of food quality, service, price and value, ambiance, and restaurant reputation on customer satisfaction, revisit intention, and loyalty. By using Lime Restaurant at Four Points Tunjungan Plaza as the research object, this study is expected to provide strategic insights for the hospitality industry in improving customer experience, building a positive reputation, and strengthening customer loyalty amidst increasingly fierce competition.

2. METHOD

The research applied in this study is a quantitative method. The objects studied include food quality, service quality, price & value, atmosphere, and restaurant reputation as independent variables. Customer satisfaction variables, revisit intentions and customer loyalty as dependent variables. The population and sample of this study were customers of Lime Restaurant Four Points Tunjungan Plaza who came to the restaurant between 2023-2024. The data collection technique in this study was carried out through a survey method, which involved the use of questionnaires. The data analysis technique used statistical methods.

3. RESULTS AND DISCUSSION

3.1. Profil of The Research Object

Based on the respondent profile data regarding customer satisfaction and customer loyalty at Lime Restaurant Four Points Tunjungan Plaza, the majority of respondents in this survey were women, with a total of 88 people or 72.1% of the total 122 respondents. In contrast, male respondents numbered 34 people or 27.9%. This data shows that more women participated in the survey and most likely indicates that Lime Restaurant attracts more female customers.

In terms of domicile, 88 respondents (72.1%) came from Surabaya, while 34 respondents (27.9%) came from outside Surabaya. This shows that the majority of Lime Restaurant customers are local residents of Surabaya. The dominance of local customers may reflect the ease of accessibility and popularity of the restaurant among local residents.

In terms of age distribution, the largest group is respondents aged 17 to 35 years, with a total of 53 people (43.4%). Followed by the age group of 36 to 50 years as many as 40 people (32.8%). Respondents aged 51 to 65 years old numbered 17 people (13.9%), while 7 people (5.7%) were under 17 years old, and only 5 people (4.1%) were over 65 years old. This shows that the majority of respondents are individuals in their productive age (17-35 years old), who are likely to be the main market segment for restaurants.

3.1.1 Descriptive Analysis of Research Data

1. Food Quality

The mean values of all food quality indicators ranged from 4.082 to 4.164, while the standard deviation values ranged from 0.906 to 1.038, indicating that respondents generally had a uniform and positive view of the food quality at this restaurant. This indicates that aspects such as aroma, presentation, freshness, taste, food temperature, and healthy food choices were rated well by customers, with not too much variation in answers among respondents. The high mean values in all indicators, as well as the relatively low standard deviations, suggest that customers are satisfied with various aspects of food quality at Lime Restaurant Four Points Tunjungan Plaza. This conclusion is supported by the total mean value which shows that respondents overall agree that the food quality at this restaurant meets their expectations.

2. Service Quality

The first indicator, namely KL1, has an average value of 3.951 with a standard deviation of 1.031, indicating that respondents tend to agree that the service at Lime Restaurant is satisfactory. Furthermore, the second indicator, namely KL2, has an average value of 3.967 with a standard deviation of 0.999, which also indicates the level of respondent agreement that the staff at Lime Restaurant serve quickly and promptly. For the third indicator, namely KL3, the average value is 4.016 with a standard deviation of 1.000, indicating that respondents tend to agree that the staff at Lime Restaurant are always ready to help. The fourth indicator, namely KL4, has an average value of 3.975 with a standard deviation of 0.962, indicating the level of respondent agreement that they feel comfortable interacting with staff at Lime Restaurant Four Points Tunjungan Plaza. Overall, the results of all respondent responses to the four service quality indicators show a level of agreement with an average value of 3.977 and a standard deviation of 0.998. This shows that respondents are generally satisfied with the quality of service provided by Lime Restaurant Four Points Tunjungan Plaza.

3. Price and Value

the lowest mean value is in the HDN1 indicator, namely "I feel that Lime Restaurant Four Points Tunjungan Plaza offers prices that match its quality," with a mean value of 4.033 and a standard deviation of 0.991. On the other hand, the highest mean value is in the HDN3 indicator, with a mean value of 4.164 and a standard deviation of 0.978. Furthermore, the HDN2 indicator, has a mean value of 4.057 and a standard deviation of 1.019. Based on the mean values that have been listed, the average value of this variable is 4.084 with a standard deviation of 0.996. This shows that the respondents' responses tend to agree, indicating that they feel a balance between the price paid and the value received from the food and experience at Lime Restaurant Four Points Tunjungan Plaza. From the data in the table, it can be seen that the mean values of the price and value variable indicators have differences that are not too large, which indicates uniformity in the responses of the respondents. This can be concluded that the respondents' perceptions of the price and value offered by Lime Restaurant tend to be uniform and positive.

4. Restaurant Atmosphere

The lowest mean value is in indicator S5 with a mean value of 3.861 and a standard deviation of 1.104. On the other hand, the highest mean value is in indicator S3 with a mean value of 3.992 and a standard deviation of 1.028. Furthermore, indicator S4 has a mean value of 3.918 and a standard deviation of 1.005. Based on the mean values that have been listed, the average value of this atmosphere variable is 3.909 with a standard deviation of 1.059. This shows that the respondents' responses tend to agree, indicating that they are satisfied with the atmosphere at Lime Restaurant Four Points Tunjungan Plaza, both in terms of lighting, interior, cleanliness, comfort, and staff appearance.

5. Customer Loyalty

The highest average value for the Customer Satisfaction variable is in the KP1 indicator with a mean value of 3.992 and a standard deviation of 1.012. Meanwhile, the lowest average value for the Customer Satisfaction variable is in KP2 with a mean value of 3.918 and a standard deviation of 0.997. This shows that overall, respondents feel satisfied and happy with their dining experience at Lime Restaurant Four Points Tunjungan Plaza, with a pleasant atmosphere and adequate service. The overall average value (average mean) for the Customer Satisfaction variable is 3.957 with a standard deviation of 0.9915, which indicates a relatively high level of satisfaction from the respondents.

6. Restaurant Reputation

There are results from the minimum value, maximum value, mean value, and category for the Restaurant Reputation variable at Lime Restaurant Four Points Tunjungan Plaza. In this variable, the RR1 indicator has the highest mean value with a number of 4.066 and a standard deviation of 0.990. Meanwhile, the lowest mean value is in the RR2 indicator with a mean value of 3.967 and a standard deviation of 0.983. The RR3 indicator, which has a mean value of 4.025 with a standard deviation of 1.012. When viewed from the average value (mean) of the Restaurant Reputation variable, the indicators

have a relatively high mean value and are in the Agree category, indicating that respondents tend to have a positive view of the restaurant's reputation. Based on the difference in mean values that are not too large, it can be concluded that respondents' perceptions of the reputation of Lime Restaurant Four Points Tunjungan Plaza tend to be uniform and positive.

7. Intention to Visit Again

In this variable, the NBK1 indicator has the highest mean value with a figure of 4.098 and a standard deviation of 1.003, while the lowest mean values are found in the NBK2 and NBK3 indicators, each with a mean value of 3.967 and a standard deviation of 1.032 and 1.055. When viewed from the average value (mean) in the Intention to Revisit variable, the indicators have a fairly high mean value and are in the agree category, indicating that respondents tend to have a positive intention to revisit Lime Restaurant Four Points Tunjungan Plaza. Based on the difference in mean values that are not too large, it can be concluded that respondents' perceptions of the intention to revisit tend to be uniform and positive.

3.2. Data Analysis of Research Result

3.2.1 Validity Test

Table 1. Heterotrait-Monotrait Ration (HTMT)

	Price & Value	Customer Satisfaction	Service Quality	Food Quality	Customer Loyalty	Revisit Intention	Restaurant Reputation	Ambiance
Price and Value								
Customer Satisfaction	0,504							
Service Quality	0,555	0,742						
Food Quality	0,648	0,637	0,594					
Customer Loyalty	0,551	0,602	0,598	0,618				
Revisit Intention	0,610	0,653	0,722	0,632	0,666			
Restaurant Reputation	0,559	0,796	0,657	0,556	0,604	0,630		
Ambiance	0,507	0,670	0,647	0,605	0,616	0,634	0,619	

Table 1 above shows the results of discriminant validity with HTMT criteria to check whether there are discriminant validity problems. Based on [10], the HTMT results that meet the requirements are grouped into three categories, namely <0.85, <0.90, and <1.00. From Table 1, it can be seen that all discriminant validity values have a value of <1.00. This shows that this research model has safe discriminant validity and can be said to be well discriminated.

3.2.2 Reliability Test

Table 2. Cronbach Alpha and Composite Reliability Values

Variable	Cronbach Alpha	Composite Reliability	Description
Food Quality	0,939	0,952	Reliable
Service Quality	0,907	0,935	Reliable
Price and Value	0,862	0,914	Reliable
Ambiance	0,946	0,957	Reliable
Customer Satisfaction	0,843	0,896	Reliable
Restaurant Reputation	0,886	0,929	Reliable

Variable	Cronbach Alpha	Composite Reliability	Description
Revisit Intention	0,843	0,905	Reliable
Customer Loyalty	0,869	0,919	Reliable

From table 2 it can be seen that the composite reliability value for all variables has a value of > 0.70, so it can be concluded that all indicators in this study are considered reliable to measure the construct of the variable. Furthermore, the Cronbach Alpha value for each variable is also > 0.60, which indicates that all variables in this study are reliable and considered reliable.

3.2.3 Multicollinearity Test

Table 3. Multicollinearity Test (VIF)

	Price & Value	Customer Satisfaction	Service Quality	Food Quality	Customer Loyalty	Revisit Intention	Restaurant Reputation	Ambiance
Price and Value		1.661						
Customer Satisfaction						1.853		
Service Quality		1.803						
Food Quality		1.967						
Customer Loyalty								
Revisit Intention					1.000			
Restaurant Reputation						1.853		
Ambiance		1.829						

Table 3 shows the results of the multicollinearity test evaluation in this study. This test is conducted to determine whether there is a collinearity problem between the independent and dependent variables. The ideal VIF value is <3, but values between 3 and 5 are still considered acceptable [11]. Based on the table, all relationships between variables show VIF values <3 - 5, so it can be concluded that there is no multicollinearity in the relationship between variables in this study.

3.2.4 R Square (R²)

The R² value describes the percentage of variation in endogenous variables that can be explained by exogenous variables or those that affect the variable [11]. In addition, according to [11], the R Square value is used to measure the significant contribution made by exogenous latent variables to endogenous latent variables. R-square is divided into three categories, namely >0.25 is considered weak, >0.50 is moderate, and >0.75 is considered high.

Table 4. R Square

Variable	R Square	Category
Customer Satisfaction	0.562	Moderate
Customer Loyalty	0.332	Weak
Revisit Intention	0.361	Weak

Based on the analysis results in table 4, the Customer Satisfaction variable has an R-square value of 0.562 or 56.2%. This indicates that 56.2% of the variation that occurs in the Customer Satisfaction variable can be explained by the independent variables used in this research model. Meanwhile, the remaining 43.8% of the variation is caused by other factors that are not represented in the model. With an R-square value of 0.562, it can be concluded that the Customer Satisfaction variable has moderate predictive ability.

In the Customer Loyalty variable, the R-square value obtained is 0.332 or 33.2%. This shows that 33.2% of the changes that occur in the Customer Loyalty variable can be explained by the independent variables in the model. Conversely, 66.8% of the variation in Customer Loyalty is explained by other factors not included in this research model. With an R-square value of 0.332, this variable is in the relatively weak prediction category.

Meanwhile, for the variable of Intention to Revisit, the R-square value obtained was 0.361 or 36.1%. This figure shows that 36.1% of the changes in the variable of Intention to Revisit can be explained by the independent variables used in the model. Meanwhile, 63.9% of the variations that occur are influenced by external factors that are not included in the model. The R-square value of 0.361 also indicates a weak prediction category.

3.2.5 Predictive Relevance (Q Square)

Predictive relevance refers to the ability of a model to produce accurate predictions and is used as an indicator to assess the predictive ability of the model. For a given endogenous construct, the Q-square value must be greater than zero for the model to be considered to have good predictive accuracy. In general, a Q-square value > 0 indicates small predictive relevance, while a Q-square value > 0.25 indicates moderate predictive relevance, and a Q-square value > 0.50 indicates high predictive relevance for the path PLS model [11].

Table 5. Q Square

Variable	Q Square	Category
Customer Satisfaction	0.484	Moderate
Customer Loyalty	0.256	Weak
Revisit Intention	0.372	Weak

In Table 5, the Q-square analysis shows the values for each variable in the research model. The Customer Satisfaction variable has a Q-square value of 0.484, indicating that the model has moderate predictive ability for this variable, because the value is greater than 0.25. For the Customer Loyalty variable, the Q-square value is 0.256, which also indicates moderate prediction, although lower than Customer Satisfaction, but still in the moderate category because it is greater than 0.25. Finally, the Revisit Intention variable has a Q-square value of 0.372, indicating that the model's ability to predict this variable is included in the moderate category, because the Q-square value is greater than 0.25. Overall, the three variables show moderate predictive ability, with Q-square values greater than 0.25.

3.2.6 F Square

Table 6. F Square

	F-Square	Keterangan
Price and Value → Customer Satisfaction	0,000	Small
Customer Satisfaction → Revisit Intention	0.090	Medium
Service Quality → Customer Satisfaction	0.171	Medium
Food Quality → Customer Satisfaction	0.051	Medium
Revisit Intention → Customer Loyalty	0.498	Large
Restaurant Reputation → Revisit Intention	0.092	Medium
Ambiance → Customer Satisfaction	0.068	Medium

There are four categories assessed from the F-square, namely values 0.02 - 0.15 (small), 0.15 - 0.35 (medium), and above 0.35 (large) [11]. Based on the table provided, it can be concluded that the influence between various factors on customer satisfaction, revisit intention, and customer loyalty varies. Price and value on customer satisfaction have an F-square value of 0.000, which is in the small category, indicating a very weak influence. Customer satisfaction on revisit intention has an F-square value of 0.090, which is also in the small category. Service quality on customer satisfaction has an F-

square value of 0.171, which is in the medium category, indicating a moderate influence. Food quality on customer satisfaction has an F-square value of 0.051, which is in the small category. Revisit intention on customer loyalty has an F-square value of 0.498, which is in the large category, indicating a strong influence. Restaurant reputation on revisit intention and atmosphere on customer satisfaction each have F-square values of 0.092 and 0.068, which are included in the small category, indicating a relatively weak influence.

3.2.7 Hypothesis Testing

This study examines the relationship between various factors with customer satisfaction, revisit intention, and customer loyalty at Lime Restaurant Four Points Tunjungan Plaza. The results of the analysis show that food quality has a significant effect on customer satisfaction with a path coefficient of 0.217, t-statistic 3.177, and p-value 0.001, so that the first hypothesis (H1) is supported. This indicates that the better the quality of the food served, the higher the level of customer satisfaction.

Furthermore, service quality is also proven to have a positive effect on customer satisfaction with a path coefficient of 0.382, t-statistic 4.003, and p-value 0.000, which means that the second hypothesis (H2) is supported. This finding confirms that good service quality contributes significantly to increasing customer satisfaction.

The price and value variables do not have a significant effect on customer satisfaction, as indicated by the path coefficient of 0.012, t-statistic 0.176, and p-value 0.430, so that the third hypothesis (H3) is not supported. This suggests that customers of this restaurant may place more emphasis on other aspects such as food quality and service than price and value provided.

Meanwhile, restaurant atmosphere has a positive effect on customer satisfaction with a path coefficient of 0.242, t-statistic of 2.346, and p-value of 0.010, so that the fourth hypothesis (H4) is supported. This indicates that a comfortable and attractive restaurant atmosphere contributes to increased customer satisfaction.

In addition, restaurant reputation has a significant effect on revisit intention with a path coefficient of 0.330, t-statistic of 2.011, and p-value of 0.022, which means that the fifth hypothesis (H5) is supported. This indicates that a good reputation encourages customers to revisit the restaurant in the future.

Furthermore, customer satisfaction is proven to have a positive effect on revisit intention with a path coefficient of 0.326, t-statistic of 1.984, and p-value of 0.024, so that the sixth hypothesis (H6) is supported. This indicates that the higher the customer satisfaction, the more likely they are to return to the restaurant.

Finally, the intention to revisit has the strongest influence on customer loyalty, as indicated by the path coefficient of 0.576, t-statistic of 5.257, and p-value of 0.000, which means that the seventh hypothesis (H7) is supported. Thus, customers who have the intention to revisit a restaurant tend to be loyal customers.

3.3. Discussion

3.3.1 The Influence of Food Quality on Customer Satisfaction

The results of the first hypothesis test show that food quality has a positive and significant effect on customer satisfaction, with a standardized coefficient value of 0.217, a t-statistic of 3.177, and a p-value of 0.001. These findings indicate that food quality is a factor that greatly influences the level of customer satisfaction at Lime Restaurant. This means that the better the quality of the food served, the higher the level of satisfaction felt by customers. Food quality here includes various aspects, such as taste, presentation, and consistency. A restaurant that is able to maintain the quality of its food continuously tends to be able to increase customer loyalty and attract new customers. Research conducted by [12], [13], and Wu [9] is also in line with these findings, which show that food quality,

along with the value perceived by customers, has the greatest influence compared to other factors. Based on these findings, Lime Restaurant Four Points Surabaya needs to focus on improving and maintaining food quality, both in terms of raw materials, processing methods, and presentation. In this case, the restaurant needs to ensure that the ingredients used are of high quality, the food serving process is carried out consistently, and the taste of the food is maintained to provide a culinary experience that satisfies customers. By making continuous improvements in this area, Lime Restaurant can create a better dining experience for customers, which in turn will increase overall customer satisfaction. Thus, the first hypothesis can be concluded to support that food quality has a positive and significant effect on customer satisfaction.

3.3.2 The Influence of Service Quality on Customer Satisfaction

The results of the second hypothesis test indicate that service quality has a positive and significant effect on customer satisfaction, with a standardized coefficient of 0.382, a t-statistic of 4.003, and a p-value of 0.000. This finding underlines the importance of service quality factors, such as speed of service, staff friendliness, and cleanliness, in creating customer satisfaction. This means that the better the service provided, the greater the level of satisfaction felt by customers. Fast and efficient service, friendly and professional staff, and well-maintained cleanliness are important elements in building a positive customer experience. This finding is consistent with previous studies showing that service quality is a major factor influencing customer satisfaction [13,9]. Therefore, Lime Restaurant needs to ensure that the quality of service provided always meets or even exceeds customer expectations. One step that can be taken is to conduct regular training for staff to improve their skills in serving customers quickly and efficiently, as well as maintaining a friendly and professional attitude. In addition, restaurant cleanliness must be taken seriously to create a comfortable and pleasant atmosphere for customers. By continuously improving service quality, Lime Restaurant can strengthen the level of customer satisfaction and loyalty. Therefore, this second hypothesis supports that service quality has a positive and significant influence on customer satisfaction.

3.3.3 The Effect of Price and Value on Customer Satisfaction

The results of the third hypothesis test show a t-statistic of 0.176, which is lower than the threshold of 1.645 (one-tailed), so the data in this study are not considered significant. This finding contradicts the initial hypothesis which states that price and value have a positive effect on customer satisfaction. The standard coefficient value or original samples of 0.012 and the p-value of 0.430, which is greater than 0.05, indicate that the statistical results do not support the hypothesis. In other words, even though price and value increase by one unit on a scale of 1–5, their impact on customer satisfaction is only 0.012, which is considered insignificant. Therefore, this finding is inconsistent with previous studies which state that price and value have a positive effect on customer satisfaction.

3.3.4 The Effect of Atmosphere on Customer Satisfaction

The results of this hypothesis test indicate that restaurant atmosphere has a positive impact on customer satisfaction, with a standardized coefficient value of 0.242, a t-statistic of 2.346, and a p-value of 0.010. This standardized coefficient number indicates that improving restaurant atmosphere is directly related to increasing customer satisfaction. In addition, a t-statistic value greater than the critical threshold (1.645 for one-tailed) supports the acceptance of the alternative hypothesis. A p-value lower than 0.05 further strengthens the significant relationship between atmosphere quality and customer satisfaction.

3.3.5 The Influence of Restaurant Reputation on Revisit Intention

The results of the fifth hypothesis test revealed a significant effect of restaurant reputation on revisit intention, with a standardized coefficient of 0.330, t-statistic of 2.011, and p-value of 0.022. This standardized coefficient indicates a positive relationship between restaurant reputation and revisit intention, which is in the range of 0 to 1. A t-statistic higher than the critical value (1.645 for one-tailed) indicates that the alternative hypothesis is accepted. A p-value lower than 0.05 further strengthens the significant relationship between restaurant reputation and customer revisit intention. This study confirms that restaurant reputation has a significant influence on customer revisit intention.

3.3.6 The Influence of Customer Satisfaction on Revisit Intention

The results of the sixth hypothesis test show a significant positive influence between customer satisfaction and revisit intention, with a standardized coefficient of 0.326, a t-statistic of 1.984, and a p-value of 0.024. The standardized coefficient value that is in the range of 0 to 1 indicates that the higher the level of customer satisfaction, the greater their intention to return. In addition, a t-statistic that is greater than the critical value (1.645 for one-tailed) confirms that the alternative hypothesis is accepted. A p-value smaller than 0.05 indicates that the relationship between the two variables is significant. Thus, it can be concluded that customer satisfaction has a positive and significant influence on customers' revisit intention at Lime Restaurant.

3.3.7 The Influence of Revisit Intention on Customer Loyalty

The results of the seventh hypothesis test show that revisit intention has a positive and significant effect on customer loyalty, with a standardized coefficient value of 0.576, a t-statistic of 5.257, and a p-value of 0.000. This standardized coefficient value indicates a strong positive relationship between revisit intention and customer loyalty, while a t-statistic value greater than 1.645 (one-tailed) and a p-value smaller than 0.05 indicate that this result is statistically significant.

Customers' intention to revisit a restaurant is often an early indicator of loyalty formation. When customers are satisfied and have a positive experience, they are more likely to show loyalty by returning and recommending the restaurant to others. This finding is in line with previous studies stating that revisit intention is one of the main factors in building customer loyalty in the service sector, including restaurants.

4. CONCLUSION

Based on the results of the analysis using SmartPLS, eight hypotheses were accepted, while one hypothesis was rejected. Food quality, service quality, and ambiance were proven to have a positive effect on customer satisfaction, while price and value did not have a significant effect. In addition, restaurant reputation and customer satisfaction had a positive effect on revisit intention, which in turn also had a positive effect on customer loyalty. Furthermore, the effect of customer satisfaction on customer loyalty was mediated by revisit intention, indicating that customer satisfaction not only increases loyalty directly, but also through their desire to return. These findings confirm that customer satisfaction and restaurant reputation play an important role in shaping revisit intention and customer loyalty at Lime Restaurant Four Points Tunjungan Plaza.

The results of this study can be used as recommendations through managerial implications for business managers, especially in the restaurant industry or similar, to understand the various factors that influence customer satisfaction, revisit intentions, and loyalty during their visits to restaurants. To improve customer satisfaction, Lime Restaurant can conduct an in-depth survey to understand customer expectations regarding food quality, service, price, and ambiance. Strengthening the restaurant's reputation through social media, collaboration with influencers, and positive reviews can help improve the restaurant's image. In addition, loyalty programs, monthly specials, and interesting events can be

additional attractions to increase the intention to visit again, maintain good relationships with customers, and highlight the restaurant's strengths.

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