

THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY AND PERCEIVED VALUE ON CUSTOMER SATISFACTION IN PADANG PAYAKUMBUAH

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ABSTRACT

The research titled "The Impact of Service Quality, Food Quality, and Perceived Value on Customer Satisfaction at Padang Payakumbuh" focuses on identifying key factors that influence customer satisfaction in the culinary sector, specifically at the BSD branch of Padang Payakumbuh in Tangerang Selatan. Utilizing online questionnaires distributed to customers who dined there in the last three months, the study aims to uncover significant relationships between service quality, food quality, and perceived value. It is anticipated that higher service and food quality will enhance perceived value, leading to increased customer satisfaction. Ultimately, the findings are intended to provide actionable insights for restaurant management to improve service delivery and food offerings, thereby fostering brand loyalty and maintaining Padang Payakumbuh's reputation in the competitive market for traditional Minangkabau cuisine.

Keywords: Food Quality, Customer Perceived Value, Repurchase Intention.

ABSTRAK

Penelitian bertajuk “Dampak Kualitas Pelayanan, Kualitas Makanan, dan Nilai yang Dirasakan Terhadap Kepuasan Pelanggan di Padang Payakumbuh” ini bertujuan untuk mengidentifikasi faktor-faktor kunci yang mempengaruhi kepuasan pelanggan di sektor kuliner khususnya di Padang Payakumbuh cabang BSD di Tangerang Selatan. Memanfaatkan kuesioner online yang disebarakan kepada pelanggan yang makan di sana dalam tiga bulan terakhir, penelitian ini bertujuan untuk mengungkap hubungan signifikan antara kualitas layanan, kualitas makanan, dan nilai yang dirasakan. Pelayanan yang lebih tinggi dan kualitas makanan diperkirakan akan meningkatkan nilai yang dirasakan, sehingga meningkatkan kepuasan pelanggan. Pada akhirnya, temuan ini dimaksudkan untuk memberikan wawasan yang dapat ditindaklanjuti bagi manajemen restoran untuk meningkatkan penyampaian layanan dan penawaran makanan, sehingga menumbuhkan loyalitas merek dan menjaga reputasi Padang Payakumbuh di pasar kompetitif masakan tradisional Minangkabau.

Kata Kunci: Kualitas Makanan, Nilai yang Dirasakan Pelanggan, Niat Membeli Ulang

A. INTRODUCTION

The culinary industry in Indonesia, particularly in urban areas, is experiencing rapid growth due to increasing mobility and demand for high-quality dining experiences. One notable restaurant that stands out in offering traditional Minangkabau cuisine is Padang Payakumbuh, which has become an icon for food enthusiasts. Its branch in BSD, Tangerang Selatan, serves as the focus of this research to explore the influence of service quality, food quality, and perceived value on customer satisfaction.

Padang Payakumbuh, owned by influencer Arief Muhammad, has an intriguing history. The restaurant officially opened on July 24, 2022, under PT Rasa Muda Makmur (Akang Group), a company with extensive experience in the culinary industry. Arief Muhammad's vision of providing authentic and delicious Padang cuisine has been realized by using high-quality ingredients sourced directly from West Sumatra, such as Solok rice, which imparts an authentic taste to their dishes.

The restaurant is renowned for serving authentic Padang dishes rich in spices. Its strategic location and comfortable atmosphere have made it popular among visitors. The complete menu, with prices ranging from IDR 8,000 to IDR 65,000, includes items like Nasi Rames Payakumbuh (IDR 25,000), Nasi Telor Balado (IDR 30,000), and Nasi Gulai Ayam (IDR 40,000), further enhancing its popularity.

This research aims to analyze how these three factors—service quality, food quality, and perceived value—affect customer satisfaction at Padang Payakumbuh. By employing a survey method and collecting data from customers who have dined at the restaurant within the last three months, this study will provide valuable insights into the relationships between service quality, food quality, perceived value, and customer satisfaction. The findings are expected to significantly contribute to the development of marketing and operational strategies for the restaurant, ensuring that Padang Payakumbuh maintains its appeal amid increasing competition in the culinary industry.

This research serves not only as an academic endeavor but also as a practical step toward achieving sustainable business success. Through these findings, the restaurant can enhance service quality, update its menu appropriately, and improve customers' perceived value, ultimately increasing overall customer satisfaction.

B. LITERATURE REVIEW

2.1. The Influence of Food Quality on Customer Satisfaction

The relationship between food quality and customer satisfaction is a fundamental aspect of consumer behavior in the culinary industry. Food quality encompasses various attributes, including taste, texture, safety, and nutritional value, which collectively shape consumer perceptions and experiences. High-quality food not only meets safety standards but also enhances the overall dining experience by appealing to the senses. Research indicates that consumers often associate high-quality food with positive emotional responses, which can significantly influence their purchasing decisions and brand loyalty. Therefore, understanding the intricacies of food quality is essential for producers and marketers aiming to create products that resonate with consumers on both a sensory and emotional level. This interplay highlights the

importance of considering psychological factors when evaluating food choices, as they can significantly impact consumer satisfaction and loyalty. By prioritizing both the sensory attributes of their products and the emotional experiences they create for consumers, businesses can cultivate strong relationships with their customers, ultimately leading to sustained success in the competitive food market. Understanding how food quality influences emotions—and vice versa—can inform better product development and marketing strategies that resonate with consumers on a deeper level (Gibson, 2006).

2.2. Food Quality and Emotional

Food quality is a complex concept that encompasses various attributes influencing consumer perceptions and experiences. It includes factors such as safety, nutritional value, sensory characteristics, and overall acceptability, which collectively contribute to how consumers evaluate food products. High food quality not only ensures safety and satisfaction but also enhances the overall eating experience by appealing to the senses of taste, smell, and texture. Research indicates that consumers often associate high-quality food with positive emotional responses, which can significantly influence their purchasing decisions and brand loyalty. Therefore, understanding the intricacies of food quality is essential for producers and marketers aiming to create products that resonate with consumers on both a sensory and emotional level. (Röhr et al., 2005)

Emotional responses play a crucial role in shaping consumer behavior regarding food choices. Emotions can be triggered by various factors, including the sensory experience of eating, social contexts, and individual psychological states. Positive emotions, such as happiness and comfort, are often linked to the consumption of certain foods, particularly those that are sweet or rich in flavor. Conversely, negative emotions like guilt or anxiety can arise from consuming foods perceived as unhealthy or low-quality. This emotional interplay highlights the importance of considering psychological factors when evaluating food choices, as they can significantly impact consumer satisfaction and loyalty. Understanding these emotional influences allows businesses to tailor their marketing strategies effectively to evoke positive feelings associated with their products. (Leigh Gibson, 2006)

The relationship between food quality and emotional responses is dynamic and multifaceted. High-quality foods tend to elicit positive emotional reactions that enhance customer satisfaction and foster brand loyalty. In contrast, poor-quality foods can lead to negative emotions that deter repeat purchases and damage brand reputation. This interplay suggests that businesses must prioritize both the sensory attributes of their products and the emotional experiences they create for consumers. By addressing these aspects comprehensively, organizations can cultivate strong relationships with their customers, ultimately leading to sustained success in the competitive food market. Understanding how food quality influences emotions—and vice versa—can inform better product development and marketing strategies that resonate with consumers on a deeper level. (Leigh Gibson, 2006)

2.3. Food Quality and Social

Food quality is a comprehensive concept that encompasses various attributes that influence consumer perceptions and choices regarding food products. According to experts, food quality can be defined in multiple ways. One definition emphasizes the intrinsic characteristics of food, such as its safety, nutritional content, freshness, and sensory attributes like taste and texture. This perspective highlights the importance of these qualities in determining consumer satisfaction and health outcomes. Another

definition focuses on the extrinsic factors affecting food quality, including packaging, labeling, and marketing strategies that shape consumer perceptions and behaviors. These definitions underscore that food quality is not solely about the product itself but also about how it is presented and perceived within social contexts.(Röhr et al., 2005)

The social dimension of food quality is equally significant, as it reflects the cultural, economic, and environmental influences that affect food choices. Social factors play a crucial role in shaping dietary habits and preferences, with cultural norms dictating what foods are deemed acceptable or desirable. For instance, traditional diets may emphasize specific ingredients or cooking methods that reflect a community's values and history. Additionally, social interactions can influence food consumption patterns; people often eat differently when alone compared to when they are with family or friends. This social facilitation effect can lead to increased consumption of certain foods in group settings, highlighting the importance of understanding the social context in which food choices are made.(Nestle et al., 1998)

Furthermore, the interplay between food quality and social influences has implications for public health initiatives aimed at promoting healthier eating behaviors. Experts argue that simply providing information about healthy eating is insufficient to change dietary habits due to various psychosocial barriers such as peer pressure, advertising, and socioeconomic factors. Effective dietary recommendations must consider these social dynamics to encourage sustainable changes in eating behavior. By recognizing the complex relationship between food quality and social influences, researchers and practitioners can develop more effective strategies to promote healthier diets that align with cultural values and social norms, ultimately improving public health outcomes on a broader scale.(Nestle et al., 1998)

2.4. Food Quality and Quality

Food quality is a multifaceted concept that pertains to various attributes that make food suitable and desirable for consumption. According to the study by Röhr et al. (2005), food quality encompasses factors such as taste, appearance, nutritional content, and food safety. These attributes are often categorized into “search,” “experience,” and “credence” qualities (Darby & Karni, 1973). Search qualities, like the appearance of an apple, can be evaluated before purchase, while experience qualities, such as taste, can be judged only after consumption. Credence qualities, like organic certification, require trust in external assurances, as they cannot be verified by consumers themselves.

ISO standards also offer a formal definition, describing quality as "the degree to which a set of inherent characteristics fulfills requirements," emphasizing customer satisfaction as a core metric (ISO 9000). This perspective aligns with modern quality management, where food safety is treated as a primary quality attribute. Röhr et al. (2005) further highlight that food safety, once implicitly expected, has gained prominence as a visible attribute that producers and regulatory bodies actively communicate to reassure consumers. As safety-sensitive and price-sensitive consumer segments emerge, the need to convey credible information regarding food safety and quality becomes essential for fostering trust and meeting consumer expectations.

Bech-Larsen & Grunert (2001) argue that consumer perceptions of quality are shaped not only by intrinsic properties of the food itself but also by credence factors that are influenced by broader societal concerns, such as ethical production practices. Over time, food quality perceptions have evolved, as demonstrated by consumer surveys showing a positive shift in quality perception from 1994 to 2002. These definitions

collectively show that food quality in the research context involves a complex interplay of sensory characteristics, safety, and consumer trust, reflecting both industry standards and individual expectations. (Röhr et al., 2005)

2.5. Food Quality and Price

Food quality and price are critical components in consumer decision-making and customer satisfaction, especially within competitive industries such as foodservice and hospitality. According to Abdullah et al. (2018), food quality encompasses attributes like taste, freshness, and health benefits that collectively satisfy consumer expectations. This is supported by Grunert (2005), who notes that food quality is directly linked to customer preferences and perceived value, impacting their overall satisfaction and loyalty. Additionally, the ISO's widely cited definition frames quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs," underscoring customer expectations as central to quality evaluation.

Price, meanwhile, is closely tied to consumers' perceptions of fairness and value. Rajendran (2009) defines price fairness as the perception that a price is reasonable, justifiable, and acceptable compared to alternatives. Xia, Monroe, and Cox (2004) add that consumers form emotional responses to perceived price fairness, which can lead to positive behaviors like repeat purchases when a fair balance between quality and cost is achieved. When prices are perceived as fair, customers are more likely to trust the provider and feel satisfied with their purchase, enhancing the likelihood of brand loyalty. Thus, price serves as more than a monetary transaction; it is a communicative element of fairness and value in the consumer experience.

Food quality and price intersect in their influence on customer satisfaction, as noted by Mattila and Wirtz (2001), who emphasize that food quality remains a key factor in customer loyalty and restaurant selection, with fair pricing further reinforcing customer trust. In essence, quality provides the product's tangible value, while price fairness ensures that the value is accessible and equitable. Together, these elements form a foundation for consumer loyalty, satisfaction, and positive brand perception, especially in industries where quality and pricing must align closely with customer expectations to ensure sustainable engagement and retention. (Abdullah et al., 2018)

2.6. Emotional and Repurchase Intention

Emotional intention and repurchase intention are crucial concepts in consumer behavior research, particularly in the context of retail. **Emotional intention** refers to the feelings and emotional responses that consumers experience during their shopping journey. These emotions can significantly influence their perceptions of the shopping environment, product quality, and overall satisfaction. For instance, positive emotions such as joy and excitement can enhance a consumer's connection to a brand or store, leading to favorable evaluations and a greater likelihood of future purchases. Conversely, negative emotions, such as frustration or disappointment, can detract from the shopping experience and diminish the consumer's likelihood of returning to that retailer. (Leigh Gibson, 2006)

on the other hand, is defined as the likelihood that a consumer will buy from the same retailer again in the future. This intention is often shaped by previous experiences, emotional responses during shopping, and the perceived value of products or services. Research indicates that when consumers feel satisfied with their shopping experience—often driven by positive emotions—they are more inclined to exhibit repurchase

intention. Factors such as store image, perceived crowding, and shopping motives also play significant roles in influencing this intention. For instance, a well-perceived store image can evoke trust and loyalty among consumers, thereby enhancing their likelihood of returning.

In summary, both emotional intention and repurchase intention are interlinked aspects of consumer behavior that reflect how emotional experiences during shopping can shape future purchasing decisions. Understanding these concepts is essential for retailers aiming to create positive shopping environments that foster emotional connections with customers. By focusing on enhancing customer emotions and addressing factors that influence repurchase intentions, retailers can improve customer loyalty and drive sales growth in an increasingly competitive market. (Simanjuntak et al., 2020)

2.7. Social and Repurchase Intention

Social intention and repurchase intention are vital concepts in understanding consumer behavior, particularly in the realm of social commerce. ****Social intention**** refers to the motivations and desires that drive consumers to engage with brands or products through social interactions, often facilitated by social media platforms. This includes sharing experiences, seeking recommendations, and participating in discussions within online communities. The influence of social networks on consumer decisions is profound; as individuals interact with peers and influencers, their perceptions of products can shift dramatically. This dynamic interaction fosters a sense of community and belonging, which can enhance brand loyalty and encourage future purchases. (Nestle et al., 1998)

in contrast, is the likelihood that a consumer will return to buy from the same brand or retailer again. This intention is shaped by various factors, including previous experiences with the product or service, emotional responses during the shopping process, and the perceived value derived from social interactions. Research suggests that positive social experiences—such as receiving helpful feedback from peers or engaging in meaningful conversations—can significantly boost repurchase intentions. When consumers feel satisfied and valued within a social commerce environment, they are more likely to exhibit loyalty towards the brand and recommend it to others. (Wirapraja & Subriadi, 2019)

In summary, both social intention and repurchase intention are interconnected elements that highlight the importance of community and interaction in consumer behavior. Understanding these concepts is essential for marketers aiming to leverage social commerce effectively. By fostering positive social interactions and creating engaging online communities, businesses can enhance customer satisfaction and drive repurchase intentions, ultimately leading to sustained growth in a competitive marketplace. (Wirapraja & Subriadi, 2019)

2.8. Quality and Repurchase Intention

Quality and repurchase intention are pivotal concepts in consumer behavior research, particularly relevant in the context of business operations aimed at sustaining customer loyalty. **Quality** refers to the inherent characteristics of a product or service that make it desirable and satisfactory to consumers. It encompasses attributes like performance, reliability, durability, design aesthetics, and conformance to specifications. High-quality offerings typically align with consumer expectations, ensuring that products meet or

exceed desired standards. For example, a restaurant's reputation for serving consistently flavorful meals would contribute to its overall quality, potentially driving customer retention.

on the other hand, represents the likelihood that a consumer will choose to buy from the same vendor again. This intention is influenced by several factors, including past experiences with the product or service, emotional responses during the transaction, and perceived value derived from those interactions. Positive experiences, such as excellent service or superior product quality, can significantly enhance repurchase intentions by fostering customer satisfaction and loyalty. For instance, if customers feel valued through personalized service interactions at a retail store, they are more likely to return for future purchases due to their positive emotional connection with the brand. (Röhr et al., 2005)

In summary, both quality and repurchase intention play crucial roles in shaping consumer behavior towards sustained business growth. By focusing on delivering high-quality products or services that meet or exceed customer expectations, businesses can create favorable experiences leading to increased repurchase intentions. This synergy between quality offerings and satisfied consumers forms the backbone of long-term relationships within any market setting, driving repeat sales and ultimately contributing to organizational success. Understanding these dynamics is essential for marketers aiming to build loyal clienteles in today's competitive marketplace. (Mahendrayanti & Wardana, 2021)

2.9. Price and Repurchase Intention

Price is often defined as the value exchanged for a product or service, representing the monetary amount that consumers are willing to pay and sellers are prepared to accept. Price can influence customer perceptions, especially when linked to factors like product quality, affordability, and market positioning. For instance, higher prices may signify premium quality or exclusive value, while competitive or discounted pricing can appeal to consumers seeking affordability. Price perception, therefore, goes beyond mere cost, involving how consumers gauge the fairness and appropriateness of the price in relation to the product's value. (Abdullah et al., 2018)

Repurchase intention refers to a customer's inclination to buy a product or service again after an initial purchase, driven by positive experiences, satisfaction, or perceived value. This intention is crucial for businesses as it reflects customer loyalty and satisfaction, both of which are influenced by factors like price, product quality, and service experience. In research, repurchase intention is commonly measured by examining customers' future purchasing behaviors, likelihood of recommendation, and general satisfaction with the prior purchase experience. It is often seen as a predictor of long-term customer retention. (Mahendrayanti & Wardana, 2021)

In reputable journals, studies on price and repurchase intention explore their interrelation, especially how perceived value and satisfaction mediate between initial pricing and a customer's likelihood to make repeat purchases. Researchers analyze how price perception impacts satisfaction and loyalty, assessing if fair or favorable pricing enhances repurchase intention. This relationship is particularly relevant in competitive markets, where price and value alignment can be pivotal in securing ongoing customer engagement and positive brand associations. (Salim et al., 2020)

Based On the Description Above, We Propose the Hypothesis That Price Has a Positive Influence on Repurchase Intention

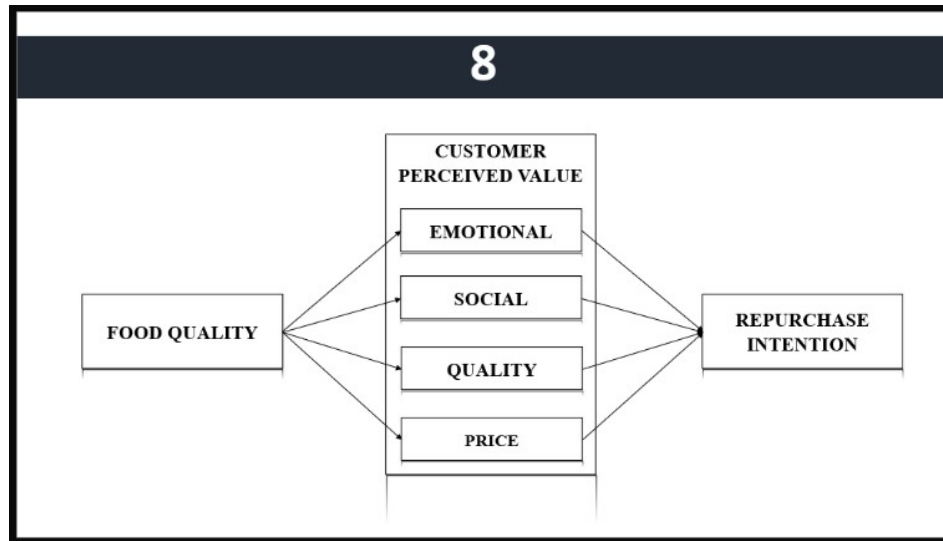


Figure 1 Framework Food quality and repurchase intention

C. METHODOLOGY

The methodology for this study aims to investigate the effect of service quality, food quality, and perceived value on customer satisfaction at Padang Payakumbuah Restaurant, specifically at its BSD branch in Tangerang Selatan. Utilizing a quantitative approach, we employ a non-probability sampling technique, namely convenient sampling, to recruit participants. Approximately 100 customers who have recently dined at the BSD branch over the past three months will complete an online questionnaire. The questionnaire includes close-ended items measuring attributes such as service quality, including timeliness and staff friendliness; food quality, covering taste, presentation, freshness, and variety; perceived value, addressing price fairness and overall value perception; and overall customer satisfaction. Descriptive statistics will summarize demographic profiles and response patterns, while inferential statistical analyses—specifically multiple regression analysis and hypothesis testing using SPSS software—will determine significant relationships between these variables. Additionally, reliability tests will ensure that measurement scales are consistent through Cronbach's alpha coefficient. This comprehensive methodology aims to provide insights into how service quality, food quality, and perceived value collectively influence customer satisfaction at Padang Payakumbuah Restaurant, thereby offering practical recommendations for enhancing dining experiences. (Suharyati & Ramadhan, 2024)

D. RESULT

Reliability and Validity

The analysis of Reliability and Validity shows that the constructs used in this study are robust. The statistical table indicates that the Composite Reliability of all

variables (Customer Perceived Value, Food Quality, and Repurchase Intention) has Cronbach's Alpha values exceeding 0.75, specifically 0.857 for Customer Perceived Value, 0.783 for Food Quality, and 0.752 for Repurchase Intention. Additionally, the Average Variance Extracted (AVE) is close to or exceeds 0.50 for all variables, with an average around 0.70; for instance, the AVE for Customer Perceived Value is 0.503, while for Food Quality it is 0.697.

The examination of external loadings reveals that all are significant ($> |0.05|$), such as FQ1-FQ3 (regarding food quality) and REP1-REP3 as well as VAL1-VAL8 (concerning customer perceived value). Furthermore, the calculation of discriminant validity indicates that these variables can effectively differentiate themselves. For example, the internal loadings for Customer Perceived Value are highly significant while external loadings for Food Quality and Repurchase Intention are also strong. Therefore, it can be concluded that the data has undergone rigorous reliability and validity processes, making the results a reliable foundation for interpreting and generalizing the findings of this research.

Table 1
Validity and reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Perceived Value	0,857	0,864	0,889	0,503
Food Quality	0,783	0,791	0,874	0,697
Repurchase Intention	0,752	0,819	0,858	0,673

Data sources are processed independently (2024)

The analysis of Discriminant Validity indicates that the constructs in this study effectively distinguish themselves from one another. The results show that the Average Variance Extracted (AVE) values for each variable—Customer Perceived Value (0.503), Food Quality (0.697), and Repurchase Intention (0.673)—are all above the threshold of 0.50, suggesting that these constructs explain a significant portion of variance in their respective indicators. Additionally, the outer loadings for each item associated with the constructs are substantial, with values such as 0.871 for FQ3 (Food Quality) and 0.922 for REP2 (Repurchase Intention), indicating strong relationships between the items and their respective constructs. Furthermore, the cross-loadings show that each construct has higher loadings on its own indicators compared to those of other constructs,

reinforcing their distinctiveness. Overall, these findings confirm that the constructs are valid and reliable measures, allowing for meaningful interpretations in the context of this research.

Tabel 2
Discriminant Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Perceived Value	0,857	0,864	0,889	0,503
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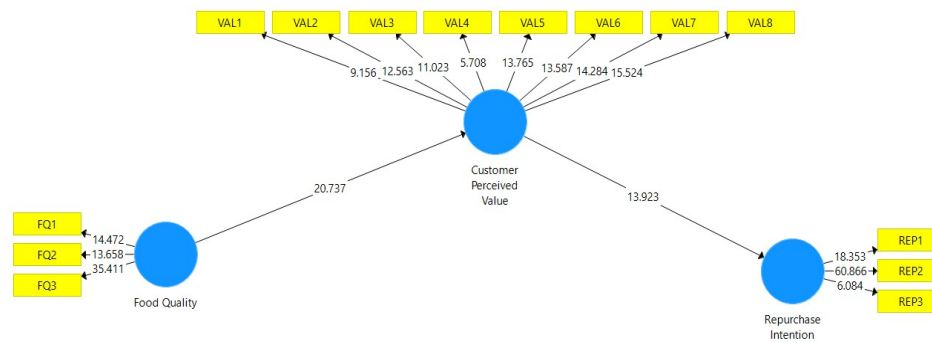


Figure 2 Algorithm calculation

The analysis of Outer Loadings provides crucial insights into how well individual items within each construct relate to their corresponding latent factors. In this study, the outer loadings indicate high correlations between specific items and their respective constructs. For instance, the loading for "FQ3" under Food Quality stands at 0.871, which signifies a very strong relationship between this particular item and the overall concept of food quality. Similarly, the loading for "REP2" under Repurchase Intention reaches 0.922, demonstrating an exceptionally strong association between this item and repurchase intention. These high loadings suggest that these items are effective indicators of their respective constructs, thereby enhancing the validity of the measurement scales. Moreover, lower cross-loadings further reinforce the discriminant validity by ensuring that each item loads more strongly onto its intended factor than any other factor, thus confirming that these constructs are indeed distinct and reliably measured through these items. This detailed analysis underscores the robustness of both the constructs and their measuring instruments, providing confidence in using them for future analyses and applications.

Table 3

Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FQ1 <- Food Quality	0,800	0,798	0,055	14,472	0,000
FQ2 <- Food Quality	0,833	0,838	0,061	13,658	0,000
FQ3 <- Food Quality	0,871	0,878	0,025	35,411	0,000
REP1 <- Repurchase Intention	0,863	0,860	0,047	18,353	0,000
REP2 <- Repurchase Intention	0,922	0,923	0,015	60,866	0,000
REP3 <- Repurchase Intention	0,652	0,656	0,107	6,084	0,000
VAL1 <- Customer Perceived Value	0,689	0,694	0,075	9,156	0,000
VAL2 <- Customer Perceived Value	0,744	0,743	0,059	12,563	0,000
VAL3 <- Customer Perceived Value	0,729	0,728	0,066	11,023	0,000
VAL4 <- Customer Perceived Value	0,536	0,532	0,094	5,708	0,000
VAL5 <- Customer Perceived Value	0,687	0,688	0,050	13,765	0,000

VAL6 <- Customer Perceived Value	0,705	0,710	0,052	13,587	0,000
VAL7 <- Customer Perceived Value	0,782	0,779	0,055	14,284	0,000
VAL8 <- Customer Perceived Value	0,774	0,783	0,050	15,524	0,000

Data sources are processed independently (2024)

The analysis of Path Coefficients reveals significant relationships between constructs and their indicators, providing a clear understanding of how different variables influence one another. Specifically, the path coefficient from Customer Perceived Value to Repurchase Intention is 0.748, indicating a strong positive correlation where customers who perceive higher value tend to have stronger intentions to repurchase. Another notable finding is the path coefficient from Food Quality to Customer Perceived Value, which is 0.787, showing a direct and substantial impact of food quality on customer perception. Both coefficients are statistically significant ($t=13.923$ and $t=20.737$) with extremely low probabilities ($p<0.001$), confirming the strength and significance of these relationships. These outcomes highlight the critical role of both customer-perceived value and food quality in driving consumer behavior towards repeated purchases, thereby validating their importance within this research context.

Tabel 4
Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Perceived Value - > Repurchase Intention	0,748	0,762	0,054	13,923	0,000
Food Quality -> Customer Perceived Value	0,787	0,795	0,038	20,737	0,000

Data sources are processed independently (2024)

The analysis of Specific Indirect Effects highlights the complex interplay among various constructs in influencing consumer behavior. Notably, the indirect effect of Food

Quality on Repurchase Intention via Customer Perceived Value is significant. With a sample mean of 0.589 and standard deviation of 0.605, the t-statistic is calculated to be approximately 11.053 ($t=11.053$), which corresponds to an extremely low probability ($p=0.000$). This indicates that there is a substantial and statistically significant indirect relationship where higher food quality leads to increased customer perceived value, which subsequently enhances repurchase intention. Specifically, for every unit increase in food quality, it indirectly increases repurchase intention by approximately 58.9% through its positive impact on customer-perceived value. These findings underscore the critical role of both food quality and customer perception in driving consumer loyalty, thereby validating this specific pathway within the research context.

Tabel 5
Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Food Quality -> Customer Perceived Value -> Repurchase Intention	0,589	0,605	0,053	11,053	0,000

Data sources are processed independently (2024)

E. CONCLUSSION

Based on the findings and discussions from the research on the influence of service quality, food quality, and perceived value on customer satisfaction at Padang Payakumbuah Restaurant, it can be concluded that all three factors significantly impact customer satisfaction. The study, which involved 100 respondents who had dined at the BSD branch, revealed that service quality is a crucial determinant of customer satisfaction, highlighting aspects such as responsiveness and staff friendliness. Additionally, food quality, encompassing taste, presentation, and freshness, also plays a vital role in enhancing customer satisfaction. Furthermore, perceived value, which reflects customers' assessment of the price relative to the quality received, was found to positively influence overall satisfaction. The results indicate that by maintaining high standards in service and food quality while ensuring perceived value aligns with customer expectations, Padang Payakumbuah can enhance customer satisfaction and foster repeat patronage. Therefore, it is recommended that the restaurant continues to focus on these attributes while also addressing any areas identified for improvement to sustain its competitive edge in the culinary market.

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