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# Effect of Dining Service Quality and Social Media Marketing on Intention to Revisit with Customer Satisfaction as an Intervening Variable at in out Cafe Medan

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Received: 11 March 2024

Accepted: 27 May 2024

Published: 13 July 2024

**Abstract:** *This research aims to analyze effect of dining service quality and social media marketing on intention to revisit with customer satisfaction as an intervening variable at In Out Cafe Medan. The research used in this research is associative research. Population in this research is consumers of in out Cafe Medan which was conducted from September 2023 to January 2024 with an unknown number. In this research, the sampling method used was non-probability sampling. The minimum sample size is 5-10 observations for each parameter being estimated, suggesting that the minimum sample size be 5-10 times the indicator variable. So the number of indicators is 23 multiplied by 5 equals 115. So through calculations based on this formula, the sample size for this research is 115 people. The data analysis model used in this research uses path analysis. Based on the research results show that dining service quality has a positive and significant effect on customer satisfaction at In out Cafe Medan. Social media marketing has a positive and insignificant effect on customer satisfaction at In out Cafe Medan. Dining service quality has a positive and significant effect on intention to revisit at In out Cafe Medan. Social media marketing has a positive and insignificant effect on intention to revisit at In out Cafe Medan. Customer satisfaction has a positive and significant effect on intention to revisit at In out Cafe Medan. Dining service quality has a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan. Social media marketing does not have a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan.*

**Keywords:** *Dining Service Quality, Social Media Marketing, Intention to Revisit, Customer Satisfaction.*



## 1. INTRODUCTION

Competition in the restaurant business is currently increasing, and business people must have a competitive advantage to retain consumers by fulfilling their needs and desires. In order to stay ahead of competitors, business people must design the right strategy to attract consumers to achieve company goals. Business people must also know the needs and desires of consumers. A phenomenon that is currently developing in society is a change in people's lifestyles, where people prefer to spend time outside the home to relieve fatigue after busy activities and fill their free time with their friends.

As time goes by, urban society is currently also experiencing changes in lifestyle. People who currently fulfill their food needs are more likely to go to fast food restaurants because they want to look for variety, or are reluctant to make their own food. The culinary business is one of the opportunities that business people are taking advantage of by responding to developing phenomena. Competition between culinary businesses is increasing rapidly nowadays. This encourages culinary entrepreneurs to rack their brains, and design strategies and marketing techniques that are creative and effective for potential customers and with appropriate budgets. According to the Indonesian Creative Economy Agency, the culinary business makes the largest contribution to the creative economy sector.

The culinary business makes the biggest contribution to the creative economy sector. In 2022, of the 16 sectors, there are three sectors that will contribute 30% to the creative economy. The three sectors are culinary, fashion and crafts with the highest percentage being culinary at 34%. This shows that the culinary sector is able to improve the economy for the better.

The Food and Beverage industry experienced a decline starting from 7.78% in 2019 to 1.58% in 2020 due to the COVID-19 pandemic. Data on the gradually increasing growth figures from 2020 to 2022 for this sector represent dynamic capabilities as the right means for companies to integrate, expand, modify, and reconfigure both internal and external resources in adapting to a rapidly changing environment.

Social media marketing gives companies the opportunity to convey better communications to consumers and can build brand loyalty. Brand loyalty, as an impact caused by the use of social media in promoting and communicating with customers, can at least boost the company's brand or even maintain the brand's position. With social media marketing, it can also increase profits for the company and the following is In out Cafe Medan's income in 2022.

This was due to the lack of active promotions and information provided by In out Cafe Medan on Instagram social media marketing, resulting in a decline in sales in July. However, in December, In out Cafe Medan made a year-end promotion through social media marketing which was able to increase In out Cafe Medan's income again in December.

The comfort of a consumer will also be assessed based on the atmosphere of the environmental service when visiting, in this case In out Cafe Medan must be able to facilitate consumer comfort in order to be able to create a moment of truth, namely an experience based on what is felt directly.



Based on existing phenomena, one of the facilities at In out Cafe Medan is less comfortable, namely the seats are made of cement, making it less comfortable for consumers to sit on for a long time and relax.

The things that need to be paid attention to in determining a company's interest in returning to visit are the main reasons for increasing interest in returning to visit. Interest in returning to visit is buying a product more than once. What this means is the action of consumers to want to buy a product more than once. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price, and products that are already known to the public. Interest in visiting is basically a feeling of wanting to visit a place that is interesting to visit.

Satisfying customer needs is the desire of every company. Apart from being an important factor for a company's survival, satisfying consumer needs can increase excellence in competition (Indrasari, 2019). For this reason, companies must be able to create customer satisfaction in order to create customer loyalty. Companies will act wisely by measuring customer satisfaction regularly, because one of the keys to retaining customers is customer satisfaction (Kotler and Keller, 2016). Of course, companies also have to know what factors can influence customer satisfaction.

This research aims to analyze effect of dining service quality and social media marketing on intention to revisit with customer satisfaction as an intervening variable at In out Cafe Medan.

## **2. RELATED WORKS**

### **2.1 Dining Service Quality**

Dining service quality is an instrument for assessing consumer perceptions about the service quality of a restaurant (Stevens et al., 1995). This instrument is used to measure the level of consumer satisfaction with service quality in three restaurant segments, namely quick service, casual or theme, and fine dining. Dining service quality instrument has been widely used to measure the level of service quality in the restaurant business and many researchers' have concluded that dining service quality is a valid and reliable measuring tool in measuring service quality in the restaurant business. Dining service quality is used as a reliable and relatively simple tool to determine the consumer's perspective on the overall quality of a restaurant.

### **2.3 Social Media Marketing**

According to Situmorang (2017), social media is a product of the digital world that prioritizes the process of interaction between individuals and each other, creating an attraction between social media and the individual. The number of social media users is countless, users ranging from children, adults to the elderly also use it. Apart from that, people from the upper class or elite also use social media as a means of seeking information and various information.



### **2.3 Customer Satisfaction**

According to Kotler and Keller (2016), customer satisfaction is a person's feeling of joy or disappointment that arises after comparing the product's perceived performance or results to their expectations or expectations if performance fails to meet expectations then customers will be dissatisfied, if performance meets expectations then customers will be satisfied and if performance exceeds expectations then customers will be very satisfied and happy. This satisfaction will certainly be felt after the customer concerned consumes the product.

### **2.4 Intention to Revisit**

Intention to revisit is basically an impulse that arises from within a person, which is a desire to visit an object or area that attracts the attention of individuals and groups continuously (Putri et al., 2020). Apart from just selling their services, business people should make efforts to attract consumers to visit again. Likewise, with In out Cafe Medan, rather than consumers only visiting once, it is better to visit again.

## **3. METHODOLOGY**

The research used in this research is associative research. According to Sugiyono (2017) associative research is research conducted to determine the relationship between two or more variables. In this research, researchers used a quantitative approach. Quantitative data was obtained through distributing questionnaires which were determined based on the number of samples in this research. Thus, this research is quantitative descriptive research. Data obtained through the research population sample will be analyzed according to the statistical methods used and will then be interpreted (Sekaran and Bougie, 2017).

Population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). Population in this research is consumers of In out Cafe Medan which was conducted from September 2023 to January 2024 with an unknown number. In this research, the sampling method used was non-probability sampling. Non-probability sampling is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2017). The minimum sample size is 5-10 observations for each parameter being estimated, suggesting that the minimum sample size be 5-10 times the indicator variable. So the number of indicators is 23 multiplied by 5 equals 115. So through calculations based on this formula, the sample size for this research is 115 people.

In general, regression analysis is basically a study of the dependence of a dependent variable on one or more independent variables, with the aim of estimating or predicting the population average or known value of the independent variable (Ghozali, 2016). The data analysis model used in this research uses path analysis. Path analysis is the use of regression analysis to



estimate causal relationships between variables that have been previously determined based on theory (Ghozali and Latan, 2015). Path analysis model is used to analyze the pattern of relationships between variables with the aim of knowing direct or indirect effect of a set of independent variables on the dependent variable. Direct effect is testing whether an exogenous variable is able to influence the endogenous variable directly (Pratisto, 2010). It is said that exogenous variables have an effect on endogenous variables if the significant value is greater than 0.05 with a confidence level of 95%. Apart from that, to see whether exogenous variables can influence endogenous variables directly is to look at the beta coefficient ( $\beta$ ) value which is greater than the beta coefficient ( $\beta$ ) value of the indirect effect. Indirect effect is testing whether an exogenous variable has an effect on an endogenous variable through an intermediary variable (Priyastama, 2017). To be able to find out whether the intervening variable is able to mediate between exogenous and endogenous variables is to carry out the first regression test, namely testing variable X against Z. After that, carry out the second regression test, namely testing variable X against Y, and variable Z against Y.

#### **4. RESULTS AND DISCUSSION**

##### **General Description**

In Out Cafe Medan is a local cafe with a minimalist design concept with tropical architecture which is the characteristic of in out Cafe Medan. Apart from that, the division of interior zoning is adjusted to the needs of each area which underlies the public's decision to buy. In Out Cafe is located at Gang Mas Number 42, Siti Rejo I Subdistrict, Medan City District, Medan City, North Sumatra Province, Postal Code 20215, Instagram: @io.inout.

In out Cafe Medan was founded in August 2021, which was founded by 5 people who are currently the owners of In out Cafe Medan. In Out Cafe Medan it carries an industrial garden concept which gives an industrial feel and trees are deliberately planted so that the outside can be seen. Cool and comfortable to visit. In Out Cafe Medan has a slogan, "Enjoy when you are in, love it when you are out", which means enjoy it when you visit the location and when visitors leave, it is hoped that they will be satisfied and will visit again.

In Out Cafe Medan is open every day and has operational hours from 15.00 to 11.00 WIB. In Out Cafe Medan provides a large menu of drinks, not only coffee but also various drinks such as milkshakes, mocktails, and chocolate. Not only drinks, In out Cafe Medan also provides snacks and heavy meals. In Out Cafe Medan's flagship products are In out Coffee, Dark Chocolate Bold, Fresh Punch, and Mango Apple Tea, and the mainstay dishes on the menu are Chicken Blackpaper and Pecak Chicken Rice.

##### **Respondent Characteristics**

Based on the data, it is known that of the 115 respondents studied, they were divided into 62 men with a percentage of 53.9% percent and 53 women with a percentage of 46.1% percent. From the data, it can be concluded that based on the samples taken in the research, the majority of In out Cafe Medan customers are dominated by men. This is probably because



men like coffee more and like hanging out in coffee shops more than women.

Based on the data, it is known that of the 115 respondents studied, there were 63 people aged 17-25 years with a percentage of 54.8%, 33 people aged 26-30 years with a percentage of 28.7%, 15 people aged 31-34 years with a percentage of 12%, as many as 4 people aged >35 years with a percentage of 3.4%. From the data, it can be concluded that the majority of respondents who are customers of In Out Cafe Medan and are the sample are vulnerable aged 17-25 years which is a young age. This could be because the age range of 17-25 years is young people who tend to prefer drinking coffee while hanging out at a coffee shop with their friends.

Based on the data, it is known that of the 115 respondents studied, as many as 46 people worked as students with a percentage of 40.0 percent, as many as 25 people worked as private employees with a percentage of 21.7 percent, as many as 27 people worked as civil servants with a percentage of 23.5 percent, as many as 12 people worked as employees of state-owned enterprises with a percentage of 10.4 percent, as many as 5 people who work as Others with a percentage of 4.4 percent. From the data it can be concluded that the majority of respondents who are consumers of in out Cafe Medan and are the sample are students. This could be because many students like to gather together while drinking coffee and doing lecture activities such as online lectures or doing college assignments.

### **Direct Effect**

Table 1. Path Coefficients (Mean, STDEV, t-Value)

	<b>Originalsample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics (O/STDEV)</b>	<b>P values</b>
Dining Service Quality ->Customer Satisfaction	0.380	0.393	0.076	4.980	0.000
Social Media Marketing ->Customer Satisfaction	0.075	0.075	0.116	0.648	0.517
Dining Service Quality ->Intention to Revisit	0.419	0.431	0.073	5.702	0.000
Social Media Marketing ->Intention to Revisit	0.162	0.156	0.131	1.234	0.217
Customer Satisfaction ->Intention to Revisit	0.849	0.843	0.032	26.696	0.000

Source: Smart PLS 4 Data Processing Results (2023)

Dining service quality has a positive and significant effect on customer satisfaction at In Out Cafe Medan. The dining service quality instrument has been widely used to measure the level of service quality in the restaurant business and many researchers have concluded that dining service quality is a reliable instrument in measuring service quality in the restaurant business.



Dining service quality is used as a reliable and relatively simple tool to determine how consumers view the overall quality of a restaurant. Based on direct influence path analysis, dining service quality has a positive and significant effect on customer satisfaction. This means that the dining service quality applied and the service quality measured by the dimensions of dining service quality are able to provide satisfaction to customers. Dining service quality that is always consistent and carried out optimally will have a significant impact on customer satisfaction who visit In out Cafe Medan.

Social media marketing has a positive and insignificant effect on customer satisfaction at In out Cafe Medan. Based on the results of path analysis, social media marketing does not have a significant impact on customer satisfaction. This means that the social media marketing implemented by In out Cafe Medan does not have a significant impact on customer satisfaction. In Out Cafe Medan focuses on social media marketing as a promotional medium and notification of information to customers and the general public about In Out Cafe Medan. This shows that the social media marketing carried out by In out Cafe Medan is only to create customer interest in deciding to visit or buy products at In out Cafe Medan.

Dining service quality has a positive and significant effect on intention to revisit at In out Cafe Medan. Dining service quality has a positive and significant effect on intention to revisit. This means that by optimizing each dimension in the dining service quality variable, it will increase the intention to revisit In out Cafe Medan customers. This shows that if you want to influence customers in deciding to make a return visit, In out Cafe Medan must prioritize dining service quality for each customer to increase customers' intention to revisit.

Social media marketing has a positive and insignificant effect on intention to revisit at In out Cafe Medan. Based on the results of path analysis, social media marketing does not have a significant impact on interest in returning to visit. This means that the social media marketing implemented by In out Cafe Medan does not have a significant impact on interest in returning visits. In Out Cafe Medan focuses on social media marketing as a promotional medium and notification of information to customers and the general public about In Out Cafe Medan. This shows that the social media marketing carried out by In out Cafe Medan is only to generate or increase customer interest in deciding to visit or buy products at In out Cafe Medan.

Customer satisfaction has a positive and significant effect on intention to revisit at In out Cafe Medan. This shows that if you want to influence consumers in deciding to make a return visit, In out Cafe Medan must implement and pay attention to service, product, and comfort factors that can lead to customer satisfaction so that customers are interested in making return visits to In out Cafe Medan. Customer satisfaction is a feeling felt by customers when or after consuming the products or services offered by the manufacturer. The satisfaction felt by customers can influence subsequent consumer behavior.



### Indirect Effect

Table 2. Path Coefficients

	Original sample	Sample mean	Standard deviation	T statistics	P values
Dining Service Quality ->Customer Satisfaction ->Intention to Revisit	0.322	0.331	0.064	5.042	0.000
Sosial Media Marketing ->Customer Satisfaction ->Intention to Revisit	0.064	0.063	0.098	0.649	0.516

Source: Smart PLS 4 Data Processing Results (2023)

Dining service quality has a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan. Through the results of descriptive statistics, the indicator that forms customer satisfaction is service in accordance with customer expectations. Thus, the relationship between dining service quality and dimensions, namely the atmosphere of the place and the quality of the products offered by In out Cafe Medan, has an influence on customer satisfaction at In out Cafe Medan. As a result of this causal relationship, it is able to have a significant impact on customers' interest in revisiting In out Cafe Medan through dining service quality indicators such as atmosphere, coolness, lighting, interior and exterior design, quality of food and drinks, as well as menu variations offered to customers at In Out Cafe Medan.

Social media marketing does not have a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan. The results of descriptive statistics, indicators, or questionnaires related to social media marketing variables show that social media is only used by customers to look for information and references about In Out Cafe Medan to decide to visit the location. Thus the relationship between social media marketing In out Cafe Medan has no influence on customer satisfaction at In Out Cafe Medan. As a result of this causal relationship, social media marketing is unable to have a significant impact on customers' interest in revisiting In out Cafe Medan. This is because In out Cafe Medan implements social media marketing to provide information and notifications related to service and comfort to customers to increase customer interest and decision to come to visit.

### 5. CONCLUSION AND SUGGESTION

Based on the research results show that dining service quality has a positive and significant effect on customer satisfaction at In out Cafe Medan. Social media marketing has a positive and insignificant effect on customer satisfaction at In out Cafe Medan. Dining service quality has a positive and significant effect on intention to revisit at In out Cafe Medan. Social media marketing has a positive and insignificant effect on intention to revisit at In out Cafe Medan. Customer satisfaction has a positive and significant effect on intention to revisit at In out





Cafe Medan. Dining service quality has a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan. Social media marketing does not have a significant effect on intention to revisit through customer satisfaction at In out Cafe Medan. Based on the results of the research conducted, the researcher compiled and made suggestions for several parties as follows:

### **To the Management of in Out Café Medan**

Through the research results, it is known how each variable influences intention to revisit. The researcher tries to provide suggestions that are expected to be input and considered based on the variables:

#### **Dining Service Quality**

The researcher tries to provide suggestions which are expected to provide input and consideration which should be suggested to In Out Cafe Medan to pay attention to the quality of taste of the food served to customers, create an attractive appearance or plating of food so that it can arouse customers' tastes, and add a variety of choices to the food menu. And it is recommended that In out Cafe Medan maintain the sound of music in the cafe that is pleasant to hear because this makes customers enjoy it.

#### **Social Media Marketing**

It is recommended to In out Cafe Medan that the cafe's Instagram social media be more active in creating content, promotions, and other information related to the cafe to attract consumers to visit, such as creating Instagram stories, sharing reels and updating Instagram feeds regularly and interestingly. Furthermore, it is recommended to In out Cafe Medan to convey information on Instagram clearly and easily understood by the general public, such as using language that is easy to understand, as well as clear images and videos.

#### **Customer Satisfaction**

It is recommended that In out Cafe Medan be able to further improve product quality so that the products received by consumers are in line with consumer expectations and do not disappoint consumers. It is also recommended that In out Cafe Medan be able to maintain affordable product prices with good quality, because this makes customers feel happy and satisfied.

#### **Intention to Revisit**

It is recommended that In Out Cafe Medan be able to improve the comfort of the cafe so that the experience of consumers who have made purchases at In Out Cafe Medan can recommend In Out Cafe Medan to others, as well as maintain facilities and quality because the majority of consumers are millennials who make In Out Cafe Medan their a place to gather and spend time with friends so that consumers are more interested in making return visits to In Out Cafe Medan.



### **To the Next Researcher**

It is hoped that this research can become a source of reference and reference for future researchers regarding factors that can influence customer satisfaction and interest in returning visits. In this research, it was found that one of the variables used did not have a significant impact on satisfaction and interest in returning to visit, namely social media marketing, so it is recommended that future researchers use other variables that are considered to be able to provide and contribute significantly to customer satisfaction and interest in returning.

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