



## The Effect of Product Quality, Service Quality, and Physical Environment on Repurchase Intention through Customer Satisfaction in Jatinangor House Sorowajan

Mohammad Hisyam Nawawi<sup>1\*</sup>, Wisnalmawati<sup>1</sup>, Heru Tri Sutiono<sup>1</sup>

<sup>1</sup>Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

\*Email: [hisyamnawawii@gmail.com](mailto:hisyamnawawii@gmail.com)

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### Abstract

This research aims to examine the influence of product quality, service quality, physical environment influence customer satisfaction. Customer satisfaction influence repurchase intention. Product quality, service quality, physical environment influence intentions which are mediated by customer satisfaction. Methods: This research examines the effect of product quality, service quality, physical environment on repurchase intentions. Sample taken from consumers in Jatinangor house sorowajan. The number of samples in this research was 80 respondents. The sampling technique uses accidental, namely distributing questionnaires to consumers who meet in WhatsApp groups. The data was tested with the variable product quality, service quality, physical environment, repurchase intention. Data were analyzed using the Structural Equational Model (SEM) with Partial Least Square (Smart PLS) technique. Results: The research results show that the product quality, physical environment influence customer satisfaction. Except for service quality does not have a significant effect. Customer satisfaction influence repurchase intention. Product quality, service quality, physical environment influence intentions which are mediated by customer satisfaction. Novelty: The novelty of this research is that customer satisfaction can increase the repurchase intention on Jatinangor house Sorowajan. Theory implications - The findings of this study may contribute to consumer behavior models, Practical implications Strategizing product, service, and physical environment Jatinangor house Sorowajan, and Triple duties.

**Keywords:** Product quality, service quality, physical environment, customer satisfaction, repurchase intention.

### 1. Introduction

The food and beverage (F&B) industry is one of the fastest-growing sectors, particularly after the 2021 pandemic. In this industry, food product quality is a key factor influencing customer satisfaction. The quality of food products highly depends on the raw materials used and the production standards applied. According to (Kotler et al., 2019), customer satisfaction is closely related to the quality of the products received (Pratondo et al., 2024; Zaid, 2021). In addition to product quality, service quality is also crucial in shaping a positive customer experience (Chandra et al., 2024; Pratondo & Zaid, 2021). In recent years, the F&B industry has experienced significant growth, driven by changes in consumer lifestyles that demand fast and efficient

service. As a result, many fast-food companies strive to streamline operations and enhance staff competencies to provide quick and friendly service.

Apart from product and service quality, the physical environment also plays an essential role in shaping customers' perceptions of a restaurant. According to Ryu & Han (2010), customers evaluate restaurant service quality based on three primary aspects: food, physical environment, and service. A comfortable, clean, and aesthetically pleasing environment can enhance customer experience and strengthen their loyalty to a brand. Furthermore, brands known for high innovation and values such as sustainability and business ethics tend to build stronger customer loyalty. A study by Joudeh & Dandis (2018) highlighted that friendly, fast, and efficient service makes customers feel valued and appreciated, ultimately increasing satisfaction and repurchase intention.

In the context of Jatinangor House Sorowajan, there is an interesting phenomenon regarding customers repurchase intentions. Based on interview results, approximately 55% of customers return regularly, while 45% rarely revisit the restaurant. This phenomenon serves as the foundation for this study, aiming to identify the factors influencing customer satisfaction and repurchase intention. Additionally, this study seeks to bridge the research gap identified in previous studies.

Several previous studies have shown mixed findings regarding the relationship between product quality, service quality, and the physical environment on customer satisfaction and repurchase intention. For example, Rajput & Gahfoor (2020) research found that high-quality service positively impacts customer satisfaction and repurchase intention. Meanwhile, Mensah & Mensah (2018) study stated that product quality directly affects customer satisfaction. In contrast, Inoni (2021) study indicated a full mediation effect in this relationship. Furthermore, research by Hidayat et al., (2020) revealed that product quality significantly affects repurchase intention, while (Razak et al., 2016) confirmed that product quality strongly influences customer satisfaction.

Building on these prior findings, this study aims to analyze the relationship between product quality, service quality, and the physical environment on customer satisfaction and repurchase intention at Jatinangor House Sorowajan. Specifically, this research has five primary objectives: (1) to analyze the impact of product quality on customer satisfaction, (2) to examine the effect of service quality on customer satisfaction, (3) to assess the influence of the physical environment on customer satisfaction, (4) to evaluate the effect of customer satisfaction on repurchase intention, and (5) to analyze the mediating role of customer satisfaction in the relationship between product quality, service quality, and physical environment on repurchase intention at Jatinangor House Sorowajan. The findings of this study are expected to

contribute to the development of marketing strategies and service quality improvements within the F&B industry.

## **2. Research Method**

This study employs a descriptive and quantitative research design to analyze the relationship between product quality, service quality, physical environment, customer satisfaction, and repurchase intention at Jatinangor House Sorowajan. The research population consists of all customers of Jatinangor House Sorowajan; however, the exact number of the population is unknown. To obtain representative data, the study uses a non-probability sampling technique, specifically accidental sampling, where 80 respondents were selected based on their availability and willingness to participate.

Data collection was conducted through a structured questionnaire (Ghozali, 2018), which included several variables measured using validated indicators. Product quality was assessed based on product taste, freshness, cleanliness, and visual appearance (Abughoush et al., 2023; Sari, 2020). Service quality was evaluated by measuring friendliness, punctuality, staff competence, and responsiveness (Dandotiya et al., 2020; Hidayat et al., 2020). Physical environment was analyzed by considering cleanliness, environmental comfort, adequacy of facilities, interior design, market competitiveness, and value for money (Chun & Nyam-Ochir, 2020; Singh et al., 2023). Customer satisfaction was determined through the extent to which expectations were met, overall satisfaction levels, positive customer feedback, and the restaurant's reputation. Lastly, repurchase intention was measured by examining purchase routines, recommendations to others, and the selection of the main menu (Adekunle & Ejechi, 2018; Veas-González et al., 2024).

For data analysis, this study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. This statistical approach is appropriate for predictive modeling and hypothesis testing, particularly when dealing with complex relationships between variables (Hair et al., 2019). The PLS-SEM technique was employed to evaluate the measurement model (validity and reliability) and the structural model (hypothesis testing). Path coefficients, t-statistics, and p-values were analyzed to determine the significance of relationships among variables.

## **3. Results and Discussion**

### **3.1 Validity and Reliability Measurement**

The validity test is used to measure whether the instrument in the research questionnaire can measure the variables that should be measured (Sugiyono, 2018). A questionnaire can be said to be reliable if the respondents' answers to the statements are consistent. The validity and reliability values can be determined through the following criteria (Ghozali, 2018):

- a. The questionnaire can be said to be valid if the loading factor value is  $> 0.7$  and has an average variance extracted (AVE) value  $> 0.5$ . Furthermore, validity can also be seen through cross loading. If the cross loading value is  $> 0.7$ , the questionnaire is said to be valid. In table 1, the AVE value is above 0.5 and in figure 1 shows the factor loading value above 0.7.
- b. The questionnaire can be said to be reliable if the composite reliability value is  $> 0.6$  or the Cronbach's alpha value is  $> 0.6$ .

**Table 1. Construct Reliability and Validity**

Variable	Cronbach's Alpha	Composite Reliability	AVE
X1	0.953	0.966	0.876
X2	0.949	0.963	0.868
X3	0.949	0.963	0.868
Y	0.935	0.958	0.885
Z	0.930	0.956	0.878

### 3.2 Hypothesis Testing

The inner model test will measure the influence of independent variables and dependent variables. The hypothesis in the study can be accepted if it meets the following criteria (Ghozali, 2021):

- a. If the variable has a p value  $< 0.05$ , then the independent variable significantly affects the dependent variable. If the variable has a p value  $> 0.05$ , then the independent variable cannot affect the dependent variable.
- b. If the variable has an R square value of 0.75, 0.67, 0.50, 0.33, 0.25, and approaches 1, then the relationship between the variable models is strong so that the hypothesis is accepted.
- c. The influence between variables can also be seen through the Q2 predictive relevance value. If the Q2 predictive relevance value  $> 0$ , then the relationship between the variable models is strong so that the hypothesis is accepted.

To test hypotheses containing mediating variables, this study will use the bootstrapping feature. Bootstrapping will analyze the indirect effect between independent variables on the dependent variable (Ghozali, 2018).

**Table 2. Path Coefficients**

Path	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Description
X1 -> Z	0.454	0.115	3.946	0.000	Accepted
X2 -> Z	0.181	0.108	1.669	0.096	Rejected
X3 -> Z	0.344	0.098	3.531	0.000	Accepted
Z -> Y	0.911	0.028	32.802	0.000	Accepted

**Table 3. Specific Indirect Effect**

<i>Path</i>	<i>Original sample (O)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>P values</i>	<i>Description</i>
X1 -> Z -> Y	0.413	0.104	3.957	0.000	Accepted
X2 -> Z -> Y	0.165	0.100	1.653	0.099	Rejected
X3 -> Z -> Y	0.314	0.093	3.372	0.000	Accepted

The path analysis results provide critical insights into the relationships among product quality (X1), service quality (X2), physical environment (X3), customer satisfaction (Z), and repurchase intention (Y). The findings indicate that product quality and the physical environment significantly influence customer satisfaction, with path coefficients of 0.454 and 0.344, respectively. Both relationships are statistically significant, as evidenced by their t-statistics (3.946 and 3.531) exceeding the critical threshold of 1.96 and p-values of 0.000. This suggests that maintaining high product quality and an appealing physical environment contributes positively to customer satisfaction. However, service quality does not have a significant impact on customer satisfaction, as indicated by a path coefficient of 0.181, a t-statistic of 1.669, and a p-value of 0.096, which exceeds the 0.05 threshold. This finding implies that improvements in service quality alone may not directly enhance customer satisfaction, possibly due to customers prioritizing tangible aspects such as food quality and restaurant ambiance over service-related factors.

Furthermore, customer satisfaction exhibits a strong and highly significant effect on repurchase intention, with a path coefficient of 0.911, a t-statistic of 32.802, and a p-value of 0.000. This underscores the critical role of customer satisfaction as a determinant of repeat purchase behavior, reinforcing the notion that satisfied customers are more likely to return and recommend the establishment to others. The mediation analysis further supports these conclusions. The indirect effect of product quality on repurchase intention through customer satisfaction is significant, with a path coefficient of 0.413, a t-statistic of 3.957, and a p-value of 0.000. Similarly, the indirect effect of the physical environment on repurchase intention through customer satisfaction is also significant, with a path coefficient of 0.314, a t-statistic of 3.372, and a p-value of 0.000. These findings highlight the mediating role of customer satisfaction in enhancing repurchase intention, indicating that both product quality and the physical environment contribute to customer loyalty by first increasing satisfaction.

Conversely, the indirect effect of service quality on repurchase intention through customer satisfaction is not statistically significant, with a path coefficient of 0.165, a t-statistic of 1.653, and a p-value of 0.099. This result aligns with the direct path analysis findings, suggesting that service quality does not play a substantial role in shaping customer satisfaction or repurchase intention in this context.

### 3.3 Discussion

This study employs a path analysis approach to examine the relationships between product quality (X1), service quality (X2), physical environment (X3), customer satisfaction (Z), and repurchase intention (Y). The findings are summarized based on the path coefficients (Original Sample/O), standard deviation (STDEV), t-statistics, and p-values, which indicate the significance of each relationship.

#### 3.3.1 The Effect of Product Quality on Customer Satisfaction

The results indicate that product quality has a significant positive effect on customer satisfaction, with a path coefficient of 0.454, a t-statistic of 3.946, and a p-value of 0.000. This suggests that higher product quality, characterized by factors such as taste, freshness, cleanliness, and visual appeal, significantly enhances customer satisfaction. Consumers are more likely to be satisfied when food products meet their expectations in terms of quality standards, reinforcing the importance of consistent quality control in the food and beverage industry. High product quality not only meets but often exceeds customer expectations, which is crucial in fostering long-term satisfaction and brand loyalty (Razak et al., 2016; Sari, 2020).

This finding aligns with previous studies that emphasize the strong relationship between product quality and customer satisfaction. For instance, research by Hidayat et al., (2020) found that product quality is one of the most influential factors determining customer satisfaction in the restaurant industry. Similarly, Dsouza & Sharma (2021) highlighted that food attributes such as taste, hygiene, and freshness significantly contribute to positive customer perceptions and overall satisfaction. These findings underscore the necessity for restaurants to maintain high-quality food products as a strategic approach to enhancing customer satisfaction and fostering long-term loyalty.

#### 3.3.2 The Effect of Service Quality on Customer Satisfaction

The analysis shows that service quality does not have a significant effect on customer satisfaction, as indicated by the path coefficient of 0.181, a t-statistic of 1.669, and a p-value of 0.096, which exceeds the significance threshold of 0.05. This suggests that variations in service quality, such as friendliness, punctuality, staff skills, and responsiveness, do not substantially impact customer satisfaction in this particular setting. While service quality is often considered a critical factor in consumer behavior, its effect may be overshadowed by other more dominant factors, such as product quality and the physical environment, in influencing overall satisfaction (Joudeh & Dandis, 2018).

This result contrasts with findings from (Dandotiya et al., 2020), who concluded that service quality significantly contributes to customer satisfaction and repurchase intention. However, the discrepancy may be attributed to differences in customer expectations across various restaurant segments. Nguyen et al., (2018) suggest that in

fast-casual dining settings, customers prioritize food quality and ambiance over service quality. This implies that while service quality remains an essential aspect of the dining experience, it may not be the primary determinant of customer satisfaction in this context.

### **3.3.3 The Effect of Physical Environment on Customer Satisfaction**

The findings demonstrate that the physical environment has a significant positive effect on customer satisfaction, with a path coefficient of 0.344, a t-statistic of 3.531, and a p-value of 0.000. This indicates that a clean, comfortable, and aesthetically appealing restaurant environment enhances customer satisfaction. A well-maintained physical environment, including hygiene, interior design, and overall ambiance, contributes to a more enjoyable dining experience, leading to higher levels of satisfaction (Ryu & Han, 2010).

This result aligns with previous research, such as Chun & Nyam-Ochir (2020), which found that customers who feel comfortable with the restaurant's physical atmosphere report higher satisfaction levels. Similarly, Sari (2020) concluded that cleanliness and ambiance are critical factors in shaping customer experiences, especially in the food and beverage industry. Given these findings, restaurant managers should prioritize maintaining a visually appealing and hygienic environment to enhance customer satisfaction and encourage repeat visits.

### **3.3.4 The Effect of Customer Satisfaction on Repurchase Intention**

Customer satisfaction is shown to have a highly significant and positive effect on repurchase intention, with a path coefficient of 0.911, a t-statistic of 32.802, and a p-value of 0.000. This result indicates that satisfied customers are much more likely to return and make repeat purchases. When customers experience high satisfaction levels, they develop a stronger emotional connection to the brand, leading to increased loyalty and positive word-of-mouth recommendations (Zhong & Moon, 2020).

This finding is consistent with previous studies that highlight the critical role of customer satisfaction in influencing repurchase behavior. Mensah & Mensah (2018) found that satisfaction directly correlates with customer retention and brand advocacy in the food and beverage industry. Similarly, Hidayat et al., (2020) emphasized that satisfaction serves as a key determinant in predicting consumer loyalty and future purchasing behavior. These results reinforce the importance of ensuring customer satisfaction as a strategic approach to enhancing repurchase intention and sustaining business growth in competitive markets.

### **3.3.5 The Mediating Role of Customer Satisfaction in the Relationship Between Product Quality, Physical Environment, and Repurchase Intention**

The mediation analysis underscores the critical role of customer satisfaction in driving repurchase intention. Product quality and the physical environment

significantly influence repurchase intention through customer satisfaction, indicating that these factors should be prioritized in restaurant management strategies. Conversely, service quality does not exhibit a strong mediating effect, suggesting that customers may place greater emphasis on the tangible aspects of their dining experience rather than service-related factors when forming their repurchase decisions.

These findings provide actionable insights for restaurant businesses, emphasizing the need to maintain high food quality standards and create an appealing dining environment to enhance customer satisfaction and foster long-term customer loyalty (Hidayat et al., 2020; Jeong et al., 2022; Mensah & Mensah, 2018). Future research could further explore moderating variables, such as price sensitivity and brand image, to gain a more comprehensive understanding of the factors shaping consumer behavior in the food and beverage industry.

#### 4. Conclusion

The findings of this study finally indicate that product quality has a significant positive impact on customer satisfaction, with factors such as taste consistency, premium ingredients, and appealing presentation playing a crucial role. However, service quality does not significantly affect customer satisfaction, suggesting that customers prioritize other aspects, such as product quality and the restaurant's physical environment. Additionally, a well-maintained, aesthetically pleasing, and comfortable environment has been proven to enhance customer satisfaction, ultimately influencing their repurchase intention.

Furthermore, customer satisfaction strongly influences repurchase intention, as satisfied customers are more likely to return to the restaurant. Product quality and the physical environment also directly impact repurchase intention, with customer satisfaction acting as a mediating variable. On the other hand, service quality does not have a direct effect on customer satisfaction or repurchase intention, emphasizing that while service is important, the key factors in retaining customers are product quality and the overall dining experience. These findings provide valuable insights for restaurant management, highlighting the need to maintain high product quality and optimize the physical environment to enhance customer satisfaction and encourage repeat visits.

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