

## THE INFLUENCE OF FOOD QUALITY AND CUSTOMER PERCEIVED VALUE ON CUSTOMER COMMITMENT IN CONTEMPORARY CAFES

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### Abstrak

Studi ini mengeksplorasi dampak kualitas makanan dan nilai yang dirasakan pelanggan terhadap komitmen pelanggan di kafe kontemporer, dengan menekankan aspek psikologis yang membina hubungan jangka panjang dengan klien. Hal ini menyoroti bahwa kualitas makanan yang mencakup atribut seperti nilai gizi, keamanan, dan karakteristik sensorik secara signifikan mempengaruhi persepsi dan kepuasan pelanggan. Selain itu, nilai yang dirasakan pelanggan mencerminkan trade-off antara manfaat yang diterima dan pengorbanan yang dilakukan, yang sangat penting untuk memahami loyalitas pelanggan. Penelitian ini juga menguji peran perilaku ritualistik, pengaruh ideologis, experiential marketing, dan faktor konsekuensial dalam membentuk komitmen pelanggan. Dengan menganalisis dimensi-dimensi ini, penelitian ini memberikan wawasan berharga bagi pemilik kafe untuk meningkatkan loyalitas pelanggan melalui peningkatan penawaran layanan dan pendekatan pemasaran strategis.

**Kata Kunci:** Kualitas Makanan, Persepsi Pelanggan, Komitmen Pelanggan.

### Abstract

*This study explores the impact of food quality and customer-perceived value on customer commitment in contemporary cafes, emphasizing the psychological aspects that foster long-term relationships with clients. It highlights that food quality encompassing attributes such as nutritional value, safety, and sensory characteristics significantly influences customer perceptions and satisfaction. Additionally, customer-perceived value reflects the trade-off between the benefits received and the sacrifices made, which is crucial for understanding customer loyalty. The research also examines the roles of ritualistic behaviors, ideological influences, experiential marketing, and consequential factors in shaping customer commitment. By analyzing these dimensions, the study provides valuable insights for cafe owners to enhance customer loyalty through improved service offerings and strategic marketing approaches.*

**Keywords:** Food Quality, Customer Perceived, Customer Commitment.

## A. INTRODUCTION

The concept of customer commitment has garnered significant attention across various fields, including psychology, organizational behavior, and marketing. (Todd Donovan et al., 2004) Defined as a psychological state that encompasses binding power, relational dynamics,

promises, and devotion, customer commitment is crucial for businesses aiming to foster enduring relationships with their clientele.(Sánchez & Iniesta, 2004) Numerous studies have examined this phenomenon, highlighting its importance in enhancing customer loyalty and satisfaction.(Kumar et al., 2013)

In the context of contemporary cafes, the interplay between food quality and customer perceived value emerges as a pivotal factor influencing customer commitment.(Yusli et al., 2024) Food quality encompasses a variety of attributes, such as nutritional value, safety, and sensory characteristics, which customers utilize to assess their dining experiences.(Bourn & Prescott, 2002) Meanwhile, customer perceived value reflects the balance between the benefits received from a service and the sacrifices made to obtain it. Understanding these elements can provide insights into how cafes can enhance customer loyalty through improved service offerings.

Additionally, the role of ritualistic,ideological,experiential, and consequential factors further enriches the understanding of customer commitment. Ritualistic practices involve symbolic actions associated with brands that can strengthen customer ties.(Otnes et al., 2012) Ideological factors shape individual identities and values that influence commitment levels.(Devine, 2011) Experiential marketing focuses on creating holistic customer experiences that engage multiple senses and emotions, while consequential aspects relate to how product attributes affect consumer perceptions and behaviors.(Tsaur et al., 2006)

This study aims to explore these dimensions, providing a comprehensive analysis of how food quality and perceived value contribute to customer commitment in modern cafes.(Kusumawati & Sri Rahayu, 2020) By examining these relationships, we can better understand the dynamics that drive customer loyalty in a competitive marketplace.

The notion of customer commitment has become increasingly relevant in diverse areas such as psychology, organizational behavior, and marketing. It is characterized as a psychological condition involving elements like binding power, relational aspects, promises, and devotion. This commitment is essential for businesses seeking to cultivate lasting relationships with their customers. Various studies have investigated this topic, underscoring its significance in promoting customer loyalty and satisfaction.

In contemporary cafes, the relationship between food quality and customer perceived value plays a crucial role in shaping customer commitment. Food quality includes numerous factors like nutritional content, safety standards, and sensory attributes that customers consider

when evaluating their dining experiences. On the other hand, customer perceived value represents the trade-off between the advantages gained from a service and the costs incurred to access those benefits. Grasping these concepts can offer valuable insights into how cafes can enhance customer loyalty through better service delivery.

Moreover, the influence of ritualistic, ideological, experiential and consequential dimensions adds depth to our understanding of customer commitment. Ritualistic behaviors involve symbolic actions linked to brands that can reinforce customer connections. Ideological factors shape personal identities and values that impact levels of commitment. Experiential marketing aims to deliver comprehensive customer experiences that engage various senses and emotions, while consequential elements pertain to how product features influence consumer perceptions and actions.

This research intends to investigate these dimensions thoroughly, offering an in-depth analysis of how food quality and perceived value affect customer commitment in contemporary cafes. By exploring these connections, we aim to illuminate the factors driving customer loyalty within a competitive environment.

## **B. LITERATURE REVIEW**

Many studies have discussed customer commitment. And customer commitment is defined as a concept of commitment that emerged in the fields of psychology, organizational behavior, and marketing. (Garbarino & Johnson, 1999) All of these definitions reflect that commitment to a relationship involves both psychological states and motivational phenomena. (Solinger et al., 2008).<sup>1</sup> A master's thesis on customer commitment explores various aspects of how businesses can build and maintain strong relationships with their customers.<sup>2</sup> Many studies have discussed customer commitment, one of which is the study by Bart Lariviere, Timothy L. Keiningham, Bruce Cooil, Lerzan Aksoy and Edward C. Malthouse which discusses A longitudinal examination of customer commitment and loyalty.<sup>3</sup>

### **Ritualistic on Customer Commitment**

Ritualistic refers to a repetitive and symbolic sequence of events, and in the context of branding, it describes the repetitive, symbolic, and nonutilitarian actions associated with a brand. (Guo et al., 2024) The dimensions present in ritualistic practices include external brand rituals and internal brand rituals. (Rook, 1985) External brand rituals require customers to

perform ritualized acts, while internal brand rituals involve consumers fully participating in and understanding the purpose and symbolism of the rituals.(González, 2015)

In the realm of e-commerce, customer commitment plays a crucial role in shaping purchasing decisions.(Iqbal et al., 2024) A recent study on online shopping transactions revealed that customer trust and commitment are pivotal in driving sustainable customer purchases. For instance, consider a customer named Sarah who frequently shops on an e-marketplace. Sarah's trust in the platform and her commitment to the brand are built over time through positive experiences, such as timely deliveries, high-quality products, and excellent customer service.(S.E. et al., 2021) These factors contribute to her loyalty, making her more likely to continue using the platform for her shopping needs.

## **H1: Ritualistic has a positive influence on Customer Commitment**

### **Ideological on Customer Commitment**

The term "ideological" refers to the nature or characteristics associated with an ideology, which is a system of ideas held by an individual or social group. Ideology functions as a worldview that organizes experience and can obscure certain aspects of experience.(Fine, 2016) When operating as a closed belief system, it is insensitive to evidence that contradicts its position. In understanding ideology, we cannot ignore the complexity and depth contained within it. One important dimension is the Doxical Superstructure (DS), which includes fundamental values related to politics, religion, and culture.(MYTHICAL SYSTEMS: MATHEMATIC AND LOGICAL THEORY, 1990) These values serve as the main pillars that form the framework of thought and action in society.

On the other hand, there is the Mythical Superstructure (MS), which is divided into two parts. First, MS 1 includes the mythical components and the primogenital basis of ideology and culture, which are the foundation for the ideal values upheld by a community. Second, MS 2 contains ideal and utopian values—a picture of a desired goal but often difficult to achieve. This describes the hopes and aspirations of society for a better future.Next, we also need to consider the Interrelatedness of Substantive Beliefs (IId). This dimension highlights the level of interconnectedness between substantive beliefs that define the degree of ideology. This interconnectedness shows how ideological elements influence and reinforce each other, creating a complex network of thoughts.

Finally, there are the Substantive Components (Cs), which are the substantive beliefs that shape the ideological system itself. By understanding how these beliefs relate to each other, we can delve deeper into the ideological structure that exists in society. Taken together, these dimensions not only show the complexity of ideology itself but also highlight its variability in social and cultural contexts. In this ever-changing world, understanding these dimensions becomes increasingly important to explain the dynamics of human life. (Ozer & Benet-Martínez, 2006)

The influence of ideology on customer commitment can be seen from how ideology shapes the identity and values held by individuals or groups. (Kozinets, 2008) Ideology can create a cultural consensus that influences social relationships and individual commitment to a group or product. When ideology has a high level of commitment ( $DCD \approx 1$ ), it can motivate individuals to commit more deeply, which in turn can increase customer loyalty. However, if ideology cannot motivate commitment, then it is likely that the ideology will not last long. In addition, ideology can also influence the way individuals interact and communicate in groups, which can strengthen their commitment to a particular product or brand through social rituals and group support.

## **H2: Ideological has a positive influence on Customer Commitment**

### **Experiential on Customer Commitment**

The term "experiential" refers to the concept of creating different types of customer experiences through various dimensions such as sensory, affective, cognitive, physical, and social-identity experiences. (Schmitt & Zarantonello, 2013) This approach is part of experiential marketing, which aims to create holistically integrated experiences that engage customers on multiple levels, including SENSE, FEEL, THINK, ACT, and RELATE qualities.

Customer commitment is defined as a lasting desire to uphold a certain relationship with a seller, characterized by a long-term orientation and the desire for a long-term relationship. (Gundlach et al., 1995) It is considered an important component of a successful relationship as it leads to behaviors that help build long-term relationships between service parties. Customer commitment can be classified into three types: affective, calculative or continuance, and normative commitment, each with different antecedents, contents, and consequences.

The dimensions of experiential marketing consist of five aspects : SENSE (Sensory Experience): This dimension refers to experiences that engage the senses, such as sight, sound, touch, taste, and smell. The goal is to create appealing sensory experiences that can differentiate companies and products, motivate customers, and add value through aesthetics or excitement.(Knutson & Beck, 2004) FEEL (Emotional Experience): This aspect involves the emotional states and feelings that aim to create effective emotional experiences, ranging from positive feelings to strong emotions like joy and satisfaction. THINK (Cognitive Experience): This dimension encourages creative and theoretical engagement from consumers, aiming to generate evaluative feedback regarding the company and its brand. ACT (Physical Experience): This aspect targets the physical experiences of consumers, demonstrating alternative ways of doing things and enriching social interactions, thereby influencing behavior and lifestyle. RELATE (Social-Identity Experience): This dimension is based on the individual's connection to social communities and entities, creating social recognition and a sense of belonging through the purchase and use of specific products or services. These five dimensions work together to create a holistic and integrated customer experience in experiential marketing.

The influence of experiential marketing on customer commitment is significant, as the research indicates that certain dimensions of experiential marketing, specifically the sense and feel experiences, are positively related to customer satisfaction. Furthermore, customer satisfaction is positively related to customer commitment.(Alkilani et al., 2012) This suggests that enhancing sensory and emotional experiences can lead to higher levels of customer satisfaction, which in turn fosters greater customer commitment. However, the study also found that the think, act, and relate experiences do not have a significant relationship with customer satisfaction in the context of social networks in Malaysia. Thus, while some dimensions of experiential marketing contribute positively to customer commitment through satisfaction, others may not have the same effect.

### **H3: Experiential has a positive influence on Customer Commitment**

#### **Consequential on Customer Commitment**

The term "consequential" in the context of the provided citations refers to the product sound that influences customer perceptions and behavioral intentions, particularly regarding their willingness to pay.(Miller et al., 2011) A loud consequential product sound is suggested to signal powerfulness to customers, positively impacting their willingness to pay when a process

mindset is encouraged. Additionally, the study found a significant main effect of consequential product sound on willingness to pay, indicating that customers were willing to pay more for a product when the sound was loud compared to when it was quiet or absent.

"Consequential" refers to the effects or outcomes that result from a particular action or condition. (Ozer & Benet-Martínez, 2006) In the context of the studies mentioned, it specifically relates to the sounds produced by products during their normal operation and how these sounds influence consumer perceptions of product power and their willingness to pay. The term emphasizes the significance of these sounds as they have tangible impacts on consumer behavior and decision-making.

The influence of consequential sounds on customers can be seen in how these sounds affect their perceptions of product power and their willingness to pay. Loud consequential product sounds can enhance customers' perceptions of a product's power, particularly when they are in a "process mindset," which encourages them to consider the product's attributes that support their success in using it. This mindset leads to an increased willingness to pay for products with value-added attributes. Conversely, when customers are in an "outcome mindset," there is no significant effect on their perceptions of power or willingness to pay, regardless of the amplitude of the consequential product sounds.

#### **H4: Consequential has a positive effect on Customer Commitment**

#### **Food Quality on Customer Perceived Value on Customer Commitment**

Food quality comprises a complex amalgam of factors and cues (such as physical aspects, composition and microbial characteristics, nutritional value, processing and storage and safety) used by customers to evaluate the quality of food, differentiate food products and determine the degree of acceptability. (Henchion et al., 2014) Customer perceived value is suggested to comprise the trade-off by the customer between all benefits gained from the business offering received as opposed to the sacrifices needed to be made by the customer to obtain the benefits. (Beldona et al., 2006)

Food quality is a multifaceted concept that encompasses various factors and cues that customers use to assess the quality of food. These factors include physical aspects, composition, microbial characteristics, nutritional value, processing, storage, and safety. Customers rely on these dimensions to evaluate food quality, differentiate between food products, and determine the degree of acceptability of the food they consume. (Alkerwi, 2014) It is noted that even slight

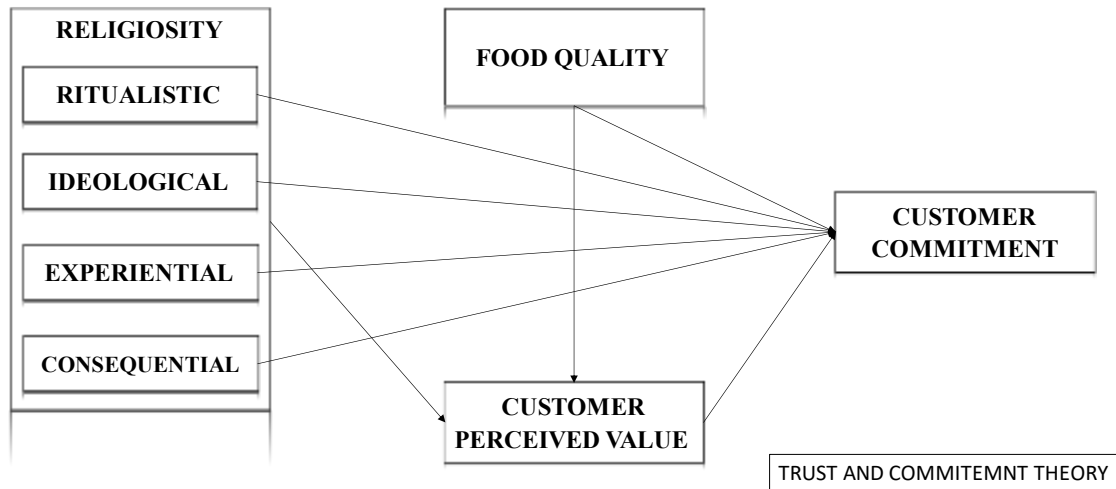
alterations in food quality can significantly influence customers' perceptions of both food quality and customer perceived value. Furthermore, food quality is considered a primary factor in customers' decisions when choosing one restaurant over another, highlighting its critical role in the overall dining experience.

Customer perceived value is a complex construct that involves the trade-off customers make between the benefits they receive from a business offering and the sacrifices they must make to obtain those benefits. (Ummah, 2019) This value is influenced by various dimensions of service quality, including food quality, physical environment quality, and employee service quality. Research indicates that customers prioritize food quality over the other dimensions when evaluating their dining experience in fast-food restaurants. While all three dimensions positively influence customer perceived value, food quality has been identified as the most significant factor. Additionally, customer perceived value is closely linked to customer satisfaction, which in turn affects behavioral intentions, such as the likelihood of returning to the restaurant or recommending it to others. (Konuk, 2019)

Food quality has a significant positive influence on customer perceived value. Research indicates that food quality accounts for 82.3% of the variance in customer perceived value, making it a crucial factor in customers' evaluations of their dining experiences. It is noted that even slight alterations in food quality can enhance or diminish customers' perceptions of both food quality and customer perceived value. (Karen Brunsø Thomas Ahle Fjord Klaus G. Grunert, 2002) Additionally, food quality is considered the most significant dimension of fast-food restaurant service quality that influences customers' decisions when choosing one restaurant over another. Customer perceived value has a significant and positive effect on calculative commitment, as confirmed by the study. This indicates that when customers perceive higher value in the services or products they receive, their commitment to the service provider increases.

**H5: Food Quality has a positive effect on Customer Perceived Value and a positive effect on Customer Commitment.**

## 2



### C. RESEARCH METHOD

In the analysis of research results using the Smart PLS model, the use of outer loadings to evaluate the strength of the relationship between latent variables (food quality on customer commitment) and their indicators (survey items) is common. High outer loadings indicate that the indicator is able to effectively predict the latent variable. In the table provided, the outer loadings for each indicator are measured in two ways: first, as the value in the original sample (Original Sample (O)), and second, as the average sample mean (Sample Mean (M)) with standard deviation (STDEV)

Next, T Statistics is used to evaluate the significance of each outer loading. High T statistics indicate that the outer loading has strong statistical significance. P-values also provide information about statistical significance. Low P-values (usually below 0.05) indicate that the outer loading is statistically significant. In the table, all outer loading values show high significance (P-values = 0.000), indicating that all indicators significantly predict the latent variable. in accordance. This shows that the indicator is valid in measuring the proposed construct.

## D. RESULT AND DISCUSSION

### Data Collection

From september to october 2024, an online survey was conducted in the Riau dan Nusa Tenggara Timur area, Indonesia against 102 respondents with the aim of collecting information about Indonesian customers. This survey uses a 6-point Likert scale, with six points indicating the most favorable response. The decision to use a 6-point scale is based on its ability to guide respondents towards certain choices. And questionnaire items were adapted from previous research to assess characteristics of repurchase intention such as perception.

The elements of the question items were obtained from various studies, including customer commitment with items each for food quality, customer perceived value, ritualistic, ideological, experiential and consequential. Data were analyzed using Smart PLS to assess reliability and validity, test hypotheses, and address common method bias with SPSS 25. This process involved administering 102 survey questionnaires to respondents selected through purposive sampling, followed by data analysis to ensure the quality and accuracy of the survey. research findings.

### Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Latent Variable 1	0,871	0,891	0,904	0,617
Latent Variable 2	0,690	0,732	0,863	0,760
Latent Variable 3	0,577	0,580	0,773	0,533
Latent Variable 4	0,863	0,870	0,908	0,712
Latent Variable 5	0,892	0,895	0,933	0,824
Latent Variable 6	0,858	0,877	0,914	0,781
Latent Variable 7	0,923	0,926	0,937	0,652

The table presents various reliability and validity metrics for seven latent variables, which are crucial in assessing the quality of measurement instruments in research. Cronbach's Alpha values indicate the internal consistency of each latent variable, with scores above 0.7 generally considered acceptable. For instance, Latent Variable 5 exhibits a high Cronbach's Alpha of 0.892, suggesting strong internal reliability. The rho A values, which also assess internal consistency, reinforce these findings, particularly for Latent Variable 7, which scores 0.926. Composite Reliability further evaluates the overall reliability of the constructs, with Latent

Variable 5 again showing the highest score at 0.933, indicating that the items collectively measure the construct effectively. Average Variance Extracted (AVE) assesses convergent validity by measuring the amount of variance captured by the construct in relation to measurement error. Here, Latent Variable 5 has an AVE of 0.824, indicating that it captures a substantial amount of variance. Overall, these metrics illustrate the reliability and validity of the latent variables, highlighting strengths and areas for potential improvement in the measurement framework.

### Discriminant Validity

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4	Latent Variable 5	Latent Variable 6	Latent Variable 7
Latent Variable 1	0,785						
Latent Variable 2	0,605	0,872					
Latent Variable 3	0,747	0,583	0,730				
Latent Variable 4	0,804	0,670	0,708	0,844			
Latent Variable 5	0,625	0,705	0,593	0,718	0,908		

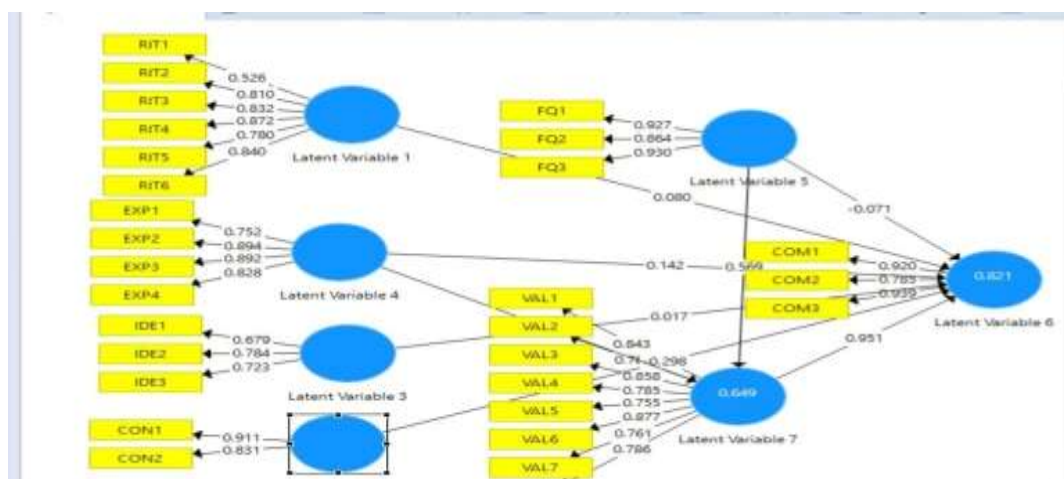
Discriminant validity refers to a measurement instrument's capacity to differentiate between distinct constructs or variables. It ensures that scores from a specific assessment do not strongly correlate with scores from assessments aimed at measuring different constructs. To illustrate this concept, consider a series of tests designed to evaluate various aspects of human behavior, such as intelligence, emotional stability, and creativity. Each test aims to capture unique dimensions of these traits. When conducting analyses of discriminant validity, the objective is to confirm that each test accurately measures its intended construct without excessive overlap with others.

In the provided data, discriminant validity is assessed for each latent variable. Low correlations between tests intended for different constructs signify strong discriminant validity. For example, Latent Variable 1 shows moderate to strong correlations with other variables, such as 0.605 with Latent Variable 2 and 0.747 with Latent Variable 3, indicating reasonable discriminative power. Similarly, Latent Variable 2 demonstrates moderate correlations, with values like 0.705 with Latent Variable 5, suggesting decent discrimination. Latent Variable 3 also maintains fair discriminant validity, even with notable correlations, while Latent Variable

4 exhibits higher correlations with others, suggesting some overlap that may affect its discriminant validity. Latent Variable 5 shows moderate to high correlations as well, reflecting mixed performance in distinguishing itself.

Overall, most latent variables show moderate to strong correlations, indicating some similarities without significant overlap that would undermine discriminant validity. However, correlations above 0.70 may signal potential issues. By systematically examining these correlations, researchers can better understand how effectively each latent variable differentiates itself from others, enhancing confidence in their interpretations. While no variables show excessively low correlations indicative of serious overlap, it's crucial to interpret these findings within the broader context of the research objectives and theoretical frameworks. If you need further clarification or specific guidance, feel free to ask.

## Hypothesis Testing Result



## Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Latent Variable 1 -> Latent Variable 6	0,080	0,109	0,114	0,707	<b>0,480</b>
Latent Variable 2 -> Latent Variable 6	-0,298	-0,299	0,088	3,399	<b>0,001</b>

Latent Variable 3 -> Latent Variable 6	0,017	0,027	0,099	0,173	<b>0,863</b>
Latent Variable 4 -> Latent Variable 6	0,142	0,120	0,093	1,518	<b>0,130</b>
Latent Variable 4 -> Latent Variable 7	0,294	0,303	0,141	2,079	<b>0,038</b>
Latent Variable 5 -> Latent Variable 6	-0,071	-0,077	0,123	0,572	<b>0,568</b>
Latent Variable 5 -> Latent Variable 7	0,569	0,575	0,158	3,608	<b>0,000</b>
Latent Variable 7 -> Latent Variable 6	0,951	0,953	0,127	7,465	<b>0,000</b>

To elucidate the concept of **Path Coefficients** in a narrative format, we first need to define what they are and then examine the specifics of the given data. Path coefficients are numerical values utilized in structural equation modeling (SEM) to quantify the direct effects among latent variables. They represent the strength and direction of causal relationships between these hidden constructs, akin to arrows indicating how a change in one variable influences another.

Each path coefficient is a standardized beta weight, allowing for the comparison of effect sizes across different variables, regardless of their original measurement units. This standardization facilitates interpretation, making it easier to compare coefficients within the model. For instance, if the path coefficient from Latent Variable A (LV-A) to Latent Variable B (LV-B) is 0.080, it indicates that a one standard deviation increase in LV-A corresponds to an approximate 0.08 standard deviation change in LV-B.

Now, applying this understanding to the provided data reveals insights into the relationships among the latent variables. For example, the path coefficient from Latent Variable 1 to Latent Variable 6 is 0.080, with a T Statistic of 0.707 and a p-value of 0.480, suggesting no significant relationship. In contrast, the path coefficient from Latent Variable 2 to Latent Variable 6 is -0.298, with a T Statistic of 3.399 and a p-value of 0.001, indicating a strong negative correlation; as LV-2 increases, LV-6 tends to decrease significantly.

Similarly, other rows follow a pattern of presenting coefficients alongside their statistical significance, contributing to our understanding of how changes in one latent variable impact others. Overall, path coefficients play a vital role in assessing the causal dynamics within complex systems represented by latent variable frameworks, allowing researchers to derive meaningful insights for informed decision-making and strategic planning.

## OUTER LOADINGS

The **Outer Loadings** represent the relationships between observed variables (indicators) and their corresponding latent variables in a structural equation modeling framework. These loadings indicate how strongly each indicator is associated with its latent variable, essentially measuring the degree to which the latent variable explains the variance in the observed variable. High outer loading values (typically above 0.70) suggest that the indicator is a good measure of the latent construct, while lower values may indicate weaker relationships. In the provided data, each row lists an observed variable, its corresponding latent variable, and several statistics that help assess the strength and significance of these relationships. For instance, the outer loading for **COM1**, which is associated with **Latent Variable 6**, is **0.920**. This high value indicates that COM1 is a strong indicator of Latent Variable 6, meaning it effectively captures the essence of what Latent Variable 6 represents. Similarly, **COM3** has an outer loading of **0.939**, further reinforcing the idea that this indicator is also a very strong measure of its respective latent variable. On the other hand, indicators associated with **Latent Variable 1**, such as **RIT1**, have lower outer loadings, with RIT1 at **0.526**. This suggests that RIT1 is not as strong an indicator of Latent Variable 1 compared to others in different constructs. However, despite its lower loading, it still contributes to the overall understanding of Latent Variable 1. The statistics also include sample means and standard deviations for each loading, which provide additional context about the data's distribution. The T Statistics and P Values are crucial for determining statistical significance; all P Values in this dataset are reported as **0.000**, indicating that all observed loadings are statistically significant at conventional levels ( $p < 0.05$ ). This significance suggests confidence in the relationships between indicators and their respective latent variables. In summary, the outer loadings presented in this dataset illustrate how well each observed variable measures its corresponding latent variable, with most indicators showing strong associations. The high significance levels across all loadings

reinforce the reliability of these measurements in capturing the underlying constructs they are intended to represent.

## Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Latent Variable 4 -> Latent Variable 7 -> Latent Variable 6	0,279	0,280	0,134	2,082	<b>0,038</b>
Latent Variable 5 -> Latent Variable 7 -> Latent Variable 6	0,541	0,564	0,182	2,964	<b>0,003</b>

Specific indirect effects describe the pathways through which one latent variable influences another indirectly, facilitated by an intermediary latent variable. In structural equation modeling (SEM), these effects help researchers understand the intricate interactions among multiple constructs.

For instance, consider the specific indirect effects involving Latent Variable 4. The direct influence of Latent Variable 4 on Latent Variable 6 is mediated by Latent Variable 7. The direct effect pathway from Latent Variable 4 to Latent Variable 7 has an original sample coefficient of 0.294, a sample mean of 0.303, a standard deviation of 0.141, a T statistic of 2.079, and a p-value of 0.038. This indicates a statistically significant positive relationship, suggesting that changes in Latent Variable 4 lead to corresponding changes in Latent Variable 7.

The indirect effect pathway from Latent Variable 4 to Latent Variable 6, mediated by Latent Variable 7, shows an original sample coefficient of 0.279, a sample mean of 0.280, a standard deviation of 0.134, a T statistic of 2.082, and a p-value of 0.038. This further confirms a significant indirect effect, meaning changes in Latent Variable 4 will indirectly impact Latent Variable 6 through Latent Variable 7.

Similarly, examining the relationship between Latent Variable 5 and Latent Variable 6, mediated by Latent Variable 7, reveals a direct effect pathway with an original sample coefficient of 0.569, a sample mean of 0.575, a standard deviation of 0.158, a T statistic of 3.608, and a p-value less than 0.001. This demonstrates a strong positive relationship between Latent Variable 5 and Latent Variable 7. The indirect effect pathway from Latent Variable 5 to Latent Variable 6, via Latent Variable 7, has an original sample coefficient of 0.541, a sample mean of 0.564, a standard deviation of 0.182, a T statistic of 2.964, and a p-value less than 0.005, indicating substantial evidence of an indirect influence.

In summary, the significant specific indirect effects reveal the complex mechanisms governing interactions among latent constructs in SEM models. These findings highlight the nuanced relationships where changes in one variable can trigger a cascade of effects through intermediary variables, illustrating the intricate nature of dynamic processes studied through latent variable methodologies. If you need further clarification or specific examples regarding applications involving latent variables, feel free to ask.

## **Limitation And Future Direction**

The study on customer commitment has yielded insightful findings but also reveals several limitations that future research should address. Firstly, the results may be influenced by contextual factors, primarily reflecting the Indonesian market, which suggests a need for cross-cultural comparisons to enhance generalizability. Additionally, the study's reliance on self-reported surveys poses potential biases, indicating that using objective measures or mixed-methods approaches could improve validity and mitigate respondent fatigue. The complexity of certain constructs, particularly ideology, may require deeper qualitative exploration to capture nuances that quantitative methods might overlook. Furthermore, the absence of longitudinal designs makes it difficult to establish causal relationships or observe changes over time, highlighting the importance of panel data in future studies. While the Smart PLS model is robust, developing context-specific measurement tools tailored to particular industries is crucial for improving reliability and validity. Lastly, despite efforts to reduce common method bias, achieving complete elimination remains a challenge that necessitates ongoing methodological advancements.

Looking ahead, several promising avenues for future research emerge. Conducting cross-cultural studies can validate whether the findings extend beyond Indonesian consumers, potentially involving collaborations with international researchers. Integrating mixed-methods approaches could yield richer insights into customer experiences and perceptions. Implementing longitudinal designs would allow researchers to capture dynamic shifts in customer commitment over time. Additionally, employing advanced analytical techniques, such as machine learning and Bayesian estimation methods, could enhance the predictive power of the findings. Finally, developing tailored measurement instruments that address the unique aspects of specific markets will ensure greater relevance and accuracy in future research

## E. CONCLUSION

The study of customer commitment has gained significant traction in various fields, particularly in psychology, organizational behavior, and marketing. It is defined as a psychological state encompassing elements such as binding power, relational dynamics, promises, and devotion, which are essential for businesses aiming to cultivate long-term relationships with their customers. In contemporary cafes, the interplay between food quality and customer perceived value emerges as a crucial factor influencing customer commitment. Food quality includes attributes like nutritional value, safety, and sensory characteristics that customers consider when evaluating their dining experiences. Customer perceived value reflects the balance between the benefits received from a service and the sacrifices made to obtain it. Understanding these concepts provides valuable insights into how cafes can enhance customer loyalty through improved service offerings.

Additionally, factors such as ritualistic behaviors, ideological influences, experiential marketing, and consequential elements further enrich the understanding of customer commitment. Ritualistic practices involve symbolic actions associated with brands that can strengthen customer ties, while ideological factors shape individual identities and values that influence commitment levels. Experiential marketing focuses on creating holistic experiences that engage multiple senses and emotions, contributing to customer satisfaction and loyalty. Furthermore, consequential aspects—such as the sounds produced by products—can significantly affect consumer perceptions and their willingness to pay.

This research aims to explore these dimensions comprehensively, analyzing how food quality and perceived value contribute to customer commitment in modern cafes. By examining these relationships, the study seeks to illuminate the dynamics that drive customer loyalty in a competitive marketplace.

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