
The Role Of Food Quality In Enhancing Customer Commitment And Repurchase Intention In The Restaurant Industry

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Abstrak

Studi ini meneliti peran kualitas makanan dalam meningkatkan loyalitas pelanggan dan niat membeli di industri restoran. Produk makanan berkualitas tinggi, seperti rasa, kesegaran, dan penyajian, berkontribusi pada kepuasan pelanggan yang lebih besar. Hasilnya, pelanggan yang loyal lebih berkomitmen dan memiliki keinginan untuk kembali. Studi ini menggunakan pendekatan kuantitatif untuk menganalisis hubungan antara ketiga variabel yang disebutkan. Temuan ini diharapkan dapat memberikan panduan bagi pemilik restoran dalam mengembangkan rencana untuk meningkatkan loyalitas pelanggan. Studi ini berkontribusi pada pemahaman yang lebih baik tentang faktor-faktor yang memengaruhi perilaku konsumen di industri makanan.

Kata Kunci: Kualitas Makanan, Komitmen Pelanggan, Afektif, Paksaan, Pemodelan Persamaan Struktural (SEM).

Abstract

This study examines the role that food quality has in enhancing customer loyalty and purchase intentions in the restaurant industry. High-quality food products, such as taste, freshness, and presentation, contribute to greater customer satisfaction. As a result, loyal customers are more committed and have the desire to return. This study uses a quantitative approach to analyze the relationship between the three mentioned variables. The findings are expected to provide guidance to restaurant owners in developing a plan to increase customer loyalty. This study contributes to a better understanding of the factors that affect consumer behavior in the food industry.

Keywords: Food Quality, Customer Commitment, Affective, Forced, Structural Equation Modeling (SEM).

INTRODUCTION

The restaurant industry is characterized by intense competition, making customer satisfaction and loyalty essential for long-term success. Among the various factors influencing consumer behavior, food quality plays a pivotal role in shaping customer commitment and repurchase intention. High food quality encompassing taste, freshness, and presentation has been shown to enhance customer satisfaction, which fosters loyalty

and encourages repeat visits.

When customers perceive food quality as exceptional, they are more likely to develop a strong commitment to the restaurant, leading to increased repurchase intentions. This relationship not only impacts individual dining experiences but also influences word-of-mouth recommendations, further driving customer retention.

This study aims to investigate the role of food quality in enhancing customer

commitment and repurchase intention within the restaurant industry. By understanding these dynamics, restaurant operators can implement effective strategies to improve service offerings and build a loyal customer base in a competitive market.

LITERATURE REVIEW

2.1 Food Quality And Customer Commitment

Definition Of Customer Commitment

Food quality is defined variably by experts, with Knight and Kotschevar (2000) emphasizing consistency against standards, while Potter and Hotchkiss (2012) highlight characteristics like taste and texture that appeal to consumers. Lakni and Mudalige (2009) further stress the importance of transparency regarding food quality information. Customer commitment is characterized by a strong intention to repurchase and a positive emotional attachment to a brand, which is crucial for fostering loyalty. Understanding both food quality and customer commitment is essential for businesses aiming to enhance customer satisfaction and loyalty in a competitive market (Victoriia, 2020).

Dimention Of Customer Commitment

On the other hand, customer commitment is characterized as a strong inclination to repurchase products or services from a company consistently, along with a positive attitude and commitment towards the company. This commitment is crucial for fostering customer loyalty, reflecting the emotional and psychological attachment a customer has towards a brand or service provider. Understanding these dimensions of food quality and customer commitment is essential for businesses aiming to enhance customer satisfaction and loyalty in a competitive market (Sudari et al., 2019).

Definition Of Food Quality

Food quality is a complex concept that encompasses various factors influencing

consumer satisfaction, including cleanliness, texture, fragrance, and overall appearance. It is defined as a feature of food products that meets or exceeds consumer expectations, significantly impacting customer satisfaction and loyalty. Research indicates that higher food quality correlates with increased customer loyalty and satisfaction toward restaurants, as customers are more likely to return and recommend establishments that consistently deliver high-quality food. Thus, ensuring superior food quality is crucial for restaurants aiming to enhance customer experiences and foster long-term relationships with patrons.

Dimention Of Food Quality

Dimensions of food quality include various factors that shape customer evaluations, with taste being one of the most critical aspects. The harmony of flavors sweet, salty, sour, and bitter greatly influences customer satisfaction and encourages repeat business. Freshness is essential, especially for perishable items like meat and produce, while aroma significantly affects flavor perception and can enhance appetite. Additionally, the visual presentation and temperature of food play vital roles in customer satisfaction. To foster loyalty and meet consumer expectations, stakeholders in the food industry must understand and prioritize these interconnected dimensions of food quality.

Influence Food Quality To Customer Commitment

Research indicates that food quality has a significant positive impact on consumer satisfaction in fast food restaurants. The regression analysis revealed a strong correlation, with a t-value of 8.691 and a significance level of 0.000, highlighting the importance of perceived food quality. Furthermore, customer satisfaction mediates the relationship between food quality and behavioral intentions, such as repurchasing or

recommending the restaurant. High-quality food not only enhances customer loyalty directly but also increases overall satisfaction levels. Therefore, to maintain customer loyalty and improve their reputation, businesses in the food and beverage sector must prioritize enhancing the quality of their offerings (Ahmed et al., 2023).

2.2 Food Quality And Affective

Definition Of Food Quality And Affective

The term "food quality" refers to the characteristics of food that meet consumer demands and expectations. It encompasses various traits essential for customer satisfaction, including taste, freshness, and presentation. Affective commitment describes the emotional bond between a customer and a service provider, which influences their likelihood of returning or recommending the establishment. There is a reciprocal relationship between affective commitment and food quality; when restaurants deliver high-quality food, it enhances customers' emotional attachment, leading to increased loyalty. Ultimately, satisfied customers are more inclined to revisit and endorse restaurants that consistently provide quality dining experiences (Espinoza et al., 2018).

Dimension Of Food Quality And Affective

Affective aspects and food quality are linked; eating well fosters client emotional loyalty in addition to raising satisfaction. Customers are more likely to return and refer others to the restaurant when they have a positive eating experience. This demonstrates that fostering good customer relations depends on upholding high standards for food quality.

Influence Food Quality To Affective

Research indicates that food quality significantly influences customer happiness, with 40.8% of satisfaction attributed to meal quality, which also affects behavioral intentions. Higher perceived food quality

enhances customer pleasure and positive emotional responses, while nutritious foods can improve mental health and mood. Conversely, low-quality food is linked to increased mental health issues, as individuals experiencing negative emotions tend to consume more. The social context of dining plays a role as well; shared meals can enhance social interactions and contribute to feelings of happiness. Overall, the quality of food is crucial in shaping affective responses, with high-quality options promoting emotional well-being and low-quality diets exacerbating mental health problems.

2.3 Food Quality And Economic

Definition Of Economic

Food quality encompasses various external factors such as size, shape, color, texture, consistency, and temperature that meet consumer expectations. Consumers carefully consider the relationship between price and quality when purchasing food products, expecting reasonable rates that match the quality received. Higher quality food items often carry greater perceived value, leading consumers to be willing to pay more for enhanced satisfaction and comfort. The physical and sensory attributes of food significantly influence consumer perceptions, which are also affected by economic factors like costs and market analysis. Prioritizing food quality not only boosts customer satisfaction but also enhances economic growth and brand loyalty, making it a strategic business decision for the food industry (Saputra, 2024).

Dimension Of Economic

Food quality significantly influences consumer shopping decisions, with high-quality meals leading to increased customer satisfaction through aspects like flavor, aroma, and presentation. Empirical evidence shows that positive perceptions of food quality directly impact customers' intentions to repurchase and recommend restaurants.

Satisfied customers are more likely to return and promote the establishment, establishing a strong link between food quality, satisfaction, and brand loyalty. Additionally, food quality affects economic factors such as pricing and brand image, which are crucial for a restaurant's growth. Therefore, prioritizing food quality is a strategic approach for restaurant operators aiming for financial success and lasting customer relationships.

Influence Food Quality To Economic

High-quality food contributes significantly to improved public health by reducing the risk of chronic diseases such as diabetes and heart disease, ultimately lowering medical expenses. Healthy diets enhance workplace productivity, benefiting the overall economy. However, low-income populations often face limited access to quality food, exacerbating health issues and social inequality, which can hinder social progress and economic stability. To protect public health, strict food quality standards must be enforced, and investing in monitoring systems can enhance consumer confidence while promoting job growth in agriculture and food production. Overall, improving food quality positively impacts the economy through various channels, including public health, social equality, and industrial growth (Kalkanci et al., 2019).

2.4 Food Quality And Forced

Definition Of Forced

"Forced" refers to actions taken against one's will or under pressure, such as when individuals must sell their house due to external circumstances. In the context of food quality, strict regulations can compel producers to enhance the quality of their products by setting minimum standards that exclude cheaper, less safe options. Similarly, forced ranking methods in human resource management can motivate team members to improve performance to avoid being labeled as less productive. Although this approach

doesn't directly relate to food quality, it can foster better teamwork and focus on achieving organizational goals, which may enhance service quality in restaurants. Overall, "forced" signifies external or internal pressures that drive food producers and eateries to improve the quality of their offerings.

Dimention Of Forced

In general, the forced dimension captures how individuals or groups may be coerced into making decisions under pressure in various contexts, including social, managerial, economic, or psychological settings. This concept is particularly relevant in the food industry, where stringent laws and regulations compel food manufacturers to adhere to quality standards to ensure safety and consumer satisfaction. For instance, regulatory bodies may enforce requirements regarding cleanliness and nutritional content, driving producers to improve their raw materials and production processes. Additionally, external factors such as market competition and customer expectations influence how food producers maintain and enhance product quality. Understanding these dimensions is crucial for industry participants to meet both customer expectations and regulatory standards effectively (Gunasekaran et al., 2004).

Influence Food Quality To Forced

Research indicates that food quality directly influences repurchase intentions, with customers more likely to make repeat purchases when they perceive the food as high quality. A t-statistic of 2.829 confirms the significant impact of food quality on repurchase intentions. Customer satisfaction plays a crucial role as well; higher quality food enhances customer happiness, which can lead to increased repurchase intentions. However, studies suggest that satisfaction does not always significantly mediate the relationship between food quality and

repurchase intentions. Understanding this relationship is vital for marketing and product development strategies in the food and restaurant industries, as improving food quality can foster customer loyalty and long-term revenue growth.

2.5 Food Quality And Habitual

Definition Habitual

In the context of food quality, "habitual" refers to consumer choices and eating behaviors shaped by past experiences and established preferences. Consumers often develop patterns in selecting foods they perceive as high quality, influenced by positive experiences related to taste, freshness, and nutritional content. For instance, individuals accustomed to high-quality, healthy foods are likely to continue choosing similar options in the future. These dietary habits not only affect daily consumption but also influence future purchasing decisions and brand loyalty. Therefore, it is essential for stakeholders in the food sector to understand this habitual aspect to enhance product quality and maintain customer satisfaction (Walton et al., 2006).

Dimention Of And Habitual

Consumers accustomed to high-quality meals tend to prefer healthy and delicious food, often favoring restaurants with excellent reputations. Their choices are influenced by factors such as food innovation, flavor, presentation, and freshness. When food consistently meets these quality standards, customers are likely to repeat their selections. The habitual dimension of food quality reflects how past experiences with high-quality food shape consumer preferences and behaviors, affecting daily eating habits and future purchases. Understanding this habitual aspect is essential for stakeholders in the food sector to improve product quality and maintain customer satisfaction.

Influence Food Quality To Habitual

Research shows that food quality positively impacts repurchase intentions, with a *t* value of 2.789 and a significance level of 0.006 indicating that customers are more likely to return for higher-quality meals. This relationship is mediated by customer satisfaction, as high-quality food enhances satisfaction and promotes healthy eating habits. While customer satisfaction influences repeat purchase intentions, it does not always significantly mediate the effect of food quality. Understanding how food quality relates to consumption patterns is crucial for marketing strategies in the food sector. Overall, improving food quality can enhance customer satisfaction and loyalty, ultimately boosting long-term business revenue and consumer health.

2.6 Customer Comitment And Repurchase Intention

Defintion Of Customer Commitment

Customer commitment is a vital concept in relationship marketing, reflecting the emotional and psychological bonds that customers form with a brand. Various researchers have nuanced definitions of this construct, emphasizing its importance for fostering long-term loyalty and repeat purchasing behaviors. Morgan and Hunt (1994) assert that commitment is central to enduring customer-company relationships, while Kotler and Keller (2009) describe it as a strong intention to repurchase despite competing influences. Oliver (1996) highlights that loyalty involves a deep commitment to consistently repurchase selected products, regardless of external factors. Griffin (2002) adds that loyalty encompasses both emotional and behavioral aspects, indicating that emotional involvement with a brand can enhance customer commitment, as noted by Beatty et al. (1988).

Dimention Of Customer Commitment

Customer commitment is a multifaceted concept that affects connections between businesses and their customers as well as loyalty. Emotional attachment to a brand, which cultivates loyalty through satisfying experiences and a sense of community, is known as Affective Commitment. Customers stay because they have made financial or emotional investments, which results in loyalty without deep emotional bonds. Calculative Commitment is based on the perceived costs of leaving. When a customer's goals are in line with the brand's values, it shows that they are committed to reaching personal outcomes that complement the business's products. This strengthens brand loyalty. Stakeholders in the food industry must comprehend these factors in order to preserve consumer satisfaction and enhance product quality.

Definition Of Repurchase Intention

One of the most important marketing concepts is repurchase intention, which shows how likely customers are to repurchase a good or service after making their first purchase. While Hellier et al. (2003) stress it as an evaluation of making another purchase from the same company, Kumar & Anjaly (2017) describe it as a customer's willingness to repurchase based on earlier experiences. In light of prior experiences, Chiu et al. (2009) relate the intention to repurchase to the willingness to purchase from the same supplier. Ali & Bhasin (2019) emphasize it as a representation of client loyalty and happiness with previous purchases, while Hume et al. (2007) observe that it indicates a decision to make future purchases with a retailer. Gaining insight from different viewpoints enables marketers to improve their client retention tactics.

Influence Customer Commitment To Repurchase Intention

Consumer commitment, particularly affective and normative commitment, plays a considerable role in the link between customer satisfaction and repurchase intention. Strong correlations shown by t-statistics show that both forms of commitment have a beneficial impact on repurchase intentions. Enhancing these commitments depends heavily on customer pleasure because better satisfaction levels raise affective and normative commitment, which in turn increases repurchase intentions. Knowing how customer commitment influences repurchase intention is crucial for marketing strategies for those involved in the sector. By concentrating on enhancing the quality of services and products, businesses can build stronger emotional bonds with their customers, which will promote loyalty and repeat business.

2.7 Affective And Repurchase Intention**Definition Of Affective**

A key idea in organizational behavior is affective commitment, which stands for the emotional connection that workers have with their companies. According to Allen and Meyer (1990), it is the emotional attachment of an employee that results in contentment and a strong feeling of community. According to Robbins and Judge (2021), it entails identifying with the objectives of the organization and wanting to be a member, which leads to increased responsibility and loyalty. Its importance in affecting organizational outcomes, such as retention intentions, is highlighted by Yukongdi & Shrestha (2020). Geykens et al. (1996) distinguish between affective and calculative commitment, highlighting the former's origins in emotional ties as opposed to logical reasons.

in the relationship. Meutia & Husada (2019) stated that employees who have a high level of affective commitment will work with full attention to their tasks, showing loyalty even though they face dissatisfaction in their work.

Demintion Of Affective

One important aspect of organizational commitment is affective commitment, which highlights workers' emotional ties to and identification with their company. Numerous research works have expatiated upon its attributes and consequences. Overall, affective commitment plays an important role in creating a productive and harmonious work environment, as well as helping organizations retain their best talent through employee loyalty and engagement.

Influence Affective To Repurchase Intention

Affective commitment, which reflects a customer's emotional bond with a brand, has been shown to dramatically increase repurchase intention. Affective commitment was statistically significant ($p < 0.05$) and showed a positive regression coefficient of 0.470 in a study on beauty products, indicating that stronger emotional ties boost the likelihood of repeat purchases. This emphasizes how crucial it is to build emotional bonds with customers through positive experiences and efficient customer service in order to increase loyalty. All things considered, affective commitment is a major factor in determining repurchase intentions, emphasizing the necessity for businesses to develop strong emotional bonds with their clients in order to promote repeat business.

2.8 Economic And Repurchase Intention**Definition Of Economic**

The financial and resource-related facets of a person's or organization's commitment to a relationship are reflected in economic commitment. According to Meyer et al. (2018), it is a commitment that is impacted by monetary factors, such as pay, benefits, and the expenses related to quitting a company. According to Markovits et al. (2014), financial uncertainty during

economic crises tends to reduce economic commitment. Sambung (2016) points out that economic variables have a substantial impact on overall employee commitment and loyalty, whereas Ali et al. (2020) explain that employees who feel financially imprisoned are more likely to stay in their professions despite dissatisfaction. Positive economic conditions increase employee satisfaction and trust, which further fortifies loyalty to the company, according to Riorini and Widayati (2015).

Dimention Of Economic

The financial and resource-related facets of an individual's or organization's dedication to a relationship or entity are referred to as their "economic commitment." This dimension is especially important in work environments where individuals evaluate their relationships according to financial considerations. Numerous research works have examined the various aspects of economic commitment, emphasizing how it affects employee conduct and organizational results. cost of leaving, investment in relationship, perception of rewards, job security. Businesses may create more effective methods to boost employee engagement and loyalty and control the influence of economic considerations on work behavior by having a better understanding of these characteristics (Osborne & Hammoud, 2017).

Influence Economic To Repurchase Intention

Transaction and administrative costs, among other purchase-related fees, have a big impact on customers' intentions to make more purchases. Although price appropriateness is also crucial, research indicates that reduced transaction costs and the convenience of non-cash transactions might strengthen these aspirations. However, repurchase intentions are not significantly impacted by non-cash transaction expenses alone. Customer

happiness is the main factor influencing repurchase intentions, and it rises by 0.348 for every unit increase in satisfaction. In general, repurchase intentions are influenced by a number of important elements, including transaction costs, customer satisfaction, and emotional commitment. Strategies aimed at improving customer satisfaction and preserving emotional ties are crucial for cultivating loyalty.

2.9 Forced And Repurchase Intention

Definition Of Forced

The term "forced commitment" describes duties that require people to adhere to particular norms or promises, which are frequently observed in corporate behavior and performance environments. It explains circumstances in which managerial tactics or outside forces compel staff members to dedicate themselves to a corporation, resulting in conformity to corporate norms. According to research, when emotional support is insufficient, this forced devotion can have a detrimental effect on employee motivation and job satisfaction, leading to discontent and subpar performance. Furthermore, employees' perceptions of the rewards of their commitments are related to forced commitment, which can cause a rift if they believe their efforts are not sufficiently recognized. By using efficient human resource management techniques, companies can increase employee engagement and satisfaction by comprehending the effects of forced commitment.

Dimension Of Forced

The term forced commitment describes a facet of organizational commitment that deals with the constraints or pressures individuals must endure often against their will in order to stay in their roles or organizations. This concept has been the subject of numerous studies, particularly in relation to staff retention and organizational behavior. Organizations may create more

effective HRM strategies to boost employee engagement and satisfaction while lessening the detrimental effects of forced commitment by knowing the aspects of forced commitment.

Influence Forced To Repurchase Intention

By making the purchasing process easier for clients, advanced technology like auto renewal features can encourage repeat business. By offering monetary incentives, aggressive promotions and exclusive discounts also promote more purchasing. When customers receive timely and polite customer service, they feel more secure and comfortable and are more inclined to return. Customers' commitment can be increased by including them in loyalty programs that provide significant rewards; however, these tactics should be used without putting undue pressure on businesses to preserve goodwill. In the end, increasing loyalty and retention in a successful marketing strategy requires putting the needs of the consumer first and developing strong emotional bonds (Jonna & Stacey Menzel, 2001).

3.0 Habitual And Repurchase Intention

Definition Of Habitual

The term "habitual commitment" describes the automatic and regular character of a person's dedication to a company, which is frequently formed over time by repeated actions. According to Siagian (2015), a habitual commitment can be maintained by people not because they actively seek it but rather because they are accustomed to their surroundings. According to habit theory, even in the absence of significant intrinsic desire, consistent performance results from repeated acts and associations (Surur, 2021). Because of their ingrained patterns, habitual employees may find it difficult to adjust to organizational changes. Organizations seeking to improve employee engagement and performance while tackling the issues of

resistance to change must have a thorough understanding of habitual commitment.

Dimension Of Habitual

The bias committee is a subcommittee of the organizational committee that ensures regular and automatic training of employees regarding the organization. This concept has been explored in various studies, particularly on how prejudice affects employee performance and organizational dynamics. Understanding the dimensions of habitual commitment can help organizations develop strategies to increase employee adherence and mitigate the effects of prejudice that permeates the workplace.

Influence Habitual To Repurchase Intention

The term "habitual" in the context of consumption describes automatic and repetitive behaviors, like regularly selecting a particular brand or item. A mix of internal motivations and external circumstances impact this behavior. Research indicates that repurchase intentions are positively impacted by habits; consumers who consistently purchase a particular brand are more inclined to do so again since it has become a part of their way of life. For instance, a customer is likely to stick with brand A milk if they regularly buy it because of its flavor and nutritious content. All things considered, repeat purchasing behavior is encouraged by habitual buying, which is fueled by both internal and external influences that make decision-making easier and elicit pleasant emotions.

RESEARCH METHODS

This study uses Structural Equation Modeling (SEM) in conjunction with Partial Least Squares (PLS-SEM) to analyze the relationship between food quality, customer satisfaction, and repurchase intent in the restaurant industry. The analysis is conducted

using the SmartPLS software, which enables researchers to create a graphic model and estimate parameters without requiring data normality assumptions. The analysis process begins with the creation of a conceptual model that illustrates the relationship between the variables. Following model illustration, the first step is testing the measurement model to ensure the validity and reliability of the used indicator. This research uses quantitative methods. This study includes an analysis of the load factor and the path coefficient for each construction. In order to test the hypothesis of the research, structural model testing is carried out. At this stage, the PLS-SEM algorithm is used to iteratively check the path and outer loading coefficients.

RESULTS AND DISCUSSION

Table 1 : Reability and Vallidity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CUSTOMER COMMITMENT	0.806	0.825	0.883	0.716
FOOD QUALITY	0.742	0.750	0.833	0.660
HABITUAL	0.781	0.801	0.872	0.694
REPURCHASE INTENTION	0.892	0.894	0.933	0.822

The data presented in Table 1 highlights the reliability and validity metrics for four constructs: Customer Commitment, Food Quality, Habitual, and Repurchase Intention. Each construct was evaluated using Cronbach's alpha, composite reliability (rho_a and rho_c), and average variance extracted (AVE). Customer Commitment showed good reliability with a Cronbach's alpha of 0.806, rho_a of 0.825, rho_c of 0.883, and an AVE of 0.716, indicating a strong internal consistency and variance explanation. Food Quality had slightly lower but acceptable reliability scores, with a Cronbach's alpha of 0.742, rho_a of 0.750, rho_c of 0.853, and an AVE of 0.660, suggesting consistency in measuring the construct. Habitual behavior scored similarly, with reliability measures of 0.781 for Cronbach's alpha, 0.801 for rho_a, 0.872 for

rho_c, and an AVE of 0.694, indicating that it is a consistent measure with good explained variance. Repurchase Intention showed the highest reliability and validity scores across all metrics, with a Cronbach's alpha of 0.892, rho_a of 0.894, rho_c of 0.933, and an AVE of 0.822, indicating a very strong internal consistency and substantial construct validity. Overall, these results suggest that all constructs meet the acceptable thresholds for reliability and validity, supporting their use in further analyses. We have deleted the economic variables parts 1, 2, and 3. And also the variables about habitual parts 1 and 2 due to invalid data.

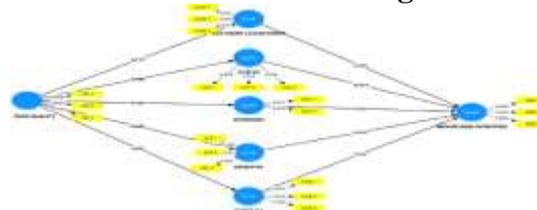
Table 2 : Discriminant Validity

	AFFECTIV E	CUSTOMER COMMITME NT	FOOD QUALIT Y	FORCE D	REPURCHAS E INTENTION
AFFECTIVE					
CUSTOMER COMMITME NT	0.573				
FOOD QUALITY	0.679	0.899			
FORCED	0.315	0.585	0.606		
REPURCHAS E INTENTION	0.322	0.810	0.777	0.430	

Table 2 presents the discriminant validity of five constructs: Affective, Customer Commitment, Food Quality, Forced, and Repurchase Intention, by showing the correlation values between them. Discriminant validity assesses the extent to which these constructs are distinct from each other. For example, the correlation between Affective and Customer Commitment is 0.573, indicating a moderate relationship, while Customer Commitment and Food Quality have a high correlation of 0.899, suggesting a closer association. Forced shows relatively lower correlations with the other constructs, such as 0.315 with Affective and 0.585 with Customer Commitment, indicating that it is more distinct. Repurchase Intention shows high correlation values with both Customer Commitment (0.810) and Food Quality (0.777), indicating a close connection with these constructs. Overall, the correlations provide insight into the relationships among these constructs, supporting their evaluation of discriminant

validity by showing that each maintains a level of distinctiveness from the others.

Table 3 : Foto Kerangka



This image represents a structural equation model (SEM) illustrating the relationships between various constructs that influence "Repurchase Intention" in a hypothetical study. The primary constructs include "Food Quality," "Customer Commitment," "Economic," "Affective," and "Habitual." Each construct is measured by multiple indicators or items, labeled as FQ, COM, FOR, ECO, AFE, and HAB, with numeric labels (e.g., FQ1, COM1). The constructs are shown as blue circles, and the arrows indicate the directional relationships between them. Path coefficients, represented by numbers along the arrows, denote the strength of these relationships. For example, "Food Quality" has a direct effect on "Customer Commitment," "Economic," "Affective," and "Habitual" constructs, as indicated by the arrows pointing toward each construct, with path values like 0.715 and 0.787.

The model suggests that "Food Quality" directly influences customer attitudes (such as commitment, affective responses, economic value perceptions, and habitual behavior) and indirectly influences "Repurchase Intention." "Repurchase Intention" is the final outcome variable in this model, which is influenced by the various constructs either directly or indirectly. For instance, "Customer Commitment" has a direct effect on "Repurchase Intention" with a path value of 0.426, while "Economic" has a smaller impact on "Repurchase Intention" (0.022). This model likely aims to capture

and explain the determinants of a customer’s intent to repurchase based on their experience and perceptions, particularly regarding food quality and its downstream effects on various attitudinal and behavioral outcomes.

Table 4: Outer Loadings

	AFFECTIVE	CUSTOMER COMMITMENT	FOOD QUALITY	FORCED	REPURCHASE INTENTION
AFF 3	1.000				
COM 1		0.856			
COM 2		0.845			
COM 3		0.836			
FOR 3				1.000	
FQ 1			0.857		
FQ 2			0.845		
FQ 3			0.722		
REP1					0.892
REP2					0.919
REP3					0.909

Table 4 shows the outer loadings of measurement items for each construct: Affective, Customer Commitment, Food Quality, Forced, and Repurchase Intention. Outer loadings indicate the strength of each item in measuring its corresponding construct, with higher values suggesting stronger associations. Affective is represented by one item, AFF 3, with a loading of 1.000, showing perfect measurement for this construct. Customer Commitment has three items—COM 1, COM 2, and COM 3—with loadings of 0.856, 0.845, and 0.836, respectively, indicating strong associations. Forced is also represented by one item, FOR 3, with a perfect loading of 1.000. Food Quality is measured by three items: FQ 1, FQ 2, and FQ 3, with loadings of 0.857, 0.845, and 0.722, showing that FQ 1 and FQ 2 have stronger relationships with the construct than FQ 3. Finally, Repurchase Intention includes REP1, REP2, and REP3, with high loadings of 0.892, 0.919, and 0.909, respectively, indicating that these items are highly reflective of the construct. Overall, these outer loadings demonstrate that each item has a significant loading on its respective construct, supporting the validity of the measurement model. We have deleted the variables forced 1 and 2 then affective 1 and 2 and habitual 1, 2, and 3 due to invalid data

Table 5 : Path Coefficient

	AFFECTIVE	CUSTOMER COMMITMENT	FOOD QUALITY	FORCED	REPURCHASE INTENTION
AFFECTIVE					0.164
CUSTOMER COMMITMENT					0.610
FOOD QUALITY	0.630	0.718		0.520	
FORCED					0.038
REPURCHASE INTENTION					

Table 5 presents the path coefficients between the constructs, highlighting the strength and direction of their relationships. Path coefficients indicate the impact of one construct on another in the structural model. Affective has a path coefficient of 0.164 with Repurchase Intention, suggesting a modest positive effect. Customer Commitment shows a strong influence on Repurchase Intention with a coefficient of 0.610, indicating that commitment plays a significant role in driving repurchase intentions. Food Quality is connected to multiple constructs, including Affective (0.630), Customer Commitment (0.718), and Repurchase Intention (0.520), demonstrating that it significantly influences these constructs, with the highest effect on Customer Commitment. Forced shows a low path coefficient of 0.038 with Repurchase Intention, indicating minimal impact. These coefficients collectively illustrate the key relationships and directional effects among constructs, highlighting that Customer Commitment and Food Quality are particularly influential in shaping Repurchase Intention. We have deleted the variables forced 1 and 2 then affective 1 and 2 and habitual 1, 2, and 3 due to invalid data.

Table 6 : Specific Indirect Effect

	Specific indirect effects
FOOD QUALITY -> FORCED -> REPURCHASE INTENTION	0.070
FOOD QUALITY -> CUSTOMER COMMITMENT -> REPURCHASE INTENTION	0.438
FOOD QUALITY -> AFFECTIVE -> REPURCHASE INTENTION	0.103

Table 6 outlines the specific indirect effects of Food Quality on Repurchase

Intention through various mediating constructs. These indirect effects show how Food Quality influences Repurchase Intention indirectly by affecting other constructs in the model. The pathway Food Quality -> Forced -> Repurchase Intention has an indirect effect of 0.020, indicating a minimal influence on Repurchase Intention through Forced. The pathway Food Quality -> Customer Commitment -> Repurchase Intention has a stronger indirect effect of 0.438, suggesting that Customer Commitment serves as an important mediator in enhancing Repurchase Intention based on Food Quality. Additionally, Food Quality -> Affective -> Repurchase Intention has an indirect effect of 0.103, indicating a moderate influence of Affective as a mediator in this relationship. Overall, these indirect effects illustrate the different ways Food Quality can positively impact Repurchase Intention through various mediating constructs, with Customer Commitment being the most significant mediator in this context.

We have deleted the variables forced 1 and 2 then affective 1 and 2 and habitual 1, 2, and 3 due to invalid data

CONCLUSION

In the restaurant industry, this article looks at how food quality affects patron loyalty and intentions to make additional purchases. It was discovered that excellent food quality which encompasses elements of flavor, freshness, and appearance has a significant impact on patron pleasure. Customers become more devoted and are more likely to return as a result of this satisfaction. Structural equation modeling (SEM) is the analytical technique employed in this study to investigate the connection between customer commitment, food quality, and desire to repurchase. The analysis's findings indicate that the association between food quality and intention to repurchase is significantly mediated by customer commitment, indicating that food quality

affects consumers both directly and indirectly via fostering greater emotional loyalty and commitment. All things considered, this study gives participants in the restaurant business insight into how crucial it is to preserve food quality. Restaurants may increase customer happiness and loyalty by enhancing the quality of their food, which can eventually spur business growth by boosting the number of patrons that attend

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