The Influence of Product Quality and Physical Environment on Repurchase Interest Through

Customer Satisfaction of Warteg Kharisma Bahari in Bekasi City

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Abstract. *The purpose of this study is to determine and analyze the effect of product quality and physical environment on repurchasing interest through customer satisfaction on Warteg Kharisma Bahari in Bekasi City. This research is quantitative research using a descriptive correlation design with a cross sectional approach. The population in this study are the customers of Warteg Kharisma Bahari in Bekasi City whose number is unknown. The sample in this study was 100 people who were taken by non-probability sampling technique with incidental sampling technique. The data collection technique is by using a questionnaire. The analytical method used are descriptive analysis method and path analysis method. The results showed that the product quality variable and the physical environment variable simultaneously had a positive and significant effect on customer satisfaction. Product quality and physical environment variables have a negative and not significant effect on repurchasing interest. The variable of customer satisfaction has a positive and significant effect on repurchasing interest. Furthermore, the customer satisfaction variable is able to mediate between the product quality and physical environment variables on the repurchasing interest variable.*

Keywords*: Product Quality, Physical Environment, Customer Satisfaction and Repurchasing Interest*

I. INTRODUCTION

Today's increasingly modern life makes human needs increase along with the many changes occur, one of which is the socio-economic condition of society. Today's society increasingly wants satisfying service and quality, namely service according to their expectations and in the end can meet these needs. In direct proportion to the increase in demand, the culinary business is a business that is not eroded by the changing

times, call it a food stall business. Not without reason, this type of business is an important sector because it is included in the primary needs of society.

Warteg (Warung Tegal) has become an important part of the history of the culinary world in Indonesia. Warteg's presence is increasingly needed by various layers of society, starting from the lower class, middle class, to the upper class. Because of that, Warteg is now increasing in class, no longer being looked down upon, and is increasingly being reckoned with as a culinary place that is clean, neat and complete with a menu of dishes, as well as more comfortable in terms of layout. In such a context, Warteg Kharisma Bahari or commonly abbreviated as WKB can be an option for people who want a place to eat with delicious and hygienic food as well as fast, clean and comfortable service.

In terms of customer satisfaction, this is a very important issue and must be considered by all marketers. This is because customer satisfaction can lead to customer loyalty and customer loyalty. Customer satisfaction in a restaurant can be seen from the extent to which the performance of a product that is felt matches the expectations of the buyer so that it can cause feelings of pleasure or disappointment in a buyer.

The thing that must be considered in competition is how after consumers receive and feel the benefits or value of a product, these consumers already have loyal behavior, a sense of satisfaction and commitment to the product. Customer satisfaction is influenced by factors of product quality, cleanliness and comfort of the physical environment on customer satisfaction, because customers who are satisfied with the product have the potential to repurchase the product.

Based on the description of the background of the problems above, the authors try to conduct research with a focus on discussion of product quality factors, physical environment and customer satisfaction which are associated with repurchase intention. Where the title proposed is as follows "The Influence of Product
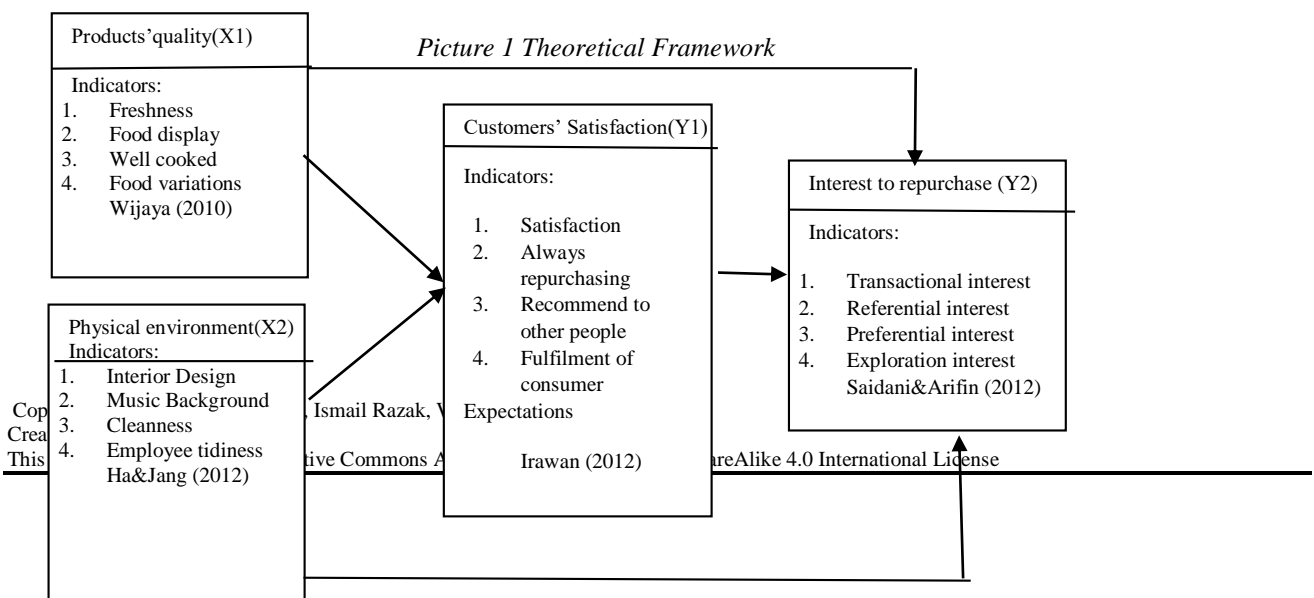
Quality and Physical Environment on Repurchase Interest Through Customer Satisfaction of Warteg Kharisma

Bahari in Bekasi City".

II. LITERATURE REVIEW

Product quality is the characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. According to Kotler (2005), product quality is the overall characteristics and characteristics of a product or service in its ability to satisfy stated or implied needs.

The physical environment is involved in the layout and physical layout of the restaurant related to the characteristics of the restaurant. According to Jang, et al (2012), the quality of the physical environment can be considered important in influencing the level of customer satisfaction, especially because customer responses to the physical environment are part of their consumption experience. According to Irawan (2008) customer satisfaction is the accumulated result of consumers or customers in using products and services. Customers are satisfied if after buying a product and using the product, it turns out that the quality of the product is good. According to Saidani, et a (2012) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented.

The conceptual framework in this study is to analyze the causal relationship between food quality and the physical environment on repurchase intention through customer satisfaction. The conceptual framework in this research can be illustrated as follows;


Picture 1 Theoretical Framework

III. RESEARCH METHOD

The purpose of this study is explanatory through the analysis of the causal relationship between the variables of product quality, physical environment, customer satisfaction and repurchase intention. The data analysis method used is descriptive analysis method and path analysis. In this research the research instrument carried out by researchers is the questionnaire method. In this study, the questionnaire was prepared with alternative Likert scale answers. The population in this study are customers of Warteg Kharisma Bahari in Bekasi City, with an unknown number of populations. Because the population is unknown, the sample is taken using a non-probability technique, namely the accidental sampling technique.

The instrument test used in this study used a questionnaire as a measurement scale for research variables. One of the criteria for good research is to fulfill validity and reliability. Validity shows that an instrument (measuring tool) for the performance of a questionnaire in measuring what is measured in research is really accurate. The purpose of the Reliability Test is to ensure that the questionnaire we arrange will be really good at measuring symptoms and producing valid data. Testing the assumptions used in this study include: Normality Test, Linearity Test, Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test using the SPPS version 26 application. Below is a path model created based on the variables contained in this study, which are as

Picture 2 Path Diagram

Physical

Environment(X2)

b2

b4
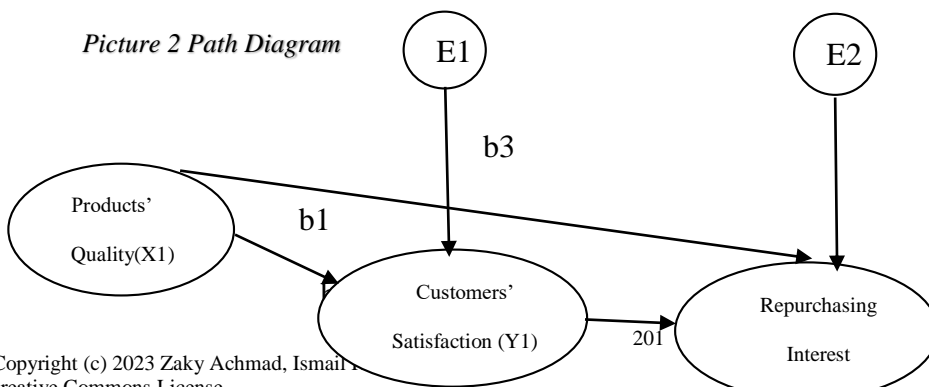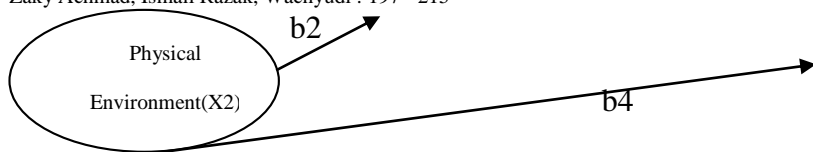
Hypothesis testing was carried out in this study, there were two types of testing, namely the Partial Test (t test) and the Coefficient of Determination Test (R2).

IV. RESULT AND DISCUSSION

Based on the Validity Test, it shows that all statement items used to measure the variables used in this study have a Sig <0.05 so that it can be said that all indicators are valid to be used as instruments in research. Based on the Reliability Test it also shows that all variables have a Cronbach alpha coefficient > 0.60 so it can be concluded that the variable measuring items and the questionnaire are reliable. Descriptive analysis to explain the results of the respondents' research on the research variables, was carried out based on the average value of each variable. The highest rating of respondents with an average score of 5 and the lowest rating of respondents with an average score of 1.

Table 1. Respondent's assessment

Interval	Products' Quality	Physical Environment	Customers' satisfaction	Repurchasing Interes
1,00-1,80	Poor	Poor	Poor	Poor
1,81-2,60	Not good	Not good	Not good	Not good
2,61-3,40	Fair	Fair	Fair	Fair
3,41-4,20	Good	Good	Good	Good
4,21-5,00	Very good	Very good	Very good	Very good

Based on all the path coefficients of the existing causal relationships, it can be seen the Direct Causal Effect and Indirect Causal Effect of each variable studied.

Picture 1 Overall Path Diagram of Research Structure
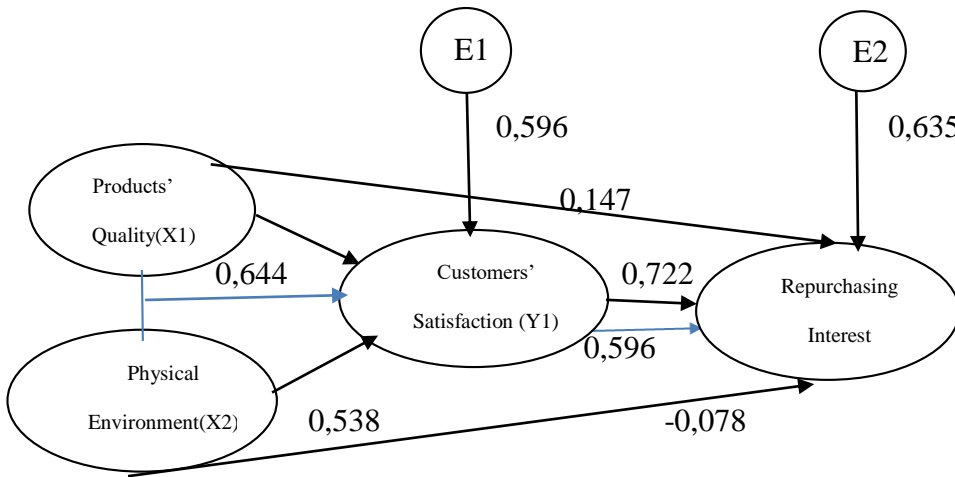
1) Results of Simultaneous Overall Analysis

Table 2 Summary of Influence Results Based on Path Coefficients

Variables Influence			Path Coefficient	Causal Influence		
				Direct	Indirect	Total
Products' Quality (X1)	→	Customers' Satisfaction (Y1)	0,426	0,426		
Physical Environement (X2)	→	Customers' Satisfaction (Y1)	0,538	0,538		
Products' Quality (X1)	→	Repurchasing Interest (Y2)	0,147	0,147	0,426x0,722 =0,307	0,147+0,307 =0,454
Physical Environement (X2)	→	Repurchasing Interest (Y2)	-0,078	-0,078	0,538x0,722 =0,388	-0,078+0,388 =0,310

Customers' Satisfaction (Y1)	→	Repurchasing Interest (Y2)	0,722	0,072		

Source: Data Analyzed, 2022

Based on the table above, it can be concluded that the results of the path analysis are as follows:

• Sub-structure hypothesis 1, namely "Product Quality (X1) and Physical Environment (X2) contribute significantly to Customer Satisfaction (Y1)". The result is that simultaneously (overall) variables XI and X2 contribute significantly to variable Y1. Furthermore, individually the contribution of the Job Product Quality variable (X1) and the contribution of the Physical Environment variable (X2) are stated to be significant to Customer Satisfaction (Y1).

• Sub-structure hypothesis 2, namely "Product Quality (X1), Physical Environment (X2) and Customer Satisfaction (Y1) contribute significantly to Repurchase Intention (Y2)". The result is that simultaneously (overall) variables X1, X2, and Y1 contribute significantly to variable Y2. However, individually the contribution of the Product Quality variable (X1) is declared insignificant, the contribution of the Physical Environment variable (X2) is declared insignificant, and the contribution of the Customer Satisfaction variable (Y1) is declared significant to Repurchase Intention (Y2).

2). Results of Individual Analysis

Based on the simultaneous path analysis above, it is known that Product Quality (X1) and Physical Environment (X2) can positively and significantly influence the level of Customer Satisfaction (Y1). As well as Product Quality (X1) and Physical Environment (X2) through Customer Satisfaction (Y1) are proven to influence the level of Repurchase Interest (Y2) of 59.6% in a positive and significant way. After carrying out the simultaneous influence test, then the influence test was carried out individually and the following results were obtained:

• Product Quality (X1) contributes positively and significantly to Customer Satisfaction (Y1). Based on the findings in this study, the direct effect of product quality is 0.426^2 x 100% = 18.14% and is

significant for customer satisfaction. This shows that Product Quality can significantly affect Customer Satisfaction.

• Physical Environment (X2) contributes positively and significantly to Customer Satisfaction (Y1). Based on the findings in this study, the direct effect of the Physical Environment is 0.538^2 x 100% = 28.94% and is significant for Customer Satisfaction. This shows that the Physical Environment can significantly affect Customer Satisfaction.

• Product Quality (X1) contributes positively and not significantly to Repurchase Intention (Y2). Based on the findings in this study, Product Quality contributes 0.147^2 x 100% = 2.16% and is not significant to Repurchase Interest. This shows that the existence of Product Quality cannot significantly affect the increase in Repurchase Interest, even though Product Quality shows good results, it means that customers will still buy again.

• Physical Environment (X2) contributes negatively and not significantly to Repurchase Intention (Y2). Based on the findings in this study, the Physical Environment contributes -0.078^2 x 100% = 0.60% and is not significant to Repurchase Interest.

• Customer Satisfaction (Y1) contributes positively and significantly to Repurchase Intention (Y2). Based on the findings in this study, the direct effect of Repurchase Interest is 0.722^2 x 100% = 52.12% and is significant for Repurchase Intention. This shows that Customer Satisfaction can significantly influence Repurchase Intention.

3). Results of Analysis Mediation

To examine the effect of mediating (intervening) variables in this study using the path analysis method which is an extension of multiple regression analysis. The causal relationship between variables

has been formed with a model based on a theoretical basis and which can be carried out by path analysis by finding patterns of relationships between three or more variables (Ghozali, 2018).
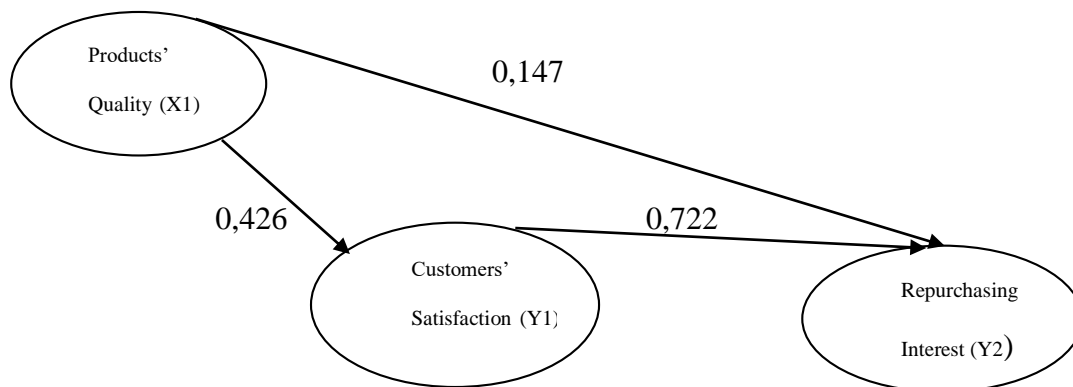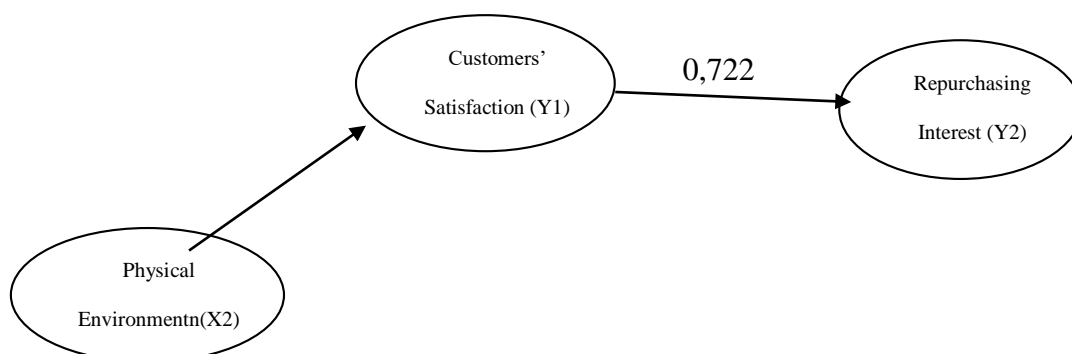
Picture 2 Path Analysis Model 1

Figure 4 shows the direct effect of Product Quality on Repurchase Interest of 0.147. While the indirect effect through customer satisfaction is 0.426 X 0.722 = 0.307. From the calculation results obtained, it shows that the value of the indirect effect through Customer Satisfaction is greater than the value of the direct effect of Product Quality on Repurchase Intention. With these results, it can be concluded that customer satisfaction can be a variable that mediates the effect of product quality on repeat purchase intention.
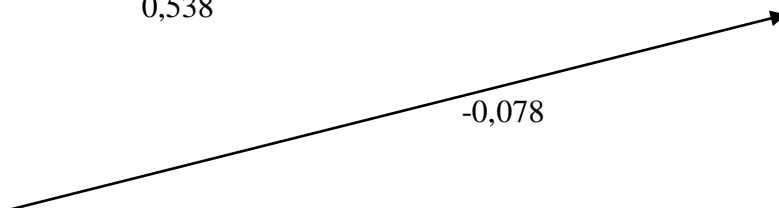
Picture 3 Path Analysis Model 2

0,538

-0,078

Figure 5 shows the direct effect of the Physical Environment on Repurchase Interest of -0.078. While the indirect effect through customer satisfaction is 0.538 X 0.722 = 0.388. From the calculation results obtained, it shows that the value of the indirect effect through Customer Satisfaction is greater than the value of the direct effect of the Physical Environment on Repurchase Intention. With these results it can be concluded that Customer Satisfaction can be a variable that mediates the effect of the Physical Environment on Repurchase Intention.

Table 3 Recapitulation of Research Results

No	Hypothesis	Research	Result
H1	Product quality and physical environment have a positive and significant impact on customer satisfaction of Warteg Kharisma Bahari in Bekasi City.	Product quality and physical environment have a positive and significant effect on customer satisfaction. This means that an increase in product quality and physical environment will be followed by a significant increase in customer satisfaction and vice versa.	Accepted
H2	Product quality and physical environment have a positive and significant effect on repurchase intentions of Warteg Kharisma Bahari customers in Bekasi City.	Product quality and physical environment have a positive and significant effect on repurchase intention and the physical environment has a negative and insignificant effect on repurchase intention. This means that the increase in product quality attributes and the physical environment is not significant to repurchase intention.	Rejected
H3	Customer satisfaction has a positive and significant effect on the repurchase intention of Warteg Kharisma Bahari customers in Bekasi City	Customer satisfaction has a positive and significant effect on repurchase intention. This means that an increase in customer satisfaction will be followed by a significant increase in customer repurchase interest and vice versa.	Accepted
H4	Product quality and physical environment have a positive and significant effect on customer repurchase requests of Warteg Kharisma Bahari in Bekasi City through customer satisfaction.	Product quality and physical environment have a positive and significant effect on repurchase intention through customer satisfaction. This means that an increase in product quality and the physical environment through customer satisfaction will be followed by a significant increase in customer repurchase interest and vice versa	Rejected

V. CONCLUSION AND SUGGESTION

Based on the results of research and discussion, it can be concluded as follows:

The Influence of Product Quality and Physical Environment on Customer Satisfaction of Warteg Kharisma Bahari in Bekasi City.

The results of this study state that product quality and the physical environment have a positive and significant effect on customer satisfaction. Based on the results of regression testing, it shows that on product quality [pvalue (Sig.) = 0.000)] < 0.05 and on the physical environment [pvalue (Sig.) = 0.000)] < 0.05. The research results are also consistent with research conducted by AY (2018), Nasution (2021), and Suryandriyo (2018). This shows that product quality and a good physical environment are very significant so that it remains a consideration for Warteg Kharisma Bahari in Bekasi City for further improvement.

The Influence of Product Quality and Physical Environment on Customer Repurchase Interests of Warteg Kharisma Bahari in Bekasi City.

The results of this study state that product quality has a positive and insignificant effect on customer satisfaction. Based on the results of regression testing, it shows that product quality [pvalue (Sig.) = 0.083)] > 0.05. As well as the product quality variable has a path coefficient of 0.147 or 14.7%, which means that this variable has a positive direction of influence. Based on the results of regression testing showed that the physical environment [pvalue (Sig.) = 0.396)] > 0.05. As well as the physical environment variable has a path coefficient of -0.078 or -7.8%, which means that the variable has a negative direction of influence. The results of the study are inconsistent with research conducted by Leala (2021) which states that food quality and price significantly have a positive influence on repurchase intention, the more customers feel satisfied with the quality of the product and the physical

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environment provided, the more repurchase intention is carried out by customer. As well as research from Yunus (2014) which states that product quality, location, and physical environment simultaneously have a positive and significant effect on customer repurchase.

The Effect of Customer Satisfaction on Customer Repurchase Interests of Warteg Kharisma Bahari in Bekasi City.

The results of this study state that customer satisfaction has a positive and significant effect on repurchase intention. Based on the results of regression testing shows that on customer satisfaction [pvalue (Sig.) = 0.000)] < 0.05. The customer satisfaction variable has a path coefficient of 0.722 or 72.2%, which means that this variable has a positive influence. The results of the study are also consistent with research conducted by Imran (2018) and Nasution (2021) where this research shows that there is a positive and significant influence between the effect of customer satisfaction on repurchase intention as indicated by the value of the regression coefficient which is positive. So customer satisfaction can help process customer repurchase intentions at Warteg Kharisma Bahari.

Effect of Product Quality and Physical Environment on Repurchase Intentions through Customer Satisfaction of Warteg Kharisma Bahari in Bekasi City.

Based on the results of the study, it shows that product quality and the physical environment support the formation of the repurchase request variable through Warteg Kharisma Bahari customer satisfaction. The product quality variable has a direct path coefficient of 0.147 and an indirect path coefficient through customer satisfaction of 0.307. The increase from direct to indirect influence is 0.307 which means it has a positive and significant influence direction. This means that H0 is rejected so that it can be concluded that product quality indirectly affects repurchase intention through customer satisfaction. The result of the path coefficient of repurchase intention is influenced by product quality

through customer satisfaction of 30.7%, so if the customer is satisfied with product quality it will increase repurchase intention by 30.7%. As well as the physical environment variable has a direct path coefficient of -0.078 and an indirect path coefficient through customer satisfaction of 0.388. The increase from direct to indirect influence is 0.388 which means it has a positive and significant influence direction. It can be concluded that the physical environment indirectly influences repurchase intention through customer satisfaction. The result of the path coefficient of repurchase intention is influenced by the physical environment through customer satisfaction of 38.8%, so if the customer is satisfied with the product quality it will increase repurchase intention by 38.8%.

The results of the research are also consistent with research conducted by Mantolu (2020) and Nasution (2021) where this research shows that there is an effect of customer satisfaction as a mediating variable in increasing repurchase intention of Warteg Kharisma Bahaari customers. This can be interpreted that the more the customer gets something he expects, the higher the probability that the customer will buy back at the same level, so that the greater the level of customer satisfaction, the greater the customer loyalty. Continuing the results of this study it is also said that there is perfect or complete mediation of the exogenous variables which do not have a direct effect on the endogenous variables after controlling for the mediator variables.

Based on these conclusions, several implications are presented that are considered relevant and are expected to provide input to all interested parties, especially the owner of Warteg Kharisma Bahari as follows:

1. In this study, based on the phenomena that researchers obtained in the field, the product quality variable seemed to have a very good value for each indicator. It is hoped that the owners of Warteg Kharisma Bahari will always maintain the quality of the food served by always using fresh ingredients and always maintaining cleanliness in order to increase and maintain customer trust.

2. Based on the research results, for physical environment variables, especially for indicators that have the lowest statement item "employees carry out health protocols, such as wearing masks" with an average score of 3.38 which is included in the good (not very good) category can be improved. This means that the owners and employees who have the duty to serve buyers at Warteg Kharisma Bahari pay more attention and re-educate regarding the implementation of health protocols such as wearing masks.

3. Based on the research results, customer satisfaction has a positive effect on customer repurchase intention, with an average score of 4.21, which is included in the very good category. This implies that all parties with an interest in Warteg Kharisma Bahari must maintain quality and service to customers, where in this study it can be seen that customers have the perception that they are satisfied after enjoying the food served, and are willing to recommend Warteg Kharisma Bahari to others based on experience he received.

4. For future researchers, based on the value of the Coefficient of Determination (R-Square) for repurchase intention of 59.6%, this indicates that all endogenous variables simultaneously have an influence of 67.4% on customer repurchase intention. While the remaining 32.6% is influenced by other variables not tested in the study. Judging from the R-Square value, the authors suggest to future researchers to develop other variables outside the variables used in this study in order to get more varied results, which can influence repurchase intentions such as service quality, price, and other variables.

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