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THE INFLUENCES OF PERCEIVED FOOD QUALITY, PRICE FAINESS, AND SATISFACTION ON CUSTOMERS REVISIT INTENTIONS TOWARDS CONSUME ORGANIC FOOD RESTAURANTS IN YOGYAKARTA

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Abstract

When COVID-19 began to attack various countries, people began to realize how important it is to eat healthy food. People started looking for healthy food even when they ate at restaurants. This study aims to conduct research on people's interest in buying organic food in restaurants in Yogyakarta using two theories: Theory of Planned Behavior and Theory of Consumer Behavior. The aim is to find out whether there is a positive relationship between Perceived Food Quality to Price Fairness, and Customer Satisfaction, Price Fairness to Customer Satisfaction, and Satisfaction to Revisit Intention, to restaurants in Yogyakarta. A total of 250 people participated in the study by filling out questionnaires, and data processing programs using SMART PLS. The results showed that there was a positive relationship between the following variables: perception of food quality with price fairness, perception of food quality with customer satisfaction, price fairness with customer satisfaction, and customer satisfaction with the intention of visiting again.

Keywords: COVID-19, Organic food, Restaurant study.

Introduction

At the beginning of 2020, the Covid-19 pandemic broke out around the world. The effects that occur are also numerous. Country's economic decline, restrictions on exchanges, especially human health. Maintaining a healthy body is very important. A healthy body can prevent various diseases and viruses. There are many ways to keep your body healthy, one of which is by choosing foods that are nutritious, and high in protein. Organic foods are foods that have many benefits for the body because they contain

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antioxidants, improve heart disease, reduce pesticides, and are toxin-free, antibiotic-resistant, and naturally nutritious.

Organic food is an alternative for consumers who want to avoid the health risks of chemical contamination (Nelson et al., 2019). In addition to health and safety benefits, organic food is also good for the environment. It can also improve animal welfare and promote biodiversity (Lindstrom et al., 2020). Many people perceive organic production and products to be greener, healthier, and tastier than conventionally produced food (Gustavsen & Hegnes, 2020). According to traditional consumer opinion, organic foods are more environmentally friendly (Teng & Lu, 2016), naturally purer, and therefore healthier (Ditlevsen et al., 2019).

In recent years, consumers have witnessed a growing interest in organically produced foods, as they are seen as a healthy and environmentally friendly alternative (Kushwah, Dhir, Sagar & Gupta, 2019; Yadav, 2016). The development of the organic sector has been driven by growing interest from consumers and retailers who have played a role in stimulating growth, promoting products, expanding assortments, and helping farmers switch (Ozguven 2012). The demand for organic foods is motivating food manufacturers to offer more organic foods, and consumers are purchasing these products in both physical and virtual stores for home consumption. Scientists believe there are several reasons for the growing interest in organic foods, but the most important reason is that naturally grown foods are better for the environment and consumers' personal and family health (Kushwah, Dhir, Sagar, & Gupta, 2019; Shin & Mattila, 2019; Tandon et al. 2020).

Eating out at restaurants has become a popular pastime in recent decades. These collective changes in diet have raised concerns about dietary quality among consumers. Eating out is associated with higher caloric intake, lower vegetable intake, and higher meat intake (Lachat et al., 2012). In other words, eating out at restaurants is typically less healthy and less sustainable than eating out at home.

Organic restaurants, on the other hand, are good options for organic food consumers to eat out (Konuk, 2019). This format, therefore, allows restaurateurs to gain a competitive advantage by differentiating themselves from their competitors with health claims. Organic foods are generally expensive concerning the additional production costs. For this reason, organic menu prices in restaurants are inevitably higher than conventional ones. Previous studies have shown that price is a significant barrier to organic food consumption (Marian et al., 2014; Hughner et al., 2007). It is important to understand whether consumers are willing to pay extra to purchase healthy foods. Consumer responses to a willingness to pay extra to purchase different types of health and wellness foods (Tabassum, Ali, 2020).

Drawing from the information presented in the preceding problem, the researcher establishes the definitive objectives of this study, which encompass: (1) elucidating the potential positive impact of perceived food quality on perceptions of price fairness, (2) examining the potential positive correlations between perceived food quality and customer satisfaction, (3) investigating whether perceptions of price fairness yield positive effects on customer satisfaction, and (4) delving into the potential positive influence of customer satisfaction on the intention of customers to revisit.

This research helps social commerce companies understand that restaurants need to offer fresh and delicious menus. The attractive food presentation on the menu should not be overlooked. The example is serving organic food decorated with aesthetic tableware can visually enhance your menu. This also improves the perceived quality of organic foods. In addition, organic restaurants can put the nutritional value of organic foods on their menus to promote food health. Similarly, you can put a brochure on the table with information about the standards of organic food production to increase your customers' knowledge of organic food. This may improve the customer's perceived quality rating.

Research Method

Questionnaires will be distributed in Yogyakarta regions for this research, with the goal of decreasing the scope of the researcher and therefore make data gathering more easily.

The population is defined as a group of people as the object that shares a common characteristic as specified by the researcher’s sampling criteria. The population will be asked questions based on their name, age, educational background, monthly income, and occupation. To protect privacy rights, identities will not be released in this research.

Sample research is certain objects chosen to represent the whole population. The population in this research is the customers of organic food restaurants in Yogyakarta. Moreover, the amount of research samples is 250 people.

The information utilized in this research are primary. Primary data is data obtained firsthand from the object of the research by employing a measurement or data retrieval tool directly on the subject as the source of the information sought. In this research, the data were collected by using primary quantitative data collection to test the hypothesis. Moreover, it will be distributed to 250 respondents. Whereas, the secondary data is collected from the supported journal to assist this research. Further, the secondary data used in this research were collected from previous literature reviews and relevant journals.

Results and Discussions

Chapter 4 will describe the results of data processing. Some of the issues discussed in this chapter are the characteristics of the respondents, the results of the descriptive analysis, and the inferential statistics using SmartPLS and their discussion. The results of data processing were used as the basis for accepting or rejecting hypothesis. The number of respondents used in the analysis for this study was 250. Data were collected using an online Google Forms questionnaire.

A. Descriptive Analysis

Table 1
Descriptive Table

Indicator	Average	Median	Minimum	Maximum	Standard Deviation
PFQ 1	5.15	5	2	6	0.917
PFQ 2	4.67	5	1	6	1.065
PFQ 3	5.16	5	3	6	0.882
PFQ 4	4.98	5	2	6	1.024
PF 1	5.60	6	2	6	0.710
PF 2	5.54	6	3	6	0.770
PF 3	5.50	6	3	6	0.806
S 1	5.21	5	2	6	0.804
S 2	5.36	5	3	6	0.702
S 3	5.02	5	2	6	0.912
RI 1	5.17	5	2	6	0.914
RI 2	5.05	5	2	6	0.854
RI 3	5.15	5	3	6	0.747

B. Model Evaluation

1. Outer Model (Measurement Model)

The assessment of the measuring model is examined through various measures such as Convergent Authenticity, Discriminant Authenticity, and Dependability. The measuring model is computed by utilizing the PLS Algorithm.

a. Convergent Validity

A valid indicator is characterized by a loading factor that is positive and exceeds 0.7. This factor quantifies the significance of each indicator or item in measuring the corresponding variable. Indicators with high loading factors are indicative of a stronger (dominant) variable measure. Table 7 displays the loading factor values.

Table 2
Convergent Validity Test

Variable	Indicator	Loading Factor	Description
Perceived Food Quality	PFQ 1	**0.732**	Valid
	PFQ 2	**0.780**	Valid
	PFQ 3	**0.711**	Valid
	PFQ 4	**0.814**	Valid
Price Fairness	PF 1	**0.887**	Valid
	PF 2	**0.933**	Valid
	PF 3	**0.952**	Valid
Customer Satisfaction	S 1	**0.886**	Valid
	S 2	**0.942**	Valid
	S 3	**0.883**	Valid

Source: Smart PLS Output Result

As the data presented in Table 7, it is evident that all the indicators have a loading factor value of over 0.7. Therefore, it can be concluded that these indicators are reliable and can be used as an effective measure of latent variables.

b. Discriminant Validity

The assessment of a model's validity is done through the examination of its discriminant validity. This is determined by analyzing the cross loading value which displays the extent of the correlation between the construct and its indicators, as well as the indicators of other constructs. To ensure a reliable cross-loading value, it should exceed 7 or be compared to the square root value of the average variance extracted (AVE) of each construct and its correlation with other constructs within the model. If the AVE root value surpasses the correlation value between the construct and other constructs in the model, then the model is considered to possess a strong discriminant validity value.

Table 3
Forrmell-Lacker Criterion Value

Variable	Customer Satisfaction	Perceived Food Quality	Price Fairness	Revisit Intention
Customer Satisfaction	**0.904**			
Perceived Food Quality	0.678	**0.760**		
Price Fairness	0.582	0.577	**0.925**	
Revisit Intention	0.698	0.682	0.613	**0.884**

Source: Smart PLS Output Result

Table 4
Cross-Loading Value

Indicators	Customer Satisfaction on	Perceive Food Quality	Price Fairness	Revisit Intention
PF 1	0.490	0.447	**0.887**	0.515
PF 2	0.551	0.605	**0.933**	0.618
PF 3	0.572	0.540	**0.952**	0.564
PFQ 1	0.480	**0.732**	0.414	0.477
PFQ 2	0.538	**0.780**	0.463	0.526
PFQ 3	0.352	**0.711**	0.332	0.393
PFQ 4	0.639	**0.814**	0.514	0.635
R 1	0.664	0.611	0.610	**0.920**
R 2	0.613	0.621	0.469	**0.892**
R 3	0.568	0.577	0.544	**0.838**
S 1	**0.886**	0.602	0.506	0.587
S 2	**0.942**	0.550	0.513	0.631
S 3	**0.883**	0.678	0.555	0.668

Source: Smart PLS Output Result

Based on Tables 8 and 9, the cross-loading value on each item has a value of> 0.70, and also on each item has the greatest value when associated with its latent variable compared to when associated with other latent variables. This shows that each manifest variable in this study has accurately explained its latent variable and proves that the discriminant validity of all items is valid.

c. Reliability

Reliability in PLS uses Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the Cronbach's alpha value is recommended above 0.6. The following Table 10 is the value of Cronbach alpha and Composite reliability:

Table 5
Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Extracted Variance (AVE)
Customer Satisfaction	**0.888**	**0.931**	**0.818**
Perceived Food Quality	**0.758**	**0.845**	**0.578**
Price Fairness	**0.915**	**0.946**	**0.855**
Revisit Intention	**0.860**	**0.915**	**0.781**

Source: Smart PLS Output Result

Based on Table 10 above, it can be seen that the composite reliability value of all research variables is> 0.7 and Cronbach Alpha> 0.6. These results indicate that each variable has met the composite reliability and Cronbach alpha so it can be concluded that all variables have a high level of reliability. Therefore further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model.

2. Inner Model Evaluation (Structural Model)

After testing the outer model, the next step is to test the inner model. Inner model or structural model testing is carried out to see the relationship between constructs, significance values, and R-square of the research model.

a. R-Square

Evaluation of the PLS structural model begins by looking at the R-square of each dependent latent variable. Table 11 is the result of the R-square estimate using PLS.

Table 6
R-Square Test Result

Variable	R-Square	R-Square Adjusted

Customer Satisfaction	0.548	0.542
Price Fairness	0.333	0.330
Revisit Intention	0.487	0.485

Source: Smart PLS Output Result

Based on Table 6 the adjusted R-Square value of the Customer Satisfaction variable is 0.542, this value means that the Customer Satisfaction variable can be explained by the Perceived Food Quality, Price Fairness, and Perceived Value variables by 54.2%. The remaining 45.8% can be explained by other variables not contained in this study.

While the adjusted R-Square value of the Perceived Value variable is 0.548, which means that the Perceived Value variable can be explained by the Perceived Food Quality and Price Fairness variables by 54.8% and the remaining 45.2% can be explained by other variables that are not included in this study.

b. Predictive Relevance (Q2)

Predictive relevance is a test conducted to find out how good the observation value produced using the blindfolding procedure is by looking at the Q square value. If the Q square value> 0 then it can be said to have a good observation value, while if the Q square value < 0 then it can be stated that the observation value is not good. Q-Square predictive relevance for structural models measures how well the observed values are generated by the model and its parameter estimates.

Table 7
Predictive Relevance

Variable	Q^2 (1-SSE/SSO)	Description
Customer Satisfaction	0.437	Has a Predictive Relevance Value
Price Fairness	0.275	Has a Predictive Relevance Value
Revisit Intention	0.375	Has a Predictive Relevance Value

Source: Smart PLS Output Result

Based on the data presented in Table 12 above, it can be seen that the Q square value on the dependent variable is> 0. By looking at this value, it can be concluded that this study has a good/good observation value because the Q square value> 0 (zero).

c. Goodness of Fit

To meet the GoF model criteria, the RMS Theta or Root Mean Square Theta value is <0.102, the SRMR or Standardized Root Mean Square value is <0.10 or <0.08 and the NFI value is >0.9, the following are the results of the Goodness of Fit (GoF) model test:

Table 8
Goodness of Fit Test Result

Criteria	Saturated Model	Estimated Model
SRMR	0.072	0.135
d_ULS	0.982	3.482
d_G	0.748	0.992
Chi-Square	1037.098	1263.711
NFI	0.758	0.705
Rms Theta	0.211	

Source: Smart PLS Output Result

Following the GoF model output above, the RMS Theta or Root Mean Square Theta value is 0.211> 0.102 and the NFI value is 0.758 <0.9, so based on these two model assessments, it does not meet the GoF model criteria. However, based on the SRMR or Standardized Root Mean Square value, the value is 0.072 <0.10. So it can be concluded that the model fits the data.

C. Hypothesis Testing Result

Testing the structural relationship model is to explain the relationship between the variables in the study. Structural model testing is done through tests using PLS software. The basis used in testing the hypothesis directly is the image output and the value contained in the path coefficient output. The basis used to test the hypothesis directly is if the p-value <0.05 (significance level = 5%), then it is stated that there is a

significant effect of exogenous variables on endogenous variables. The following is a complete explanation of hypothesis testing:

Table 9
Hypothesis Testing

Variable	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistics (|O/STDE|)	P Values
Perceived Food Quality>Price Fairness	0.577	0.576	0.051	11.304	**0.000**
Perceived Food Quality>Customer Satisfaction	0.411	0.409	0.055	7.472	**0.000**
Price Fairness>Customer Satisfaction	0.161	0.165	0.065	2.457	**0.014**
Customer Satisfaction > Revisit Intention	0.698	0.699	0.038	18.128	**0.000**

Source: Smart PLS Output Result

In PLS, statistical testing of each hypothesized relationship is carried out using simulation. In this case, it is done with the bootstrapping method on the sample. The following are the results of the PLS bootstrapping analysis as follows:

1. **The Effect of Perceived Food Quality on Price Fairness**

   The results of testing the first hypothesis, namely the effect of Perceived Food Quality on Price Fairness, show a coefficient value of 0.577, a p-value of 0.000, and a t-statistic of 11.304. The p-value of 0.000 is less than 0.05 and the t-statistic value of 11.304 is more than the t-table of 1.960. These results indicate that Perceived Food Quality affects Price Fairness. So the hypothesis that stated **Perceived Food Quality has a Positive Effect on Price Fairness** is accepted.

2. **The Effect of Perceived Food Quality on Customer Satisfaction**

The results of testing the third hypothesis, namely the effect of Perceived Food Quality on Customer Satisfaction, show a coefficient value of 0.411, a p-value of 0.000, and a t-statistic of 7,472. The p-value of 0.000 is less than 0.05 and the t-statistic value of 7.472 is more than the t-table of 1.960. These results indicate that Perceived Food Quality affects Customer Satisfaction. So the hypothesis that **Perceived Food Quality has a Positive Effect on Customer Satisfaction** is accepted.

3. **The Effect of Price Fairness on Customer Satisfaction**

   The results of testing the fifth hypothesis, namely the effect of Price Fairness on Customer Satisfaction, show a coefficient value of 0.161, a p-value of 0.014, and a t-statistic of 2.457. The p-value of 0.014 is less than 0.05 and the t-statistic value of 2.457 is more than the t-table of 1.960. These results indicate that Price Fairness has an Effect on Customer Satisfaction. So the hypothesis that stated **Price Fairness has a Positive Effect on Customer Satisfaction** is accepted.

4. **The Effect of Customer Satisfaction on Revisit Intention**

   The results of testing the seventh hypothesis, namely the effect of Customer Satisfaction on Revisit Intention, show a coefficient value of 0.698, a p-value of 0.000, and a t-statistic of 18,128. The p-value of 0.000 is less than 0.05 and the t-statistic value of 18.128 is more than the t-table of 1.960. These results indicate that Customer Satisfaction Affects Revisit Intention. So that the hypothesis that states **Customer Satisfaction Has a Positive Effect on Revisit Intention** is accepted.

Conclusions

Based on the results of the research and discussion that has been explained in the previous chapters, the items in this study were declared valid in validity testing, the items in this study were declared valid. These items are perceived food quality, price fairness, satisfaction, and revisit intention. Meanwhile, in reliability testing, these items were declared eligible as research instruments. The results of this research indicate that the variables in this research are very influential and related to organic food restaurants. Perceived food quality is the first attraction for customers to come to organic food restaurants. Price fairness provides the second answer that the price set by the restaurant is acceptable to the customer. Satisfaction makes customers feel that their choice to go to an organic food restaurant is not wrong because the perceived food quality, price, and taste are very satisfying. Revisit intention indicates that the customer will continue to visit the restaurant at the next opportunity because the customer is satisfied.

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