DETERMINANTS OF CUSTOMER SATISFACTION WITH PURCHASE DECISIONS AS INTERVENING VARIABLES

Selvi Ainul Inayah Dwiyanti[1]
selviinayah02@gmail.com[1]
Muchammad Saifuddin[2]
saifuddin@uinsby.ac.id[2]

Abstract

This study aims to know role of purchase decision as a mediating effect between relationship marketing, food quality and quality service on customer satisfaction, the sampling used 100 respondents. The data was analyzed using Partial Least Square (PLS) which consists of two stages, outer model and the inner model with the help of the SmartPLS program. 3.2 The results show that Relationship Marketing has significant effect on customer satisfaction. Relationship Marketing has significant effect on purchasing decisions. Service Quality has significant effect on customer satisfaction. Purchase decisions have significant effect on customer satisfaction. Relationship Marketing through Purchase Decisions has significant effect on Customer Satisfaction. With the results of this study, it is hoped that it can be used as input and evaluation material to improve food quality and service quality and Nelongso fried chicken has more value than other restaurants in the minds of consumers.
Keywords: Customer Satisfaction, Food Quality, Purchasing Decisions, Relationship Marketing, Service Quality

Introduction

In this era of globalization, the progress of the business world is increasingly developing. The intense competition in the business sector causes business people to compete with each other to offer and market their products. Various types of restaurants and culinary tours in various areas are showing very rapid development, the city of Surabaya is the second largest metropolitan city after Jakarta in Indonesia. The high growth of culinary tourism has made restaurants in the city of Surabaya spread throughout office areas, villages, and various center of the crowd.

Based on data from the Central Statistics Agency (BPS) of East Java Province, there are 4,169 restaurants in East Java province, in 2018 there were 1,341 restaurants spread across Surabaya, and from 2015 to 2018 there was a growth spike of 40%. This is proof that Surabaya is a city that is significant with culinary.((BPS), 2019)

Table 1. Five Number of Restaurants / Restaurants in East Java

Regency/ Cities	2014	2015	2016	2017	2018
Cities					
Surabaya	383	713	790	1083	1341
Malang	173	707	707	707	1028
Sidoarjo	33	124	124	121	1 47
Kediri	32	57	57	102	114
Banyuwangi	107	88	88	88	100

Source: East Java Culture and Tourism Office

From these data, the culinary business has become a business that has a large enough target market. One of the processed chicken menus whose existence is well known to the public is the Nelongso Fried Chicken restaurant. The establishment of the Nelongso fried chicken restaurant started from a difficult economic background, Mr. Nanang Suherman, the founder of Nelongso fried chicken, opened his business in 2012 in Karang Ploso, Malang City.(Prameta et al., 2021)

Nelongso Fried Chicken is a restaurant that implements a franchise system where in this system the main party provides capital to the second party as capital manager and in this system the first party does not participate in managing the business, it only receives profit from the business every month. The first one also receives cash flow, namely reports in the form of monthly and daily cash outflows. One of the nelongso fried chicken branches is

located on Jalan Raya Ketintang No. 133, in this branch, fried chicken Nelongso rents a shop to occupy a former bankrupt building business, this branch of Ketintang was inaugurated on June 24, 2018.
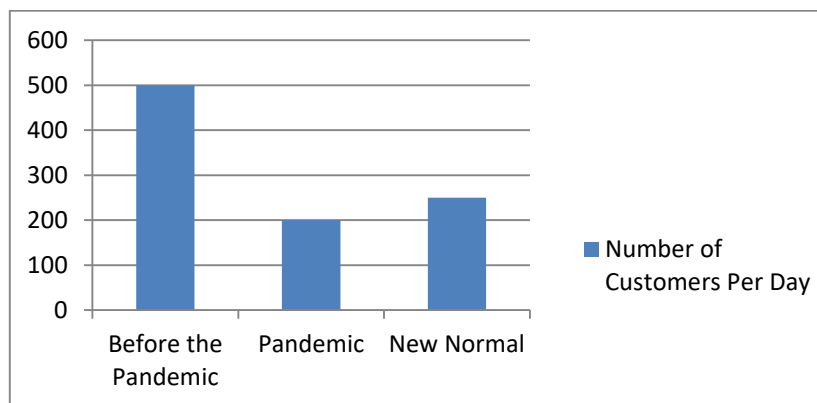
Figure 1. Nelongso Branch Ketintang Fried Chicken customer

Source: Interview with Nelongso Ketintang Fried Chicken Manager

Based on the data above, the number of customers of Nelongso fried chicken in the Ketintang Surabaya branch emerged both online (delivery) and offline counted before the pandemic and during the pandemic experienced a very significant decline, then the New Normal era experienced an increase.

Every company is required to provide satisfaction to every customer. Conditions like this are very important so that business people can retain their customers. If the company wants to maintain its products and get satisfaction from consumers, the company must provide a plus point for the various product qualities that are given to consumers.(Kotler & Keller, 2009)

According to Lupiyoadi, to ensure the satisfaction stage, there are 5 main factors that every company must pay attention to, namely product quality, price, service quality, cost, emotional feelings and marketing relationships. There are 3 keys that determine implementation in the marketing concept of both the profit organization and the company, namely customer satisfaction, customer loyalty, and service quality.(Lupiyoadi, 2001)

Purchasing decisions are things that need to be considered in sales, because before making a sales transaction, each consumer will carry out several process stages, usually consumers before buying a product will find out information about the product.(Kotler & Keller, 2009)

The strategy that can be applied by nelongso fried chicken to obtain purchase decisions and lead to customer satisfaction is through marketing relationship. Marketing relationship is a long-term marketing method that aims to create, maintain and develop relationships between

customers and companies. According to Alqahtani in building a good relationship with customers can create a good performance so that the relationship with customers will become an important topic in a marketing (Chandra Kartika, 2019). With the aim of building and maintaining profitable customer relationships and the measure of the success of the company is long-term customer satisfaction.

Apart from Marketing relationship, another factor that can affect customer satisfaction through decisions is food quality. According to Sugiarto, food quality, the key to the success of the restaurant business, can be judged by the quality of the food, which is in the form of dishes that have a good taste. In the next stage to get good food quality, the ingredients used are also good, as well as proper food management according to the existing recipe, and good food quality can be seen also through the appearance of these food dishes (Endar Sugiarto, 1999). Food quality is related to customer satisfaction through purchasing decisions, because if the quality of the food provided is good, it will generate benefits for both parties, where a customer will get a good taste, and the customer will get satisfaction so that he can make a purchase decision.

Apart from marketing relationship and food quality, another factor that satisfies consumers is service quality. According to Tjiptono, service quality is all means to fulfill customer wants and needs in order to achieve customer expectations(Fandi, 2014). Service quality is closely related to customer satisfaction because service quality can lead to a strong relationship with the company. To improve purchasing decisions, the quality of the services provided must be very good in order to satisfy customers.

Researchers chose Nelongso fried chicken in the Ketintang branch as the object of research because Nelongso fried chicken is a restaurant that is already known to the public and in the Ketintang branch there is a strategic place that can be reached by the community and also students by choosing a location close to several campuses. In Surabaya Nelongso Fried Chicken has a marketing strategy with a target market of 75% of students and 25% of the general public(Lestari, 2020).

Based on the above background, the researcher tries to formulate the main problems in this study as follows: (1) Does relationship marketing have a significant effect on customer satisfaction in the Ketintang branch of Nelongso fried chicken? (2) Does relationship marketing have a significant effect on purchasing decisions at Nelongso fried chicken, Ketintang branch?; (3) Does food quality have a significant effect on customer satisfaction at the Ketintang branch of Nelongso fried chicken?; (4) Does food quality have a significant

effect on purchasing decisions at the Ketintang branch of Nelongso fried chicken?; (5) Does service quality have a significant effect on customer satisfaction at Nelongso fried chicken, Ketintang branch?; (6) Does service quality have a significant effect on purchasing decisions at the Ketintang branch of Nelongso fried chicken? ; (7) Does the purchase decision have a significant effect on customer satisfaction at the Ketintang branch of Nelongso fried chicken ?; (8) Does relationship marketing through purchasing decisions have a significant effect on customer satisfaction at the Ketintang branch of Nelongso fried chicken ?; (9) Does food quality through purchasing decisions have a significant effect on customer satisfaction at the Ketintang branch of Nelongso fried chicken ?; (10) Does service quality through purchasing decisions have a significant effect on customer satisfaction at the Ketintang branch of Nelongso fried chicken?

Some of the objectives to be achieved in this study are to determine and prove the effect of relationship marketing, food quality, and service quality on customer satisfaction with purchasing decisions as an intervening variable.

Methods

This research method uses quantitative research. This research was conducted at the restaurant fried chicken Nelongso, Ketintang branch, Surabaya, which is located at Jalan Raya Ketintang No. 133. The sampling technique in this study used non-probability sampling with purposive sampling. Samples taken in this study were 100 respondents. For the scale of measurement of indicators, researchers used a Likert scale with intervals of 1-5. The data analysis in this study used the outer model and inner model analysis using the Partial Least Square (PLS) method with the help of the Smart PLS program.

Result and Discussion

After collecting data using a questionnaire distributed to 100 customer respondents who came to the Nelongso fried chicken restaurant. The following is a table of respondent characteristics:

Table 2. Respondent Characteristics

Characteristics	Jumlah	presentase
Female	69	69%
Male	31	31%
Total	100	100%
17 – 22 year	60	60%
23 – 28 year	34	34%
29 – 34 year	2	2%
35 – 40 year	4	4%
Total	100	100%
Student	63	63%
Employees	11	11%
Entrepreneur	20	20%
Lecturer / Teacher	6	6%
Total	100	100%
Offline / eat on the spot	85	85%
Take away	15	15%
Total	100	100%
1 kali	18	18%
2 – 5 kali	58	58%
>5 kali	24	24%
Total	100	100%

Source: Primary data, processed in 2021

From the table above shows that the respondents who are male are 31 people and female are 69 people. There were 60 respondents aged 17-22 years, 34 people aged 23-28 years, 2 people aged 29-34 and 4 people aged 35-40. Respondents with jobs as students totaled 63 people, employees totaled 11 people, entrepreneurs numbered 20 people and as lecturers or teachers totaled 6 people. There were 85 respondents who made purchases offline or ate at a place and 15 people did takeaway. Respondents visited 1 time, totaled 18 people, 2 to 5 times totaled 58 people, and> 5 times totaled 24 people or 24%

1. Outer Model

    Outer Model is the relationship between latent variables and their manifestation variables or indicators, this model is obtained from the research hypothesis.(Syahrir et al., 2020) Where the results of the measurement model (outer model) can be used to test the construct validity and instrument reliability, here are the results of the Output Outer Model
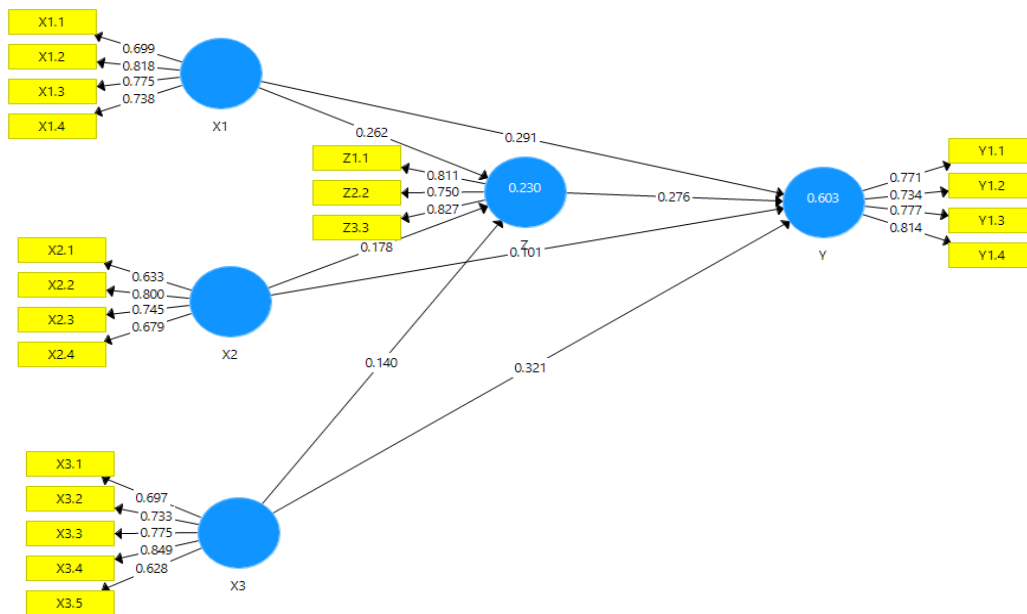

Figure 2. Output Calculate Algorithm

2. Validity Test

    a. Convergent Validity

        The value of convergent validity is one of the validity tests to determine the relationship of each reflective item with other variables. In this test it is recommended that the measurement value must be greater than 0.50 - 0.60. (Ghozali & Latan, 2015) in this study using a loading factor value limit> 0.6 The following are the results of the convergent validity output:

Table 3. Loading Factor test results

Variable	indicator	Loading Factor Results	Standard	Decision
Relationship Marketing (X1)	X1.1	0,699	> 0,6	Valid
	X1.2	0,818	> 0,6	Valid
	X1.3	0,775	> 0,6	Valid
	X1.4	0,738	> 0,6	Valid
Food Quality (X2)	X2.1	0,633	> 0,6	Valid
	X2.2	0,800	> 0,6	Valid
	X2.3	0,745	> 0,6	Valid
	X2.4	0,679	> 0,6	Valid
Service Quality (X3)	X3.1	0,697	> 0,6	Valid
	X3.2	0,733	> 0,6	Valid
	X3.3	0,775	> 0,6	Valid
	X3.4	0,849	> 0,6	Valid
	X3.5	0,628	> 0,6	Valid
Customer satisfaction (Y)	Y1.1	0,771	> 0,6	Valid
	Y1.2	0,734	> 0,6	Valid
	Y1.3	0,777	> 0,6	Valid
	Y1.4	0,814	> 0,6	Valid
buying decision (Z)	Z1.1	0,811	> 0,6	Valid
	Z1.2	0,750	> 0,6	Valid
	Z1.3	0,827	> 0,6	Valid

Source: Data processing with SmartPLS 3.2, processed in 2021

From table 2 above it can be explained that all indicators have passed the convergent validity test and are at a safe point, namely> 0.6, thus all indicators are declared valid or have passed the convergent validity test.

b. Discriminant Validity Test

In the discriminant validity test using parameters measured by comparing the roots of AVE (Average Varian Extracted). In this test it is recommended that the

measurement value must be greater than 0.50, the following is the output value of the AVE results.(Ghozali & Latan, 2015)

Table 4. Results of the Discriminant Validity Test of the AVE results

No	Variable	AVE	Standard	Decision
1.	Relationship Marketing	0,576	> 0,50	Valid
2.	Food Quality	0,514	> 0,50	Valid
3.	Service Quality	0,548	> 0,50	Valid
4.	Customer satisfaction	0,600	> 0,50	Valid
5.	Buying decision	0,635	> 0,50	Valid

Source: Data processing with SmartPLS 3.2, processed in 2021

From table 3 above, it can be explained that all variables have an AVE value of more than 0.50. So that we can conclude that marketing relationship, food quality, service quality, customer satisfaction and purchase decisions have a good discriminant validity value.

3. Reliability Test

The last evaluation on the outer model is the reliability test. In PLS, the reliability test can be measured using two methods, namely Composite Reliability and Cronbach's Alpha to test the reliability value of the instrument on a variable. A construct or variable can be said to be reliable if it gives a Cronbach's Alpha value greater than 0.7, but a value of 0.6 is still acceptable for explanatory research while the value of Composite Reliability must be greater than 0.6.(Abdillah & Jogiyanto, 2015). The following are the results of the reliability test using PLS:

Table 5. Reliability Test Results

No	Variable	Cronbach's Alpha	Composite Reliability	Standard	Decision
1.	Relationship Marketing	0,754	0,884	> 0.6	Reliabel
2.	Food Quality	0,682	0,808	> 0.6	Reliabel
3.	Service Quality	0,792	0,857	> 0.6	Reliabel
4.	Customer satisfaction	0,778	0,857	> 0.6	Reliabel
5.	Buying decision	0,719	0,839	> 0.6	Reliabel

Source: Data processing with SmartPLS 3.2, processed in 2021

Based on table 4 above, we can see that the value of Cronbach's Alpha and Composite Reliability on all variables has a value of> 0.6. So it can be concluded that

the variables that relationship marketing, food quality, service quality, customer satisfaction and purchasing decisions have high reliability.

4. Inner Model

In testing the inner model or structural model is carried out in order to see the relationship between latent variables with the t test according to the structural path. It can be seen from the R-square value for each endogenous variable in the structural equation. The following is an analysis of the Inner Model used in research using the SmartPLS 3.2 application program, the R-Square value is obtained, namely:

Table 6. Good fitness fit or R-Square test results

Variable	*R-Square*
Relationship Marketing	
Food Quality	
Service Quality	
Customer satisfaction	0,603
Buying decision	0,230

Source: Data processing with SmartPLS 3.2, processed

To measure how well a structural model produced by PLS can be measured using the Q-Square value which has predictive relevance, so that if the Q-square has a value of more than $Q^2 > 0$ it means that the model can be predicted, so On the other hand, if the model is less than $Q^2 < 0$, it can be said that the model lacks predictive relevance. In this study the resulting value (R^2) with the results of the Q-Square calculation is as follows:

Q square value = $1- [(1-R^2 1)$ x $(1-R^2 2)]$

$= 1- [(1-0,603)$ x $(1-0,230)]$

$= 1- (0,397$ x $0,77)$

$= 1-305$

$= 0,695$

$= 69,5\%$

Based on the results of the above Q-Square calculation, it shows the predictive-relevance value of 0.695 or 69.5%. From these results it can be interpreted that the model is quite good. As for the Smarth-PLS results regarding the research hypothesis, the values of the Path Coefficient (Mean, STDEV, T-Statistics P-Vaules) will get the

inner loading value and T-Values to assess whether each construct has a significance value for the prediction model, Hypothesis testing can be done by looking at and comparing the t-count value or t-statistics with the t-table value. If the value of t-count or t-statistics is greater than t-table, then the hypothesis is accepted and H0 is rejected, and vice versa. In addition to looking at the t value, hypothesis testing can also be done by looking at the p value. If the p-value <0.05 then the hypothesis is accepted and H0 is rejected, and vice versa if the p-value> 0.05 then the hypothesis is rejected, and H0 is accepted. In this study the T-table value is 1.96 with a significance of 5% or 0.05.(Ghozali & Latan, 2015)

The following are the estimation results of hypothesis testing on the path coefficient to determine the direct effect:

Table 7. Path Coefficient results (Mean, STDEV, T-Statistics P-Vaules)

Hypothesis	Original Sampel	Sampel Mean (M)	Standar Deviation (SDTDEV)	T-Statistics	P-Values	Information
X1 → Y	0,291	0,290	0,089	3,278	0,001	Positive and Significant
X1 → Z	0,262	0,260	0,094	2,782	0,006	Positive and Significant
X2 → Y	0,101	0,102	0,104	0,976	0,329	Negative is insignificant
X2 → Z	0,178	0,191	0,114	1,560	0,119	Negative is insignificant
X3 → Y	0,321	0,323	0,094	3,418	0,001	Positive and Significant
X3 → Z	0,140	0,145	0,110	1,271	0,204	Negative is insignificant
Z → Y	0,276	0,276	0,080	3,457	0,001	Positive and Significant

Source: Data processing with SmartPLS 3.2, processed in 2021

Based on the results of hypothesis testing in table 7 above, it can be seen that the four hypotheses are accepted or declared positive and significant because the T-statistical value is greater than the T-table value or value. P-value <0.05, namely the first hypothesis, second hypothesis, fifth hypothesis and seventh hypothesis. Meanwhile, the three hypotheses that were rejected or declared had a negative and insignificant effect because the t-statistical value was smaller than the t-table value or p value > 0.05, namely the third hypothesis, fourth hypothesis, and sixth hypothesis. Meanwhile, hypothesis testing to determine the indirect effect between independent variables through the intervening variable on the dependent

variable is carried out by looking at the results of the specific indirect effect through the SmartPLS version 3.2 application.

The following are the estimation results of hypothesis testing on specific indirect effect

Table 8. Results of Specific Indirect Effects (Mean, STDEV, T-Statistics P-Values)

Hypothesis	*Original Sampel*	*Sampel Mean (M)*	*Standar Deviation (SDTDEV)*	*T-Statistics*	*P-Values*	Information
X1 → Z → Y	0,073	0,072	0,036	2,021	0,044	Positive and Significant
X2 → Z → Y	0,049	0,056	0,041	1,204	0,229	Negatives are insignificant
X3 → Z → Y	0,039	0,040	0,033	1,171	0,242	Negatives are insignificant

Source: Data processing with SmartPLS 3.2, processed in 2021

Based on the results of hypothesis testing in table 8 above, there are two hypotheses that are rejected or have no effect because the T-statistical value is smaller than the T-table value or the P-value is smaller than 0.05, namely the ninth hypothesis and the tenth hypothesis. While one hypothesis is accepted or declared positive and significant because the statistical T value is greater than the T table value or the P value is less than 0.05, which is the eighth hypothesis.

Marketing Relationship on customer satisfaction

Marketing Relationship with Customer Satisfaction test results show that the Original Sample has a value of 0.291, so the direction of the relationship is positive, if seen from the T-Statistics value of 3.278, greater than t-table> 1.96 with a significant P-value of 0.001 less than 0.05. So that the 1st hypothesis is accepted so that it can be concluded that marketing relationship has a positive and significant effect on customer satisfaction. This research is in line with the research conducted by Agung Wicaksono (2018) which states that Marketing Relationship has a positive and significant effect on customer satisfaction(Wicaksono, 2018). Furthermore, research from Istiqomah Nur Yasinda the results of this study indicate that Marketing Relationship has a positive and significant influence on customer satisfaction (Istiqomah Nur Yasinda, 2019). Similar to the results of research from Esti Munawaroh and Ika Krismayani which stated that the Marketing Relationship variable had a positive effect on satisfaction.(Munawaroh & Krismayani, 2020)

Marketing Relationship is an important thing in the success of a company, one of which is Nelongso Fried Chicken. So the fact that it was found that the Marketing Relationship

implemented by the Nelongso fried chicken restaurant in the Ketintang branch was in the good category. a customer always expects to get good and maximum service from the Nelongso fried chicken restaurant. If Marketing Relationship increases, customer satisfaction will also increase. So in this case it means the fulfillment of customer expectations of the performance of fried chicken Nelongso Ketintang branch.

Marketing Relationship on purchasing decisions

Marketing Relationship with the purchase decision test results show that the Original Sample has a value of 0.262, the direction of the relationship is positive, if seen from the T-Statistics value of 2.782 and this value is greater than the t-table> 1.96 and a significant level of P-value is 0.006. less than 0.05. So that the second hypothesis is accepted and it can be concluded that marketing relationship has a positive and significant effect on purchasing decisions. This research is in line with research conducted by Onny Setiawan, Elsa Serepina Simorangkir and Astri Ayu Purwati (2020) which state that marketing relationship has an effect on purchasing decisions.(Setiawan et al., 2020) Furthermore, research from Vita Dewi Purwati and Luk Luk Atul Hidayati stated that Marketing Relationship had a positive and significant effect on purchasing decisions.

This opinion is in accordance with that put forward by Victor Synatra and Sunarti who said that Marketing Relationship is an effort to build good relationships with customers by creating good communication in order to meet customer wants and needs.(Synathra & Sunarti, 2018) So we can conclude that creating and maintaining Marketing Relationship is something that has a good impact on customers. Customers pay attention to Relationship Marketing which was built by Nelongso Fried Chicken Ketintang branch to decide on a purchase. Moreover, food is a basic need of every human being.

Food quality on customer satisfaction

Third test Food Quality with customer satisfaction, the test results show that the Original Sample has a value of 0.101, so the direction of the relationship is negative, if seen from the T-Statistics value of 0.976 and this value is less than the t-table> 1.96 when seen from the P-value of 0.329 more than 0.05. So that the 3rd hypothesis is rejected and it can be concluded that food quality has no effect on customer satisfaction. This research is in line with research conducted by Regina Dewi Hanifah (2019) which states that food quality has no effect on customer satisfaction.(Hanifah, 2019) Furthermore, research from Ludviyatus Sholeha,

Sutrisno Djaja, and Joko Widodo stated that the service quality variable had a positive and significant effect on customer satisfaction. with the above test indicates that the services provided by AHAS are successful in accordance with the wishes and needs of customers.(Sholeha et al., 2018)

Food quality is a characteristic of food quality that can be accepted by consumers. Moreover, food is a basic need for every human being, so that customers expect food quality to match their expectations. But the fact that it was found that the portion of food provided did not meet customer expectations. this is important because it will have an impact on the Nelongso fried chicken restaurant. If the quality of the food provided is good, it will be an advantage for the Nelongso Fried Chicken, the Ketintang branch. This indicates that customer satisfaction is not only measured by the quality of the food but also from the portion of the food served.

Food quality on purchasing decisions

Food Quality with the Purchase Decision, the test results show that the Original Sample has a value of 0.178, so the direction of the relationship is negative, if seen from the T-Statistics value of 1.560 and this value is less than the t-table> 1.96 when seen from the P-value of 0.119 more than 0.05. So that the 4th hypothesis is rejected and it can be concluded that food quality has no effect on purchasing decisions. This research is in line with the research conducted by Nur Salim Andriawan (2020), which states that food quality has no and insignificant effect on purchasing decisions.(Andriawan, 2020)

But the facts found in Nelongso Fried Chicken, the Ketintang branch, customers make purchases are not influenced by quality but are influenced by discount information on Nelongso fried chicken products promoted through the Instagram account @ayamgorengnelongso.surabaya, this is evidenced through table 4 attachments that as many as 83, 8% or 59 people come to the house to eat fried chicken Nelongso Ketintang Surabaya branch because there are product discounts. If a restaurant has received positive values from its customers, it will have a good impact on the company. From the analysis data in table 4.6, it is known that the majority of the respondents' jobs are students by 63% at the time of observation, most of the visitors who come to the Nelongso Fried Chicken Store, Ketintang Surabaya branch, are students where the Nelongso Fried Chicken place is strategic and with several universities , so they visited the Nelongso fried chicken store because they were interested in promos and product discounts at low prices. In addition, to meet food needs

because food is a basic need of every human being so that the quality of food cannot influence customer purchasing decisions.

<u>Service quality on customer satisfaction</u>

Service Quality with customer satisfaction, the test results show that the Original Sample has a value of 0.321, the direction of the relationship is positive, when viewed from the value in the T-Statistics column which has a value of 3,418 and this value is greater than t-table> 1.96, the direction of the relationship is significant and if seen from the P-value of 0.001 is less than 0.05. So that the fifth hypothesis is accepted and it can be concluded that service quality has an effect on customer satisfaction. This research is in line with the research conducted by Diyah Ayu Kusumaningtias (2019). Which states that service quality has a positive and significant effect on customer satisfaction.(Kusumaningtias et al., 2019)

So that the facts found in Nelongso Fried Chicken, Ketintag Surabaya branch, are in accordance with the results of the hypothesis test that have been set by the researchers, the service quality provided to Nelongso fried chicken customers is very important. If a company provides good service quality, it will also have a positive impact on customer satisfaction. Service quality can be realized through the achievement of customer needs and desires as well as the accuracy of the services and delivery provided. Nelongso fried chicken party tries to provide maximum service to customers, especially for customers who eat at the store, the employees serve customers who eat at the store very well, this is proven by the fact that customers who eat at the store will be served and their orders will take precedence over those who order via online or takeaway. And also the way employees provide food to customers is very polite, employees before delivering their customer orders will ask "is the order complete, Sis" so that the quality of service for customer satisfaction provided at Nelonngso Fried Chicken can meet customer desires and expectations. this can make the reason produce a positive and significant influence on customer satisfaction.

<u>Service quality on purchasing decisions</u>

Service Quality with the purchase decision results show that the Original Sample has a value of 0.140, then the direction of the relationship is negative, but when viewed from the value in the T-Statistics column which has a value of 1.271 and this value is greater than t-table> 1.96 then the direction of the relationship is not significant and if seen from the P-value of 0.204 is more than 0.05. So that the 6th hypothesis is rejected and it can be concluded that

service quality has no effect on purchasing decisions. This research is in line with research conducted by Karina Meri Astuti (2018), which states that service quality has no effect on purchasing decisions.(Astuti, 2018)

The facts found at the Nelongso fried chicken restaurant in the Ketintang branch, in terms of service, and physical evidence in terms of employee appearance, where male employees sometimes look less tidy, and the cleanliness of employees' clothes is still not clean but the cleanliness of the place at the Nelongso fried chicken is very good overall but there are some respondents who complain about the quality of service provided by the Ketintang branch of fried chicken, including when it rains the water enters the store so that it makes customers less comfortable and also the facilities given to customers to support the quality of service provided by the company to customers is still not good. This restaurant is located at Jalan Ketintang on the second floor, and it is still not enough to facilitate customers, because the store at the Ketintang branch is on the second floor. The facility is lacking in the form of a fan. With a large number of missing customers, the customer feels the room is very hot. This makes customers less satisfied with the services provided by Nelongso fried chicken. So that in this case the customer does not really consider the quality of service at the Nelongso Fried Chicken Ketintang branch in making purchasing decisions for a product.

So in this case the strategy that can be carried out by the Nelongso fried chicken in the Ketitang branch is to always improve the things that make consumers make purchasing decisions, namely by improving good service to consumers so that sales of Nelongso fried chicken always increase.

Purchasing decisions on customer satisfaction

Purchasing Decision with Customer Satisfaction, the results show that the Original Sample has a value of 0.276, then the direction of the relationship is positive, but when viewed from the value in the T-Statistics column which has a value of 3.457 and this value is greater than the t-table> 1.96, the direction of the relationship is significant and if seen from the P-value of 0.001 is less than 0.05. So that the 7th hypothesis is accepted and it can be concluded that purchasing decisions have an effect on customer satisfaction. This research is in line with research conducted by Diyah Ayu Kusumaningtias (2019) which states that purchasing decisions have a positive and significant effect on customer satisfaction.(Kusumaningtias et al., 2019)

Purchasing decision is a consumer process in buying a product to meet daily needs, in this case including identifying consumer needs by seeking information, evaluating alternative

purchases, purchasing decisions and post-purchase behavior. (Basu Swastha dan Hani Handoko, 2000) it can be concluded that the higher the benefits or performance of the products and services offered by the Nelongso Fried Chicken Ketintang branch to customers, the higher the level of customer purchasing decisions, thus purchasing decisions will have an influence on customer satisfaction with Nelongso Fried Chicken Ketintang Surabaya branch. The purchase decision is the final stage in the decision-making process so that whether or not the customer is satisfied is determined when the customer has made a purchase. Where after a customer has purchased a product or service, the perceived satisfaction will make the customer believe in a product they consume.

Marketing Relationship through purchasing decisions on customer satisfaction

Marketing Relationship through purchasing decisions on customer satisfaction, the results show that the original sample has a value of 0.073, so the direction of the relationship is positive, but when viewed from the value in the T-Statistics column which has a value of 2.021 and this value is greater than t-table> 1.96 then the direction of the relationship is significant and if seen from the P-value of 0.044 is less than 0.05. So that the 8th hypothesis is accepted and it can be concluded that relationship marketing has an effect on customer satisfaction through purchasing decisions as an intervention variable. This research is in line with research conducted by Agus Kusnaedi (2018) which states that relationship marketing has an effect on purchasing decisions and its impact on customer satisfaction.(Agus Kusnaedi, 2018)

The facts found in this study based on data from the results of the questionnaire analysis in table 4.7 show that most of the Nelongso fried chicken customers make purchases offline or come to the Nelongso fried chicken store, totaling 85 people with a percentage of 85%. With these data it proves that customers are very satisfied with the relationship provided by the Nelongso fried chicken. This can also be seen from table 4.29 of the results of the convergent validity test that the results of the questionnaire question "I think Nelongso Fried Chicken employees have a commitment in responding to customer needs" their own commitment in The concept of marketing relationship is related to the commitment of companies and employees to customers. has the highest value with a value of 0.818. This proves that the commitment given by the Nelongso fried chicken has made the customer satisfied and made the customer make a purchase decision and also indicators of handling complaints from Nelongso fried chicken employees have also provided service and served customers very

well, this is proven when customers experience problems with employee orders swiftly and deftly handling the problem. This also makes the factor that relationship marketing affects customer satisfaction through purchasing decisions

The increase in relationship marketing given to customers is an effort made by the Nelongso Fried Chicken Ketintang branch in order to continuously improve satisfaction by always providing good service to customers. The marketing relationship provided by the Nelongso Fried Chicken is the support of the employees who are agile and professional in providing the best service for customers.

Food quality through purchasing decisions on customer satisfaction

Food Quality through the purchase decision on customer satisfaction, the results show that the Original Sample has a value of 0.049, so the direction of the relationship is negative, but when viewed from the value in the T-Statistics column which has a value of 1.204 and this value is less than t-table> 1.96 the direction of the relationship is insignificant and if seen from the P-values of 0.229 more than 0.05. So that the 9th hypothesis is rejected and it can be concluded that food quality has no effect on customer satisfaction through purchasing decisions as an intervening variable. This research is in line with the research conducted by Nining Insulandri (2012) which states that product quality does not have a significant effect on consumer satisfaction through purchasing decisions as an intervening variable.(Nining Insulandri, 2012) This study is also in line with research conducted by Fariqoh and M. Trihudiyatmanto with the results that product quality has a negative effect on online purchase satisfaction with online decisions as a mediating variable. (Fariqoh dan M. Trihudiyatmanto, 2019).

The facts found in this study are in accordance with the results of data analysis on hypothesis testing that food quality has no effect on purchasing decisions. Based on the data from the questionnaire analysis in table 4.5 shows that most of the respondents in this study were dominated by respondents aged 17-22 years, amounting to 60 respondents with a percentage of 60%. The Nelongso fried chicken, the Ketintang Surabaya branch, has provided good and delicious food quality, but there are other factors that make them make purchases due to an impulse within the customer to meet their needs and can also be seen from the elements of the marketing mix besides the product there is an element of price that will the advantage for the company is that the Nelongso fried chicken provides free chili sauce. At the time of observing, most of the customers of Nelongso Fried Chicken in the Ketintang Surabaya branch were teenagers and also students, where teenagers or students also considered the

price aspect. this is proven through table 4 attachments that as many as 93.2% or 67 people, they come to the house to eat fried chicken nelongso ketintang branch because the price is affordable. Where the price offered at Nelongso fried chicken is also relatively cheap with a variety of menus provided, this is also a factor that customer satisfaction is not only measured by the quality of the food but also from the price offered at the Ketintang branch of fried chicken.

This is the reason why food quality through purchasing decisions on customer satisfaction does not have a positive and significant effect on customers of Nelongso Fried Chicken, Ketintang Branch, Surabaya.

Service quality through purchasing decisions on customer satisfaction

Service Quality through purchasing decisions on customer satisfaction, the results show that the Original Sample has a value of 0.039, so the direction of the relationship is negative, but when viewed from the value in the T-Statistics column which has a value of 1.171 and this value is less than t-table> 1.96 then the direction of the relationship is not significant and if seen from the P-value of 0.242 is more than 0.05. So that the 10th hypothesis is rejected and it can be concluded that service quality has no effect on customer satisfaction through purchasing decisions as an intervening variable. This study is in line with research conducted by Rendi Yusup and Adi (2013) which states that service quality has no effect on customer satisfaction through purchasing decisions as an intervening variable.(Rendi Yusup, 2013)

So that the facts found in this study are in accordance with the results of data analysis on hypothesis testing which states that service quality has no effect on purchasing decisions on customer satisfaction, namely through the attitude of customers of fried chicken Nelongso Ketitang branch, namely customers are not satisfied with the quality of service provided. Due to the quality of service and facilities provided by Nelongso fried chicken, it is not optimal and makes customers feel less comfortable. In this case, the Nelongso fried chicken, Ketintang Surabaya branch, does not give a comfortable impression to visitors. So that some consumers do not make store facilities as one of their reasons for making purchasing decisions, but there are other factors that make customers make purchases, namely due to the urge to meet basic needs and also the price of Nelongso fried chicken products, the Ketintang branch is relatively cheap, the Nelongso fried chicken party also often do discounts on their products. So that customers will come to the store and buy Nelongso fried chicken

products at the Ketintang Surabaya branch not because of the quality of service but because of the low prices and also discounts at the Nelongso Fried Chicken Store, the Ketintang Surabaya branch. this is the reason why service quality through purchasing decisions on customer satisfaction does not have a positive and significant effect on customers of fried chicken Nelongso, Ketintang branch, Surabaya.

Conclusions

This study provides empirical evidence regarding Marketing Relationship, Food Quality and Service Quality on customer satisfaction with purchasing decisions as an intervening variable. This research was conducted at the Nelongso fried chicken restaurant, Ketintang branch, Surabaya. The results of this study indicate that:

That Marketing Relationship has a positive and significant effect on customer satisfaction. Marketing Relationship has a positive and significant effect on purchasing decisions. Food Quality has a negative and insignificant effect on customer satisfaction. Food Quality has a negative and insignificant effect on purchasing decisions. Service Quality has a positive and significant effect on customer satisfaction. Service Quality has a negative and insignificant effect on customer satisfaction. Purchasing decisions have a positive and significant effect on customer satisfaction. Relationship Marketing through Purchase Decisions has a positive and significant effect on Customer Satisfaction. Food Quality through Purchase Decisions has a negative and insignificant effect on Customer Satisfaction. Service Quality through Purchase Decisions has a negative and insignificant effect on Customer Satisfaction.

With the results of this study, it is necessary to improve the facilities that consumers feel and increase in terms of food quality and service quality. And it is hoped that it can become input and evaluation material to face business competition in the culinary field, with the hope that Nelongso fried chicken has more value than other restaurants in the minds of consumers.

Suggestions that can be given based on the results of this study are: For further researchers it is expected to further develop and expand this research by examining 10 branches of Nelongso Fried Chicken Surabaya. and also look for other variables related to the dependent and intervening variables before being tested, then add more references. So that it will get better results, further research is expected to be able to test more developed models, so that the research results can provide a good picture.

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