

UDC 332

THE EFFECT OF PRODUCT AND SERVICE QUALITY ON RETURN INTENTION THROUGH CUSTOMER SATISFACTION AS A MEDIATION: A STUDY AT LAKE VIEW BALI RESTAURANT

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ABSTRACT

The tourism sector in Bali plays an important role in growing the regional economy. On the other hand, the restaurant business has a high level of competition and a strong intention to switch, which makes it necessary to change long-term policies by maintaining long-term relationships with customers. Many restaurants struggle to implement marketing practices to increase revisit intentions. The purpose of this study was to examine and explain the role of customer satisfaction in mediating product quality and service quality on revisit intentions at Lake View Bali Restaurant. This research is an associative research with quantitative methods conducted on customers who have visited the Lake View Bali Restaurant. Data consists of 120 samples, collected by distributing questionnaires containing both open and closed questions and statements that have been tested for validity and reliability. The analysis technique used is the Structural Equation Model (SEM) using an analytical tool in the form of SmartPLS 3.3.3 software. The results of this study indicate that product quality and service quality have a positive and significant effect on customer satisfaction, revisit intentions. Customer satisfaction has a positive and significant effect on revisit intentions and customer satisfaction can partially mediate the effect of product quality and service quality on revisit intentions at Lake View Bali Restaurant. This research is expected to be empirical evidence for future research and to be able to enrich the development of marketing management related knowledge in the form of product quality, service quality, customer satisfaction, and intention to visit again. The restaurant management can consider a return visit intention strategy by improving product quality so that consumers feel satisfied which can increase the intention to return to the Lake View Bali Restaurant.

KEY WORDS

product quality, service quality, customer satisfaction and intention to return

Tourism is one of Indonesia's mainstay industrial sectors. The tourism sector plays an important role in growing the regional economy. Therefore, the majority of regions in Indonesia compete in introducing their tourism potential to attract tourists to visit. The province of Bali has a variety of tourist destinations spread across each district. The existence of these tourist destinations has an impact on the level of domestic tourist visits which increase every year. Culinary tourism is the most popular type of tourism (Khansa and Farida, 2016). The competitive strategy in today's tourism business absolutely demands the full attention of tourism business managers in providing the right service. Riyanti et al., (2020) basically a business scheme is to create consumers' revisit intentions, with the hope that tourists will make return visits, so that they are able to contribute to sustainable corporate profits in the long term.

Many studies prove that the higher the intention to visit again, the higher the loyalty of tourists in visiting again (Kusuma et al., 2016). But on the other hand, if the visitor's perceived revisit intention is low, then there is a possibility that the visitor will switch to a competitor's service (Ihshani, 2005). One of the leading factors in tourism competition is when a restaurant can fulfill a desire. Providing services to tourists as well as possible is one way that can be done to provide satisfaction to tourists.

The increasingly fierce competition between restaurants in capturing the number of existing customers, making the level of intention to return to the Lake View Bali restaurant

very low, making the restaurant management try to win the competition. The main thing that must be considered by management is to meet consumer expectations regarding product quality and perceived service quality in order to survive and even dominate the market. Dedhy. (2017) stated that the higher the product quality and service quality, the higher the level of return intention generated by the restaurant. The intention to revisit is increasingly popular to study because it leads positively to actual purchases and an increase in company revenue (Primanto and Dharmesta, 2019).

The intention to visit again reflects the consumer's desire to come back (Martinez and Soyong, 2012). It is important to identify the factors that influence the intention to return to an increasingly competitive restaurant. The purpose of the restaurant to achieve satisfaction can be obtained through efforts to develop the concept of revisit intention (Utami, 2015)). Over the past few decades, the concept of revisit intention has played a central role in the relationship marketing literature and for now requires profitability intention (Kotler and Keller, 2016). These high-quality products can help companies attract new customers and retain old customers for higher profits (Chairunnisa and Siregar, 2019). Good product quality can lead to satisfaction. If the product received or perceived by the customer matches or even exceeds customer expectations, then the product is considered quality.

Following are consumer visits to Lake View restaurants in Bali. In 2017 as many as 89 people per month and visits per year as many as 1,068 people, in 2018 as many as 93 people per month and visits per year as many as 1,116 people, in 2019 as many as 70 people per month and visits per year as many as 840 people, in 2020 as many as 40 people per year. month and the number of annual visits is 480 people. This is evidenced by the unstable tourist visits to the Lake View Bali Restaurant, making restaurant managers make very extra strategies in attracting return visits. The company needs an effort to increase the intention of consumers to return to the Lake View Restaurant in Bali. Therefore, the restaurant management must be able to maintain and improve product quality and service quality at Lake View Bali.

High quality products are products that are able to excel in competing to meet consumer needs (Yunus, 2014). These high-quality products can help companies attract new customers and retain old customers for higher profits. This research was conducted based on several findings from previous studies on the effect of product quality, product quality and revisit intention with different results. Aryadhe and Rastini, (2016) have provided evidence that there is a positive and significant effect of product quality on revisit intentions. Several previous studies have agreed that product quality is the main driver for building revisit intentions. Ramadhan and Sentosa, (2017) state that product quality has no significant effect on revisit intentions. This result contradicts the research of Londono et al., (2017) which states that product quality and service quality have a positive and significant effect on revisit intentions. This is in line with the results of Harahap's research, (2018), product quality has a positive and significant effect on revisit intentions.

Quality services will determine the success of the tourism business. Quality services can be realized through the service quality of competent human resources to realize the values in excellent service, and supported by adequate infrastructure or facilities. The combination of staff competencies supported by good infrastructure or facilities is expected to be able to realize excellent service, namely services that are able to provide positive value, namely the creation of return visits to tourists. Ehsani, (2015) defines product quality as the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation and product repair, as well as other product attributes. Consumers want the products they buy in accordance with the wishes or product quality. Ana and Sondari, (2018) stated that the higher the quality of the product, the higher the consumer's decision to make a return visit. Arianty, (2020) states that product quality is the customer's perception of the overall quality or superiority of a product or service, in relation to its purpose.

Research gap, Hakim, (2017) stated that the variable of customer satisfaction has a positive and significant effect on consumers' visiting intentions. In the research of Kim et al, (2017). shows that the image of the company has a positive and insignificant effect on the

intention to revisit, the intention of revisiting consumers can be measured by the image owned by a company meaning that consumers will prioritize the quality of the product. Hoyer et al, (2018) stated that brand image has a positive and significant effect on consumers' visiting intentions

Customers who have the intention of visiting again are indicators of customers who are satisfied with the quality of services and products provided by the company. The intention to revisit is the customer's intention to repurchase products that have been purchased. Customer satisfaction is one of the important keys for a company. Satisfied consumers are more likely to repurchase or even recommend products or services to others. One of the ways to create customer satisfaction is by providing quality service. Quality service is the company's goal so that consumers feel satisfied, so that it can increase the intention to visit again

Satisfaction is a condition in which individuals compare the expected product or service with what they get (Kotler and Keller 2016: 283). Customer satisfaction is a company tool in measuring product quality and service quality offered to customers, whether the product or service can fulfill customer desires (Eliasaph and Balarabe, 2016). Customers are satisfied when what they get is in line with expectations, while customers are dissatisfied if expectations are much lower than what they get.

Kurniawati et.al, (2017) the perception of service quality has a significant positive effect on customer satisfaction and customer satisfaction also affects repurchase decisions. Fiazisyah and Purwidiari, et.al (2018) the research is in the form of perceived quality having a significant positive effect on repurchase intention. (Anjarsari et al., 2016) The results show that customer satisfaction has a positive and significant influence on product quality and service quality. Juliana et al., (2018) The results show that customer satisfaction has a partial and significant effect on product and service quality on revisit intentions.

Subjective assessment is still common, resulting in quality measurement is sometimes still difficult to describe quality and there is a gap between the expected quality and the quality obtained by consumers. Juliana et al., (2018) When customers feel the services and products received are as expected, it can be perceived that the quality provided by the agency is of quality, but if the products and services received by customers are not in accordance with what is expected then the quality provided considered not optimal or not meeting the quality standards set by the customer.

Based on the phenomenon and research gap described in the background of the problem, this study aims to further examine the effect of product quality and service quality on visiting intentions at Lake View Bali Restaurant.

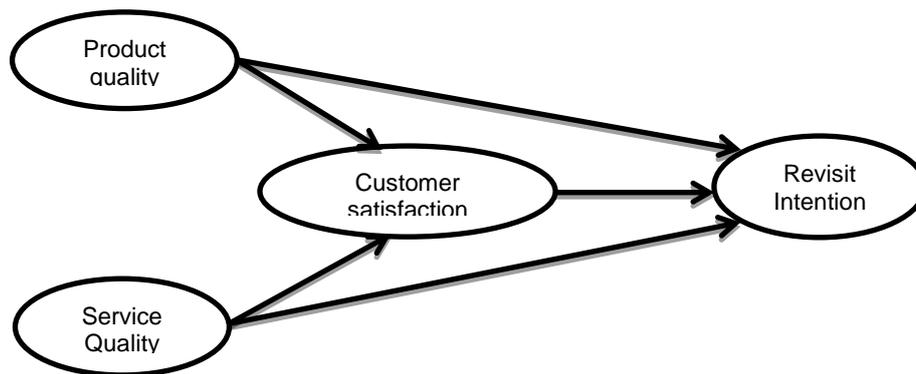


Figure 1 – Conceptual Framework

The hypotheses in this study are: H1: Product quality has a positive and significant effect on revisit intentions; H2: Service quality has a positive and significant effect on revisit intention; H3: Product quality has a positive and significant effect on customer satisfaction; H4. Service quality has a significant positive effect on customer satisfaction; H5. Customer satisfaction has a positive and significant effect on the intention to revisit; H6: Customer

satisfaction has a significant partial role in mediating the effect of product quality on revisit intentions; H7: Customer satisfaction partially plays a significant role in mediating the effect of service quality on intention to return.

METHODS OF RESEARCH

The research was conducted at the Lake View Bali Restaurant which is located at Jalan Raya Penelokan, Kintamani District, Bangli Regency. This study is to measure product quality and service quality on revisit intentions through customer satisfaction as a mediator at the Lake View Bali Restaurant. This study uses primary data sources and is limited to secondary data. Primary data is data obtained directly by collecting data from the research object (Sugiyono, 2019). The method used to obtain primary data is by using a questionnaire. The population in this study are consumers who have visited the Lake View Bali Restaurant more than 1 time in 2020. The method of determining the sample used in this study is non-probability sampling with purposive sampling technique. The consideration of determining the sample in this study is based on criteria, namely customers who are 18 years old and over, and have completed their last education at least high school (SMA)/equivalent. This study uses 16 indicators. This study uses 120 respondents on the grounds that by using 120 respondents it is expected to get more accurate results. In this study, validity and reliability tests were conducted. The data analysis technique used for this research is descriptive statistics and inferential statistics. This study uses the Structural Equation Model (SEM) method with the Partial Least Square (PLS) approach.

RESULTS AND DISCUSSION

The results of the validity test in Table 1. show that all research instruments used to measure the variables of product quality, service quality, customer satisfaction and revisit intentions have a correlation coefficient value with a total score of all statement items greater than 0.30 with a significance of less than 0. ,05. This shows that the statement items in the research instrument are valid and suitable to be used as research instruments.

Table 1 – Validity Test Results

Variable	Indicator	Coef. Correlation	Information
Product Quality (X ₁)	X _{1,1}	0,899	<i>Valid</i>
	X _{1,2}	0,740	<i>Valid</i>
	X _{1,3}	0,576	<i>Valid</i>
	X _{1,4}	0,650	<i>Valid</i>
	X _{1,5}	0,748	<i>Valid</i>
Service Quality (X ₂)	X _{2,1}	0,741	<i>Valid</i>
	X _{2,2}	0,634	<i>Valid</i>
	X _{2,3}	0,936	<i>Valid</i>
	X _{2,4}	0,870	<i>Valid</i>
Consumer Satisfaction (M ₁)	M _{1,1}	0,662	<i>Valid</i>
	M _{1,2}	0,506	<i>Valid</i>
	M _{1,3}	0,607	<i>Valid</i>
	M _{1,4}	0,670	<i>Valid</i>
Revisit Intention (Y ₁)	Y _{1,1}	0,847	<i>Valid</i>
	Y _{1,2}	0,785	<i>Valid</i>
	Y _{1,3}	0,789	<i>Valid</i>
	Y _{1,4}	0,824	<i>Valid</i>

Source: processed data, 2021.

The results of reliability or reliability so that it can be used to conduct further research. The reliability test presented in Table 2. shows that all research instruments have a Cronbach's Alpha coefficient greater than 0.60. Thus, it can be stated that all variables have met the reliability requirements.

Table 2 – Instrument Reliability Test

No.	Variable	Cronbach's Alpha	Information
1	Product quality	0,764	Reliable
2	Service Quality	0,813	Reliable
3	Customer satisfaction	0,863	Reliable
4	Revisit Intention	0,828	Reliable

Source: processed data, 2021.

Table 3 – Convergent Validity Test Results

	Outer Loadings	p-value	Information
X _{1,1} <- Product Quality	0,882	0,000	Valid
X _{1,2} <- Product Quality	0,813	0,000	Valid
X _{1,3} <- Product Quality	0,792	0,000	Valid
X _{1,4} <- Product Quality	0,846	0,000	Valid
X _{1,5} <- Product Quality	0,854	0,000	Valid
X _{2,1} <- Service Quality	0,826	0,000	Valid
X _{2,2} <- Service Quality	0,833	0,000	Valid
X _{2,3} <- Service Quality	0,869	0,000	Valid
X _{2,4} <- Service Quality	0,888	0,000	Valid
M _{1,1} <- Consumer Satisfaction	0,878	0,000	Valid
M _{1,2} <- Consumer Satisfaction	0,881	0,000	Valid
M _{1,3} <- Consumer Satisfaction	0,882	0,000	Valid
M _{1,4} <- Consumer Satisfaction	0,859	0,000	Valid
Y _{1,1} <- Revisit Intention	0,840	0,000	Valid
Y _{1,2} <- Revisit Intention	0,742	0,000	Valid
Y _{1,3} <- Revisit Intention	0,866	0,000	Valid
Y _{1,4} <- Revisit Intention	0,888	0,000	Valid

Source: processed data, 2021.

The results of the convergent validity test in Table 3, show that all the values of the outer loadings indicator variable have a value greater than 0.50 with a p-value of 0.000 less than 0.05. Thus, it can be explained that all indicators have met the convergent validity requirements.

Table 4 – Results on Discriminant Validity

Variable	AVE	√AVE	Product Quality (X ₁)	Service Quality (X ₂)	Consumer Satisfaction (M ₁)	Revisit Intention (Y ₁)
Product Quality (X ₁)	0,702	0,838	1,000	0,828	0,754	0,815
Service Quality (X ₂)	0,730	0,854	0,828	1,000	0,766	0,807
Consumer Satisfaction (M ₁)	0,766	0,875	0,754	0,766	1,000	0,756
Revisit Intention (Y ₁)	0,698	0,836	0,815	0,807	0,756	1,000

Source: processed data, 2021.

Based on Table 4, it can be explained that all variables have an AVE value above 0.50, and the correlation value for each variable is higher than the correlation between variables. These results indicate that the latent variable indicator itself is better than the other latent variable indicators. Based on the results of this analysis, it can be said that the data has good discriminant validity.

Table 5 – Composite Reliability Test Results

No.	Variable	Cronbach's Alpha	Composite Reliability	Information
1	Product Quality (X ₁)	0,898	0,929	Reliable
2	Service Quality (X ₂)	0,876	0,915	Reliable
3	Consumer Satisfaction (M ₁)	0,893	0,922	Reliable
4	Revisit Intention (Y ₁)	0,855	0,902	Reliable

Source: processed data, 2021.

Table 5 shows that the Composite Reliability and Cronbach's Alpha values for all constructs have a value of more than 0.6. Thus, in the research model, each research construct has good reliability.

Table 6 - R-square

Construct	R- square
Product Quality	0,633
Revisit Intention	0,738

Source: processed data, 2021.

In Table 6 it can be seen that the R-square value of the product quality variable is 0.633. This indicates that 63.3 percent of product quality construct variability is explained by service quality and customer satisfaction variables, while the remaining 36.7 percent of revisit intention variables are explained by variables outside the model. Likewise, the variable of revisit intention has an r-square value of 0.738, meaning that 73.8 percent of the variability is explained by the variables of product quality, service quality, and customer satisfaction, while the remaining 26.2 percent of the variables of revisit intention are explained by variables outside model. Testing of the inner model or structural model can also be measured using the Stone-geiser Q-square. The Q-square value > 0 indicates the model has predictive prevalence , on the other hand if the Q-square value 0 indicates the model does not have predictive prevalence. Based on Table 6, the predictive prevalence value can be calculated as 9.45%.

The Q2 value of 0.945 is quite large and can be said to have a high predictive prevalence so that the resulting model is suitable for predicting. The Q2 value of 0.945 means that 94.5 percent of the variation of the visiting intention variable is influenced by product quality, service quality and customer satisfaction variables while the remaining 5.5 percent is influenced by other variables outside the model.

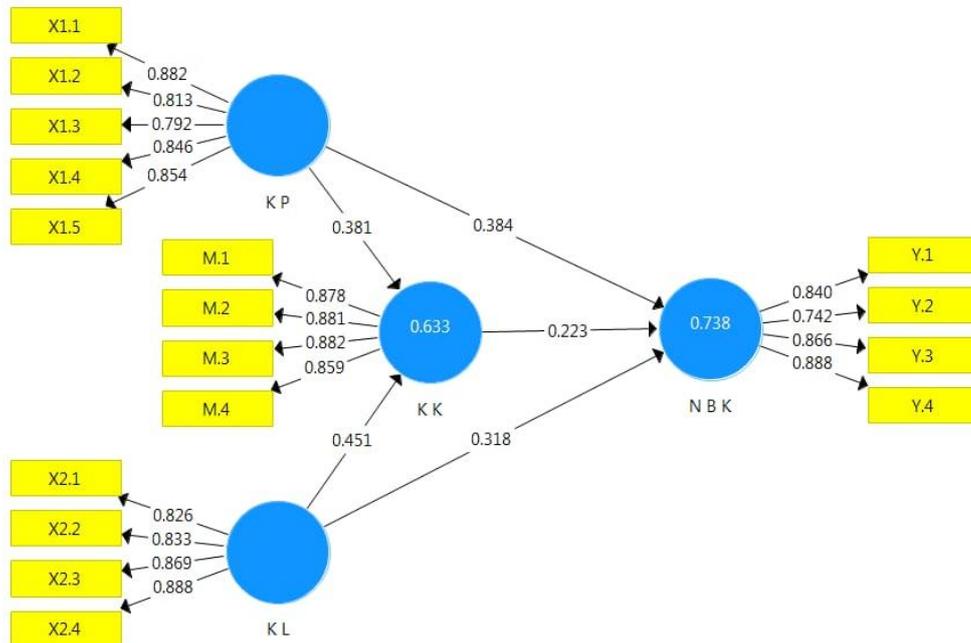


Figure 2 – Research Empirical Model

In Figure 2, it is explained that product quality has a direct effect on revisit intentions with a coefficient of 0.384, product quality has a direct effect on customer satisfaction with a coefficient of 0.381. Customer satisfaction directly affects the intention to revisit with a coefficient of 0.223, and the quality of service directly affects the intention to revisit with a coefficient of 0.318. Finally, service quality has a direct effect on customer satisfaction with a coefficient of 0.451

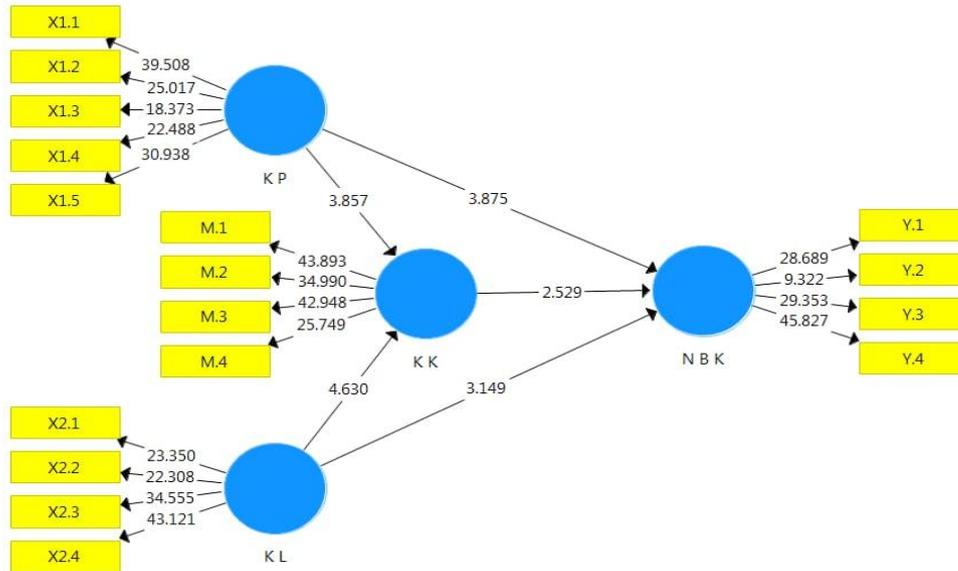


Figure 3 – Bootstrapping

Table 7 – Test Results of Direct Effects Between Variables

Variable	Path Coef.	T-statistics	P Values	Information
Customer Satisfaction -> Revisit Intention	0,223	2,529	0,012	Accepted
Service Quality -> Consumer Satisfaction	0,451	4,630	0,000	Accepted
Quality of Service -> Revisit Intention	0,318	3,149	0,002	Accepted
Product Quality -> Consumer Satisfaction	0,381	3,857	0,000	Accepted
Product Quality -> Revisit Intention	0,384	3,875	0,000	Accepted

Source: processed data, 2021.

The direct effect of customer satisfaction on the intention to revisit has a correlation coefficient value of 0.223 and a t-statistics value of 2.529, so the hypothesis is accepted. This shows that there is a positive and significant influence between customer satisfaction and intention to return. The better customer satisfaction felt by consumers, the higher the intention to visit again. The direct effect of the service quality variable on customer satisfaction has a correlation coefficient value of 0.451 and a t-statistics value of 4.630, so the hypothesis is accepted. This shows that there is a positive influence between service quality and customer satisfaction. The better the service quality of the Lake View Bali Restaurant, the higher the customer satisfaction obtained. The direct effect of the service quality variable on the intention to revisit has a correlation coefficient value of 0.318 and a t-statistics value of 3.149, so the hypothesis is accepted. This shows that there is a positive influence between service quality and intention to revisit. The better the service quality of Lake View Bali Restaurant, the better the intention to visit again.

The direct effect of the product quality variable on customer satisfaction has a correlation coefficient value of 0.381 and a t-statistics value of 3.857, so the hypothesis is accepted. This shows that there is a positive and significant effect between product quality and customer satisfaction. The better the product quality of the Lake View Bali Restaurant, the better the customer satisfaction at the Lake View Bali Restaurant. The direct effect of the product quality variable on the intention to revisit has a correlation coefficient value of 0.384 and a t-statistics value of 3.875, so the hypothesis is accepted. This shows that there is a positive influence between product quality and intention to revisit. The better the quality of the products owned by the Lake View Bali Restaurant, the higher the intention to visit again. Based on the data above, it can be explained that the hypothesis in this study is entirely accepted.

The role of customer satisfaction mediates the effect of service quality on revisit intentions with a VAF value of 0.215. This means that the role of customer satisfaction as a

mediating variable is 21.5 percent. The mediation value of 21.5 percent is in the range of 20 percent to 80 percent, so that variable is classified as a partial mediation variable. Thus, it can be concluded that customer satisfaction can partially and significantly mediate the relationship between service quality and intention to revisit. The role of customer satisfaction mediating the effect of product quality on revisit intentions is shown in Table 9, which shows a VAF value of 0.202. This means that the role of customer satisfaction as a mediating variable is 20.2 percent. The mediation value of 20.2 percent is in the range of 20 percent to 80 percent, then this variable is classified as a partial mediation variable. So it can be concluded that the results in this study indicate that customer satisfaction can partially and significantly mediate the relationship between product quality and revisit intention.

Table 8 – Indirect Effect, Total Variable Effect and VAF Calculation

Variable	Indirect Effect	
	Coef. Correlation	t-statistics
Service Quality -> Customer Satisfaction -> Intention to Come Back	0,101	2,146
Product Quality -> Customer Satisfaction -> Intention to Come Back	0,085	2,149
Variable	Total Effect	
	Coef. Correlation	T-Statistics
Product Quality -> Intention to Come Back	0,468	4,852
Quality of Service -> Intention to Come Back	0,419	4,216
Service Quality -> Customer Satisfaction	0,451	4,630
Product Quality -> Customer Satisfaction	0,381	3,857
Customer Satisfaction -> Intention to Come Back	0,223	2,529
VAF -> Indirect Effect/ Total Effect (0.101/0.468)	0,215	
VAF -> Indirect Effect/ Total Effect (0.085/0.419)	0,202	

Source: primary data processed, 2021.

The relationship between product quality and revisit intention has a t-statistics value of 3.875 and has a p-value of 0.012, which is less than 0.05, which means that H1 in this study is accepted. This means that the quality of the product has a positive and significant effect on the intention to revisit. The results of this study explain that the better the quality of the product at the Lake View Bali Restaurant on the intention to return, the higher the intention to return to the Lake View Bali Restaurant. These results are in line with research (Afifah, 2018) which states that product quality has a positive and significant effect on revisit intentions, and these results are in line with research by Zulfadly, (2013). The better the quality of the product, the higher the intention to revisit. These results are in line with the research of Saidani and Arifin, (2012) that product quality has the greatest influence, good product quality will create high revisit intentions. These results are in line with the research of Mannan, (2019) and Rajput and Gahfoor, (2020). Stating that product quality has a positive and significant effect on revisit intentions.

The relationship between service quality and revisit intention has a t-statistics value of 3.149 and has a p-value of 0.000, which is less than 0.05, which means that H2 in this study is accepted. That is, the quality of service has a positive and significant effect on the intention to revisit. The results of this study explain that the better the service quality at the Lake View Bali Restaurant, the higher the intention to return to them at the Lake View Bali Restaurant. This result is in line with the research of Ting et al, (2018) which states that service quality is an important driver/ predictor of revisit intention which has a positive and significant effect. This result is also in line with Afifah's research, (2018) which states that when customers feel the service received is as expected, it can be perceived that the quality provided by the agency shows good service quality and customers will have the intention of visiting again. This result is also in line with the research of Parawansa Research, (2018) that the quality of service has the greatest influence, the quality of service is maintained and improved, the higher the intention to visit again will be. These results are also in line with the research of Oh et al., (2017) service quality has a positive and significant effect on repurchase decisions. This result is also in line with Ronaldo Elargo's research, (2020) which states that service quality has a positive and significant effect on repurchase decisions, the better the service

quality, the higher the intention to return.

The relationship between product quality and customer satisfaction has a t-statistics value of 3.857 and has a p-value of 0.000, which is less than 0.05, which means that H3 in this study is accepted. This means that product quality has a positive and significant effect on customer satisfaction. The results of this study explain that the better the product quality at the Lake View Bali Restaurant, the higher the customer satisfaction at the Lake View Bali Restaurant. These results are in line with Anis, (2015) and Afifah, (2018) product quality has a positive and significant effect on customer satisfaction. This result is also in line with the research of Laura and Siska, (2017), which states that product quality has a significant positive influence on customer satisfaction. These results are also in line with the research of Pramesti and Chasanah, (2021) The relationship between product quality and customer satisfaction is very well related. Usually, if the product offered by the company is of good quality, then consumers buy and consume it directly and the product exceeds the expectations of consumers, it can be said that they are satisfied with the quality of the product. This result is also in line with the research of Budianto and Soedjono, (2021) which states that product quality has a positive and significant effect on customer satisfaction.

The relationship between service quality and customer satisfaction has a t-statistics value of 4.630 and has a p-value of 0.000, which is less than 0.05, which means that H4 in this study is accepted. This means that service quality has a positive and significant effect on customer satisfaction. The results of this study explain that the better the service quality at the Lake View Bali Restaurant, the higher the customer satisfaction at the Lake View Bali Restaurant. These results are in line with the research of Hemsley-Brown and Alnawas, (2016) This research has a significant positive effect on customer satisfaction. Service quality affects customer satisfaction on service, it is possible that good service quality can be the core of a restaurant's success, therefore quality must be the focus of company owners and make quality a company strategy in facing competition. This result is also in line with the research of Tuan, (2014) and Afifah, (2018) which states that service quality has a significant positive effect on customer satisfaction. This result is also in line with the research of Jahanzeb et al., (2013) which states that service quality has a significant positive effect on customer satisfaction.

The relationship between customer satisfaction and revisit intention has a t-statistics value of 2.529 and has a p-value of 0.000, which is less than 0.05, which means that H3 in this study is accepted. This means that customer satisfaction has a positive and significant effect on the intention to visit again. The results of this study explain that the more customer satisfaction at the Lake View Bali Restaurant, the higher the intention to return to the Lake View Bali Restaurant. These results are in line with the research of Kazmi et al., (2016) and Abshor, (2021). stated that customer satisfaction has a positive and significant effect on revisit intentions. This result is also in line with the research of Hemsley-Brown and Alnawas, (2016) which states that customer satisfaction has a positive and significant effect on revisit intentions. These results are also in line with the research of Thakur and Singh, (2012) and Pramesti, and Chasanah, (2021). states that there is a positive relationship between customer satisfaction and the intention to revisit consumers for a brand or product.

The addition of the customer satisfaction variable as a mediating variable has a different effect on the direct relationship of product quality to revisit intentions. VAF value 0.215 The mediation value of 21.5 percent is in the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediation variable. These results are in line with research by Dhany, (2017) and Thomas, (2017) where customer satisfaction can mediate product quality on revisit intentions. This result is also in line with Afifah's research, (2018) which states that customer satisfaction can mediate product quality on revisit intentions. These results are also in line with the research of Gholipour and Einolahzadeh, (2018), customer satisfaction can mediate service quality on revisit intentions.

The addition of the customer satisfaction variable as a mediating variable has a different effect on the direct relationship between service quality and the intention to return. VAF value 0.202 The mediation value of 20.2 percent is in the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediation variable. These

results are in line with research by Dhan, (2017) and Thomas, (2017) where customer satisfaction can mediate service quality on revisit intentions. This result is also in line with Afifah's research, (2018) which states that customer satisfaction can mediate service quality on repurchase intentions. This result is also in line with the research of Gholipour and Einolahzadeh, (2018). Stating customer satisfaction can mediate service quality on revisit intentions.

CONCLUSION

Based on the results of this study that have been previously described, it can be concluded that product quality has a positive and significant effect on revisit intentions. Service quality has a positive and significant effect on revisit intentions. Product quality has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on the intention to return. Customer satisfaction is able to partially mediate the effect of product quality on revisit intentions. Customer satisfaction is able to partially mediate the effect of service quality on revisit intentions.

Based on the results of the study, several suggestions can be put forward to increase the intention to return through product quality, service quality and customer satisfaction as follows: Further research can be carried out in different restaurants or coffee shops or hotels, at different times and in different product or service categories. to be able to add empirical evidence, especially in the relationship between the influence of product quality, service quality, as well as revisit intentions and customer satisfaction as mediating variables. Product quality and service quality need to be realized by the Lake View Bali Restaurant Manager with implementations such as offering the right services and products, for example, fast service in finding places, fast in presenting products, being able to describe superior products, and being polite.

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