

UDC 332

## **THE ROLE OF MENU VARIATION IN MEDIATING THE INFLUENCE OF SERVICE QUALITY ON REPURCHASE INTENTION**

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### **ABSTRACT**

This study aim for analyze the role of menu variation in mediating the influence of service quality on repurchase intention customer house eat chicken burn wong solo Denpasar with a sample of 110 people through purposive sampling. The criteria in this study were respondents who had made purchases at the house eat wong solo in Denpasar. Data collection was carried out with spread questionnaire in google forms to the people in Denpasar have ever Eat or do purchases at house eat wong solo Denpasar. Processed data is results from deployment questionnaire to customers of the Wong Solo Grilled Chicken Restaurant in Denpasar analyzed with use analysis path. Research results show that Outer Model Test Results (Measurement Model) using Smart PLS 3.0 to test the validity and reliability that this research is valid and reliable to do. Based on Results Inner Model Test (Structural Model) show that the Q-Square value is close to 1 which indicates that the model has strong predictive relevance. Menu variation influence positive and significant to repurchase intention, Service quality influence positive and significant to repurchase intention, Service quality influence positive and significant to menu variation, Menu variation in mediating the influence of service quality on repurchase intention.

### **KEY WORDS**

Business, menu variation, service quality, repurchase intention.

Existing culinary business lots exist in Indonesia is restaurant or house eat. Restaurants in Indonesia offer various variation cooking, fine cook typical of the region, Indonesia as well an international. In launched a restaurant business, the business actor must optimize the taste of each food, this is one of the main factors determining the success of a business in the food sector. Restaurants provide varied menu and types of preparations to meet the characteristics and desires of consumers who basically get bored easily in any case. Therefore, menu variation is something that is very important in influencing the repurchase intention of potential consumers. The Wong Solo Denpasar grilled chicken restaurant offers a variety of products on the menu, ranging from snacks to heavy meals, such as french fries, steak, grilled/fried chicken, and so on as well as contemporary drinks, such as lemon tea, juice, milkshakes and other variants.

Service quality is one of the factors that can drive customer repurchase intention in a product/service. In business, service quality is the key to the success of a business. In providing service quality the factors that must be considered are: reliability, responsiveness, assurance, empathy and tangibles, whether the area can be used as a business center or not so that consumers feel satisfied in making purchases (Ansori, 2022).

Repurchase intention is the status of consumers who buy at least once from a shopping center and have the desire to buy again (Adelia, 2018). According to (Subawa et al., 2020) repurchase intention is also influenced by changes in direct behavior and tends to

be hedonic. Ahmed et al. (2011) found customer repurchase intention as a source of cost reduction and a means of market share growth.

## LITERATURE REVIEW

The menu comes from the French "Le Menu" which means a list of food served to guests in the dining room. The menu is a guideline for those who prepare dishes, even a guide for those who enjoy it because it will describe what and how the food is made. According to John and Maria (2011), menu variations have the following indicators:

- Types of food and beverage menu choices;
- Taste of food and drink;
- Food and drink portion sizes.

Menu variation is one of the factors that can influence consumer decisions to visit again. Rifa'i (2012) found that menu variations has a positive and significant effect on purchasing decisions at Airin Koplak Kebumen Food Stalls. Research by Gumelar et al (2016) found that menu variations have a significant effect on consumer purchasing decisions of Sambal Van Java Resto. Arifiani (2020) found that menu variations have a significant effect on purchasing decisions at the Bijin Nabe Restaurant. Rahayu (2021) found that menu variants have a significant effect on purchasing decisions at Warung Jepun Surakarta. Oktavianto and Hidayat (2018) found that there was a positive and significant influence between menu diversity on purchasing decisions at Angkringan Ariesta Semarang. From the empirical study, the hypothesis can be formulated as follows:

H1: Menu variations has a positive and significant effect on repurchasing intention.

Service quality is a major part of the company's strategy in order to achieve sustainable excellence (Supranto, 2011). According to Harfika and Abdullah (2017), here are five indicators of service quality, namely:

1. Tangible. The ability of a company to demonstrate its existence to external parties. The reliable appearance and capability of the company's physical facilities and infrastructure as well as the condition of the surrounding environment is one of the ways for service companies to provide quality service to customers. It can be in the form of physical facilities (buildings, books, bookshelves, tables and chairs, rooms, etc.), technology (equipment and equipment used), and employee appearance;

2. Reliability. The company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which is reflected in timeliness, equal service to all customers without errors, sympathetic attitude and high accuracy;

3. Responsiveness. Willingness to help customers and provide services quickly and accurately by conveying clear information. Ignoring and letting customers wait for no apparent reason creates a negative perception of service quality;

4. Assurance. Knowledge, courtesy and ability of the company's employees to foster customer trust in the company;

5. Empathy. Providing sincere and individual or personal attention given to customers by trying to understand consumer desires where a company is expected to have understanding and knowledge about customers, understand the special needs of customers, and have a comfortable operating time for customers.

Service quality is one of the determinants of repurchase decisions. Adeline (2020) found that service quality influences purchasing decisions at the D'pawon Tegal Restaurant. Research by Afifi and Widodo (2021) found that service quality has a positive and significant effect on purchasing decisions at Aroma Kitchen. Perwira (2021) found that service quality has a positive and significant effect on purchasing decisions at the Nasi Kulit Syurga restaurant. Prasetyo (2018) found that service quality has a positive and significant effect on purchasing decisions at the KQ5 Grilled Chicken Restaurant. Good service quality also allows consumers to make repeat purchases. The study conducted by Baker & Crompton (2000), in the context of tourism, shows that the commitment to reuse a service and the willingness to pay more for the service are influenced by the services provided. Similarly,

Nietos et al. (2015), in the context of recreation, also confirms the same thing. From the empirical study, the hypothesis can be formulated as follows:

H2: Service quality has a positive and significant effect on repurchase intention;

H3: Service quality has a positive and significant effect on menu variations.

According to Ekaprana et al. (2020) Repurchase intention is a behavior in which consumers repurchase previously purchased products. Repurchase intention is a post-purchase action caused by the satisfaction felt by consumers for products that have been purchased before. There are four indicator repurchase intention, namely: interest transactional, interest referential, interest preferences, and interests exploration.

- Transactional Interest: The tendency of a customer to buy a product or service;
- Reference Interests: Customers tend to recommend products and services to others;
- Preferential Interest: The tendency of customers to have a primary alternative to a product or service;
- Exploratory Interest: The behavioral tendency of customers to seek positive information about products of interest.

Shin et al. (2013) concluded that website quality is factor important for increase intention purchase repeat in perspective customer. Repurchase intention return in a manner direct influence revenue and profitability companies (Hsu et al. 2012). because that is, this research focuses on intent purchase return as variable dependent end in the proposed model.

H4: Menu variations in mediating the effect of service quality on repurchase intention.

### METHODS OF RESEARCH

The criteria in this study were respondents who had made purchases at the house eat wong solo in Denpasar. In research this, the method used is data collection with use survey questionnaire. Data collection was carried out with spread questionnaire in google forms to the people in Denpasar have ever Eat or do purchases at house eat wong solo Denpasar.

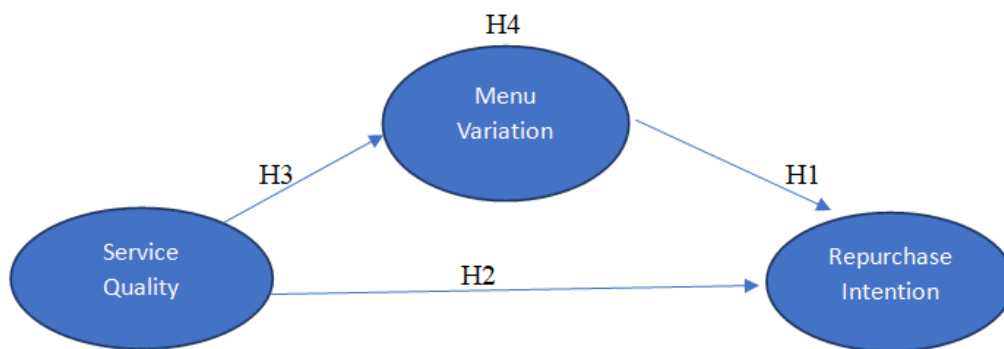


Figure 1 – Framework Conceptual

Table 1 – Variables, Indicators and Parameters

No	Variable	Indicator	Parameters
1	Menu Variation (M)	All the flavors of the food menu at the Solo Wong restaurant in Denpasar are very delicious on the tongue The aroma of food from the Denpasar solo wong restaurant is very appetizing The appearance or presentation of food and drinks in wong solo restaurants is very interesting	Likert scale
2	Service Quality (X)	Employees provide fast and precise service Employees are willing to handle my special requests Employees do not discriminate against customers Employee served my food exactly as I ordered The restaurant has a visually appealing dining area	Likert scale
3	Repurchase Intention (Y)	I will return to this restaurant again I will eat at this restaurant in the future I will be returning to this restaurant more often in the years to come	Likert scale

Source: Primary data processed, 2023.

Questions given concerns indicator of each variable used in study this. Respondents must give his opinion with give sign specific to alternatives answers that have provided. Questionnaire used For collect data in research. The measurement scale used in study This is Likert scale with scale 1 to with 5. Data analysis techniques used in study This is analysis path.

This study aim for analyze the role menu variations in mediating the influence of service quality on repurchase intention customer house eat chicken burn wong solo Denpasar, Bali, Indonesia with a sample of 110 people through purposive sampling. Processed data is results from deployment questionnaire to later customers of the wong solo grilled chicken restaurant in Denpasar analyzed with use analysis path. Technical Analysis used is Structural Equation Modeling (SEM) with tool analysis namely Partial Least Square (PLS).

### RESULTS AND DISCUSSION

Analysis study this using Structural Equation Modeling (SEM) with tool analysis namely Partial Least Square (PLS). Analysis this using Outer Model Test (*Measurement Model*), Inner Model Test (*Structural Model*), and Hypothesis Test.

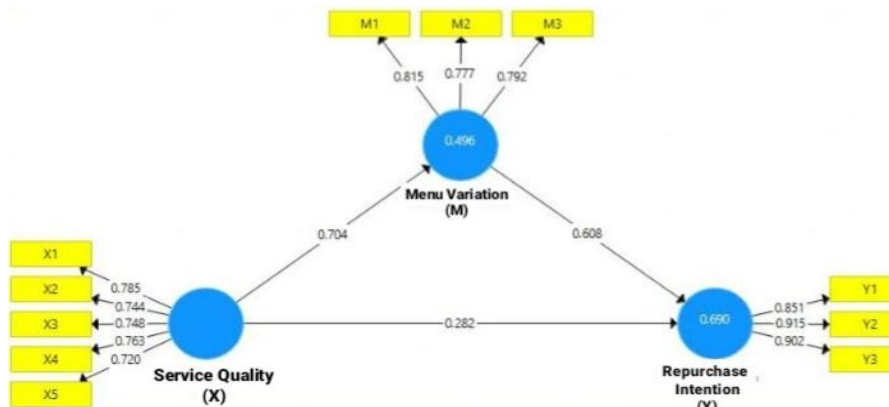


Figure 2 – PLS Algorithm Test Results with SmartPLS 3.0

Based on Figure 2 a structural equation is formed as follows:

$$M = 0.704 X + e \dots \dots \dots (1)$$

$$Y = 0.282 X + 0.608 M + e \dots \dots \dots (2)$$

Where: X = Service Quality; M = Menu Variation; Y = Repurchase Intention; E = error.

Testing validity done with validity test convergent consisting from value loading factor and Average Variance Extracted (AVE). Reliability test done with see value Cronbach's alpha and composite reliability. As for testing validity and reliability instrument study can outlined as following:

Table 2 – Loading Factor Value for Each Indicator

Variable	Indicator	Outer Loading
Service Quality (X)	X1	0.785
	X2	0.744
	X3	0.748
	X4	0.763
	X5	0.720
Menu Variation (M)	M1	0.815
	M2	0.777
	M3	0.792
Repurchase Intention (Y)	Y1	0.851
	Y2	0.915
	Y3	0.902

Source: Primary data processed, 2023.

Based on Table 2 can said that whole indicators used own mark loading factor above 0.50. This value indicates that model is formed Already Enough well and the indicators used for measure valid variable.

Average Variance Extracted (AVE) is one tool measuring for evaluate validity convergent. Model is Good If more AVE value big from 0.50. AVE value for each variable can be seen in Table 3 below.

Table 3 – AVE Value of Each Variable

Variable	Average Variance Extracted (AVE)
Quality Service (X)	0.566
Variation (M)	0.632
Intention Purchase Repeat (Y)	0.792

Source: Primary data processed, 2023.

Based on Table 3 it can seen that all variables used own more AVE value big from 0.50, this means that whole the variables used are valid.

Table 4 – Cronbach's Alpha Value and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Quality Service (X)	0.808	0.867
Variation (M)	0.723	0.837
Intention Purchase Repeat (Y)	0.869	0.919

Source: Primary data processed, 2023.

Based on Table 4 can seen that each variable own mark Cronbach 's Alpha and composite reliability big from 0.70 up can said variables used reliable. this means, variable This can used in a manner repeatedly on the same subject or different for measure something with consistent results.

Testing the inner model or structural model evaluated with use *R-square* for endogenous construct.

Table 5 – *R-Square* value Menu Variation and Intentions Purchase Repeat

	R Square	R Square Adjusted
Variation (M)	0.496	0.492
Intention Purchase Repeat (Y)	0.690	0.684

Source: Primary data processed, 2023.

Based on Table 5 above can seen that variable Menu Variation own mark *R-Square* of 0.496 or 49.6%. The value of 49.6% means that 49.6% of the variation in the Menu Variation variable can be explained by the Service Quality variable. Meanwhile, 50.4% is explained by other variables outside of this study.

*R-Square* value variable repurchase intention own mark *R-Square* of 0.690 or 69.0%. The value is 69.0% has that meaning of 69.0% variation variable repurchase Intention can explained by variables Quality Services and Menu Variations. While as much as 31.0% is explained by other variables outside of this study.

Structural model testing besides using the *R-Square value* also uses the *Q-Square value* to determine the overall model determination coefficient. Following results calculation for mark *Q-Square*:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) = 0.844$$

Based on results calculation obtained mark *Q-Square* of 0.844 or 84.4%. Value 84.4% the has that meaning as big 84.4% variation variable repurchase intention can explained throughout variable in models, while the remaining 15.6% is explained by other variables

outside the research model. this result show mark Q-Square close to 1 which indicates that the model has strong predictive relevance.

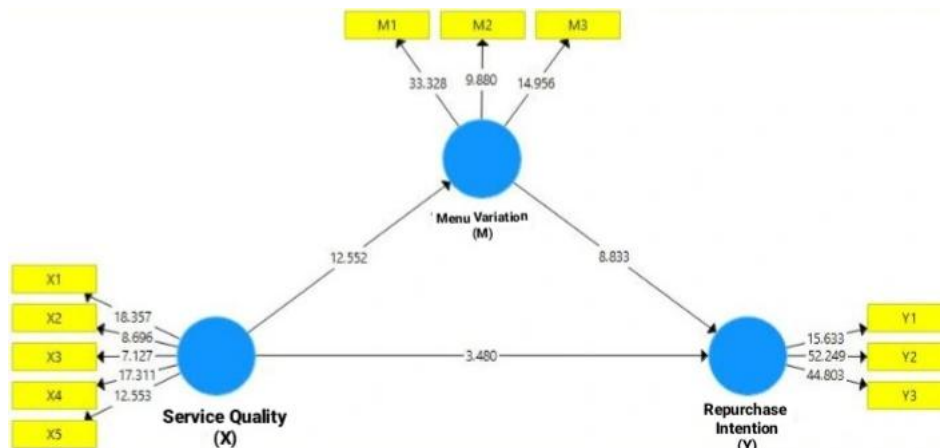


Figure 3 – Bootstrapping Test Results with SmartPLS 3.0

This study use level 95% confidence / confidence means mark *p-value/alpha* doesn't can more of 5% or 0.05 (level significance i.e. 0.05).

Table 6 – Influence Direct between Variable

n/n	T Statistics ( O/STDEV )	P Values	Information
Service Quality (X) -> Repurchase Intention (Y)	12,473	0.000	H1 is accepted
Service Quality (X) -> Menu Variation (M)	12,552	0.000	H2 is accepted
Menu Variation (M) -> Repurchase Intention (Y)	8,833	0.000	H3 is accepted

Source: Primary data processed, 2023.

From the results of the *bootstrap resampling* test with SmartPLS 3.0, big mark *t-statistics* and *p-value* are presented in Table 6 can explained as following:

- The results of the first hypothesis test ( $H_1$ ):

Table 6 shows that the t-statistical value of the relationship between the variables of Service Quality and Repurchase Intention namely 12.473. This value is greater than the t-table value of 1.645. The *p-value* of the relationship between these variables is 0.000 and this value is smaller than the error/significance level of 0.05. Based on these data it can be said that Service Quality has a positive and significant effect on Repurchase Intentions. This means, if the Service Quality increases, the Repurchase Intention also increases so that hypothesis 1 ( $H_1$ ) is accepted.

- Results of the second hypothesis test ( $H_2$ ):

Table 6 shows that the t-statistical value of the relationship between the variables of Service Quality and Menu Variation is 12.552. This value is greater than the t-table value of 1.645. The *p-value* of the relationship between these variables is 0.000 and this value is smaller than the error/significance level of 0.05. Based on these data it can be said that Service Quality has a positive and significant effect on Menu Variation. This means, if the Service Quality increases, the Menu Variation also increases so that hypothesis 2 ( $H_2$ ) is accepted.

- Third hypothesis test results ( $H_3$ ):

Table 6 shows that the t-statistical value of the relationship between the Menu Variation variables and Repurchase Intention is 8.833. This value is greater than the t-table value of 1.645. The *p-value* of the relationship between these variables is 0.000 and this value is smaller than the error/significance level of 0.05. Based on these data it can be said that Menu Variation has a positive and significant effect on Repurchase Intention. This means, if the Menu Variation increases, the Repurchase Intention also increases so that hypothesis 3 ( $H_3$ ) is accepted.

Table 7 – Indirect Influence between Variables

Variable	T Statistics ( O/STDEV )	P Values	Information
Service Quality (X) -> Menu Variation (M) -> Repurchase Intention (Y)	9.126	0.000	H4 is accepted

Source: Primary data processed, 2023.

Based on Table 7 can seen that Menu Variation mediate influence Service Quality to Repurchase Intention with mark *t-statistic* of 9.126 as well *p-values* of 0.000. *t-statistic* value more big compared to with *t-table* i.e 1.645 and value *p-values* more small compared to with 0.05. Based on these data, can said that there is influence No direct between Quality Service with Intention Purchase Repeat through Menu Variation. This means that Menu Variation mediates the relationship between Service Quality and Repurchase Intention.

## CONCLUSION

From the results and discussion in this study, it can be concluded that:

1. Outer Model Test Results (*Measurement Model*) using Smart PLS 3.0 to test the validity and reliability that this research is valid and reliable to do;
2. Based on Results Inner Model Test (*Structural Model*) show that the *Q-Square* value is close to 1 which indicates that the model has strong *predictive relevance*;
3. Based on the Results of Hypothesis Testing with Bootstrapping obtained:
  - Menu variation influence positive and significant to repurchase intention;
  - Service quality influence positive and significant to repurchase intention;
  - Service quality influence positive and significant to menu variation;
  - Menu variation in mediating the influence of service quality on repurchase intention.

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