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The Influence of Factors on Consumer Loyalty through Satisfaction at the J.CO Donuts & Coffee Restaurant at Depok City, Indonesia

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Abstract: The purpose of this study is to examines how restaurant atmosphere, consumer emotions, restaurant design, and service quality influence consumer satisfaction at the J.CO Donuts & Coffee Restaurant at Depok city, Indonesia. It also investigates the relationship between customer satisfaction and loyalty. A sample of 140 fast-food consumers was collected using a structured questionnaire. This paper uses partial least squares path modelling to test and validate the study's model and hypotheses. The results suggest that consumer emotions, restaurant design, and service quality have a positive influence on consumer satisfaction. The findings also reveal increasing the effect of satisfaction on loyalty.

Keywords: Aesthetics, Atmosphere, Service Quality, Emotion, Satisfaction, Loyalty.

1. INTRODUCTION

The level of competition for local culinary businesses in Indonesia is getting stronger and stronger. Their level of competition is increasing along with the entry of new entrants both from the expansion of foreign restaurants opening branches in Indonesia namely branches of food and food companies from abroad such as Japan, Korea, China, USA, and Europe and from national restaurant businesses. They compete with each other in order to gain market share and gain profits.

The J.CO Donuts & Coffee company is a local (Indonesian) company operating in the Food and Beverages sector which has been operating in Jakarta for a long time. The level of competition for companies in this sector is very tight as the number of new entrants increases, both local restaurants such as Donut Bahagia, Donut Madu, Gourmet Tomaple Potato Donuts and restaurants which are branches from abroad such as Dunkin' Donuts, Dino Donuts, Mister Donut, Krispy Kreme Doughnuts. There are so many donut restaurants, consumers have many donut choices, so donut producers must have a competitive advantage to be able to win the competition. J.CO Donuts & Coffee must view this increased competition as a threat in the external environment.

The J.CO Donuts & Coffee company already has loyal consumers. The company must be able to maintain loyal consumers because loyal consumers contribute greater profits to the company compared to the profit contribution from new consumers. The relationship between consumers and corporations thrives in the dynamics of sustainable exchange resulting in mutual benefits in the long term (Alshurideh, 2016). This symbiotic process resulted in the company experiencing an increase in profits ranging from 25 to 95 percent (Gengeswari *et al.*, 2013) and loyal consumers emerged as the main driver of the company's growth potential (Matis & Ilies, 2014).

There are some critical factors that current and potential restaurant manager must keep in mind if they want to maintain loyal consumers and maximize their profits. These elements comprise restaurant aesthetics, consumer emotions, service quality and restaurant atmosphere. Restaurants have the opportunity to maintain the loyal consumers by improving these factors.

Aesthetics has been a significant focus of study in marketing. Marketers have realized the importance of integrating aesthetic elements into various aspects such as product design, store ambience, mall environment, and advertising layout. Aesthetics is factor that influence consumer satisfaction. It was notable to observe that the

restaurant atmosphere doesn't have a significant statistical effect on consumer satisfaction. It relates to art, beauty, and taste and is required in good graphic design, as well as functionality, to give your designs more character that keep consumers satisfied and attracts new consumers. Aesthetics plays a crucial role in connecting and processing these sensory stimuli, shaping the observer's emotional or intellectual response to the work of art. In appreciating aesthetics, consumers will be visually involved and feel the extent to which elements such as color, shape, sound or texture create an overall sensory experience. Sensory experiences are the sorts of experiences we have when we see, hear, touch, smell, or taste something. Our appreciation of a product's tactile aesthetics arises in response to our experience of holding, using, and generally being in physical contact with the objects around us. A sensory experience is an important determinant of consumers' brand experience and a pleasant sensory experience enhances consumer satisfaction, engagement and loyalty (Lashkova *et al.*, 2020). Kumar, Purani, & Sahadev (2017) and Lin (2016) states that indicate the visual servicescape aesthetics dimensions significantly and positively influence consumers' affective states of arousal and pleasure.

A visually appealing restaurant has the advantage of reinforcing a friendly, calm, and pleasant environment for consumers. The restaurant's decoration, lighting, and overall ambience can play an important role in making diners feel at home and comfortable. Consumers who have a perception of a restaurant that is quite interesting, enjoyable, meaningful, or emotionally arousing, then this perception has an aesthetic impact. Restaurant suffused with such aesthetic impact transcend the realm of functionality and enter the realm of art (Hagtvedt, 2022). When consumers are satisfied with a restaurant's aesthetics, they are more likely to make return visits, recommend the place to others, and provide positive feedback. A visually appealing restaurant not only leaves a positive initial impression on consumers but also increases their anticipation of trying the cuisine. Literal and symbolic taste relate to the immediate enjoyment or dissatisfaction accompanying an experience, involving matters of subjective preference and criteria for aesthetic discernment (Lane, 2013).

The second factor which influence satisfaction is the atmosphere of a restaurant which includes elements such as lighting, music and decoration, sets the tone for the dining experience. Jooyeon & Jang (2012) state that a dining establishment serves as a venue where individuals can address their hunger while receiving attentive service. The quality of both the cuisine and service greatly influences consumers' satisfaction and their likelihood of returning to the restaurant. Indeed, the atmosphere of the place may be one of the most influential factors in purchase decision making (Ryu & (Shawn) Jang, 2008).

Ali & Amin (2014) highlight that consumers now are no longer willing to sacrifice atmosphere (physical environment) or poor service for good value when they seek a relaxing experience in a resort hotel. An excellent service quality via good and attractive physical environment needs to be created to meet their satisfaction. Consumer satisfaction is strongly influenced by physical surroundings and in many cases, price and the physical environment (e.g., décor and artifacts, spatial layout, and ambient conditions) are the only tangible cues available (Ariffin *et al.*, 2012). A carefully curated atmosphere can evoke feelings of relaxation, romance, energy, or ease, in line with the identity of the place. Interior design and decoration serve as a means of conveying a restaurant's brand identity and story. Carefully planned interior design can transport diners to a specific time or place, enhancing their dining experience. A comfortable seating arrangement is essential to ensure diners can enjoy their meal without physical discomfort, and also provides insight into the character of the restaurant. The atmosphere can evoke emotions and memories, thereby enriching the overall dining experience. A restaurant with nostalgic decor can evoke feelings of warmth and nostalgia, offering consumers a break from their daily routine. Additionally, ambiance influences interactions between guests, with a calm atmosphere encouraging intimate conversations and a dynamic atmosphere ideal for group gatherings.

Third important factor is service quality because it positively affects consumers satisfaction and loyalty. High service quality helps organizations retain current consumers and attract new ones. High service quality also reduces costs associated with acquiring new consumers. The importance of quality cannot be overstated. It's often cited as being the single biggest driver of consumers satisfaction. Dahiyat *et al.*, (2011) highlight that the importance of the effect, which perceived service quality has, in terms of generating satisfied consumers who develop such intentions as maintaining a repeat business relationship with the service provider and remain loyal to it, is believed to impact the profitability of the company. There are some critical factors that current and potential entrepreneurs must keep in mind if they want to maximise their profits and increase their number of consumers. These factors include service quality, perceived price and satisfaction of consumers (Satti *et al.*, 2020)

The last factor is emotions that play a significant role in consumers behavior. From the moment a consumer sets foot in a store, their emotions start to dictate their decision-making process. This is because our emotions have a profound impact on the way we perceive and react to stimuli, including marketing messages, product packaging, and even the price of a product. A restaurant is a place where people can satisfy their hunger and receive appropriate service. In this case, food and service can be considered the most important components for consumers to determine their satisfaction

and future behavior towards a restaurant. People who go to restaurants have a memorable dining experience and all of this is related to the emotions of restaurant visitors and these emotions are related to the existing environment. Consumers use the physical environment in assessing the quality of products or services. Environmental elements in hedonic consumption situations may have a more important impact on satisfaction and determine repurchase intentions (Ha & (Shawn) Jang, 2012). Al-Msallam (2020) indicate that the relationship between positive emotions and satisfaction tends to be stronger, conversely, in the case of negative emotions.

Research regarding consumers satisfaction and their loyalty at the J.CO Donuts & Coffee in Indonesia is still limited. The aim of this study is to scrutinize the factors that influence consumers loyalty through their satisfaction at this restaurant.

2. Literature Review and Hypotheses Development
The research applied the Stimulus-organism-response (S-O-R) theory which explains the causal relationship between stimulus-organism-response variables. Stimuli refer to environmental cues that influence an individual's psychological states, activate the evaluative process of consumers known as an organism, and influence consumer responses (Min & Tan, 2023). Stimulus-Grganism-Response (S-O-R) paradigm relates features of the environment (S) to approach behaviours (R) within the environment, mediated by the individual's emotional states (0) aroused by the environment (Donovan & Rossiter, 1982). The S-O-R proposes that when a person get exposed to external stimuli, 'inner organism changes' which leads to behavioural responses (Mishra *et al.*, 2022).

The research has stimuli included restaurant aesthetics, consumers emotions, service quality, and restaurant atmosphere and these stimulus have the direct impacts on satisfaction (organism) and its repercussions on loyalty (responses).

2.1 The Relationship between Aesthetics and Consumers Satisfaction
Restaurant managers can create an impact on consumers by involving consumers in improving various aesthetic elements in their restaurants, including music, decoration, temperature, cleanliness, lighting, colour and aroma. By doing this, they can provide consumers with a customized experience. This unique and memorable experience can increase consumer satisfaction and in the long term can grow consumer loyalty by encouraging repeat visits.

Campo *et al.*, (2017) define food aesthetics as an interaction between taste and sight that creates a certain influence on the consumers' choices about food. There is a saying that eyes eat before the mouth. Marković *et al.*, (2021) indicate that the importance of

aesthetic in fine dining restaurants has been recognized as an important factor in creating a perfect service and a memorable experience. Aesthetic can serve as a guide for restaurant managers to improve the components of the aesthetic experience and enhance the overall guest experience and business performance in fine dining restaurants. Aesthetics can influence the dishes served and the atmosphere of the restaurant for producers and consumers and they demand a metaphorical assessment of taste and taste can give rise to the emergence of taste makers (Lane, 2013). Horng & Hsu (2020) indicate that aesthetics is what makes an object beautiful and what humans feel when they encounter a beautiful object. Gambetti & Han, (2022) conclude that restaurants with different rating levels, cuisine types and chain status have different aesthetic scores. The difference in the aesthetic scores between two groups of image posters: consumers and restaurant owners showing that the latter group tends to post more aesthetically appealing food images about the restaurant on social media than the former.

In the culinary world, visual aesthetics is defined as the art of plating, in which the components of the dish are artfully arranged on the plate for the consumers' first interactions with the food. Looking at pictures and illustrations from cookbooks of different times and cuisines suggests that plating, as well as art and fashion, is subject to trends (Schifferstein *et al.*, 2020). The first taste is always with the eyes and the visual sensation of a dish is as important as its flavour (Deroy *et al.*, 2014). Zhu *et al.*, (2019) conclude that posting photos of food enhances consumers' dining experiences and leads to positive evaluations of restaurants.

Apaolaza & Hartmann (2020) confirmed the significant effects of indoor natural plants on consumers' satisfaction and loyalty, mediated by the experiential value components of aesthetic value, service excellence and escapism. Plants as atmospheric elements in hospitality service encounters can contribute to an increased experiential value through their effect on the aesthetic experience and, in turn, service quality perception and escapism, which subsequently affects satisfaction and loyalty. Sipe & Testa (2018) state that only aesthetics and technical service were predictors of consumer satisfaction ratings. The aesthetics perceived by consumers include a pleasant and attractive atmosphere and real harmony with the surrounding environment. Sensory experiences are the sorts of experiences we have when we see, hear, touch, smell, or taste something. Our appreciation of a product's tactile aesthetics arises in response to our experience of holding, using, and generally being in physical contact with the objects around us. A sensory experience is an important determinant of consumers' brand experience and a pleasant sensory experience enhances consumer satisfaction, engagement and loyalty (Lashkova *et al.*, 2020).

Consumers who have a perception of a product that is quite interesting, enjoyable, meaningful, or emotionally arousing, then this perception has an aesthetic impact. Products and brands suffused with such aesthetic impact transcend the realm of functionality and enter the realm of art (Hagtvedt, 2022). Kumar, Purani, & Sahadev (2017) indicate the visual servicescape aesthetics dimensions significantly and positively influence consumers' affective states of arousal and pleasure. Lin (2016) states that servicescape aesthetics can be improved by modifying centrality of visual product aesthetics scale and to understand how consumers evaluate servicescape aesthetics and arrive at satisfaction or a purchase intention. Wang *et al*., (2013) argue that aesthetic factors stimulate behavioural reactions. Zhang *et al*., (2022) support the direct and indirect role of offline aesthetic design in forming consumers' intentions to post photos of their dining scenes on social media, and partially moderate their aesthetic properties. Thus, we develop the importance of restaurant aesthetics for consumer satisfaction

H$_1$: Restaurant aesthetics is related to consumer satisfaction

2.2 The Relationship between Consumers Emotion and Consumers Satisfaction

Emotions are things inherent in every individual that produce physiological, subjective and behavioural responses in individuals and have three dimensions, namely pleasure, passion and dominance, characterizing individual feelings. Pleasure was the most important determinant of consumers' overall satisfaction (Lin & Mattila, 2010). Emotions are an important aspect in describing consumer consumption experiences, where consumers' mental readiness will emerge from cognitive assessments accompanied by physiological processes and expressed physically. Most research analysing consumption experiences identifies emotions as an important predictor of consumer evaluations and behaviour. Babin *et al*., (2005) highlight the role of emotions in increasing consumer satisfaction and loyalty. Pedragosa *et al*., (2015) conclude that positive emotion has a positive effect on overall satisfaction.

Smith & Bolton (2015) find that consumers' emotional responses to service failures will influence their recovery effort evaluations and satisfaction judgments in some circumstances and that the effects of emotion vary across industry settings. Jooyeon & Jang (2012) state that consumers visit restaurants to enjoy various dishes with a specific purpose and this purpose is largely related to the visitors' emotions where the environment is an important component of eating. The dining environment creates a mood and influences consumers' emotions. Serra-Cantallops *et al*., (2018) conclude that interestingly, the positive surprise was the only emotional aspect showing a positive link to consumer satisfaction.

Babin *et al*., (2005) state that the servicescape model highlights the significant influence of environmental atmosphere on service outcomes. Previous research found the importance of positive and negative emotions evoked by environmental factors in understanding consumer-environment interactions. Service managers face the challenge of balancing these attributes when designing the environment. For example, establishments such as Japanese-style steakhouses like Benihana's prioritize affective elements by emphasizing entertainment value and encouraging personal interactions between cooks and guests during meal preparation at the dinner table. Efforts aimed at making the environment more entertaining result in higher consumer satisfaction. Aldiera & Yusran (2022) state that consumers who have positive emotions in relation to good quality are more satisfied with the service (positive effect).

Positive emotions (joy and positive surprise) were a good predictor of tourists' satisfaction while the negative direct effect of negative emotions (anger, sadness and fear) on a tourists' satisfaction (Al-Msallam, 2020). Pestana *et al*., (2019) conlude that positive emotions have a positive effect on satisfaction with the stay and with the intentions to revisit or recommend the place. Certainly, marketing researchers have long recognized the relationship between emotions and overall satisfaction. Fieldwork findings reveal the important role of emotional dynamics and pinpoint precise emotions that impact on (dis)satisfaction and intentions (Christou *et al*., 2018). Thus, the role of emotions can contribute to consumer satisfaction. Therefore, the following can be hypothesized

H$_2$: Consumers emotion is related to consumer satisfaction

2.3 The Relationship between Service Quality and Consumers Satisfaction

Consumers are more interested in visiting and purchasing food and drinks at restaurants that provide high-quality service. The service quality of a restaurant is the most important component that influences consumer satisfaction. Satti *et al*., (2020) shows the role of consumer satisfaction as a mediator between service quality and consumer loyalty is statistically significant. Carranza & Mart_ın-Consuegra (2018) conclude that fast-food service quality has a positive influence on satisfaction. Service quality is an essential predecessor of consumer satisfaction (Dahiyat *et al*., 2011). Chayomchai (2021) finds that the service quality significantly influenced consumer satisfaction. Satti *et al*., (2019) conclude that sensory marketing can affect the consumer satisfaction through service quality enhancement. Sensory marketing will have more impact on the consumer satisfaction if organisation improves their service quality. Research has consistently demonstrated a strong and positive correlation between service quality and consumer satisfaction (Oh & Kim, 2017). Uddin (2019) concludes that food quality, price

and service quality were positively linked to consumer satisfaction. Javed *et al.*, (2021) find that restaurant stimuli such as service quality has strong significant effects on consumer satisfaction. Dusica & Kortoseva (2020) find that significant influence of service quality over the satisfaction and loyalty of fast-food restaurants.

Shaikh & Khan (011) conclude that the two important dimensions of service quality, have a significant impact on the satisfaction of restaurant consumers of Pakistan. Hapsari *et al.*, (2016) find that service quality and perceived value directly affect consumer satisfaction. Gera *et al.*, (2017) conclude that the effect of service quality on behavioural intentions establishing the significance of both direct and indirect effects of relationship between service quality and behavioural intentions moderated by service encounter variables of service value and consumer satisfaction. Hussain *et al.*, (2015) conclude that service quality, perceived value, and brand image have a positive significant impact on consumer satisfaction. Shahzadi *et al.*, (2018) find that the key restaurant attributes (food quality, service quality and atmospherics) have a significant positive effect on behavioural intentions. Consumer satisfaction partially mediates the relationship between key restaurant attributes and behavioural intentions. Service quality dimensions are significant predictors of consumer satisfaction and loyalty with the commitment dimension accounting for the highest degree of this impact (Izogo & Ogba, 2015). Service quality is an important factor for consumer satisfaction and we develop the following hypothesis.

H_3: Service quality is related to consumer satisfaction

2.4 The Relationship between Atmosphere and Consumers Satisfaction

The physical ambiance, known as "atmospherics," has been a significant focus in restaurant service management due to the connection between consumers' emotional reactions to a service environment and their purchasing behaviours at the moment of sale. Kotler (1974) defines term atmospherics as the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability.

Researchers have conducted research related to atmosphere in various sectors, such as the culinary sector, research on restaurant visitors. Ariffin *et al.*, (2012) find that atmospheric elements contributed significantly in each representation of consumer behaviour. Çanakci (2023) revealed that there is a positive and significant relationship between consumers' perception of restaurant atmosphere and their intention to revisit. Ryu & Jang, (2008) find that the layout is a key factor in the context of restaurant. DINESCAPE is a reliable and valid scale for physical and human surroundings in the upscale restaurant context from the consumer viewpoint. DINESCAOE can be used to

measure consumer perceptions of physical environments in restaurant business settings particularly for upscale restaurants and also can be used to investigate the strengths and weaknesses of DINESCAPE elements and ultimately to improve the perceived quality of the physical dining environment.

Gail Tom *et al.*, (1987) find that consumer's perception of the product is the starting point for the marketer's strategy formulation. It's the consumer's subjective perception of the product that counts. Consumers buy what they perceive. They also find that the brightly colour outdoor, chairs, and footsteps would appear further eye-catching from the unpainted one. Adrian *et al.*, (1998) find that the playing of background classical music led to (a) people reporting that they were prepared to spend more and (b) higher actual spending. Abdul Jalila *et al.*, (2016) discover that atmospheric music can impact diners eating behaviour. Jooyeon & Jang (2012) find that atmospherics could influence behavioural intentions in both direct and indirect ways through quality perception. Javed *et al.*, (2021) find that restaurant stimuli such as restaurant atmosphere has strong significant effects on consumer satisfaction.

In restaurant studies, atmosphere quality was understood as one crucial construct for explaining service quality, which leads to positive affect/satisfaction and re-patronage intentions and consumers desire high quality products properly prepared and will reward restaurant operators with their loyalty (Kincaid *et al.*, 2010). Findings from Ing *et al.*, (2020) show a greater role of price, service quality, and food quality on satisfaction, compared to comfort and atmosphere characteristics. A well-designed pricing strategy is the most effective way to build satisfaction, followed by food quality, service quality, comfort and atmosphere. Atmosphere indicators include adequate lighting in the restaurant, a clean restaurant, visually attractive decoration, good restaurant appearance, good restaurant comfort level, good restaurant noise level, and appropriate restaurant temperature. In particular, physical environment influences consumer emotions, satisfaction and behavioural intentions positively and significantly (Ali & Amin, 2014). Dabija & Babut, (2014) find that food and non-food retail formats has revealed that store atmosphere has a strong effect on satisfaction and no effect on loyalty. Ihtiyar *et al.*, (2019) find that enjoying tasty goods in a stylish atmosphere and being treated well by staff may be the benefits encouraging consumers to revisit coffee stores regularly. Dhisasmito & Kumar (2020) find that store atmosphere has high correlation toward satisfaction. Thus, restaurant aesthetics has a relationship with consumer satisfaction, so we developed the following hypothesis.

H_4: Restaurant aesthetics is related to consumer satisfaction

2.5 The Relationship between Consumers Satisfaction and Consumers Loyalty

A number of studies report the influence of satisfaction on consumer loyalty. Serra-Cantallops *et al.*, (2018) conclude that satisfaction is seen as an antecedent of loyalty. Cha & Borchgrevink (2018) conclude that consumer satisfaction mediated the relationships between two antecedents (perceived value and food safety) and consumer loyalty Akgunduz *et al.*, (2023) conclude that consumers' trust and satisfaction lead to a sense of loyalty. Rao *et al.*, (2021) find that Consumer satisfaction plays an important role in retaining them and consumers must feel valued and the vendor is committed to them. Chayomchai (2021) finds that the consumer satisfaction significantly influenced consumer loyalty. Cakici *et al.*, (2019) find that perceived satisfaction influences loyalty positively and revisit intention partially mediates the effect of satisfaction and loyalty. Consumer satisfaction affects CL and long-time consumer relationships (Poulose *et al.*, 2018).

Rahul & Majhi (2014) conclude the positive effect of satisfaction on loyalty prediction. Carranza & Mart_ın-Consuegra (2018) conclude that satisfaction, in this type of establishment, significantly and positively influences loyalty. Uddin (2019) concludes that consumer satisfaction was positively associated with consumer loyalty. Kim (2014) concludes increasing the level of satisfaction felt by consumers leads to increased trust and loyalty in restaurants. Bowden-Everson *et al.*, (2013) conclude that satisfaction, trust, and delight ultimately generate consumer loyalty in the restaurant industry. Espinosa et al. (2018) find that intention to recommend a casual sit-down dining (CD) restaurants, repeat consumers rely on overall restaurant satisfaction and overall restaurant loyalty to drive behavioral intentions. Javed *et al.*, (2021) find that consumer satisfaction engendered brand loyalty. Sahagun & Vasquez-Parraga (2014) indicate that satisfaction, trust, and commitment, in this order, are proper antecedents of consumer loyalty and provide a powerful explanation of how loyalty is developed by fast-food consumers. Dusica & Kortoseva (2020) find that significant influence of consumer satisfaction over the consumer loyalty of fast-food restaurants. In other words, consumer satisfaction is an important variable in maintaining consumer loyalty. This leads to the following hypothesis.

H_5: Consumer satisfaction is related to consumer loyalty

3. Research Method

The subject of this research is the J.CO Donuts & Coffee restaurant which specifically serves donuts, coffee and frozen yoghurt, and consumers of this restaurant in Depok are the unit of analysis. The object of the research is restaurant aesthetics, consumer emotions, service quality and restaurant atmosphere which influence consumer loyalty through satisfaction.

The research employed a snowball sampling technique facilitated by key-informants, where participants were identified and included based on referrals from these informants. The researcher provided criteria for selection, and the sampling process relied on referrals from these informants. Questionnaires were distributed via a Google Form to Equity Life Company consumers, who were initially contacted through a provided link. Additionally, the questionnaire link was forwarded to leadership figures in other insurance companies, who were requested to distribute it among consumers with Unit-Link insurance policies. A total of 230 consumers completed the questionnaire, meeting the sampling size criteria recommended by Roscoe, which suggests that sample sizes between 30 and 500 are appropriate for most studies (Sekaran & Bougie, 2016).

We use a simultaneous equation where consumer loyalty is the dependent variable; consumer satisfaction as intermediary variables; and restaurant aesthetics, consumer emotions, service quality and restaurant atmosphere as exogenous variables. The gathered data undergoes statistical analysis to examine hypotheses, utilizing the Smart PLS data processing tool in a simultaneous equation model. The mathematical representation of this research model is as follows:

$$CS_i = \beta_0 + \beta_1 RA_i + \beta_2 CE_i + \beta_3 SQ_i + \beta_4 RAT_i + \varepsilon_i$$
$$CL_i = \alpha_0 + \alpha_1 CS_i + \varepsilon_i$$

Where:
CS : Consumer Satisfaction
RA : Restaurant Aesthetics
CE : Consumer Emotions
SQ : Service Quality
RAT: Restaurant Atmosphere
CL : Consumer Lotalty
ε_i : Error

Prior to distributing the questionnaires to respondents, the researchers conducted validity and reliability tests on the research instruments. This involved administering the questionnaire to 50 individuals. For validity testing, the researchers employed factor analysis, utilizing the Keiser-Meyer Olkin Measure of Sampling Adequacy (KMO) with a threshold of 0.5, Barlett's Test of Sphericity with a maximum probability value of 0.05, and loading factors with a minimum value of 0.6. Reliability testing was conducted using Cronbach's alpha, with a minimum acceptable value of 0.6.

Partial Least Squares (PLS) involves measuring two sub-models: the outer measurement sub model, also known as the outer measurement model, and the structural model, also referred to as the inner model or inner measurement sub model. The assessment of the measurement model comprises two main components: (a) validity testing, which includes convergent validity assessed through loading factors for confirmatory research with a minimum threshold of 0.7, confirmatory research's average variance extracted (AVE) with a minimum value of 0.5, and discriminatory validity assessed through cross-loading with a minimum

threshold of 0.7 for each variable; and (b) reliability testing, which employs composite reliability with a minimum threshold of 0.7. The evaluation of the structural model (inner model) involves examining R-Square, path coefficients, and model fit.

4. RESULTS AND DISCUSSION

The participants were 140 restaurant costumers in J.CO Donuts & Coffee Restaurant. The participants' information is presented in Figure 1.
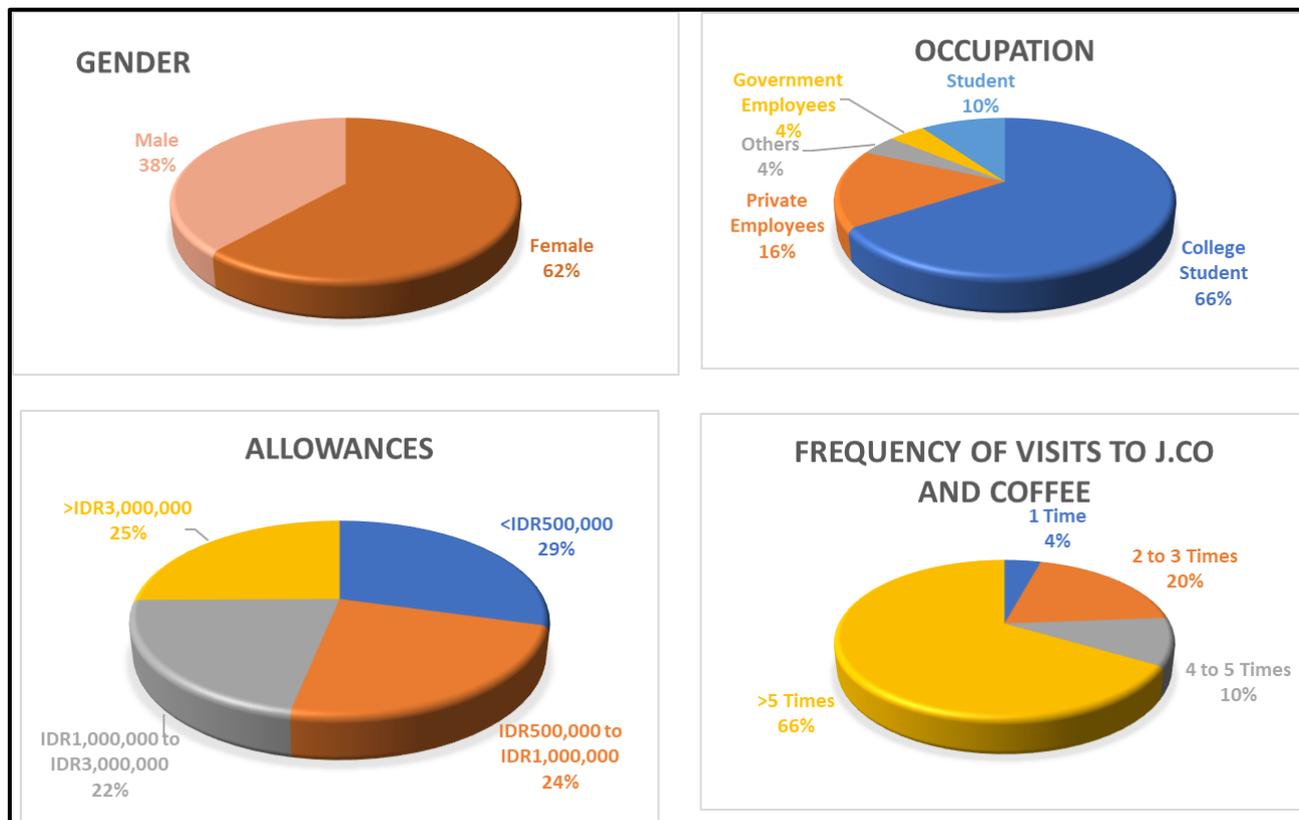

Figure 1: Respondent Profile

Respondents were aged between 15 and 32 years. Of the 140 respondents, 38 percent were males, 62 percent were female, 66 percent are college student, 16 percent are private employees, 10 percent are students, 8 percent are government employees and others. Those who received allowances of less than 500 thousand rupiah were 29 percent, more than 3 million rupiah were 25 percent, between 500 thousand and 1 million rupiah were 24 percent, and between 1 million to 3 million rupiah were 22 percent. Those who visited J.CO Donuts & Coffee Restaurant with a frequency of more than 5 times were 66 percent, 2 to 3 times were 20 percent, 4 to 5 times were 10 percent, and once were 4 percent.

4.1 Descriptive statistics
Table 1 presents the descriptive statistics.

Table 1: Descriptive statistics

Variable	Mean	Median	Observed min	Observed max	Standard deviation	Number of observations
Restaurant Atmosphere	4,18	4	2,5	5	0,62	140
Consumer Emotions	4,07	4	2	5	0,72	140
Service Quality	3,96	4	2	5	0,70	140
Restaurant Aesthetics	4,07	4	2,17	5	0,68	140
Consumer Satisfaction	4,13	4	1,25	5	0,78	140
Consumer Loyalty	4,07	4	1,4	5	0,82	140

Table 1 shows that the majority of items were rated highly by patrons, varied from score 1.25 to 5. The mean scores were around 4. These values imply the fact that patrons evaluate overall restaurant atmosphere, of the restaurant at a rather high level, and followed successively by consumer satisfaction, consumer emotions, restaurant aesthetics, consumer loyalty and service quality.

4.2 Model Evaluation.

Model evaluation in PLS consists of measuring model evaluation, structural model evaluation and model goodness evaluation.

4.2.1 Evaluation of Measurement Models

Hair *et al*., (2021) indicate that the evaluation of the measurement model for convergent validity consists of factor loadings ≥ 0.70 and average variance extracted (AVE ≥ 0.50) as well as evaluation of discriminant validity consists of the fornell and lacker criteria, HTMT (Heterotrait Monotrait Ratio) below 0.90 and cross loadings. For construct reliability, we use values of composite reliability that should be greater than 0.70 to establish the reliability.

We conducted a discriminant validity test using loading factors on all indicators for each variable and the results are presented in Appendix 1 and 2.

All indicators of the restaurant atmosphere and consumer loyalty variables provide factor loading values of more than 0.7 so that no indicators need to be removed. There is 1 indicator of the consumer emotion variable, 1 indicator of the restaurant aesthetic variable, 3 indicators of the service quality variable and 1 indicator of the consumer satisfaction variable which must be removed, because it provides a loading factor value less than 0.7. Indicators for each variable that provide a factor loading value of more than 0.7 are presented in Table 2.

Table 2: Convergent Validity and Reliability

Variable	Indicator	Loading Factor	Composite Reliability	AVE
Restaurant Atmosphere	AT1	0,788	0,840	0,568
	AT2	0,727		
	AT3	0,782		
	AT4	0,714		
Consumer Emotions	EK2	0,778	0,887	0,663
	EK3	0,831		
	EK4	0,814		
	EK5	0,833		
Restaurant Aesthetics	ES1	0,828	0,861	0,607
	ES2	0,759		
	ES3	0,760		
	ES4	0,768		
Service Quality	KL1	0,792	0,761	0,614
	KL5	0,774		
Consumer Satisfaction	KP1	0,766	0,890	0,670
	KP2	0,880		
	KP3	0,820		
	KP4	0,804		
Consumer Loyalty	LP1	0,839	0,911	0,671
	LP2	0,824		
	LP3	0,804		
	LP4	0,780		
	LP5	0,848		

Fonell-Lacker Criterion, HTMT (Heterotrait Monotrait Ratio), and cross loading are used to test Validity of discriminant and the results presented as follows:

Table 3: Discriminant validity

Fornell-Larcker criterion						
Variable	Restaurant Atmosphere	Consumer Emotions	Restaurant Aesthetics	Service Quality	Consumer Satisfaction	Consumer Loyalty
Restaurant Atmosphere	0,754					
Consumer Emotions	0,291	0,814				
Restaurant Aesthetics	0,277	0,621	0,779			
Service Quality	0,535	0,178	0,253	0,783		
Consumer Satisfaction	0,318	0,505	0,527	0,295	0,819	
Consumer Loyalty	0,297	0,552	0,583	0,194	0,747	0,819
Heterotrait-monotrait ratio (HTMT) - Matrix						
Variable	Restaurant Atmosphere	Consumer Emotions	Restaurant Aesthetics	Service Quality	Consumer Satisfaction	Consumer Loyalty
Restaurant Atmosphere						

Consumer Emotions	0,351				
Restaurant Aesthetics	0,350	0,763			
Service Quality	0,995	0,322	0,476		
Consumer Satisfaction	0,392	0,594	0,642	0,531	
Consumer Loyalty	0,355	0,643	0,693	0,342	0,869

Cross loadings

	Restaurant Atmosphere	Consumer Emotions	Restaurant Aesthetics	Service Quality	Consumer Satisfaction	Consumer Loyalty
AT1	0,788	0,228	0,220	0,351	0,242	0,244
AT2	0,727	0,119	0,152	0,328	0,173	0,131
AT3	0,782	0,347	0,281	0,481	0,270	0,237
AT4	0,714	0,146	0,160	0,426	0,253	0,254
EK2	0,345	0,778	0,423	0,220	0,430	0,414
EK3	0,210	0,831	0,479	0,119	0,363	0,436
EK4	0,215	0,814	0,558	0,132	0,349	0,453
EK5	0,176	0,833	0,563	0,105	0,476	0,488
ES1	0,282	0,532	0,828	0,163	0,452	0,554
ES2	0,131	0,509	0,759	0,125	0,424	0,478
ES3	0,231	0,449	0,760	0,291	0,403	0,414
ES4	0,216	0,437	0,768	0,221	0,353	0,346
KL1	0,454	0,050	0,190	0,792	0,236	0,152
KL5	0,384	0,232	0,206	0,774	0,227	0,152
KP1	0,292	0,402	0,365	0,275	0,766	0,576
KP2	0,259	0,375	0,402	0,242	0,880	0,599
KP3	0,296	0,440	0,497	0,252	0,820	0,663
KP4	0,191	0,431	0,448	0,197	0,804	0,597
LP1	0,194	0,481	0,501	0,126	0,605	0,839
LP2	0,221	0,513	0,453	0,136	0,639	0,824
LP3	0,284	0,392	0,465	0,190	0,581	0,804
LP4	0,273	0,459	0,473	0,206	0,604	0,780
LP5	0,246	0,415	0,494	0,140	0,628	0,848

Table 2 shows that the convergent validity test using factor loadings has a value of more than 0.7 for all indicators for each variable and average variance extracted has a value of more than 0.5 for each variable. This shows that all variables meet the convergent validity criteria. Table 3 shows the discriminant validity test using the fornell and lacker criteria which produces a value for each variable that is higher than the other variables, HTMT (Heterotrait Monotrait Ratio) shows the HTMT value for a pair of variables is less than 0.90 and according to cross loadings, a particular item should have higher loadings on its own parent construct in comparison to other constructs in the study. Table 3 shows that each indicator for each variable has a higher loading value compared to the loading value of the other variable indicators. Based on the Fornell and Lacker criteria test, HTMT (Heterotrait Monotrait Ratio) and cross loadings, it can be concluded that all variables meet the discriminant validity criteria. Composite Reliability (CR) for the variables restaurant atmosphere, consumer emotions, restaurant aesthetics, service quality, consumer satisfaction, and consumer loyalty have a value above 0.70 (reliable) as shown in table 2. This shows that all these variables have a level acceptable reliability.

4.2.2 Evaluation of Structural Models

Structural model evaluation is a model evaluation to predict causal relationships (cause-effect relationships) between latent variables. Evaluation of the structural model or inner model includes evaluating R Square, path coefficient, T statistics, model fit, predictive relevance, and linear test.

Table 4: R Square

Variable	R-square	R-square adjusted
Consumer Satisfaction	0,361	0,342
Consumer Loyalty	0,558	0,554

Table 4 indicates that 36.1 percent of the variance of consumer satisfaction being studied is explained by the variance of restaurant atmosphere, consumer emotions, restaurant aesthetics, and service quality and 55.8 percent of the variance of consumer loyalty being studied is explained by the variance of consumer satisfaction.
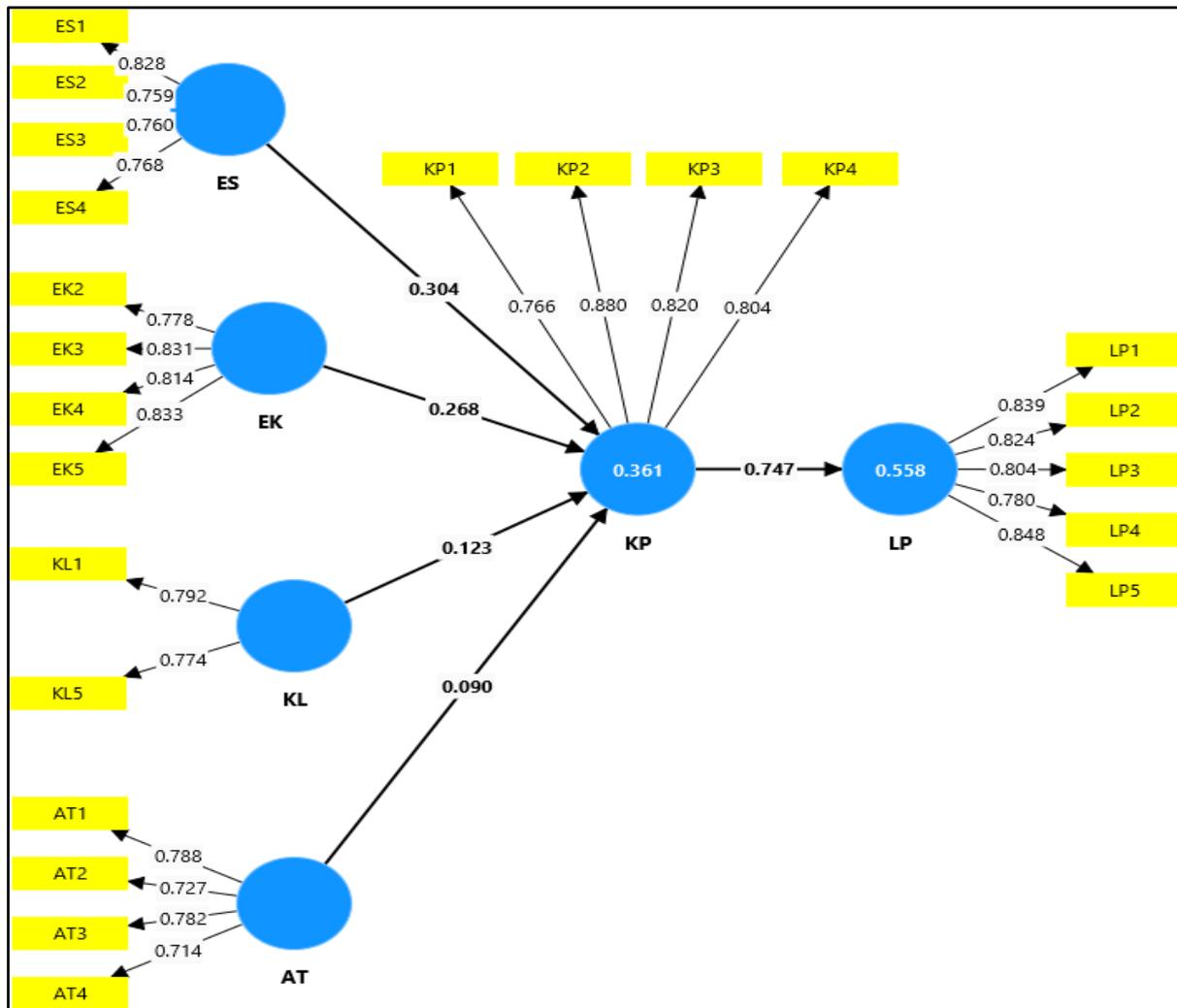
Figure 2: Structural Model Results

Based on the structural model, restaurant aesthetics does not predict consumer satisfaction (β = 0.09 p > 0.1), consumer emotions predict consumer satisfaction (β = 0.27 p<0.001, restaurant aesthetics predict consumer satisfaction (β = 0.30 p <0.001, service quality predicts consumer satisfaction (β =0.12 p<0.1, and consumer satisfaction predicts consumer loyalty (β =0.75 p<0.001 (Figure 2).

Table 6: T Statistics

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Restaurant Atmosphere -> Consumer Satisfaction	0,09	0,10	0,08	1,16	0,25
Consumer Emotions -> Consumer Satisfaction	0,27	0,27	0,09	2,89	0,00
Restaurant Aesthetics -> Consumer Satisfaction	0,30	0,31	0,11	2,85	0,00
Service Quality -> Consumer Satisfaction	0,12	0,12	0,07	1,71	0,09*
Consumer Satisfaction -> Consumer loyalty	0,75	0,75	0,05	16,26	0,00

*) Significant at alpha 0,1.

The estimated path value is shown in table 6. Restaurant atmosphere does not influence consumer satisfaction (b = 0.09 p > 0.1), does not support H1. Furthermore, consumer emotions significantly influence consumer satisfaction (b = 0.27 p < 0.001), supporting H2. Restaurant aesthetics significantly influences consumer satisfaction (b = 0.30 p < 0.001), supporting H3. Furthermore, service quality significantly influences consumer satisfaction (b = 0.12 p <0.1), thus supporting H4. Finally, consumer satisfaction significantly influences consumer loyalty (b = 0.75 p < 0.001), thus supporting H5.

Table 7: Model Fit

	Saturated model	Estimated model
SRMR	0,076	0,088

A rule of thumb is that the *SRMR* should be less than 0.05 for a good fit (Hu & Bentler, 1995), whereas values smaller than 0.10 may be interpreted as acceptable (Schermelleh-Engel *et al*., 2003). Table 7 indicate that the value of SRMS of estimated model is less than 0.1 and it is interpreted as indicating an acceptable fit.

Table 8: Predictive Relevance

	Q²predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
KP1	0,182	0,671	0,525	0,705	0,551
KP2	0,160	0,724	0,550	0,753	0,592
KP3	0,259	0,724	0,585	0,770	0,609
KP4	0,204	0,677	0,520	0,712	0,541
LP1	0,235	0,656	0,534	0,678	0,544
LP2	0,228	0,753	0,590	0,804	0,621
LP3	0,207	0,789	0,624	0,840	0,658
LP4	0,232	0,692	0,550	0,737	0,561
LP5	0,220	0,749	0,626	0,798	0,628

The Q²predict criterion was used to assess the model's ability to make predictions. A value greater than zero indicates that the PLS-SEM estimation is suitable for predictive purposes. The Q²predict value in Table 8 is greater than zero, and both the root mean square error (RMSE) and mean absolute error (MAE) in the PLS-SEM model are lower than those in the simple Linear Model (LM). This indicates that the dependent variables for both constructs possess strong predictive power with their respective constructs.

Table 9: Linear Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	P values
Restaurant Atmosphere -> Consumer Satisfaction	0,105	0,112	0,081	0,194
Consumer Emotions -> Consumer Satisfaction	0,274	0,274	0,097	0,005
Restaurant Aesthetics -> Consumer Satisfaction	0,301	0,308	0,112	0,007
Service Quality -> Consumer Satisfaction	0,116	0,115	0,073	0,11
Consumer Satisfaction -> Consumer Loyalty	0,808	0,81	0,043	0
QE (Restaurant Aesthetics) -> Consumer Satisfaction	0,078	0,079	0,075	0,295
QE (Consumer Emotions) -> Consumer Satisfaction	0,041	0,041	0,065	0,527
QE (Service Quality) -> Consumer Satisfaction	-0,022	-0,019	0,051	0,669
QE (Restaurant Atmosphere) -> Consumer Satisfaction	0,024	0,023	0,05	0,634
QE (Consumer Satisfaction) -> Consumer Loyalty	0,11	0,097	0,067	0,101

When assessing path models, researchers typically assume that the relationships between constructs are linear. This linear relationship is often found in reality, although not always. We tested the linearity of the relationship between constructs by using quadratic effects for the influence of restaurant aesthetics, consumer emotions, service quality, and restaurant atmosphere on consumer satisfaction, and the influence of consumer satisfaction on consumer loyalty. Bootstrapping results (see Table 9) show no significant nonlinear effects, so we conclude that the linear effects model remains robust.

4.3 DISCUSSION

Consumer satisfaction was found to have a statistically significant influence on loyalty. This finding is in line with previous research which shows a strong relationship between satisfaction and loyalty. These findings support the idea that satisfaction is a necessary initiator of loyalty (Akgunduz, Nisari, & Sungur, 2023; Rao *et al*., 2021; Chayomchai, 2021; Cakici *et al*., 2019; Poulose *et al*., 2018; Rahul & Majhi, 2014; Carranza & Mart_ın-Consuegra, 2018; Uddin, 2019; Kim, 2014; Bowden-Everson *et al*., 2013; Espinosa *et al*., 2018; Javed *et al*., 2021; Sahagun & Vasquez-Parraga, 2014; and Dusica & Kortoseva, 2020).

When considering the relationship between the restaurant aesthetics and consumers satisfaction, the results indicate that a statistically significant positive relationship exists between the two constructs. This finding adds one more dimension to the factors contributing to customer satisfaction, which includes, among other things, aesthetics offered by restaurant and

it support result of previous studies such as Campo *et al.*, 2017; Marković *et al.*, 2021; Apaolaza & Hartmann, 2020; Sipe & Testa, 2018; and Lashkova *et al.*, 2020.

Consumers Emotion was found to have a statistically significant influence on Consumers Satisfaction. This finding is in line with previous research which shows a strong relationship between Consumers Emotion and Consumers Satisfaction. These findings support previous studies (Lin & Mattila, 2010; Babin *et al.*, 2005; Pedragosa *et al.*, 2015; Smith & Bolton, 2015; Serra-Cantallops *et al.*, 2018; Aldiera & Yusran, 2022; Al-Msallam, 2020; Pestana *et al.*, 2019; and Christou *et al.*, 2018)

Next, consumers satisfaction is also influenced by service quality. This finding is in line with previous

5. CONCLUSIONS

The research results have implications for theoretical and practical contributions. In terms of theoretical contribution, this research finds that constructs related to consumer emotions, restaurant aesthetics, and service quality make a positive and significant contribution to consumer satisfaction. In this research, the restaurant atmosphere did not make a significant contribution to consumer satisfaction. Apart from that, consumer satisfaction was also found to influence consumer loyalty at the J.CO Donuts & Coffee Restaurant. These results provide empirical support for the theoretical basis of consumer behavior in the context of consumers in Depok, Indonesia.

This research also provides valuable guidance for J.CO Donuts & Coffee Restaurant managers regarding restaurant management in increasing consumer satisfaction and loyalty. These results can help managers by showing the importance of consumer emotions, restaurant aesthetic value, and service quality because they influence consumer satisfaction and loyalty. Furthermore, this research also shows that consumer satisfaction contributes to loyalty. Therefore, emphasis should also be placed on increasing customer satisfaction levels due to its influence on consumer loyalty. It is expected that the overall research results can provide information to restaurant managers who are responsible for managing restaurants to maintain high positive emotions among consumers, maintaining the overall aesthetic value of the restaurant, and maintaining service quality so that it can still provide valuable value to consumers.

This research has limitations. First, non-probability sampling techniques were used; therefore, the results may not be generalizable to the population. Further research should use probability sampling techniques. Because only a small number of constructs were considered in this research, further research must be conducted to determine other factors that contribute to consumer satisfaction and loyalty at J.CO Donuts & Coffee Restaurant.

research which shows a strong relationship between Consumers Emotion and Consumers Satisfaction. This finding supports previous research conducted by Satti *et al.*, 2020; Carranza & Mart_ın-Consuegra, 2018; Dahiyat *et al.*, 2011; Chayomchai, 2021; Oh & Kim, 2017; Uddin, 2019; Javed *et al.*, 2021; Dusica & Kortoseva, 2020; Shaikh & Khan, 2011; Hapsari *et al.*, 2016;. Gera *et al.*, 2017; Hussain *et al.*, 2015; and Izogo & Ogba, 2015.

The last variable in this study that is expected to influence consumers satisfaction is restaurant atmosphere. This study shows that restaurant atmosphere did not statistically significant influence on consumers satisfaction. Statistically it because some respondents consider the importance of restaurant atmosphere while others do not.

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Appendix 1: Path Coefficient before Removing Insignificant Indicators
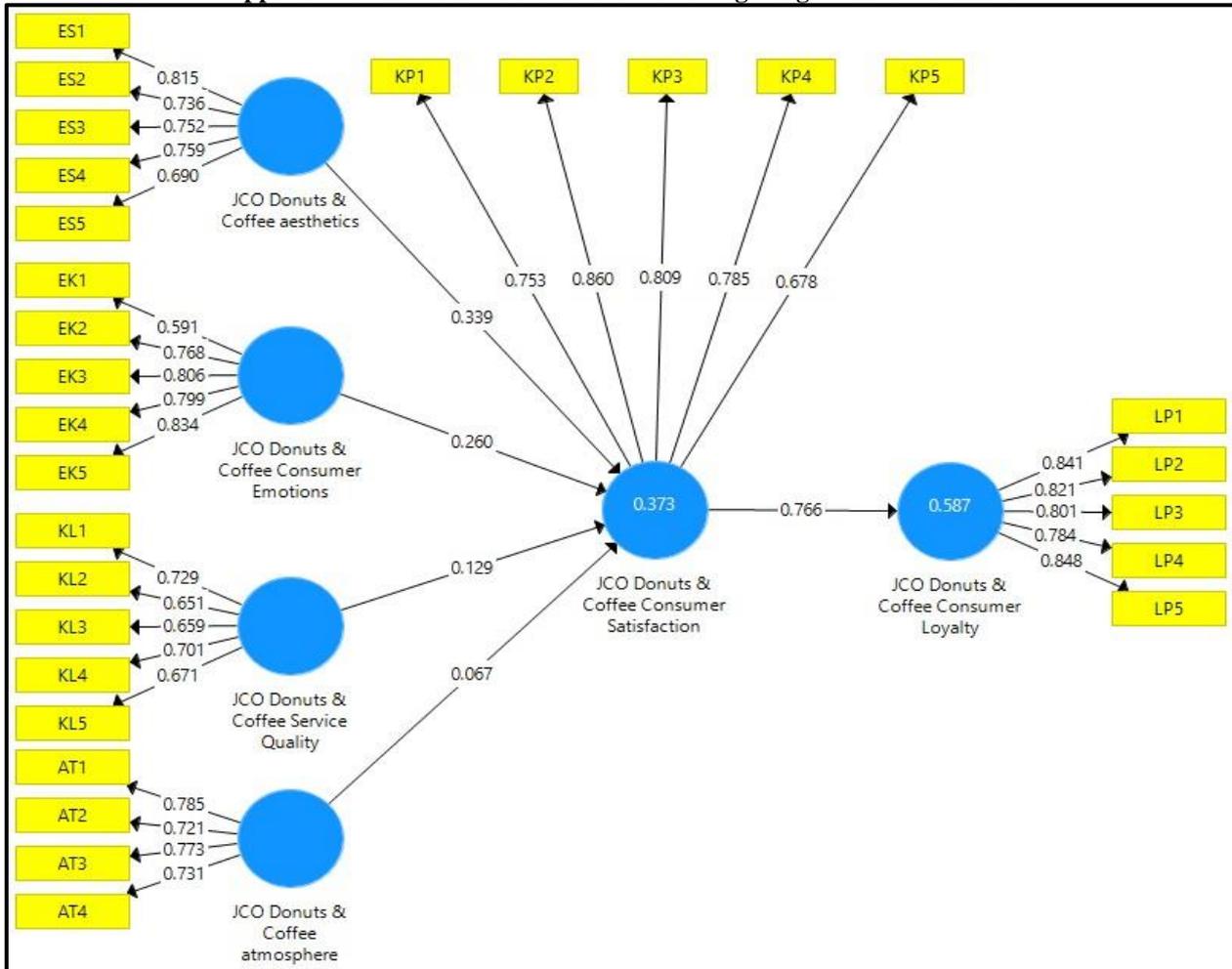
Appendix 2: Factor Loadings

Variable	Outer loadings
AT1 <- AT	0,785
AT2 <- AT	0,721
AT3 <- AT	0,773
AT4 <- AT	0,731
EK1 <- EK	0,591
EK2 <- EK	0,768
EK3 <- EK	0,806
EK4 <- EK	0,799
EK5 <- EK	0,834
ES1 <- ES	0,815
ES2 <- ES	0,736
ES3 <- ES	0,752
ES4 <- ES	0,759
ES5 <- ES	0,690
KL1 <- KL	0,729
KL2 <- KL	0,651
KL3 <- KL	0,659
KL4 <- KL	0,701
KL5 <- KL	0,671
KP1 <- KP	0,753
KP2 <- KP	0,860
KP3 <- KP	0,809
KP4 <- KP	0,785

Variable	Outer loadings
KP5 <- KP	0,678
LP1 <- LP	0,841
LP2 <- LP	0,821
LP3 <- LP	0,801
LP4 <- LP	0,784
LP5 <- LP	0,848

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