

## Original Research Article

# Antecedents of Traditional Food Lovers' Satisfaction at Food Courts in the East Jakarta Region

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**Abstract:** The level of competition in the culinary sector continues to increase, both from national food businesses and the invasion of culinary company branches from abroad entering Indonesia. Customer satisfaction is the main key in winning the competition. The aim of this research is to examine the influence of food court aesthetics, customer emotions, and service quality on customer satisfaction at food courts in the East Jakarta area. This research succeeded in collecting data through a customer survey of 170 food court customers in Jakarta Timur Indonesia. The sampling method used in this research was convenience sampling. We use multiple regression analysis where customer satisfaction is the dependent variable and food court aesthetic factors, customer emotions, and the quality of service provided by the food court are exogenous variables. The collected data is then processed using the Smart PLS data processing tool. Partial Least Square measures two submodels, namely the outer measurement submodel or outer measurement model and the structural model or inner model or inner measurement submodel. The results of this research found that food court aesthetics, customer emotions, and service quality have a statistically significant effect on customer satisfaction. The implications and limitations of this research are also discussed in this article.

**Keywords:** Aesthetics, customer emotions, service quality, customer satisfaction.

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## 1. INTRODUCTION

The advancement of social media platforms allows customers to overcome uncertainty before making a purchasing decision (Gambetti & Han (2022)). They use online social platforms to search for information and share experiences such as searching for information about food and dining activities that are considered to influence customers' restaurant choices such as social media are acknowledged as an important information source that influences tourists' travel choices (Liu *et al.*, 2020). In the tourism industry, the visitors tend to express activities, opinions, etc. through SNS (Social Network Services) and exchange with other people. People not only post texts or photos at tourism destinations during or after travel, but also obtain tourism information via SNS. This SNS data is evaluated to represent the main elements of tourism and the image that tourists experience in tourism destinations. Classification of tourist photos with the characteristics of photos posted by tourists and referring to the tourism classification of the Tourism Organization. In this category, typical Korean elements such as unique Korean

palaces, street food, traditional markets, hanbok experiences, traditional performances, etc. are included. (Cho *et al.*, (2022)).

Everyone has the ability to perceive, desire, and appreciate beauty in various aspects of their lives. Beauty is commonly linked with aesthetics, which are deeply intertwined with daily life. A sense of beauty or aesthetics is achieved when individuals have a reference point for what they perceive or judge as beautiful. In restaurant design, creating a memorable customer experience is crucial. Beyond optimizing space functionality, the design should focus on aesthetic elements to create an appealing atmosphere. This involves considering the exterior appearance, including the shape and colour of the building, which are fundamental to its beauty. The form, influenced by emotions, can only be truly understood through psychoanalytic methods and derives its aesthetic power from an individual's overall reaction, which can vary.

A well-designed food court that balances function and aesthetics must consider efficient and attractive layouts, lighting that enhances the ambiance, appropriate colour choices, unique interior design, and calming sounds that create a sense of privacy. Customer satisfaction arises when their emotions are stable, and the seller enhances their overall experience. For instance, a customer feeling sad may become happy when seeing significant discounts offered by sellers. Satisfaction is not something to wait for but to actively create. Sellers must continually seek ways to ensure customer satisfaction. Emotions drive people to take important actions, and consumers tend to purchase items they like when they are happy. They are particularly enthusiastic when online shopping platforms offer discounts on shipping, especially if the service provided is high quality, boosting their satisfaction. Conversely, negative emotions can decrease their desire to purchase.

Technological advances have perfected smartphone features with high-quality cameras and affordable cellular data packages, triggering the phenomenon of taking and sharing food pictures on social media when customers are eating at restaurants, which are becoming increasingly popular and they post the information on Instagram, Facebook, and more. other social media. With a variety of information available, customers will choose a restaurant by looking for food images on social media generated by other customers. Correspondingly, restaurants are also actively seeking image-based social media marketing strategies, for example, by posting food images on their social media accounts to encourage customer engagement.

Therefore, understanding how restaurants are portrayed on social media by customers and eateries is critical not only for formulating adequate social media business strategies and operational measures, but also for designing effective customer experience management. Food aesthetics refers to the gastronomic sensory experience of food presentation such as plating, decoration and styling. In the culinary world, food aesthetics has long been known as the art of food presentation, where the visual sensation of food is as important an element of the gastronomic experience as taste. The aesthetic experience in a restaurant is an impressive experience for guests and determines the overall guest experience. Along with external changes in both art and science, consumer behaviour including tastes and other aspects, restaurant managers need to pay attention to changes in these aspects and adapt them in the restaurant, including service, to improve the final aesthetic experience felt, tasted and tasted by guests during their visit. Pluta-Olearnik & Szulga (2022) stated that consumers' hidden desires and emotions can be used to predict behaviour including consumer satisfaction. Individual customers have increased their online shopping and, consequently, the emotions that accompany such purchases have also changed, as well as the moment and the level of perceived gratification and

satisfaction with the purchase. Satisfaction requires reliance on experience and involves emotions, while consumption-related emotions are an important antecedent to understanding consumer satisfaction. Emotions reflect a person's response to a stimulus event. Concretely, emotions are often expressed physically through gestures, posture, or facial features, and can trigger certain actions (Pedragosa *et al.*, 2015).

At this time, players in the world of commerce feel that they are increasingly competing with each other and business actors, and on the other hand, changes in competition that are increasingly felt in the world of commerce are making business actors in Indonesia increasingly improve the quality of their services to be able to satisfy customers (Farabi *et al.*, 2022). Customer satisfaction and service quality are considered as a crucial aspect in business, for the development of a company highly depends on how good they maintain their customer through service. This notion of satisfaction is mainly attributed to the quality of service (SHAIKH & KHAN, 2011) Indeed good service quality is expected to result in customer satisfaction, therefore will increase customers retention and loyalty (Suciptawati *et al.*, 2019). Consumer satisfaction is an important issue for organizations that provide services and satisfied consumers tend to repeat their consumption experiences and have a positive impact on the economic profits of an organization. Satisfaction as a consumer experience that arises as a reaction to a service encounter. Transaction-specific satisfaction is related to a single service encounter, whereas overall satisfaction refers to the cumulative evaluation of all encounters between a consumer and an organization.

The food industry also seeks growth and maintains a competitive edge by focusing on the service they provide to customers. Customer satisfaction has a significant relationship with service quality (Murad & Ali, 2015). Service quality and customer satisfaction are key elements in an organization. Organizations that provide quality service generally have more satisfied customers than companies that do not provide quality service (Aftab *et al.*, 2016). Fast food restaurants must prioritize client enjoyment and services to gain competitive advantage. Restaurants can satisfy customers and influence decisions by improving service quality. Young people in Hanoi are the most important demographic group visiting restaurants, although the number of people eating out of the home continues to increase (Tam & Tien, 2023).

The aim of this research is to examine the influence of food court aesthetics, customer emotions, and service quality on customer satisfaction at Food Courts in the East Jakarta Region. This paper continues with a literature review and development of hypotheses and research methods. This is then continued with the results and discussion containing the respondent profile, evaluation of the measurement model, evaluation of the

structural model, and evaluation of the overall goodness of the model. The final part of this paper is the conclusions and limitations of the research.

## 2. Literature Review and Hypotheses Development

### 2.1 *The Relationship between Restaurant Aesthetics and Customer Satisfaction*

Marković *et al.*, (2021) find that prospective restaurant guests, as well as restaurant guests, perceive food aesthetics as very important with the highest average score, followed by the aesthetics of the physical environment and the aesthetics of the workforce. These findings highlight the significant influence of the physical environment on other dimensions. The main influencing criteria include employee expression, physical appearance, and customer physical appearance. DANP analysis ranks dimensions based on their importance: products and services, physical environment, employee aesthetic traits, and other customer aesthetic traits. These rankings help prioritize areas to improve the dining experience to maximize customer satisfaction and profits.

Hornig & Hsu (2020) highlight the significant influence of the physical environment on other dimensions. The main influencing criteria include employee expression, physical appearance, and customer physical appearance. DANP analysis ranks dimensions based on their importance: products and services, physical environment, employee aesthetic traits, and other customer aesthetic traits. These rankings help prioritize areas to improve the dining experience to maximize customer satisfaction and profits. Specker, *et al.*, (2017) confirm previous findings that the aesthetic experience of art is more enhanced in the museum than in the laboratory and that the effectiveness of presenting information from low to high levels depends on the presentation context and that museum visitors remember art information better than visitors in the laboratory. Gambetti & Han (2022) find that restaurants with different rating levels, cuisine types, and chain status have different aesthetic scores. Restaurant owners tend to post more aesthetically pleasing food pictures about the restaurant on social media than customer groups.

From restaurants to supermarkets, from news in the media to product packaging, presentations are often presented with the most food presented in a profitable and desirable (although unrealistic) way: Many such food images tend to be more appetizing than the actual product they depict. In some cases, dishes are prepared only with visual aesthetics in mind (Spence *et al.*, 2016). Jansen *et al.*, (2010) found that the results indicated that visual appeal had a strong effect on consumption of the fruit. Zellner *et al.*, (2011) further argue that Food served neatly is preferable to the same food served messy. Neatly presented food comes from restaurants with higher quality and more attention to preparation than food that is presented in a messy manner. The neatness

of food presentation increases the taste of food by giving greater attention to the maker.

For example, Velasco *et al.*, (2016) showed that traditionally, the visual composition/presentation of food on a plate, is often done intuitively according to experienced chefs. However, scientific insights are beginning to validate or challenge these culinary intuitions and “rules of thumb.” Recently, researchers focusing on food aesthetics have begun to evaluate people's preferences for the visual composition of food on a plate and its impact on the dining experience. Research shows that visual arts principles can be applied to food presentation. In experimental aesthetics, people prefer balanced rather than unbalanced visual compositions. A series of citizen science experiments conducted at the Science Museum in London, which showed a clear preference for a balanced presentation of the same ingredients in all compositions.

The results show that people tend to like and share images containing delicious food, both healthy and unhealthy food. Aesthetic appeal and certain visual features, such as the use of uplifting colours and various components of visual complexity, also influence the popularity of food images. (Peng and Jemmott, 2018). Based on this discussion, the first hypothesis of the current study is developed. Based on this discussion, the first hypothesis of the current study is developed.

H<sub>1</sub>: Aesthetic food court influences statistically and significantly on customer satisfaction.

### 2.2 *The Relationship between Customer Emotions and Customer Satisfaction*

Martin *et al.*, (2008) find that satisfaction is explained more fully when including the emotional aspect. individual's degree of emotionally based satisfaction (ES) will be positively correlated with their overall satisfaction. Negative emotions experienced by consumers have a negative impact on overall satisfaction, whereas positive emotions have a positive impact on overall satisfaction. These findings suggest managerial implications, such as the need to collect consumer perceptions regarding tangible and intangible aspects of services, regularly listen to customer opinions, and provide regular training to staff members, to identify drivers of positive impact. emotions and contribute to increasing the overall level of satisfaction (Pedragosa *et al.*, 2015).

Bagozzi *et al.*, (1999) argue that anticipatory emotions functioned in the following manner. Respondents indicated which emotions they anticipated they would experience if they were to achieve their goal (i.e., excitement, delight, happiness, gladness, satisfaction, pride, and self-assurance) and which emotions they anticipated they would experience if they were to fail to achieve their goal (i.e., anger, frustration,

guilt, shame, sadness, disappointment, depression, worry, uncomfortableness, and fear).

Lin and Liang (2011) investigated the extent to which emotions influence customer satisfaction and behavioural intentions. They stated that emotions influence customer satisfaction. When assessing a service experience, customers essentially tap into their emotional state and any change in this emotional state influences their level of satisfaction. Rychalski & Hudson (2016) find that positive emotions influence satisfaction more strongly than negative emotions. In contrast, negative emotions influence recommendation intentions more strongly than positive emotions in line with prospect theory. Empirical studies by Wu, Cheng & Ai (2016) have shown that service quality, perceived value, and emotions influence satisfaction. Emotional outcomes stem from the quality of exhibition services which can range from satisfied and happy or elated to dissatisfied, where people become irritated or melancholic. Emotions play an important role in providing a pleasant experience for customers and this influences satisfaction. It is widely accepted that emotions during service consumption are an important predictor of satisfaction.

Customer experience dimensions influence customer emotions which develop customer satisfaction. This research validates the customer experience scale in the resort hotel context and advances theoretical advances on the concept of experience in relation to customer emotions and satisfaction. in resort hotels (Ali *et al.*, 2016). Emotion has a direct positive effect on satisfaction in a Mobile Service Provider (Imbug & Benilus, 2020). Ebrahimi *et al.*, (2016) reveal that positive consumption emotions had a positive effect on customer satisfaction, whereas negative consumption emotions had a negative effect. So, based on this discussion, the second hypothesis of the present study are developed:

H<sub>2</sub>: Customer emotions influences statistically and significantly on customer satisfaction.

### **2.3 The Relationship between Service Quality and Customer Satisfaction**

Aftab *et al.*, (2016) find that service quality is positively influenced on customer satisfaction in fast food restaurants of Punjab, Pakistan, but the result of study of Hariyanto & Anandya (2021) show that service quality has an influence on customer satisfaction, through corporate image, which in turn affect customer loyalty. Corporate image mediator is fully functional because there is no direct relationship between service quality and customer satisfaction.

Tam & Tien (2023) argue that better knowledge of perceived customer satisfaction with service quality in the region will bring various potential benefits for both markets and managers. They find that service quality

influences consumer satisfaction at a McDonald's location in Hanoi with the influence of empathy has the greatest influence, followed by the assurance factor, reliability factor, responsiveness factor and tangibility factor. Farabi *et al.*, (2022) find that there is an influence of McDonald's service quality in the Jabodetabek area on customer satisfaction.

Suciptawati *et al.*, (2019) find that the service quality influences on the customers' satisfaction, it is suggested that four dimensions of service quality, i.e. reliability, responsiveness, assurance and empathy, should be improved to increase customer satisfaction.

There is a very significant relationship between service quality (tangibility, guarantee, responsiveness, reliability, empathy) and customer satisfaction in the restaurant industry. The restaurant industry is a fast growing and developing industry in Pakistan and there is a need to pay attention to the phenomenon of customer satisfaction and service quality in a nutshell so that it becomes good and healthy for the society (Murad & Ali, 2015)

SHAIKH & KHAN (2011) find that the tangibles and responsiveness, which are the two important dimensions of service quality, have a significant impact on the satisfaction of restaurant customers of Pakistan. There is relationship between service quality and customer satisfaction (Satti *et al.*, 2020). Zygiaris *et al.*, (2022) confirm that it is critical for workshops to recognize the service quality factors that contribute to customer satisfaction. Findings also suggest that empathy, assurance, reliability, responsiveness, and tangibles contribute to customer satisfaction. So, based on this discussion, the third hypothesis of the present study are developed:

H<sub>3</sub>: Service quality influences statistically and significantly on customer satisfaction.

## **3. RESEARCH METHOD**

In this research we used food court customers in the East Jakarta area as research subjects. The research object discusses insurance company customer satisfaction which is influenced by food court aesthetic, customer emotions and service quality. The sampling method used in this research is convenience sampling, which is a data collection method where researchers visit customers and ask the customers who the food court customers are. Researchers met food court customers and conducted interviews and asked them to fill out questionnaires which we submitted and researchers managed to get 170 questionnaires that were completely filled out.

We use multiple regression analysis where customer satisfaction is the dependent variable and food court aesthetic factors, customer emotions, and the quality of service provided by the food court are

exogenous variables. The collected data is then processed using the Smart PLS data processing tool. Partial Least Square measures two submodels, namely the outer measurement submodel or outer measurement model and the structural model or inner model or inner measurement submodel. In Hair *et al.*, (2021), evaluation of the measurement model consists of a validity test and a reliability test. Validity tests of research data carried out include convergent validity tests using loading factors  $\geq 0.70$  and average variance extraction (AVE  $\geq 0.50$ ) as well as discriminant validity tests using Fornell and Lesser, HTMT (Heterotrait Monotrait Ratio) below 0, 90 and cross loading. The reliability test uses composite reliability with a minimum value of 0.70.

Hypothesis testing uses path coefficients, 95% confidence interval path coefficients) and evaluates the goodness & suitability of the model using multicollinearity tests, R square, path coefficients, model fit, PLS Predict and linear tests.

#### 4. RESULTS AND DISCUSSION

##### 4.1 Profile of Research Respondents

Our study used a cross-sectional research design. Data was collected using a paper-pencil survey from 170 food court customers. The profile of food court respondents who were the research sample is presented in the following figure.

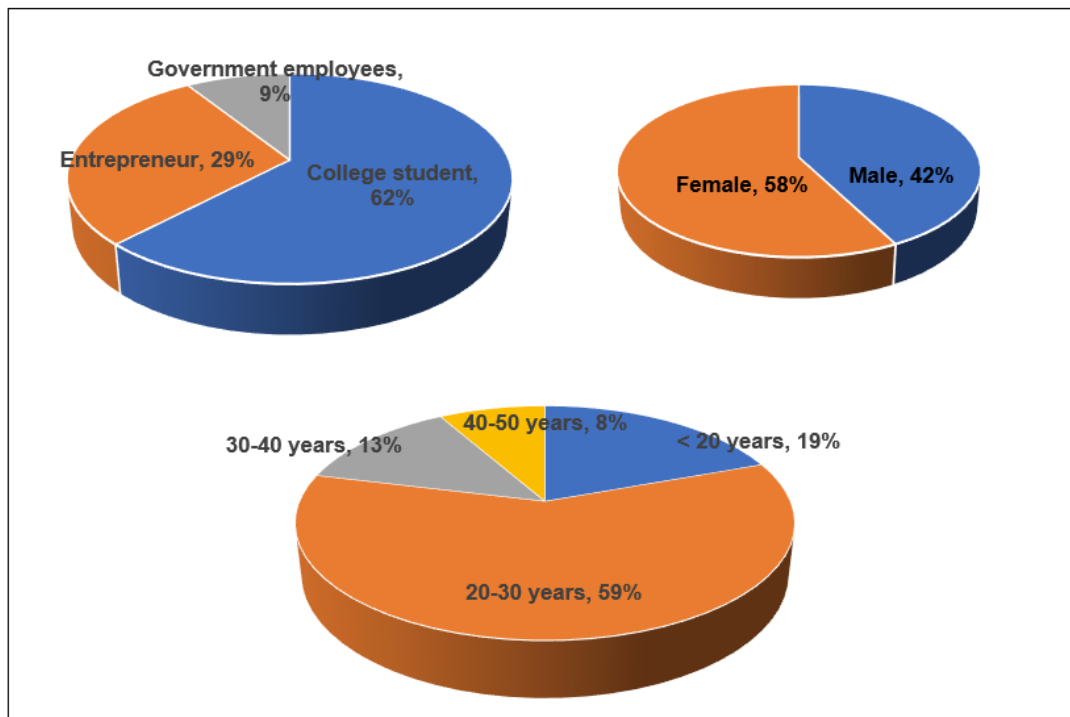


Figure 1: Respondent Profile

This research used 170 respondents with profile explanations as follows. The gender of the respondents was 58 percent female and 42 percent male. 62 percent of the respondents' work as students, 29 percent as entrepreneurs and 9 percent as government employees. Respondents aged less than 20 years were 19 percent, aged between 20 years and 30 years were 59 percent,

aged between 30 years and 40 years were 13 percent and aged between 40 years and 50 were 8 percent.

##### 4.2 Descriptive statistics

Descriptive statistics on the variables food court aesthetics, customer emotions, service quality, and customer satisfaction are presented in the following table.

Table 1: Descriptive statistics

Variable	Indicator	Mean	Observed min	Observed max	Standard deviation	Number of observations used
Food Court Aesthetics	E1	4.13	2	5	0.61	170
	E4	4.07	2	5	0.67	170
Mean		4.10			0.64	
Customer Emotions	EK2	3.75	1	5	0.65	170
	EK3	3.80	2	5	0.62	170
	EK4	3.82	2	5	0.69	170
Mean		3.79			0.65	

Variable	Indicator	Mean	Observed min	Observed max	Standard deviation	Number of observations used
Service Quality	KL3	3.95	2	5	0.62	170
	KL4	4.07	2	5	0.63	170
	KL5	3.89	2	5	0.63	170
Mean		3.97			0.63	
Customer Satisfaction	KK2	3.67	2	5	0.63	170
	KK3	3.75	1	5	0.65	170
	KK4	3.65	1	5	0.79	170
Mean		3.69			0.69	

Table 1 shows that all variables have an average value between 3.69 to 4.10 which mean that the majority of respondents gave high scores on all variables and all indicators with a standard deviation of 0.63 to 0.69. These values imply the fact that respondents who are customers give the highest scores to food court aesthetics, and are followed by service quality, customer emotions and customer satisfaction.

**4.3 Evaluation of Measurement Models**

PLS model evaluation consists of measuring model evaluation, structural model evaluation, and

overall model goodness evaluation. Evaluation of the measurement model consists of 2 tests, namely the validity test and the reliability test. Validity tests include convergent validity tests using loading factors with criteria  $\geq 0.70$  and average variance extraction with criteria (AVE)  $\geq 0.50$ , and discriminant validity tests using Fornell and Lesser criteria, HTMT (Heterotrait Monotrait Ratio) with criteria values  $< 0.90$  and cross loadings. The reliability test uses a composite reliability value with criteria  $> 0.70$  and Cronbach alpha with criteria  $> 0.7$  (Hair *et al.*, 2021). The results of the validity and reliability tests are presented in table 2.

**Table 2: Initial Outer Loading**

Variable	Indicator	Factor Loadings
Food Court Aesthetics	E1	0.740
	E2	0.626
	E3	0.672
	E4	0.660
	E5	0.605
Customer Emotions	EK1	0.627
	EK2	0.780
	EK3	0.707
	EK4	0.765
	EK5	0.639
Service Quality	KL1	0.689
	KL2	0.521
	KL3	0.740
	KL4	0.683
	KL5	0.692
Customer Satisfaction	KK1	0.645
	KK2	0.730
	KK3	0.663
	KK4	0.644
	KK5	0.526

Table 2 shows that each variable has an invalid indicator. with a loading factor value below 0.7. Indicators of invalid aesthetics variables are E2, E3, and E5. Indicators of invalid customer emotions variables are EK1 and EK5. Indicators of invalid service quality

variables are KL1 and KL2. Indicators of invalid customer satisfaction variables are KK1 and KK5. After the invalid indicators were removed from the model and recalculated with the following results.

**Table 3: Output Factor Loadings, CR, dan AVE**

Variable	Indicator	Factor Loadings	Composite Reliability	AVE
Food Court Aesthetics	E1	0.814	0.791	0.654
	E4	0.804		
	EK2	0.823	0.851	0.655

Variable	Indicator	Factor Loadings	Composite Reliability	AVE
Customer Emotions	EK3	0.813	0.813	0.591
	EK4	0.792		
Service Quality	KL3	0.732		
	KL4	0.799		
	KL5	0.775		
Customer Satisfaction	KK2	0.758	0.786	0.550
	KK3	0.715		
	KK4	0.752		

The discriminant validity test uses the Fonell-Lacker criteria, HTMT (Heterotrait Monotrait Ratio), and cross loading with the results presented as follows:

**Table 4: Fornell dan Lacker**

Variable	Food Court Aesthetics	Customer Emotions	Service Quality	Customer Satisfaction
Food Court Aesthetics	0.809			
Customer Emotions	0.306	0.81		
Service Quality	0.356	0.514	0.769	
Customer Satisfaction	0.329	0.366	0.442	0.742

**Table 5: HTMT**

	Heterotrait-monotrait ratio (HTMT)
Customer emotions <-> Food court aesthetics	0.514
Customer satisfaction <-> Food court aesthetics	0.619
Customer satisfaction <-> Customer emotions	0.535
Service quality <-> Food court aesthetics	0.640
Service quality <-> Customer emotions	0.730
Service quality <-> Customer satisfaction	0.699

**Table 6: Cross loadings**

	Food Court Aesthetics	Customer Emotions	Customer satisfaction	Service Quality
E1	0.814	0.290	0.270	0.322
E4	0.804	0.204	0.263	0.253
EK2	0.242	0.823	0.331	0.456
EK3	0.263	0.813	0.305	0.396
EK4	0.237	0.792	0.241	0.390
KL3	0.138	0.422	0.351	0.732
KL4	0.382	0.400	0.354	0.799
KL5	0.302	0.359	0.310	0.775
KK2	0.248	0.276	0.758	0.359
KK3	0.228	0.207	0.715	0.282
KK4	0.256	0.321	0.752	0.336

Table 3 is the output of the convergent validity test results showing that all indicators on aesthetics, customer emotions, service quality, and customer satisfaction have factor loadings of more than 0.7 and the average variance extraction (AVE) of each variable has a score of more than 0.7. The results of the reliability test show that aesthetics, customer emotions, service quality, and customer satisfaction have a composite reliability of more than 0.70.

Table 4 shows that the discriminant validity test using the Fornell and Larcker criteria produces higher values for each variable compared to the other variables. Testing using HTMT (Heterotrait Monotrait Ratio) (table 5) shows that the HTMT value for a pair of variables is

less than 0.90 and testing using cross-loading (table 6) shows that all indicators for each variable have a higher value than with indicator values on other variables. Based on the values in tables 3, 4, 5, and 6, it can be stated that all these variables have valid convergent and discriminant levels and acceptable reliability.

Structural model evaluation is an evaluation by assessing the model to predict causal relationships from latent variables and this evaluation involves examining multicollinearity, R Square, path coefficients and p values, model fit, predictive relevance, and carrying out linear tests and the results are presented in tables 7, 8, figure 2, tables 9, 10, 11, and 12.

**Table 7: Uji Multikolinieritas**

	VIF
Food court aesthetics -> Customer satisfaction	1.172
Customer emotions -> Customer satisfaction	1.392
Service quality -> Customer satisfaction	1.445

**Table 8: R Square**

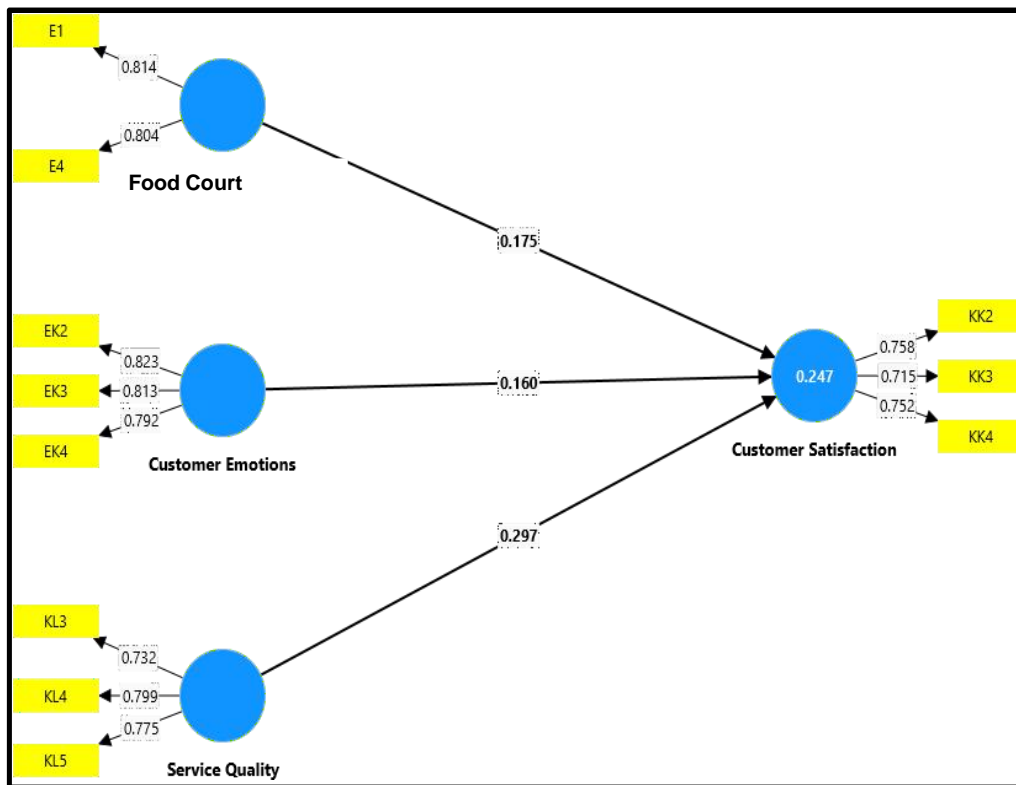
R-square	R-square	R-square adjusted
Customer satisfaction	0.247	0.238

Table 4 shows that the R-square has a value of 36.1, which means that 36.1 percent of the variance in customer satisfaction can be explained by the variance in

aesthetics, customer emotions and service quality factors.

**Table 9: Path coefficients**

	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Food Court Aesthetics -> Customer Satisfaction	0.175	0.07	2,494	0.013
Customer Emotions -> Customer Satisfaction	0.16	0.072	2,235	0.025
Service Quality -> Customer Satisfaction	0.297	0.067	4,454	0.000



**Figure 2: Path Coefficient After Dropping non-significant Indicators**

The estimated path values are presented in table 9 and figure 2. The food court aesthetics factor influences customer satisfaction ( $\beta = 0.175, p < 0.05$ ) which supports H1. Customer emotions have a significant effect on customer satisfaction ( $\beta = 0.160, p < 0.05$ ), supporting

H2. Service quality also has a significant effect on customer satisfaction ( $\beta = 0.297, p < 0.05$ ), supporting H3.

**Tabel 10: Model fit**

	Saturated model	Estimated model
SRMR	0.098	0.098



As a general guideline, SRMR should be below 0.08 set by Hu & Bentler (1995), while values below 0.10 can be considered acceptable (Schermelleh-Engel *et al.*, 2003). Table 10 shows that the SRMR value for the estimated model is 0.098 which is interpreted as an indication of acceptable fit.

To evaluate the predictive ability of the research model, the  $Q^2$  prediction criterion is used, where a  $Q^2$  value that is above zero indicates that the PLS-SEM estimate is feasible to predict.

**Table 11: Pls Predict**

	$Q^2$ predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
KK2	0.132	0.575	0.367	0.592	0.378
KK3	0.076	0.611	0.408	0.623	0.413
KK4	0.130	0.593	0.395	0.614	0.411

Table 11 shows that the predicted value of  $Q^2$  exceeds zero, and 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 shows that the dependent variables in both constructs have strong predictive power for their respective constructs.

When evaluating path models, researchers assume that the relationships between constructs are linear. We tested linearity between constructs by including quadratic effects to analyze the impact of aesthetics, customer emotions, and service quality factors on customer satisfaction.

**Table 12: Uji Linier**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Food Court Aesthetics -> Customer Satisfaction	0.175	0.181	0.072	2,428	0.015
Customer Emotions -> Customer Satisfaction	0.156	0.161	0.076	2,068	0.039
Service Quality -> Customer Satisfaction	0.302	0.308	0.071	4,272	0.000
QE (Food Court Aesthetics) -> Customer Satisfaction	0.007	0.006	0.05	0.132	0.895
QE (Customer Emotions) -> Customer Satisfaction	-0.002	-0.002	0.039	0.046	0.963
QE (Service Quality) -> Customer Satisfaction	0.03	0.029	0.031	0.982	0.326

The bootstrapping results (see table 12) show that there are no significant nonlinear effects, so it is concluded that the linear effect model of this study is strong.

#### 4.4 Discussion

Based on table 9, it can be explained that food court aesthetics have a statistical and significant influence on customer satisfaction. The aesthetics of the food court are important to create a unique and attractive atmosphere for customers, so that it can increase the feeling of happiness, pleasure and impression for customers who visit the food court. This feeling is a form of satisfaction for customers who have gained experience at the food court. This aesthetic can take the form of various unique features such as attractive table and chair layouts that still provide comfort for customers to pass by, serving food and drinks that are attractive and stimulate hunger, attractive lighting displays, and various other unique and interesting knick-knacks. The results of this study support previous research conducted by Marković *et al.* (2021), Horng & Hsu (2020), Specker, *et al.* (2017), Gambetti & Han (2022), (Spence *et al.*, 2016), Jansen *et al.* (2010), Zellner *et al.* (2011), Velasco *et al.* (2016), and (Peng and Jemmott, 2018) which stated that aesthetics significantly influences customer satisfaction.

Customer emotions have a statistical and significant influence on customer satisfaction. Satisfaction can be explained more fully by including customer emotional aspects. Food court managers must try to prevent or as much as possible reduce the negative emotions experienced by customers, because this has a negative impact on overall satisfaction. On the other hand, food court managers must be able to increase positive emotions, because it has a positive impact on overall satisfaction. When assessing a service experience, customers essentially tap into their emotional state and any change in this emotional state influences their level of satisfaction. Emotions play an important role in providing a pleasant experience for customers and this influences satisfaction. The results of this research provide conclusions that are in line with the results of previous research conducted by Martin *et al.* (2008), (Pedragosa *et al.*, 2015), Bagozzi *et al.* (1999), Lin and Liang (2011), Rychalski & Hudson (2016), Wu, Cheng & Ai (2016), Ali *et al.* (2016), Imbug & Benilus, (2020) and Ebrahimi *et al.* (2016) who concluded that customer emotions have a statistical and significant influence on customer satisfaction.

Service quality has a statistical and significant influence on customer satisfaction. The level of

competition in the culinary sector is getting tougher with the emergence of many new micro and small businesses and the entry of branches of culinary companies from abroad, causing culinary entrepreneurs to have to improve the quality of service in order to create a competitive advantage. One aspect of this competitive advantage is providing services that can provide customer satisfaction. Customer satisfaction is an important aspect that originates from the quality of service provided by culinary business managers to their customers. The progress of a company really depends on how well they can improve their services. Satisfaction is an attitude and behaviour resulting from the consumer's experience of obtaining quality services. The results of this study provide support for the results of previous research conducted by Aftab *et al.* (2016), Hariyanto & Anandya (2021), Tam & Tien (2023), Farabi *et al.* (2022), Suciptawati *et al.* (2019), (Murad & Ali, 2015), SHAIKH & KHAN (2011), Satti *et al.* (2020), and Zygiaris *et al.* (2022)

## 5. CONCLUSIONS AND RESEARCH LIMITATIONS

### 5.1 Theoretical and Managerial Implications

This research, viewed from a theoretical perspective, provides significant support and contribution to marketing literature, especially consumer behaviour regarding how aesthetics, customer emotions, and service quality factors influence customer satisfaction. Satisfaction is a very important factor for business organizations to increase the organization's competitive advantage to win the competition and the organization can achieve short, medium and long term goals. Aspects of aesthetics, customer emotions, and service quality are important factors that contribute to increasing customer satisfaction. Researchers realize that there is still little research regarding the influence of aesthetics, customer emotions, and service quality on customer satisfaction, especially in food courts in Jakarta which provide traditional food at Food Courts in the East Jakarta Region.

The results of this research emphasize the importance of food court aesthetics, customer emotions, and service quality in maintaining and even increasing customer satisfaction. Food court managers must be able to maintain aesthetics that already look good and improve aesthetics that are less attractive in order to increase food court customer satisfaction. Managers must also pay attention to customer emotions so that customers have an impressive experience so that they feel satisfaction after enjoying food at the food court. Lastly, managers must also pay attention to and improve service quality through innovations that are unique, attractive and provide value to customers so that customers feel satisfaction after enjoying food at the food court.

### 5.2 Research Limitations

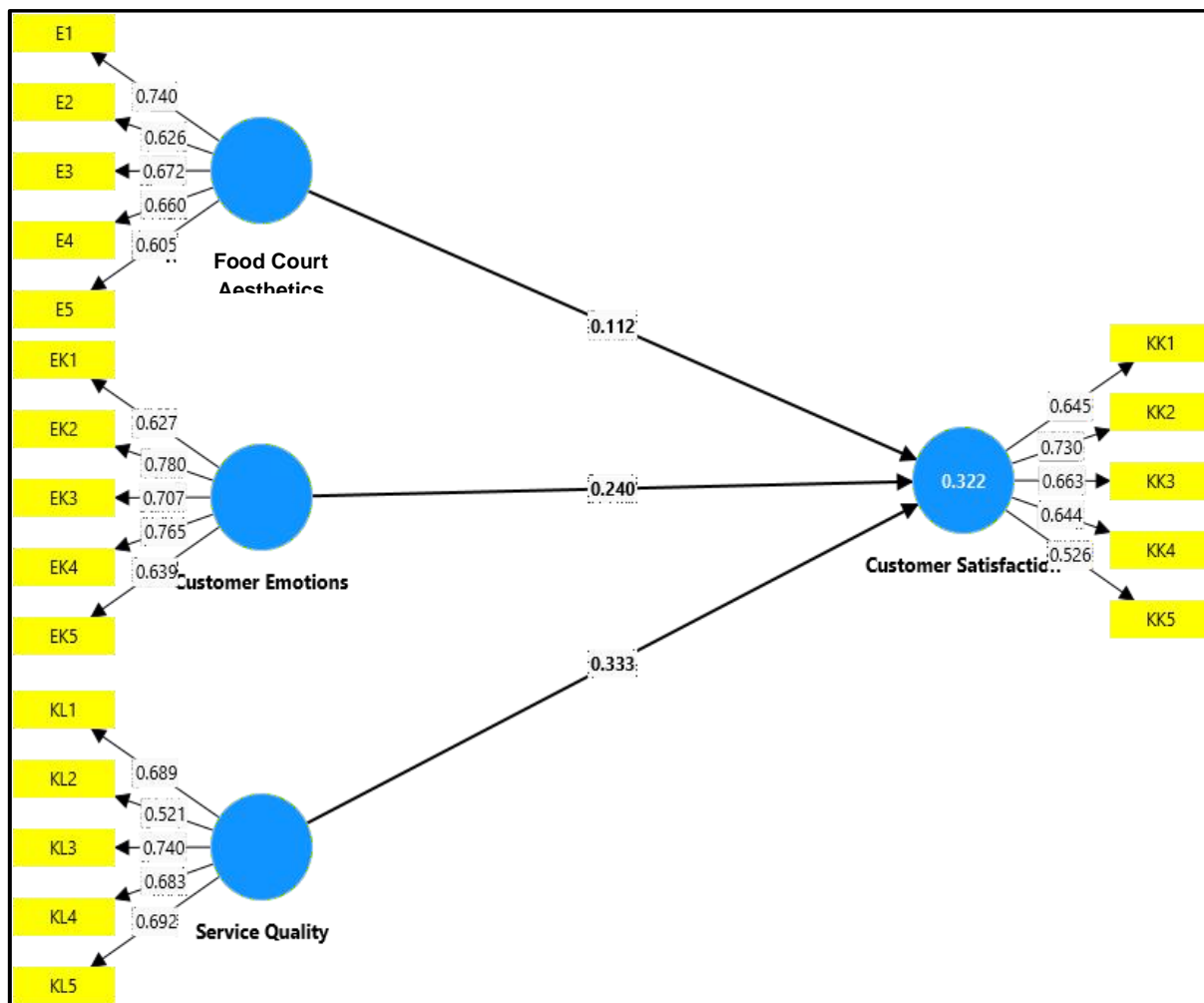
The results of this research show that all research hypotheses are accepted. However, researchers are aware of the limitations of this research, so there are still wide avenues for further research. This research only tests the hypothesis on customers of food courts that provide traditional food in East Jakarta, so for further research it is recommended to use a wider random sample or samples in different contexts such as comparing modern and traditional food courts. To increase the accuracy of the model, it is recommended that further research add another variable, namely customer loyalty, to find out whether customers who have felt satisfied will make repeat purchases at the food court.

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**Appendix.**  
**Path Coefficient before Removing Insignificant Indicators**



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