THE INFLUENCE OF SERVICE QUALITY AND FOOD QUALITY TO CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLES ON DOUBLE'B BELLAS BANANAS TANGERANG

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ABSTRACT

The purpose of this research is to know how to influence quality service and food quality towards customer loyalty through customer satisfaction on Double'b Bellas Bananas Tangerang either directly or indirectly.

The population in this study was all the customers of Double'b Bellas Bananas Tangerang. The samples used in this study use the Slovin formula so that the sample obtained as much as 100 respondents. The data collection methods used are observations and questionnaires. The data analysis techniques used in this research are Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using SmartPLS version 3 software.

The results showed significant service quality of customer loyalty. The better quality of service provided by Double ' B Bellas Bananas the higher the customer loyalty as well. Food quality has significant effect on customer loyalty. The better the quality of the food the higher the customer loyalty on Double ' B Bellas Bananas. Satisfaction has significant effect on customer loyalty. This gives the sense that the better customer satisfaction then the higher the loyalty of customers on Double ' B Bellas Bananas. The quality of service significantly affects customer satisfaction. It proves that the better the quality of service provided the higher customer satisfaction on Double ' B Bellas Bananas. Food quality has significant effect on customer satisfaction. It proves the higher the quality of food the higher the customer satisfaction on Double ' B Bellas Bananas. Service quality has no significant effect on loyalty through customer satisfaction. Quality of food significantly affects Loyalitasvia customer satisfaction on Double ' B Bellas Bananas.

Keywords: Quality of service, food quality, satisfaction and loyalty

I.PRELIMINARY

The food business or in the *food and beverage* sector is one of the businesses that is in great demand by the public, because in addition to generating high profits, food is also a basic necessity for everyone. So, wherever and whenever people will need food as a staple source of life. In addition to the beneficial factors in the food business, another factor that encourages entrepreneurs to work in the food business is a shift in the lifestyle of the

community where they have started to open up and are getting used to eating outside the home, because in addition to efficiency it is also used as a means of refreshing, both with family and relatives.

Double'B Bellas Bananas is a typical Tangerang culinary brand that was founded in 2019, according to its name, Mrs. Bella, she is an ordinary banana trader , currently the name Double'B Bellas Bananas is no stranger to Tangerang. Bananas Bellas Double'B mother bella can be said is unique because the shape of a banana nuggets that he racik different with banana nuggets the other two, namely banana nuggets shaped like an oval without destroying the texture of the original banana , which makes banana Mrs. Bella different with banana nuggets other. Ibu Bella's Banana Nuget not only provides the Banana Nuget menu , but there are many other menus, especially the special menu, namely Baling (Banana Guling) . Banana is taken from English which means banana, while Guling means the shape of the banana is like a roll , so Banana Guling is a banana wrapped in spring rolls and smeared with cream flavors such as chocolate, matcha, tiramisu, avocado, cheese, capucino and taro. As well as additional Oreos topping, cheese, almonds and milo. The following is the data on the number of Double ' B Bellas Bananas consumer customers in the period of 5 months in 2019

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Tabel 1.1

Data on the number of Double'B Bellas Bananas Tangerang customers for 5 months in 2019.

No.	Month	Average Number of Customers per Day (Person)	Number of Customers Per Month (Person)
1	March	80	2400
2	April	90	2700
3	May	40	1200
4	June	60	1800
5	July	100	3000
Total			11100

Data source: Double'B Bellas Bananas Tangerang Ibu Bella 2019

From the data in the table above we can see that happen fluctuate subscribers Double'B Bellas Bananas Tangerang in the month of May and June and returned to normal in the month of July 2019 , it identifies a problem on customer loyalty . For this reason, it is necessary to take action by the management of Double'B Bellas Bananas Tangerang in order to maintain food quality and service quality so that customers are satisfied and remain loyal.

II.LITERATURE REVIEW

2.1 Research Review

a. Review of Previous Research Results

The First Research from the Journal of Management Inspiration and Entrepreneurship Research Volume 3 No. 2 September 2019 Edition *ISSN: 2549-3477* By Clara Chandra Komala, Nor Norisanti, Asep M.

Ramdan entitled Analysis of Food Quality and *Perceived Value* on Customer Satisfaction in the Restaurant Industry . This study bert Objective to analyze the impact of food quality and *perceived value* to customer satisfaction at home eating. The research sample used was 98 respondents and the data collection technique used a questionnaire. The method in this study uses a sample type probability sampling including simple random sampling. The analysis technique used is validity test, reliability test, multiple correlation coefficient, multiple linear regression analysis, including determination coefficient test, multiple correlation coefficient, and hypothesis testing using the simultaneous test (F test). The results of the research coefficient of determination seen from the value (Adjusted R2) of 0.473 means that the effect of Food Quality and *Perceived Value* on Customer Satisfaction is 4.73%. The remaining 52 , 7 % is influenced by other factors outside of this study. Based on the multiple correlation coefficient test seen from the R value of 0.696, it shows that there is a strong relationship between food quality and *perceived value* with customer satisfaction. Based on the F test the *probability* value *sig* . 0.000 <0.05, which means that together Food Quality (X1) and *Perceived Value* (X2) have a significant effect on customer satisfaction (Y).

The second study from the journal Business Administration (JAB) | Vol. 15 No. October 1, 2014 | ISSN: 1693-5241 By Inka Janita Sembiring with the title " The Effect of Product Quality and Service Quality on Customer Satisfaction in Forming Customer Loyalty (Study on McDonald's Customers MT.Haryono Malang) ". This study aims to determine the effect of product quality and service quality on customer satisfaction in forming customer loyalty. The type of research used is *explanatory research* with a quantitative approach. A sample of 116 respondents who are customers of McDonald's MT. Haryono Malang using *purposive sampling technique* . The data analysis used is descriptive analysis and *path analysis* . The results showed that: the product quality variable had a direct and significant effect on the satisfaction variable; Service Quality variable has a direct and significant effect on Customer Satisfaction; Customer Satisfaction variable has a direct and significant effect on Customer Loyalty; Product Quality variable has no significant effect on Customer Loyalty; Service Quality variable has a significant influence on Customer Loyalty. Thus, McDonald's Restaurant MT.Haryono Malang should continue to improve the quality of service and product quality. This will be able to affect customer satisfaction and make customers loyal.

Third Research Journal of Emba Vol.2 No.3 September 2014, p. 1768-1780 Issn 2303-1174 By : Jefry FT Bailia Agus Supandi Soegoto Sjendry Serulo R. Loindong with the title Effect of Product Quality, Price and Location on Customer Satisfaction at Lamongan Food Stalls in Manado City The purpose of this study was to determine the effect of product quality , price and location, both simultaneously and partially on customer satisfaction at Lamongan food stalls in the city of Manado. The method in this research is associative. The population in this study were customers who made purchases at Lamongan food stalls in the city of Manado during the period 2013 and the sample of this study was 100 respondents. The sampling technique is accidental sampling. The results of the

research conducted indicate that product quality, price and location have a simultaneous and partial effect on customer satisfaction and price is the dominant variable thus the price offered to customers is competitive. For the management of food stalls Lamongan in the city of Manado, should improve the quality of products offered, thus increasing customer satisfaction.

Research to the four journals of marketing management petra vol. 1, no. 2, (2013) 1-10 by Jimmy Sugianto and Sugiono Sugiharto, SE, MM with the title Analysis of the Effect of *Service Quality, Food Quality,* and *Price* on Customer Satisfaction of Yung Hosurabaya restaurant . This study aims to analyze the influence of *Service Quality, Food Quality,* and *Price* on Customer Satisfaction at Yung Ho *Restaurant* Surabaya and to find out which factors have a dominant influence on Customer Satisfaction in the company. This research was conducted by distributing questionnaires to 100 customer respondents from Yung Ho *Restaurant* Surabaya. The analytical tool used to measure the effect of *Service Quality, Food Quality* and *Price* on Customer Satisfaction is multiple linear regression analysis. The results of this study indicate the six variables *Service Quality, Food Quality* and *Price* have a significant effect on customer satisfaction at Yung Ho *Restaurant* Surabaya. While the dominant factor influencing customer satisfaction in this restaurant is *Service Quality* .

The fifth study of the Journal of Business Administration (JAB) | Vol. 11 No. 1 June 2014 | ISSN 2303-1174 by Abdul Basith with the title The Effect of Product Quality and Service Quality on Customer Satisfaction and Customer Loyalty (Survey on De'Pans *Pancake and Waffle* Customers in Malang City) . The purpose of this study was to analyze and explain the effect of product quality and service quality on customer satisfaction and customer loyalty. This type of research is explanatory research. The sample in this study were 112 customers of De'Pans Pancake and Waffle Malang. The sampling technique used *systematic random sampling* . The method of collecting data using a questionnaire. Data analysis used descriptive analysis and *path analysis* . The results showed that there was a significant influence between product quality on customer satisfaction, service quality on customer satisfaction and customer satisfaction on customer loyalty, with a *p-value* (p <0 , 05), while the effect of product quality on customer loyalty and quality influence. service to customer loyalty is not significant, with a *p-value* (p> 0.05).

Research on the six international journals of Asian Social Science; Vol. 11, No. 23; 2015 ISSN 1911-2017 E-ISSN 1911-2025 by Ahmad A. Al-Tit with the title The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention . The aim of this study was to investigate the influence between service quality, food quality, customer satisfaction and customer retention in limited service restaurants in Jordan. The questionnaire-based survey was distributed to 400 students who served in 10 limited-service restaurants in a university environment in Amman, the capital of Jordan. Service quality is measured in terms of the SERVQUAL attribute. The main dimensions of food quality, customer satisfaction and customer retention are identified through the literature. The data collected (283 valid questionnaires) were analyzed using SPSS 20.0. The findings indicate service quality and food quality have a positive influence on customer satisfaction. In addition, the dimensions of service quality other than

customer satisfaction have a positive effect on customer retention. Finally, the results confirm that customer satisfaction mediates the relationship between service quality and customer retention. The small sample size is the main limitation of this study. The practical implication of this research is based on the fact that limited service restaurants in a university environment should be aware of the important role of service and food quality in satisfying their customers as antecedents of their retention. This study is original in that it examines the relationship between service and food quality and customer satisfaction and retention in certain types of restaurants in Jordan.

The seventh research journal of the *international Canadian Social Science* Vol. 11, No. 8, 2015, pp. 110-116 ISSN 1712-8056 by Siti Nor Fadilah Binti Ahmad Shariff, Massyittah Binti Omar , Siti Binti Nurhanifah Sulong , Hayati Binti Mohd Abd Majid Adilin, Hairunnisa Binti Mohamad Ibrahim, Zuratulraha Binti Jaafar, Mohammad Shah Kamal Bin Ideris entitled *The Influence of Service Quality and Food Quality Towards Customer Fulfillment and Revisit Intention* , the purpose of this study is to identify the effect of service quality and product quality towards customer satisfaction and to re-examine the intentions of 9 Chinese Muslims to eat fast food in Shah Alam, Malaysia. The questionnaire was tested for reliability before use. Correlation and regression analysis were used to investigate the influence between service and product (food), customer satisfaction and restaurant revisiting intention. The findings of this study indicate that the quality of service and quality of food has influence significant in customer satisfaction and thus have a significant influence on the intention to re-visit. In conclusion, it was found that all the customers are satisfied with this restaurant and are willing to recommend Chinese Muslim restaurants to their relatives and friends and they are also willing to revisit this type of restaurant in the future.

The eighth research journal of the *international Research Journal of Finance and Accounting* www.iiste.org ISSN 2222-1697 Vol 3, No 4, 2012 by Md. Arifur Rahman Department of Business Administration, Northern University, Bangladesh Abul Kalam Hajee Mohammad Danesh Science and Technology University Dinajpur, Bangladesh Md. Moshiur Rahman Department of Marketing, Rajshahi University, Bangladesh Md. Abdullah (Corresponding Author) Department of Marketing, Comilla University, Comilla, Bangladesh with the title *The Influence of Service Quality and Price on Customer Satisfaction: An Empirical Study on Restaurant Services in Khulna Division* , the main objective of this study is to identify several main drivers of satisfaction. customers at restaurant service. This study includes the opinions of restaurant visitors in the Khulna region. This research is based on empirical studies. Most notably, researchers contacted 450 customers for their valuable opinions about restaurant services. However, 246 customers responded spontaneously in this regard. Chi-square test has been applied to test the hypothesis using SPSS software. This study aims to link several factors of quality and price of restaurant justice service with customer satisfaction. Researchers know that restaurant customers have negative impressions of product quality and service fairness, price fairness, staff service, restaurant environment, restaurant image and restaurant

loyalty. Researchers suggest emphasizing that it is a critical issue for attracting new customers and retaining existing customers.

2.2 Definition of Service Quality

According to Fandy Tjiptono (2012), it is a series of activities through a process that causes direct interaction between a person and another, or a physical machine and provides customer satisfaction. As a process, service takes place regularly and in a balanced manner which covers all the lives of people in society .

2.3 Service Quality Indicators

According to Tjiptono (2012: 174) there are five main dimensions to measure service quality. The main dimensions include:

1. *Realibility* (reliability)

Realibility (reliability), namely the ability to provide the promised services reliably and accurately.

2. *Responsiveness* (responsiveness)

Responsiveness (responsiveness), namely awareness and desire to help customers and provide services quickly.

3. *Assurance* (certainty)

Assurance (certainty), namely knowledge, courtesy, and the ability of employees to generate confidence and trust.

4. *Emphatty* (empathy)

Emphatty (empathy) is caring, and personal attention is given to customers.

5. *Tangible* (tangible),

Tangible (tangible), namely several physical facilities, equipment, employees, and installed materials.

2.4 Pengertian Quality Food (Products)

According to Kotler and Armstrong (2012: 235) Product quality is a characteristic of products and services which in their ability to bear promises or inserts to satisfy customer needs

2.5 Food Quality Indicators

As for good food quality, according to Fandy Tjiptono and Gregorius Chandra (201 2 : 215) in their book *Service* , *Quality* and *Satisfaction* , said that there are several factors that affect food quality .

1. Color

The colors of the ingredients should be combined in such a way that they don't look pale or they don't match.

2. Appearance

The freshness and cleanliness of the food served is an important example that will affect the appearance of food whether it is good or not to be enjoyed.

3. Portion

In any predetermined portion of food preparation standards are called the standard portion size size.Standard portion didefinisika n as quantity itemyang must be presented each time the item is dipesan.Manajemen advisable to make clear the Standard portion size.

4. Shape
   Interesting food form bias obtained by means of cutting varied foodstuffs
5. Temperature
   Customers like the temperature variations obtained from one food to another .
6. Texture
   There are many textures of food including smooth or not, liquid or solid, hard or soft, dry or moist. The thin and smooth level and shape of the food can be felt through the pressure and movement in the mouth
7. Aroma
   Aroma is a reaction from food that will affect the customer before the customer enjoys the food, the customer can smell the food.

2.6 Definition of Customer Satisfaction

According to Kotler and Keller (in Tjiptono 2014: 354) Customer satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations.

1:10 Dimension To Measuring Customer Satisfaction

According to Kotler and Keller (20 14 : 140) maintaining customers is more important than attracting customers. Therefore there are 5 dimensions to measure customer satisfaction, namely:

1. Buy some more
2. Say good things about the company to others and recommend
3. Pay less attention to competitors' brands and product advertisements
4. Buy another product from the same company
5. Offer product or service ideas to companies

2.10 Indicators of Customer Satisfaction Indicators of Customer Satisfaction

1. Product quality
2. Service quality
3. Emotional
4. Price
5. Cost and Convenience

2.7 Definition of Customer Loyalty

Loyal literally means loyalty and loyalty is defined as loyalty. This loyalty is something that arises without coercion but comes from one's own awareness. According to Kotler and Keller (2012: 207) "loyalty is a firmly held commitment to repurchase or subscribe to a selected product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch to other products".

2.11 Indicators of Customer Satisfaction

Buchari Alma (*2013* : 113) explains that when a customer is loyal or loyal he shows purchasing behavior which tends to be influenced by full awareness and consideration in making purchasing decisions. The indicators of loyalty are:

1. Make *regular repeat purchases* (*makes regular repeat purchase*)
2. Referring services to other people (*Referencing other*)

3. Demonstrates immunity to attractiveness from competitors (*demonstrates animmunity to the full of the competition*)

2.8 Linkages Between Research Variables

In this study I analyzed whether Service Quality (X_1), Food Quality (Product) (X_2), Customer Satisfaction (Y_1) Customer Loyalty (Z_1) on the effect of service quality and food quality on customer loyalty with customer satisfaction as Intervening variables in double'b bellas bananas tangerang The *dependent* variables used in this study were Customer Satisfaction (Y_1), Customer Loyalty (Z_1) and the *independent* variables were Food Quality (Product) (X_1), Service Quality ($X_{2)}$) .

III.METHODA RESEARCH

The strategy used by this study is an associative strategy that aims to identify the extent to which Product Quality (X_1), Service Quality (X_2) are independent variables on Customer Satisfaction (Y_1), Customer Loyalty (Z_1) as the dependent variable .

The use of this method is used in accordance with the aims and objectives of the study, namely to determine how much influence the quality of service and quality of food on customer loyalty with customer satisfaction as an intervening variable in double'b bellas bananas tangerang .

3.1. Data and Data Collection Methods

The data used by researchers is primary data. Primary data is data that refers to information obtained first-hand by researchers relating to variables of interest for the specific purpose of the study. Primary data sources are data sources that are obtained directly from the source, recorded for the first time and are directly related to the problem to be studied. Which is the source of data, namely individual respondents, focus groups, which are related to the influence of service quality and food quality on customer loyalty with customer satisfaction as an intervening variable and data that shows respondents make product purchase decisions on double'b bellas bananas tangerang

3.2. Data and Data Collection Methods

Data of primary data collected directly by the researcher to address the problem or goal in a research study conducted exploratory, descriptive and causal using data collection methods such as surveys and observations .

3.3. Data collection technique

The data collection technique in primary research is to use a questionnaire, which is to provide several question points and be accompanied by several answer choices. The questionnaire contains questions that are in accordance with the problem being researched, namely the effect of service quality and food quality on customer loyalty with customer satisfaction as an intervening variable in double'b bellas bananas tangerang. Measurements on each variable were carried out using a Likert scale with the PLS (Partial Least Square) application. According to Sugiyono (2017), it is a measuring tool used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

3.4. Data Analysis Methods

Analysis of statistical research data using path analysis *(path analisys)* umtuk see a direct or indirect influence between variables. Researchers use path analysis in this research because path analysis allows researchers to test propositions regarding the cause = relationship, which can be known to arrive at the last dependent variable, must go through the direct route or through mediation. The model is depicted in the form of circles and arrows, where the arrows just show as the cause because each variable in a model is the dependent variable (the respondent) while the others are the cause .

3.5. Statistical Analysis of Data

Data can be processed with the help of a computer program *Structural Equation Modeling-Partial Least Square (SEM-PLS)* using SmartPLS version 3 *software* . There are five steps in path analysis :

1. As a first step in the path of analysis is to design a model based on concepts and theories.
2. An examination of the underlying assumptions, as a second step.
3. The third step is parameter estimation or *path* coefficient calculation .

Estimation of parameters using the OLS method, which in the *Structural Equation Modeling-Partial Least Square (SEM-PLS) software* using SmartPLS version 3 *software is* calculated through regression analysis, which is carried out on each partially.

4. The fourth step is checking the validity of the model. Whether or not an analysis result is valid depends on whether or not the underlying assumptions are fulfilled.

IV.RESEARCH RESULTS AND DISCUSSION

4.1 Data Validity

Based on the operational variables of this study, a research model was formed which was then *run* using *PLS - Algorithm* to test the feasibility of the model. To test the feasibility of the model using the outer model (measurement model), namely the relationship between the indicator and the construct. To test the validity of the model by using the value of the loading fa c tors while to test the reliability of using the value of *Composite Reliability (CR)* , *Cronbach's Alpha (CA)* and *Average Variance Extracted (AVE)*

A questionnaire is said to be valid if the items on the questionnaire are able to reveal something that will be measured by the questionnaire. The validity test is carried out to ensure that each question will be clarified on the predetermined variables (*construct validity*). The validity of a question item can be seen in the results *of the outer loading* (*measurement model*) or convergent validity used to test the *unidimensionality* of each construct. A study is said to be valid if the *loading factor* indicator value must be greater than or equal to 0.5. can be seen in the table below.

Table 4.7
Outer Loading Table

No.	Quality of Service (X1)		Food Quality (X2)		Satisfaction (Z)		Loyalty (Y)	
	Original sample	P Value	Original sample	P Value	Original sample	P Value	Original sample	P Value
1	0.759	0.000	0.702	0.000	0.799	0.000	0.755	0.000
2	0856	0.000	0.686	0.000	0.683	0.000	0.773	0.000
3	0.746	0.000	0.670	0.000	0.766	0.000	0.646	0.000
4	0.742	0.000	0.790	0.000	0.764	0.000	0.682	0.000
5	0.767	0.000	0.682	0.000	0.754	0.000	0.740	0.000
6			0.684	0.000	0.729	0.000	0.726	0.000
7			0.763	0.000				

Source: Data processing with PLS, 2020

Outer model results are used to test the indicators of each variable. According Jogiyanto (2011) the value of the indicator *loading factor* greater than 0 , 5 can be said to be valid. Based on the table above, it can be seen from each variable service quality (X1), food quality (X2), customer loyalty (Y), and customer satisfaction (Z). The loading factor value is greater than 0.5 and the p value is 0.000 for the service quality variable (X1), the food quality variable (X2) , the customer loyalty variable (Y) and the customer satisfaction variable (Z). Based on this, it can be seen that each variable the *loading factor* value is above 0.5 and the p value is 0.000 so it can be said to be valid.

1.1 Uji Reliabilitas

4.2 U ji Reliability

A. *Composite Reliability*

Based on the results of calculations using PLS, it is known that *Composite Reliability* (CR) can be seen in the table below as follows:

Table 4. 6

***Composite Reliability* results**

Variable	*Composite Reliability*
Quality of service (X1)	0.885
Food quality (X2)	0878
Satisfaction (Z)	0.882
Loyalty (Y)	0867

Source: Results of SmartPLS Data Processing, 2020

The data reliability test is done by using *Composite Reliability* . According to Ghozali (20 11) said that " *The unidimensionality of the block of variables may be assessed by using composite reliability (should be> 0 , 7)* ". Based on the table above, it can be seen from each variable Service quality (X1) of 0.885 , food quality (X2) of 0.878 , customer loyalty (Y) of 0.867 , and customer satisfaction (Z) of 0.882, the value is above 0.7 then it can be said that it is reliable and reliable and can be used to test hypotheses.

B. Cronbach Alpha

Based on the results of calculations using PLS, it is known that *Cronbach Alpha (CA)* can be seen in the table below as follows:

Table 4. 7
***Cronbach Alpha* results**

Variable	*Cronbach Alpha (CA)*
Quality of service (X1)	0844
Food quality (X2)	0.837
Satisfaction (Z)	0833
Loyalty (Y)	0.815

Source: Results of SmartPLS Data Processing, 2020

Cronbach alpha is the level of consistency of respondents' answers in one latent variable. Results *Cronbach alpha* must be> 0 , 7 . Based on the table above, it can be seen from each variable Service quality (X1) of 0.844 , food quality (X2) of 0.837 , customer loyalty (Y) of 0.815 , customer satisfaction (Z) of 0.833, this description means that the four variables in This research has a value above 0.7.

C. Average Veriance Extracted (AVE)

Based on the results of calculations using PLS, it is known that *Average Variance Extracted* (AVE) can be seen in the table below as follows:

Table 4. 8
***Average Variance Extracted (AVE)* Results**

Variable	*Average Variance Extracted (AVE)*
Quality of service (X1)	0.562
Food quality (X2)	0.507
Satisfaction (Z)	0.601
Loyalty (Y)	0.521

Source: Results of SmartPLS Data Processing, 2020

To measure the amount of variance that can be captured by the construct using AVE. AVE value must be> 0 , 5 . Based on the table above, it can be seen from each service quality variable (X1) of 0.562 , food quality (X2) of 0.507 , customer loyalty (Y) of 0.521 , customer satisfaction (Z) of 0.601. Based on this description, it can be seen that the AVE results of the four variables in this study are above 0.5.

4.2. Proof of Hypotheses

To prove the hypothesis in research the effect of service quality and food quality on loyalty through customer satisfaction in Double'B Bellas Bananas using *inner weights (structural model)* processed with

PLS. Following are the results of hypothesis testing using Path Coefficients as shown in the table below:

Table 4.10
Value of Path Coefficients

Variable	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistic (O / STDEV)*	*P Value*
Quadratic Effect 1 → Z	0.099	0.096	0.054	1,839	0.067
Quadratic Effect 2 → Z	0.194	0.184	0.065	2,981	0.003
X1 → Y	0.351	0.348	0.121	2,912	0.004
X1 → Z	0.284	0.283	0.125	2,279	0.023
X2 → Y	0.511	0.517	0.128	3,983	0.000
X2 → Z	0.558	0.560	0.111	5,022	0.000
Z → Y	0.347	0.332	0.104	3,329	0.001

Source: Results of SmartPLS Data Processing, 2020

Based on the table above, it can be described the influence of service quality and food quality on customer loyalty through customer satisfaction at Double'b Bellas Bananas Tangerang , as follows:

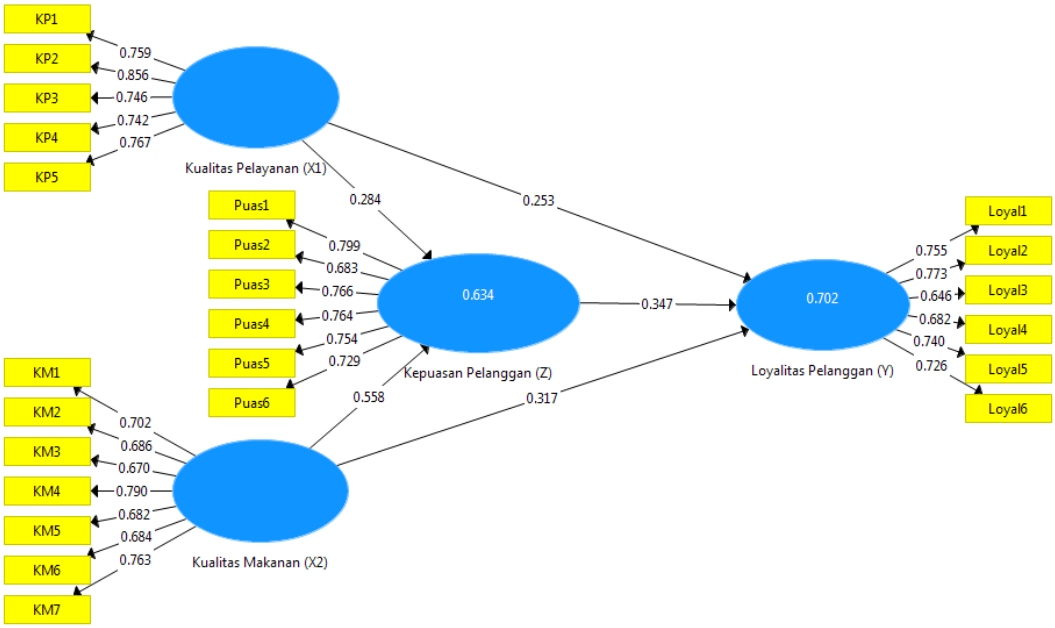

Figure 4.6
Model Model Results of Research

Based on the picture above, it can be described as follows:

1. **Testing Hypothesis 1 : Direct Effect of Service Quality on Satisfaction**

   Based on the analysis results, the *original sample* value = 0 .284 , and *P value* = 0.0 23 <0 , 05 . This means that service quality affects customer satisfaction . With good service quality in a company, it will create satisfaction for its customers. After the customer is satisfied with the product or service he receives, the customer will compare the services

provided. When customers are completely satisfied, they will repurchase and recommend others to buy at the same place.

This is in accordance with the view of Tjiptono (2014) which states that companies must start thinking about the importance of customer service more thoroughly through service quality, because now it is increasingly realized that customer satisfaction is a vital aspect in order to survive in business and win the competition.

2. Testing Hypothesis 2 : Effect of Direct Food quality Against Satisfaction

Based on the analysis results, the *original sample* value = 0, 558 , and *P value* = 0.00 0 > 0 , 05 . This means that food quality affects customer satisfaction . The quality of food is the confidence of customers to the company in the transaction is based on a belief that the person who trusts will meet all its obligations properly and in accordance with the expected quality of the food is expected to create k 's good customer relations. The customer must be able to feel that he can rely on the company with the quality of food provided by the company . Food quality can also lead to customer satisfaction, where if the customer already has food quality both for the product and the company, where the quality of food develops after an individual takes risks in dealing with what he has used and the customer believes that the company will try to minimize the risks arising from a transaction and trying to satisfy the customer.

Customer satisfaction is the feeling of someone happy or disappointed that arises because the perceived performance of the product (or result) is not in accordance with their expectations, if the performance fails to meet expectations, the customer will be dissatisfied, if the performance is in accordance with expectations, the customer will be satisfied Customer satisfaction is influenced by factors ranging from product quality, price, emotional factors as well as cost and convenience through purchasing decisions.

3. Testing Hypothesis 3: Effect of Direct service quality Against Loyalty

Based on the table above, the *original sample* value = 0, 351 , with a *P value* = 0.00 4 <0 , 05 . This means that service quality affects customer loyalty . Service quality is a value for individuals, so that individual consumption behavior will be directed to protect and enhance self-concept through the purchase, display, and use of goods as symbols that will communicate symbolic meaning to oneself and others.

In this study, customers who were respondents felt that the services provided by Double'B Bellas Bananas Tangerang were able to define themselves. Customers Double'B Bellas Bananas mostly based on their needs with quality of services provided by the Double'B Bellas Bananas so that customers feel the quality of service is an important factor.

4. Testing Hypothesis 4 : Effect of Direct Food quality Against Loyalty

Food quality is one of the factors that affect customer loyalty. Based on the analysis results, the *original sample* value = 0, 511 and *P value* = 0.0 00 <0 , 05 . This means that food quality has a positive and significant effect on loyalty . Basically, food quality is also a promise of a product provider to consistently convey a series of characteristics, benefits, and certain products to customers.

5. Testing Hypothesis 5 : Effect of Direct Satisfaction Of Loyalty

Based on the analysis result in the value of *the original sample* = 0 .347 , and *P Value* = 0,00 1 <0 , 05 . This means that satisfaction has a positive and significant effect on customer loyalty . Thus, if there is satisfaction , loyalty will automatically run well.

6. Testing Hypothesis 6 : Indirect Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Based on the analysis results, the *original sample* value = 0, 099 , and *P value* = 0.0 99 > 0.0 67 . This means that service quality through satisfaction has no effect on customer loyalty . This proves that the sixth hypothesis (H_6) is rejected . There is a relationship between service quality to customer satisfaction and loyalty that customer satisfaction and loyalty depend on the level of service quality provided to customers and they believe that there is no positive relationship between customer service quality and customer loyalty at Double'B Bellas Bananas .

7. Testing Hypothesis 7 : Indirect Effect of Food Quality through Satisfaction on Loyalty

Based on table 4.10, the *original sample* value = 0, 193 , and *P value* = 0.0 03 <0 , 05 . This means that the quality of food through satisfaction has a positive and significant effect on loyalty . This proves that the seventh hypothesis (H_7) is accepted.

4.3. Coefficient of Determination

Effect measurement model according to the quality of service and food quality against customer loyalty through customer satisfaction can be seen in the table below:

Table 4.11

R-Square Value

Variable	R-Square	R-Square Adjusted
Customer loyalty	0.634	0.693
Customer satisfaction	0.702	0.627

Source: Results of SmartPLS Data Processing, 2020

Based on the table above, it is known that the customer loyalty construct value = 0.634 . This implies that the influence of the quality of service and food quality to customer loyalty by 63 , 4 %, while the remaining 36.6 % is influenced by factors not examined in this study. Furthermore, the construct value

of customer satisfaction = 0, 702 . This implies that the influence of the quality of service and food quality to customer satisfaction by 70.2 % while the remaining 29.8 % is influenced by factors not examined in this study.

4.4. Research Findings

Results Based on the data obtained by performing spreader 's questionnaire to the first 00 respondents and the results of calculations using *smart* PLS 3.0 and also the results of hypothesis testing that has been done, as follows:

4.4.1 The Effect of Food Quality on Customer Satisfaction

The results of data processing in this study indicate that there is no effect between product quality on customer satisfaction partially with a significance value of 0.00 0 > 0 , 05 (significance level). The results of the research that are in accordance with this research are research conducted by Rachmad Hidayat (2017) where product quality does not have a significant effect on customer satisfaction, this means that the better the quality of the product provided does not necessarily make customers feel satisfied.

4.4.2 Effect of Service Quality on Customer Satisfaction

The results of data processing in this study indicate that there is a significant effect between service quality on customer satisfaction partially with a significance value of 0.023 <0 , 05 (significance level). The results of this study are in accordance with the research conducted by Dra. Nunuk Herawati, MM, MH, Dra. Murni Sulistyowati, MM (2019) which shows that the quality of 59 services shows positive and significant results on customer satisfaction.

4.4.3 The Effect of Food Quality on Customer Loyalty

The results of data processing in this study indicate that there is no effect between product quality on customer loyalty partially with a significance value of 0.000> 0.05 (significance level). This is because customers cannot be loyal to the company, if the customer has not felt satisfaction first.

4.4.4 The Effect of Service Quality on Customer Loyalty

The results of data processing in this study indicate that there is a significant influence between service quality and customer loyalty partially with a significance value of 0.004 < 0.05 (significance level). This is in accordance with the theory (Tjiptono , 2012) that one of the factors that affect customer loyalty is service quality. Quality in a service is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations.

4.4.5 Effect of Customer Satisfaction Loyalty Customers

The results of data processing in this study indicate that there is a significant influence between customer satisfaction and customer loyalty partially with a significance value of 0.001 <0 , 05 (significance level).

V.CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

Effect of Service Quality and Food Quality on Customer Loyalty with Customer Satisfaction as an intervening variable in Double'B Bellas Bananas Tangerang:

1. The results of the study indicate that the distinctive taste of the Double'B Bellas Bananas nuget banana and the various packages that offer a wide variety of menus is produced by Double'B Bellas Bananas. With good product quality, consumer wants and needs for a product will be fulfilled. the better the quality of the products served by Double'B Bellas Bananas Tangerang, the better the customer satisfaction in consuming the products presented.
2. The results of the study indicate that the quality of services provided by Double'B Bellas Bananas Tangerang is quite good. The cleanliness of the Caffe is quite well considered by employees, so that consumers feel comfortable.
3. Based on the results of this study, the most dominant indicators in reflecting product quality that can affect customer satisfaction and loyalty are product hygiene, the right portion and product variation. Service quality directly affects customer loyalty of Double'B Bellas Bananas Tangerang
4. To avoid boredom of customers with their products, Double'B Bellas Bananas needs to create a new menu taste. Such as product variations, the right portion, practical packaging, halal assurance and good aroma also need to be improved to improve product quality in order to increase customer satisfaction and loyalty of Double'B Bellas Bananas Tangerang.

5.2. Suggestion

Referring to the conclusions above, the suggestions that the author can convey are as follows:

1. It is hoped that Double'B Bellas Bananas can continue to improve service quality, because this can affect customer loyalty, as for the efforts that can be made by the caffe, namely by increasing the speed of employees in handling customers.
2. In addition, in an effort to improve the quality of the food is the Double'B Bellas Bananas are expected to continue to improve the quality of food by way of providing a menu of varied food , so that customers have many choices when it comes to caffe .
3. In addition to improving customer loyalty, the company is expected to continue to increase customer satisfaction by way of improving the quality of service and quality of food , it is intended to make the customer want to come back to enjoy the food served by Double'b Bellas Bananas Tangerang .

5.3. Research Limitations and Further Research Development

Based on the research that has been done, future researchers are expected to be able to provide higher quality research results because this research has several limitations including the following:

1. In this study the respondents were drawn only on a small scale, namely 100 respondents who had already made purchases at Double'B Bellas Bananas Tangerang for further researchers to take a larger number of respondents.

2. In this study only focuses on the variable product quality, service quality, customer and customer loyalty, for further researchers can add other variables that support customer loyalty.

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