



The Effect of Food Quality and Service Quality on Consumer Loyalty with Satisfaction as the Intervening Variable

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Abstract. This research aims to determine and analyze the effect of food quality and service quality on consumer loyalty, with satisfaction as an intervening variable at Aisyah Catering Medan. The population in this research were all customers of Aisyah Catering Medan who had purchased at least twice, the number of which was unknown. The sampling technique used a non-probability sampling method, namely purposive sampling, with a total sample of 97 respondents. The instrument of this research used a questionnaire. The method used for hypothesis testing in this research is the Structural Equation Model (SEM) method. The results showed that food quality positively and significantly affects consumer loyalty at Aisyah Catering Medan. Service Quality has a positive and significant effect on Consumer Loyalty at Aisyah Catering Medan. Satisfaction has a positive and significant effect on Consumer Loyalty at Aisyah Catering Medan. Food Quality positively and significantly affects Satisfaction at Aisyah Catering Medan. Service quality has a positive and significant effect on satisfaction. Satisfaction can mediate the relationship between Food Quality and Consumer Loyalty. Satisfaction can mediate the effect of Service Quality on Consumer Loyalty.

1 Introduction

The Boga service industry in Indonesia has experienced rapid development, as seen in many catering businesses that exist today. The catering business is one of the businesses in great demand by the public because, in addition to generating enormous profits, food is also a fundamental need for everyone. The evolving lifestyle also affects consumer choices; now, many choose catering as a ready-to-eat food option. People who are busy working and do not have much time to process their food choices to take advantage of catering services, namely catering. Catering is one of the services in the field of catering that provides or serves food and beverage requests for various consumer needs. The high demand for consumer needs to meet the needs of family events, office events, weddings, and daily meals for office and household workers is one of the opportunities that catering managers take advantage of.

Catering is been showing up since the 1800s, but one of these food services industries has been popular since the 2000s. One of the business ventures with very excellent market

potential is starting a catering company. This phenomenon is seen in the many catering businesses that join the Boga Service industry, resulting in many competitors. The one who used this business opportunity is Aisyah Catering Medan. This small business has been operating since 2017 and serves home food of good quality, lawful and nutritious. To face competition, Aisyah Catering Medan must have the proper marketing strategy to fulfil the needs of consumers, so the consumers are satisfied and loyal.

According to Griffin [1], Consumer loyalty is defined as the person who buys, especially that who buy regularly and repeatedly. Consumer loyalty is essential for the company to maintain the survival of its business activities. Aisyah Catering Medan attempted to create a loyal consumer because the loyal consumer to the company will recommend this catering to others and will be loyal to continue. One factor that supports consumer loyalty is the satisfaction of consumers with the food product offered by the company.

According to Richard L. Oliver in Tjiptono & Diana [2], Consumer satisfaction is a feeling of joy or disappointment by a person from comparing the performance (or product) prescribed product and its expectation. The satisfied consumer of products and services tend to buy back products and reuse the services when the exact needs appear in the afternoon. The need to measure the level of consumer satisfaction will show characteristics or attributes of the product or services that make the consumer unsatisfied so that the company can do repairs or corrections for his performance. One of the factors that affect consumer satisfaction is a consumer's perception of the quality of service.

According to Peri [3], Winarjo and Japarianto [4] give the qualities of food that suit the hope of customers can have a positive influence between corporate and customers. The customer's judgment starts when the customer tastes the food and then gives judgment on the quality of the food. Food quality is the adjustment of food consumed by customers. The company must offer good quality food to attract and defend the consumer to gain competitive gain. The Consumer of Aisyah Catering Medan will expect food served with qualities that are already halal, guaranteed, hygienic, and nutritious. The menu provided chicken, fish, beef, seafood, and vegetables. The most important reason for the consumer to subscribe to Aisyah Catering Medan is the food's quality. To keep the quality of food in good condition in the consumer's hands, Aisyah Catering Medan must also pay attention to service quality.

According to Tjiptono [5], Service quality can be declared as a decoy of how good service levels are given capable according to the expectation of consumers. Consumption patterns and lifestyles consumers demand companies are capable of giving quality services. The company's success in giving quality service can be determined by the quality of service developed. The quality of service can be known by comparing consumers' perceptions of the service they received with the essential services the consumer hoped for. So the quality of service can be the fundamental distinction between hope and the reality of consumers' service.

Sales turnover of Aisyah Catering Medan in 2017–2021 is shown Table 1 .

Table 1 shows a decrease in sales at Aisyah Catering Medan in 2019 which was 3.66%, then decreased in 2020 by 51.52% and again experienced a decline in sales in 2021, which was 7.00%. To identify the phenomenon of consumer loyalty, a pre-study

Table 1. Aisyah Catering Medan's Sales Turnover

Year	Sales Turnover	%
2017	137.550.500	
2018	406.103.000	195,2
2019	391.200.000	(3,66)
2020	189.620.000	(51.52)
2021	176.340.500	(7,00)

was conducted on 20 consumers of Aisyah Catering Medan regarding Loyalty, with the results of the percentage of respondents' answers as shown in Table 2.

Table 2 shows that most consumers of Aisyah Catering Medan will make repeat purchases and try new menu variants. However, some consumers state that they will not make repeat purchases and will not try new menu variants because, according to consumers the menu offered by Aisyah Catering Medan is less diverse. Consumers have other catering references that have a more diverse menu. Furthermore, most consumers will also remain loyal to Aisyah Catering Medan. They will also not be influenced by other catering and will recommend Aisyah Catering Medan to others. However, some consumers stated that they would be influenced by other catering because many types of catering businesses on the market had more attractive promotions. Some consumers would not recommend Aisyah Catering Medan to others because, according to them, Aisyah Catering Medan had not become a caterer. Reliable.

Consumers will conduct an evaluation process of what he has consumed. The result of the post-consumption evaluation process is whether consumers are satisfied or dissatisfied with the consumption of the product or brand that has been done. After consuming

Table 2. Identification of the Consumer Loyalty

No	Question	Yes		Not	
		Number (Person)	%	Number (Person)	%
1	I will To do purchase repeat food ready Serve at Aisyah Catering	14	70	6	30
2	I will try new menu variant from Aisyah Catering	15	75	5	25
3	I don't will affected by other caterers	11	55	9	45
4	I will give Aisyah Catering's recommendation to others	15	75	5	25
Average		13.75	68.75	6.25	31.25

a product or service, consumers will feel satisfied or dissatisfied with the product or service they consume. This research is aimed at all consumers who make purchases at Aisyah Catering Medan. To identify the effect of satisfaction on Aisyah Catering Medan, a pre-survey was conducted on 20 consumers of Aisyah Catering Medan, with the results of the percentage of respondents' answers is shown in Table 3.

Table 3 shows that most of the consumers of Aisyah Catering Medan are satisfied with the food served and the prices are set according to the benefits felt by consumers, and consumers are also satisfied with the product guarantees provided so that they are willing to continue to subscribe at Aisyah Catering Medan. However, some consumers stated that they were dissatisfied and unwilling to subscribe because they felt that Aisyah Catering Medan had not been able to provide what they expected. Consumers hope that employee performance can be further improved by responding to consumer demand quickly. Consumers also hope that the prices set by Aisyah Catering Medan can be more varied to suit the benefits consumers feel.

Food quality influences consumer satisfaction, so companies are expected to improve and maintain the quality of food products as part of a marketing strategy. To identify the quality of food at Aisyah Catering Medan, a pre-survey was carried out on 20 consumers of Aisyah Catering Medan, with the results of the percentage of respondents' answers is shown in Table 4.

Table 4 shows that most of the consumers of Aisyah Catering Medan feel that the food served is of good quality, and the taste consumers get is also under the price they pay. However, some consumers consider that the menu offered by Aisyah Catering Medan is not varied, so consumers quickly feel bored. Food quality is also often cold due to the long catering delivery times. This is what makes consumers often complain to employees of Aisyah Catering. Based on the research results by Sari and Siregar [6], food quality has a positive and significant effect on consumer loyalty. Meanwhile, the results of research by Sugianto and Syamsuar [7] state that food quality does not affect customer loyalty and satisfaction.

Table 3. Identification of the Satisfaction Phenomenon

No	Question	Yes		Not	
		Number (Person)	%	Number (Person)	%
1	I feel satisfied after consume food ready serve from Aisyah Catering	16	80	4	20
2	I feel satisfied set price in accordance with benefit felt	17	85	3	15
3	I feel satisfied with the guarantee given product	16	80	4	20
4	I feel satisfied and ready for Keep going subscribe	15	75	5	25
Average		16	80	4	20

Table 4. Identification Phenomenon Quality Food

No	Question	Yes		Not	
		Number (Person)	%	Number (Person)	%
1	Quality food have delicious taste	17	85	3	15
2	Taste quality is appropriate with my price pay	18	90	2	10
3	Menu on offer in accordance with what am I hope	15	75	5	25
4	Container used arranged neat and clean	17	85	3	15
Average		16,75	83,75	3,25	16,25

Service quality is essential in maintaining a business. Through service quality, the company will know how far the difference between the reality and the expectations of consumers for the services that consumers receive is. To identify the quality of service at Aisyah Catering Medan, a pre-survey was carried out on 20 consumers of Aisyah Catering Medan, with the results of the percentage of respondents' answers are shown in Table 5.

Table 5 shows that most of the consumers of Aisyah Catering Medan feel that the catering delivery service is quite good. However, the quality of service in delivering food is not in accordance with what consumers expect. There is a delay in the arrival

Table 5. Identification Phenomenon Quality Service

No	Question	Yes		Not	
		Number (Person)	%	Number (Person)	%
1	Aisyah Catering services do delivery food with fast	12	60	8	40
2	Aisyah Catering service is responsive in handle complaint consumer	16	80	4	20
3	Reliable Aisyah Catering Service in help consumer	15	75	5	25
4	I feel safe when consume food from Aisyah Catering Medan	18	90	2	10
Average		15,25	76,25	4,75	23.75

of catering that occurs continuously so consumers often complain and complain. Consumers feel that the quality of service from employee performance has not been reliable in delivering catering to consumers' places on time. However, most consumers feel safe when consuming the food served and feel that the service of Aisyah Catering Medan employees is fast and reliable in helping consumers. Based on the results of research by Adelina and Siregar [8], service quality has a positive and significant effect on consumer loyalty. Meanwhile, the results of research by Sunaryo, Reza, Hardjomijo, and Nurdianchah [9] stated that service quality has no significant and significant effect on consumer loyalty.

1.1 Research Purpose

Based on the background and problem formulation above, the objectives of this study are as follows:

1. To find out and analyze the effect of Food Quality on Consumer Loyalty at Aisyah Catering Medan
2. To find out and analyze the effect of Service Quality on Consumer Loyalty at Aisyah Catering Medan
3. To find out and analyze the effect on Consumer Loyalty at Aisyah Catering Medan
4. To find out and analyze the effect of Food Quality on Consumer Loyalty through Aisyah Catering Medan
5. To find out and analyze the effect of Service Quality on Consumer Loyalty through the goal of Aisyah Catering Medan

1.2 Literature Review

Food Quality

Food Quality is an important aspect of food service. According to Potter and Hotchkiss [10], Food quality is a quality characteristic of food that is acceptable to consumers, such as size, shape, color, consistency, texture, and taste. Delicious and fresh food play an important role in the effort to surpass the competitors. Thus, food quality is one of the best ways to maximize the restaurant business. Food quality is very important because consumers will always be looking to meet their needs and expectations of the restaurant they choose.

Knight and Kotschhevar [11] in Suhartanto [12] state that the level of consistency of menu quality is achieved by setting standards for products and then checking the points that must be controlled to see the quality to be achieved. These points include correct recipe and measurement, preparation, temperature, equipment, product condition during preparation, cleanliness, portion, and other factors. Food products will have their own standards, so there are many standards in every food menu. According to West, Wood, and Harger [13]; Gaman and Sherrington [14]; and Jones [15] in the research of Adinugraha and Michael [16] stated that in general the dimensions of food quality are, Color, Appearance, Portion, Form, Temperature, Texture, Aroma, Maturity level, Flavor.

According to Essinger and Wylie [17] in Hariyanto [18], they divide products, especially cuisine or food into several categories, namely:

1. Taste Quality, namely the quality of taste that is well maintained according to the taste desired by consumers.
2. Quantity or portion, namely the quantity or portion according to the wishes of consumers.
3. Variations in the menu and types of food offered, namely variations in the menu of dishes served from various types of cuisine and variations of various types of cuisine
4. Hygiene or cleanliness, namely the hygiene of the food provided is always maintained
5. Innovation, namely the innovation of new dishes offered to make consumers not bored with monotonous products so that consumers have many choices.

Service Quality

According to Kotler and Keller [19] Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Quality is one of the keys to winning the competition with the market. When the company has been able to provide quality products, it has built one of the foundations for creating customer satisfaction. According to Tjjiptono and Chandra [5] Service is a process consisting of a series of intangible activities that usually (but not always) occur in interactions between customers and service employees and or physical resources or goods and or service provider systems, which are provided as solutions to customer problems.

According to Kotler and Keller [19], Service Quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs. The satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to becoming loyal consumers. According to Lovelock service quality is the expected level of excellence and control over these advantages to fulfill customer desires. Parasurman, Zeithaml, and Berry suggested five main dimensions known as SERVQUAL (Service Quality). SERVQUAL is a multi-item scale that can be used to measure customer perceptions of service quality which includes five indicators Tangible, Reliability, Responsiveness, Assurance, and Empathy.

Consumer Loyalty

According to Kotler and Keller [19] consumer loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future, despite situational influences and marketing efforts having the potential to cause consumers to switch. Loyalty in a literal sense means faithful, or it can be said as loyalty. This loyalty also arises without any coercion but arises because of self-awareness of the past. From this understanding, it can be interpreted that brand loyalty is obtained because of a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company's performance is to creates satisfaction by minimizing complaints so that long-term purchases are made by consumers. Consumer loyalty is very important for companies that maintain their business continuity and the continuity of their business activities. Loyal customers are those who are very satisfied with certain products and services, so they have the enthusiasm to introduce them to anyone they know. Furthermore, in the following stage, the consumers who are loyal are on other products made by the same manufacturer. In the end, they are consumers who are loyal to a particular manufacturer or company forever.

According to Tjiptono in Sangadji [20] suggests that there are six indicators that can be used to measure consumer loyalty. The six indicators are: Repeat purchases, Habit of consuming the brand, Always liking the brand, Keeping choosing the brand, Convincing that the brand is the best, and recommend the brand to others.

Consumer Satisfaction

Companies are required to meet customer satisfaction, so companies must be careful in seeing the shifting needs and desires of consumers that are changing very quickly. Consumers will consider satisfaction based on expectations and the price to be paid. Expectations and prices must go hand in hand in order to create customer satisfaction.

According to Kotler and Keller [19], consumer satisfaction reflects a person's assessment of the perceived product performance in relation to what is expected. If the performance falls short of expectations, the consumer is disappointed. If it is in line with expectations, consumers are satisfied. If it exceeds consumer expectations, consumers are happy. Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. Consumers can experience one of three general levels of satisfaction. If performance is below expectations, consumers will be dissatisfied. If performance matches expectations, consumers will be satisfied. If performance exceeds expectations, consumers will be very satisfied, happy, or happy.

According to Tjiptono [2], the indicators forming consumer satisfaction are Conformity of Expectations, The level of conformity between the service performance expected by consumers and those felt by consumers, Interested to visit again, Willingness of consumers to revisit or reuse related services, Willingness to Recommend, The willingness of consumers to recommend services that have been felt to friends or family.

2 Methods

2.1 Analysis Technique

The data analysis technique used in this research is PLS analysis using the Smart PLS 3.0 application. PLS analysis is a variance-based structural equation analysis to test the measurement model and test the structural model. The evaluation of the PLS model consists of two stages, namely the outer model and the inner model.

The population in this study is all consumers of Aisyah Catering Medan whose number is unknown. The sampling technique uses non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The type of non-probability sampling used is the type of purposive sampling. The formula for calculating samples in an unknown population is as follows:

$$n = \frac{Z^2}{4(MOE)^2} \quad (1)$$

$$n = \frac{1.96^2}{4(10\%)^2}$$

$n = 96.04$ opened to 97 respondents.

Then sample on the study is as many as 97 respondents with criteria consumers who have To do a Purchase at Aisyah Catering Medan at least 2 (two) times.

3 Result and Discussion

Frequency distribution of employees at Aisyah Catering Medan is shown in Table 6.

Conceptualization of the consstruct is shown in Fig. 1.

Based on Fig. 1 this study uses a formative structural model, where there are 5 constructs namely Food Quality (X1), Service Quality (X2), Satisfaction (Z), and Consumer Loyalty (Y).

Model Evaluation

Evaluation of the outer model

The validity test is done by looking at the convergent validity (the magnitude of the loading factor for each construct). According to Chin [21] in Ghozali [22], Loading factor > 0.7 is highly recommended, but if > 0.6 is sufficient, the validity test with convergent validity can be seen in Fig. 2.

Table 6. Frequency distribution of employees at Aisyah Catering Medan

No.	Characteristic		Frequency	
			People	Percent (%)
1.	Gender	Male	28	28.9
		Female	69	71.1
2.	Age	>25	10	10.3
		<25	87	89.7
3.	Purchase amount	>2	7	7.2
		<2	90	92.7

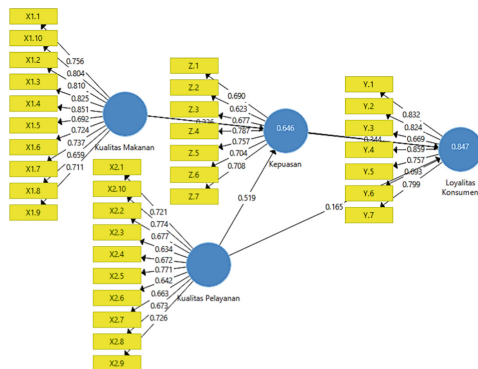


Fig. 1. Conceptualization of the Construct

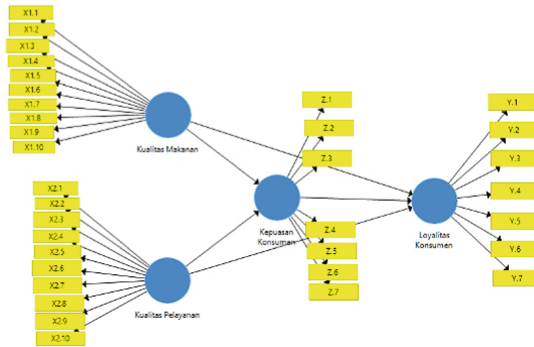


Fig. 2. Evaluation of the Outer Model

From Fig. 2 where all indicators have a loading factor value > 0.6 , it means that all indicators have met the validity test.

Discriminant Validity

Result of discriminant validity is shown in Table 7.

Based on Table 7, the value of Discriminant Validity generated by all constructs is > 0.5 , so that it meets the requirements of convergent validity.

Reliability Test

Result of reliability test is shown in Table 8.

Based on Table 8 it is obtained that the Cronbach alpha and Composite reliability values produced by all constructs are very good, namely > 0.7 , meaning that all construct indicators are very reliable or have met the reliability test so that it can be continued with the inner structural model.

Evaluation Inner Model

Path Coefficient.

Result of Inner model evaluation is shown in Table 9.

Table 7. Discriminant Validity

	Consumer Satisfaction	Food Quality	Service quality	Consumer Loyalty
Consumer Satisfaction	0,708			
Food Quality	0,729	0,759		
Service Quality	0,773	0,757	0,697	
Consumer Loyalty	0,831	0,869	0,804	0,779

Table 8. Reliability Test

	Composite Reliability
Consumer Satisfaction	0.875
Food Quality	0.931
Service Quality	0.904
Consumer Loyalty	0.915

Table 9. Inner Model Evaluation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEVI)	P Values
Food Quality -> Consumer Loyalty	0.493	0.500	0.060	8.230	0.000
Food Quality -> Consumer Satisfaction	0.336	0.332	0.095	3.551	0.000
Service Quality -> Consumer Loyalty	0.165	0.164	0.069	2.369	0.000
Service Quality	0.519	0.529	0.090	5.770	0.000
Consumer Satisfaction -> Consumer Loyalty	0.344	0.338	0.072	4.814	0.018

- a. It is known that the path coefficient value of Food Quality is 0.493 which is positive, with a significance of 5 percent t count $8.230 > 1.96$ and p value $0.000 < (0.05)$ meaning that Food Quality has a positive and significant effect on Consumer Loyalty. This means that the better the Quality of Food will increase Consumer Loyalty significantly.
- b. It is known that the path coefficient value of food quality is 0.336, which is positive, with a significance of 5 percent t count $3,551 > 1.96$ and p value $0.000 < (0.05)$ meaning that food quality has a positive and significant effect on consumer satisfaction. This means that the better the quality of food will increase customer satisfaction significantly.
- c. It is known that the path coefficient value of Service Quality is 0.165, which is positive, with a significance of 5 percent t count $2.369 > 1.96$ and a p-value of $0.000 < (0.05)$ meaning that Service Quality has a positive and significant effect on

Consumer Loyalty. This means that the higher the Quality of Service, will increase Customer Loyalty significantly.

- d. It is known that the path coefficient value of Service Quality is 0.519 which is positive, with a significance of 5 percent t count $5.770 > 1.96$ and p value $0.000 < (0.05)$ meaning that Service Quality has a positive and significant effect on consumer satisfaction. This means that the higher the quality of service, it will increase customer satisfaction significantly
- e. It is known that the path coefficient of Consumer Satisfaction is 0.344, which is positive, with a significance of 5 percent t count $4.814 > 1.96$ and p value $0.018 < (0.05)$. This means that consumer satisfaction has a positive and significant effect on consumer loyalty. This shows that higher Consumer Satisfaction will significantly increase Consumer Loyalty.

R Square

Result of R square is shown in Table 10.

According to Hair et al., (2011) a value of R Square > 0.75 indicates a strong model, R Square > 0.5 indicates a moderate model and R Square > 0.25 indicates a weak model. Based on Table 10 the value of R Square on Consumer Satisfaction of 0.646 means that the form model shows a moderate model and Consumer Loyalty of 0.847 which means that the form model is included in the strong category.

f Square (Effect Size)

Result of f Square is show in Table 11.

Table 10. R Square

	R Square
Consumer Satisfaction	0.646
Consumer Loyalty	0.847

Table 11. f Square

Variable	Effect Size	Rating
Consumer Loyalty		
Food Quality	0,599	Big
Service quality	0,057	Small
Consumer Satisfaction		
Food Quality	0,136	Small
Service quality	0,324	Intermediate

Table 12. Coefficient of Direct Effect (Direct Effect) and Indirect (Indirect Effect)

Interaksi	Direct Effect	Interaksi	Indirect Effect	Total Effect
KM → LK	0,493*			
KM → KK	0,336*	KM → KK → LK	0,116*	0,609*
KP → LK	0,165*			
KP → KK	0,519*	KP → KK → LK	0,179*	0,344*
KK → LK	0,344*			

According to Chin 1998 [21] f-square values of 0.02, 0.15, and 0.35 can be interpreted as predicting latent variables having small, medium, and large effects on the structural level). Based on Table 11 the value of f Square or the largest effect size on Food Quality on Consumer Loyalty is 0,599 including the large category and the one with the smallest effect size value is Service Quality on Consumer Loyalty, which is 0,057.

Result of coefficient of direct effect (direct effect) and indirect (indirect effect) is shown in Table 12.

Based on Table 12, the following explanation can be described:

- a. The magnitude of the coefficient of direct influence of Food Quality on Consumer Loyalty is 0.493 which is positive, with a significance of 5 percent t count 8230 > 1.96 and p value 0.000 < (0.05), this shows that Food Quality has a positive and significant effect on Loyalty Consumer. However, the magnitude of the coefficient of the indirect effect of Food Quality on Consumer Loyalty through Consumer Satisfaction is 0.116 which is positive, with a significance of 5 percent t count 3,551 > 1.96 and a p-value of 0.000 < (0.05), this shows that consumer satisfaction is able to mediate the relationship between Food Quality and Consumer Loyalty. The influence between these variables produces a total effect of 0.609.
- b. The magnitude of the coefficient of the direct influence of Service Quality on Consumer Loyalty is 0.165 which is positive, with a significance of 5 percent t count 2.369 > 1.96 and p value 0.000 < (0.05). This means that Service Quality has a positive and significant effect on Consumer Loyalty. However, the magnitude of the coefficient of the indirect effect of Service Quality on Consumer Loyalty through Consumer Satisfaction is 0.179 which is positive, with a significance of 5 percent t count 5.770 > 1.96 and a p-value of 0.000 < (0.05), this shows that consumer satisfaction is able to mediate the effect of Service Quality on Consumer Loyalty. The influence between these variables produces a total effect of 0.344.

3.1 The Effect of Food Quality (X1) on Consumer Loyalty

It is known that the path coefficient value of Food Quality is 0.493 which is positive, with a significance of 5 percent t count 8.230 > 1.96 and p value 0.000 < (0.05) meaning that Food Quality has a positive and significant effect on Consumer Loyalty. This means that the better the Food Quality of Aisyah Catering Medan, it will significantly increase Consumer Loyalty.

Food quality is very important for business people in the catering industry. Maintaining good food quality will create satisfaction for consumers and will indirectly increase consumer repurchase interest which affects consumer loyalty. The quality of food at Aisyah Catering Medan is quite good in meeting consumer needs. The food served has good quality and taste and the presentation of the food in terms of food color, food temperature, and food are neatly arranged when served. So that consumers feel comfortable consuming products from Aisyah Catering Medan, consumers also want to continue to subscribe and repurchase therefore, the Quality of Food served by Aisyah Catering Medan has a significant effect on increasing Consumer Loyalty at Aisyah Catering Medan.

3.2 The Effect of Food Quality (X1) on Consumer Satisfaction

It is known that the path coefficient value of food quality is 0.336, which is positive, with a significance of 5 percent t count $3,551 > 1.96$ and p value $0.000 < (0.05)$ meaning that food quality has a positive and significant effect on Consumer Satisfaction. This means that the better the Food Quality of Aisyah Catering Medan, it will increase customer satisfaction significantly.

The quality of the food served greatly affects consumer satisfaction because the main purpose of consumers in making purchases is to try the taste of the food served. Furthermore, food quality can affect satisfaction and intention to buy and recommend restaurants. The quality of the food served by Aisyah Catering Medan is in accordance with consumer expectations, consumers are satisfied with the various menus offered according to consumer desires, therefore consumers are willing to recommend Aisyah Catering products to others. Therefore, the quality of food served by Aisyah Catering Medan has a significant effect on increasing consumer satisfaction at Aisyah Catering.

3.3 The Influence of Service Quality (X2) on Consumer Loyalty

It is known that the path coefficient value of Service Quality is 0.165, which is positive, with a significance of 5 percent t count $2.369 > 1.96$ and a p -value of $0.000 < (0.05)$ meaning that Service Quality has a positive and significant effect on Consumer Loyalty. This means that the better the Service Quality of Aisyah Catering Medan, it will increase customer loyalty significantly.

Service quality with consumer loyalty is closely related. If the quality of service provided by the company is in accordance with consumer expectations and the company's performance also provides the best as expected, then consumers will be happy because the expectations and performance of the service are good and consumer loyalty will directly arise in the company. The quality of service provided by Aisyah Catering Medan in meeting consumer needs is quite good. Consumers feel that the services provided by Aisyah Catering Medan are very responsive and accept criticism and suggestions for complaints experienced by consumers. Aisyah Catering Medan employees are also reliable in serving consumers so consumers want to continue to choose Aisyah Catering Medan as their catering of choice. Therefore, the quality of service provided by Aisyah Catering Medan significantly affects the increase in Consumer Loyalty at Aisyah Catering Medan.

3.4 The Effect of Service Quality (X2) on Satisfaction

It is known that the path coefficient value of Service Quality is 0.519 which is positive, with a significance of 5 percent t count $5.770 > 1.96$ and p value $0.000 < (0.05)$ meaning that Service Quality has a positive and significant effect on Consumer Satisfaction. This means that the better the service quality of Aisyah Catering Medan, it will increase customer satisfaction significantly.

According to Tjiptono and Chandra [5], many researchers agree that customer satisfaction is a specific measure for each transaction, situation, or interaction (encounter) that is short-term, while service quality is an attitude formed from an overall evaluation of the company's performance in the long term. Long. Aisyah Catering Medan has provided the best quality of service to consumers, by providing responsive service in helping consumers to provide explanations about the menus offered. Consumers feel that Aisyah Catering Medan's employees are able to meet the needs desired by consumers, so consumers are satisfied with the services provided and want to recommend Aisyah Catering Medan to others. Therefore, the service quality of Aisyah Catering Medan has a significant effect on satisfaction, so the quality of service can increase customer satisfaction with Aisyah Catering Medan.

3.5 The Effect of Food Quality (X1) on Consumer Loyalty Through Consumer Satisfaction

The magnitude of the coefficient of direct influence of Food Quality on Consumer Loyalty is 0.493 which is positive, with a significance of 5 percent t count $8230 > 1.96$ and p value $0.000 < (0.05)$, this shows that Food Quality has a positive and significant effect on Loyalty Consumer. However, the magnitude of the coefficient of the indirect effect of Food Quality on Consumer Loyalty through Consumer Satisfaction is 0.116 which is positive, with a significance of 5 percent t count $3,551 > 1.96$ and a p-value of $0.000 < (0.05)$, this shows that consumer satisfaction is able to mediate the relationship between Food Quality and Consumer Loyalty. The influence between these variables produces a total effect of 0.609.

Aisyah Catering Medan serves quality food in good condition, has a delicious taste, is nutritious, and of course halal. The quality of the food served greatly affects consumer satisfaction, when consumers get good quality food according to what is expected then consumers will be satisfied. Consumers of Aisyah Catering Medan are satisfied with the quality of the food provided it creates interest in buying again by consumers which can increase Consumer Loyalty. Consumer loyalty is very important for Aisyah Catering Medan in maintaining the continuity of its business activities. One of the factors that support the creation of consumer loyalty is the satisfaction of consumers with the products offered by the company. Therefore, satisfaction is able to mediate the relationship between food quality and consumer loyalty Aisyah Catering Medan.

3.6 The Influence of Service Quality (X2) on Consumer Loyalty Through Consumer Satisfaction

The magnitude of the coefficient of the direct influence of Service Quality on Consumer Loyalty is 0.165 which is positive, with a significance of 5 percent t count $2.369 > 1.96$

and p value $0.000 < (0.05)$. This means that Service Quality has a positive and significant effect on Consumer Loyalty. However, the magnitude of the coefficient of the indirect effect of Service Quality on Consumer Loyalty through Consumer Satisfaction is 0.179 which is positive, with a significance of 5 percent t count $5.770 > 1.96$ and p-value of $0.000 < (0.05)$, this shows that consumer satisfaction is able to mediate the effect of Service Quality on Consumer Loyalty. The influence between these variables produces a total effect of 0.344.

Aisyah Catering Medan has provided the best quality of service to consumers, the services provided by Aisyah Catering Medan are very reliable and accurate which creates customer satisfaction. Service quality has a close relationship with customer satisfaction in determining customer loyalty. Customer satisfaction is very important for Aisyah Catering Medan to win the competition against competitors. Aisyah Catering Medan must be able to provide satisfaction to its customers so that consumers have high loyalty to the products offered by Aisyah Catering Medan. Therefore, Consumer Satisfaction is able to mediate the relationship between Service Quality and Consumer Loyalty to Aisyah Catering Medan.

3.7 Satisfaction Effect (Z) Towards Consumer Loyalty

It is known that the coefficient value of the Consumer Satisfaction path is 0.344, namely a positive value, with a significance of 5 percent t count $4.814 > 1.96$ and p value $0.018 < (0.05)$. This means that consumer satisfaction has a positive effect and is significant to Consumer Loyalty. This shows the higher Customer Satisfaction Aisyah Catering Medan, will increase Loyalty among Consumers significantly. Consumer satisfaction with Aisyah Catering Medan shows a positive attitude of consumers being loyal to Aisyah Catering Medan and willing to recommend Aisyah Catering Medan products to others. Meeting consumer satisfaction must be accompanied by consumer loyalty. According to Tjiptono & Diana [2] In marketing philosophy, customer satisfaction is seen as the main element that determines the success of a marketing organization, both business and non-profit organizations. Customers who are "very satisfied" or excellent tend to be loyal to the product. The results of research from Gustafsson [23] and explain that there is a positive linear relationship between customer satisfaction and customer loyalty. This means that an increase in consumer satisfaction will be followed by an increase in consumer loyalty. Therefore, Aisyah Catering Medan's consumer satisfaction has a significant effect on consumer loyalty, so consumer satisfaction can increase Aisyah Catering Medan's consumer loyalty.

4 Conclusion

Based on the results of the explanation above, it can be concluded that: Food Quality has a positive and significant effect on Consumer Loyalty at Aisyah Catering Medan, and Service Quality has a positive and significant effect on Consumer Loyalty At Aisyah Catering Medan, Consumer Satisfaction has a positive and significant effect on Consumer Loyalty at Aisyah Catering Medan, Food Quality has a positive and significant effect on Consumer Satisfaction at Aisyah Catering Medan, Service Quality has a positive

and significant effect on Consumer Satisfaction At Aisyah Catering Medan, Consumer Satisfaction is able to mediate the relationship between Food Quality and Consumer Loyalty, and Consumer Satisfaction is able to mediate the effect of Service Quality on Consumer Loyalty.

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