



THE INFLUENCE OF LOCATION, PRODUCT QUALITY, AND SERVICE QUALITY ON CUSTOMER LOYALTY WITH PURCHASE INTENTION AS INTERVENING VARIABLE

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Abstract: This study was written with the aim of examining the impact of location, product quality and service quality on consumer loyalty mediated by buying interest. The population analyzed is membership consumers who are Golf Restaurant Pangkalan Jati Depok and have visited at least 3 times. Calculation of the sample using the Hair's formula which explains that the sample is calculated based on the number of indicators multiplied by 5, so that 180 respondents are obtained. Structural Equation Model was chosen as the method of analysis using PLS software. The results show that product quality and service quality have a positive impact on buying interest and consumer loyalty. Location is not able to have an impact on Buying Interest and Consumer Loyalty. Purchase intention is not able to mediate Location to Consumer Loyalty. Meanwhile, Purchase Interest is able to mediate the effect of Product Quality and Service Quality on Customer Loyalty with the Partial Mediation category.

Keywords: Customer loyalty, purchase intention, location, product quality, service quality.

INTRODUCTION

The F&B industry is an important sector to maintain because it is related to the food security of the Indonesian people. In addition, many people who depend on this sector for their business make the F&B business have a strategic position in an Indonesian economy. The COVID-19 pandemic has forced many F&B businesses to survive this global phenomenon. This has an impact on the decline in turnover of a restaurant or cafe because the purchasing power of consumers has decreased and the buying habits of customers have changed from conventional methods to an online system through the concept of take away or delivery service.

The impact of the COVID-19 pandemic was also felt by the restaurant at Padang Golf Pangkalan Jati. Based on its sales report, there has been a decline in restaurant turnover at

Padang Golf Pangkalan Jati in 2020. Restaurant turnover has decreased significantly since March 2020. This is a concern for restaurant management to continue to survive in the midst of the Covid-19 pandemic.

The decline in restaurant turnover is also inseparable from the decrease in new customers visiting the restaurant. New consumers visiting restaurants experienced a significant decline in 2020. This also happened to regular consumers who experienced a decline in 2020. In addition, due to the online buying system that is currently being implemented during the pandemic, the restaurant at Padang Golf Pangkalan Jati has received various complaints from consumers regarding the services provided.

In order to get an initial picture of the problems faced by the restaurants at Padang Golf Pangkalan Jati, the researchers conducted a pre- survey involving 25 restaurant consumers at Padang Golf Pangkalan Jati who have a membership card at the restaurant and have visited the restaurant at least 3 times. Based on the results of the pre-survey, it is known that the factors that consumers consider when visiting a restaurant at Padang Golf Pangkalan Jati are Location, Service Quality and Product Quality. These results become a reference for researchers to examine the factors that influence consumer loyalty.

Before consumers become loyal to restaurants, consumers' buying interest must arise so that they can taste food products in a restaurant. Research conducted by Gogoi (2013) and Albari & Dewi, (2016) found that buying interest can mediate the effect of product quality, service quality and location on consumer loyalty.

LITERATURE REVIEW

The general concept of loyal consumers is explained by Griffin (2015) as consumers who have a commitment to remain loyal to a particular brand. Hurriyati (2015) adds that the commitment felt by loyal customers makes customers stay with a brand and decide to keep making repeat purchases in the future. Hasan (2015) explains consumer loyalty as the behavior that consumers have for their belief in a product so that consumers have the desire to make repeat purchases and increase the positive image of the product. Sentiana (2018) explains the dimensions of consumer loyalty through 3 things, namely:

- 1) Repeat purchases made
- 2) Purchased all products in all owned lines
- 3) Recommend products to colleagues
- 4) Reject offers from competitors

Durianto (2013) explains that buying interest is the desire of consumers who have been influenced to buy a product. Furthermore, Setiadi (2015) defines buying interest as a consumer's attitude towards a product which consists of trust in the quality of the product due to evaluating

the brand. Semuel & Lianto (2014), explained that buying interest is a behavior that consumers have to use, consume and want a certain product. Hidayati et al. (2013) explained that buying interest can be divided into 3 dimensions, namely:

- 1) Interest
- 2) Desire
- 3) Confidence

The choice of location for a business is very important because the location can make it easier for consumers to reach the business location and be a factor that consumers consider before buying a product (Widowati & Purwanto, 2014). In addition, Shobirin *et al.* (2016) explains that location is a distribution channel used by a business or brand to its consumers. In another view, Sihombing (2014) explains that location is the attraction of a business and an attractive location is important for the sustainability of a business. In explaining the location, Sihombing divides it into 4 dimensions, namely:

- 1) Access
- 2) Visibility
- 3) Traffic
- 4) Parking Lots

Service is one of the most important parts of a business and is a consideration for consumers before making a purchase (Sudarso, 2016). Service quality is related to the ability of a business to provide the best for its consumers so that it has a direct impact on the company's image and will ultimately become an advantage for the company (Scorita & Nurmahdi, 2018; Gunawan & Prasetyo, 2020). Zulvia (2014) explains that the dimensions of service can be explained into several points, namely:

- 1) Tangible
- 2) Reliability
- 3) Responsiveness
- 4) Assurance
- 5) Empathy

Product quality in a restaurant context relates to the quality of food served to customers with the aim of meeting customer expectations (Winarjo & Japariato, 2017). Customer assessment starts from when the customer tastes the food and then gives an assessment of the quality of the food. Food quality is the suitability of food consumed by customers. In general, Adinugraha & Michael (2014) assess the quality of food products in 4 dimensions, namely:

- 1) Colour
- 2) Appearance
- 3) Portion
- 4) Flavour

RESEARCH METHODS

This research is included in the category of quantitative research using a Likert scale 1-5. The selected population is membership consumers who are Pangkalan Jati Depok Golf Restaurant and have visited at least 3 times. The research sample was calculated based on the formula by Hair et al (2010) by multiplying the number of indicators multiplied by 5 so that a sample of 180 respondents was obtained. Then, statistical calculations to answer the hypothesis in this study were carried out through the PLS version 3.32 program.

FINDINGS AND DISCUSSION

The following is a description of the characteristics of the respondents in this study.

Table 1. Respondent's Descriptive

Gender	Amount	Percentage
Man	113	63
Woman	67	37
Age	Amount	Percentage
20-35 Years	59	33
36-50 Years	97	54
> 50 Years	41	23
Education	Amount	Percentage
SD / SMP / SMA / SMK	7	4
Diploma	27	15
S1	128	71
S2	18	10
Job	Amount	Percentage
Not yet / Not working	0	0
Student	4	2
Entrepreneur	63	35
Private sector employee	18	10
Civil Servants	14	8
Doctor	11	6
Police	18	10
TNI	14	8
Monthly Income	Amount	Percentage
< Rp. 5.000.000,-	4	2
> Rp. 5.000.000,- s/d 10.000.000	47	26
> Rp. 10.000.000,- s/d 25.000.000	106	59
> Rp. 25.000.000	14	13
Amount	180	100

Based on table 4.1, it is known that the respondents are dominated by men by 63%. This shows that the consumers of restaurants at Padang Golf Pangkalan Jati Depok are dominated by men who also play golf. Based on age, it is known that respondents are dominated by the age range of 36-50 years by 54%. This shows that the restaurant consumers at Padang Golf

Pangkalan Jati Depok have mature age. Based on educational background, it is known that 81% of respondents are dominated by undergraduate education background. This shows that restaurant consumers at Padang Golf Pangkalan Jati Depok have a good level of education. As for based on occupation, it is known that the respondents are dominated by the work of self-employed by 35%. This is because respondents with self-employed jobs have more flexible time so they can spend time at Padang Golf Pangkalan Jati, Depok. Furthermore, based on monthly income, it is known that respondents are dominated by monthly income > Rp. 10,000,000.- up to 25,000,000 by 59%. This shows that restaurant consumers at Padang Golf Pangkalan Jati Depok have a high income per month.

Hypothesis Testing Results

Hypothesis testing is analyzed through the t-statistical values and P-values where the t-statistical value must be greater than 1.96 and the P-value must be below 0.05. The following is a hypothesis test.

Table 2. Direct Effect Hypothesis Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Location-> Purchase Intention	-0.122	1.331	0.184	Not significant
Service Quality -> Purchase Intention	0.614	5.763	0.000	Significant
Product Quality -> Purchase Intention	0.486	4.363	0.000	Significant
Location -> Consumer Loyalty	0.115	1.444	0.149	Not significant
Service Quality -> Consumer Loyalty	0.382	3.390	0.001	Significant
Product Quality -> Consumer Loyalty	0.250	2.294	0.022	Significant
Purchase Intention -> Consumer Loyalty	0.245	2.829	0.005	Significant

- 1) Based on Table 2, it can be seen that Location (X1) has no significant effect on Purchase Interest (Z). This is indicated by the test results between the two variables which show the original sample value of -0.122 which is close to the value of -1 and has a T-Statistic value of 1.331 (<1.96).
- 2) Based on Table 2, it can be seen that Service Quality (X2) has a positive and significant effect on Purchase Interest (Z). This is indicated by the test results between the two variables which show the original sample value of 0.614 which is close to the value of +1 and has a T-Statistic value of 5.763 (> 1.96).
- 3) Based on Table 2, it can be seen that Product Quality (X3) has a positive and significant effect on Purchase Interest (Z). This is indicated by the test results between the two variables which show the original sample value of 0.486 which is close to the value of +1 and has a T-Statistic value of 4.363 (> 1.96).

- 4) Based on Table 2, it can be seen that Location (X1) has no significant effect on Consumer Loyalty (Y). This is indicated by the test results between the two variables which show the original sample value of 0.115 which is close to the value of +1 and has a T-Statistic value of 1.444 (< 1.96).
- 5) Based on Table 2, it can be seen that Service Quality (X2) has a positive and significant effect on Consumer Loyalty (Y). This is indicated by the test results between the two variables which show the original sample value of 0.382 which is close to the value of +1 and has a T-Statistic value of 3.390 (> 1.96).
- 6) Based on Table 2, it can be seen that Product Quality (X3) has a positive and significant effect on Consumer Loyalty (Y). This is indicated by the test results between the two variables which show the original sample value of 0.250 which is close to the value of +1 and has a T-Statistic value of 2.294 (> 1.96).
- 7) Based on Table 2, it can be seen that Purchase Interest (Z) has a positive and significant effect on Consumer Loyalty (Y). This is indicated by the test results between the two variables which show the original sample value of 0.245 which is close to the value of +1 and has a T-Statistic value of 2.829 (> 1.96).

Table 3. Indirect Effect Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Location-> Purchase Intention -> Consumer Loyalty	-0.030	1.164	0.245	Not significant
Service Quality -> Purchase Intention -> Consumer Loyalty	0.150	2.463	0.014	significant
Product Quality -> Purchase Intention -> Consumer Loyalty	0.119	2.441	0.015	significant

- 1) Based on Table 3, it can be seen that the indirect relationship between Location (X1) and Consumer Loyalty (Y) through Purchase Interest (Z) has no significant effect. This is indicated by the test results between the two variables which show the original sample value of -0.030 which is close to the value of -1 and has a T-Statistic value of 1.164 (< 1.96).
- 2) Based on Table 3, it can be seen that the indirect relationship between Service Quality (X2) on Consumer Loyalty (Y) through Purchase Interest (Z) has a positive and significant effect. This is indicated by the test results between the two variables which show the original sample value of 0.150 which is close to the value of +1 and has a T-Statistic value of 2,463 (> 1.96).
- 3) Based on Table 3, it can be seen that the indirect relationship between Product Quality (X3) on Consumer Loyalty (Y) through Purchase Interest (Z) has a positive and significant effect. This is indicated by the test results between the two variables which show the original sample value of 0.119 which is close to the value of +1 and has a T-Statistic value of 2.441 (> 1.96).

Discussion

Based on the results of the study, it is known that location has no significant effect on buying interest. This shows that the current location is not able to influence the high buying interest of consumers. Based on the results of descriptive analysis, it is known that the statement with the lowest value is related to the statement that the location is easily accessible at 4.06. This shows that the current location is an obstacle for restaurant membership visitors at Padang Golf Pangkalan Jati, Depok. Based on the results of observations, it is known that the location of the restaurant is in a location far enough from Padang Golf Pangkalan Jati, Depok so that consumers need time and effort to visit. Due to the sometimes hot conditions of the golf course, consumers need a nearby restaurant location so they can immediately enjoy the dishes and drinks they have. The managerial implication of this research is for the restaurant management to review the business location currently occupied to the manager of Padang Golf Pangkalan Jati, Depok. This is intended to make the business location closer and strategic for its membership consumers. The results of this study are in line with previous research conducted by Made et al., (2018) that location does not have a significant effect on buying interest.

The results showed that Service Quality had a positive and significant effect on Purchase Interest. This shows that the better the quality of service provided by the Pangkalan Jati Golf Restaurant, the consumer's buying interest will increase. Based on the results of descriptive analysis of service quality variables, it is known that the highest rating is achieved by statements regarding restaurant cleanliness. Restaurant cleanliness is a factor that can generate buying interest because it creates the perception that the food served or consumed does not have a bad effect on health. The cleanliness of the restaurant is the first impression that consumers feel when visiting a place to eat. So that cleanliness is part of the quality of service that has an impact on increasing buying interest. The results of this study are in line with previous research conducted by Albari & Dewi (2016), Iskandar et al. (2015), Haro et al. (2020) that Service Quality has a positive and significant effect on Purchase Interest.

The results showed that product quality had a positive and significant effect on purchase intention. This shows that the better the quality of the products served at the Pangkalan Jati Golf Restaurant, the consumer's buying interest will increase. Based on the results of the descriptive analysis of the Product Quality variable, it is known that the highest rating is achieved by statements about food served with garnishes to add to the beauty of the food. Garnish on a food can add to its appeal in the eyes of consumers. This will add added value from the food served as well as restaurants where consumers visit. Garnishing also adds to the professionalism of the restaurant for consumers, thereby increasing buying interest. The results of this study are in line with previous research conducted by Devi et al. (2020) and Karundeng et al. (2019) that Product Quality is positive and significant on Purchase Intention.

The results showed that location had no significant effect on consumer loyalty. This shows that location is not an important factor for consumers to revisit Pangkalan Jati Golf Restaurant.

The location of the Pangkalan Jati Golf Restaurant which is close to the Pangkalan Jati Golf area causes consumers to no longer consider the location factor as a reason to return to visit the restaurant. Based on the descriptive respondents, it is known that the respondents' income is dominated by monthly income > Rp. 10,000,000.- up to 25,000,000 by 59%. This shows that consumers have a desire to get better quality food and service than just a restaurant location. So the location does not have a significant impact on increasing consumer loyalty. The results of this study are in line with previous research conducted by Made et al. (2018) and Wirawan et al. (2019) that Location has no significant effect on Consumer Loyalty.

The results showed that Service Quality had a positive and significant effect on Consumer Loyalty. This shows that the better the quality of service provided by the Pangkalan Jati Golf Restaurant, the more customer loyalty increases. Service is the behavior of the seller in order to meet the needs and desires of consumers in order to achieve customer satisfaction. Good service quality will provide added value for consumers to a restaurant. This is because good service quality will increase consumer convenience. The better the quality of service provided will provide a sense of satisfaction so that consumers become loyal and Pangkalan Jati Golf Restaurant becomes the consumer's top of mind. The results of this study are in line with previous research conducted by Nyadzayo & Khajehzadeh (2016), Albari & Dewi (2016), and Shafiee & Bazargan (2018) showing that Service Quality has a positive and significant effect on Consumer Loyalty.

The results showed that product quality had a positive and significant effect on consumer loyalty. This shows that the better the product quality of the Pangkalan Jati Golf Restaurant, the more consumer loyalty will increase. Loyalty is a commitment that is strongly held by consumers so that they return to buy the product. Pangkalan Jati Golf Restaurant offers products with good quality that can meet customer satisfaction so that it can affect the possibility of repurchasing these products so that there is customer loyalty to the restaurant. Product quality relates to the food and beverage offerings owned by the Pangkalan Jati Golf Restaurant. Consumers who visit restaurants expect delicious food with an attractive and appetizing appearance. In addition, Pangkalan Jati Golf Restaurant has also succeeded in adapting to the tastes of consumers who have high incomes so that food is always served with fresh and authentic taste. The results of this study are in line with previous research conducted by Gogoi (2013), Redo & Iskandar (2018) and Pahlawan et al. (2019) shows that Product Quality has a positive and significant effect on Consumer Loyalty.

The results showed that buying interest had a positive and significant effect on consumer loyalty. This shows that the better the Buying Interest owned by consumers, the Consumer Loyalty will increase. Based on the results of descriptive analysis, it is known that consumers are interested in the price of food offered by the Pangkalan Jati Golf Restaurant. This shows that the Pangkalan Jati Golf Restaurant has a good price policy so as to increase consumer loyalty. The

results of this study are in line with previous research conducted by Albari & Dewi (2016) and Gogoi (2013) showing that Purchase Interest has a positive and significant effect on Consumer Loyalty.

The results showed that Purchase Interest was not able to mediate the influence of Location on Consumer Loyalty. This shows that the location of the Pangkalan Jati Golf Restaurant is not able to increase consumer interest in visiting the restaurant and increase their loyalty. The results of this study support the discussion in the previous sub-chapter that location has no significant effect on Purchase Interest and Consumer Loyalty. This is because the location of the Pangkalan Jati Golf Restaurant which is far and not easily accessible to the Pangkalan Jati Golf area causes the location to be unable to increase consumer interest and consumer loyalty. The results of this study are in line with previous research conducted by Made et al. (2018) and Susanti & Zakaria (2020) that Purchase Interest is not able to mediate the influence of Location on Consumer Loyalty.

The results of this study indicate that Purchase Interest is able to mediate the effect of Service Quality on Consumer Loyalty significantly. This shows that the service quality of the Pangkalan Jati Golf Restaurant is able to increase buying interest so as to increase consumer loyalty. Based on the outer loading assessment, it is known that the LK7 indicator that describes the ability to handle complaints gets the highest score on the Service Quality variable. This shows that Pangkalan Jati Golf Restaurant has a good responsiveness so that it provides more value in the eyes of consumers. The results of this study are in line with previous research conducted by Albari & Dewi (2016) which showed that Service Quality had a significant effect on Consumer Loyalty with Purchase Interest as an Intervening variable.

The results of this study indicate that Purchase Interest is able to mediate the effect of Service Quality on Consumer Loyalty significantly. This shows that the quality of products owned by Golf Pangkalan Jati Restaurant is able to increase buying interest so as to increase consumer loyalty. Based on the outer loading assessment, it is known that the KR3 indicator which explains that the product is presented well. This shows that the food and drinks served by the Pangkalan Jati Golf Restaurant are able to increase buying interest and consumer loyalty to continue visiting the restaurant. In descriptive respondents, it is known that consumers who visit Pangkalan Jati Golf Restaurant have a good level of education and good income so that the expectation of the food served is not only delicious but also good in percentage. With a good presentation or good food plating, the food and drinks served can be appetizing and sometimes can be used as a photo collection on consumers' social media. The results of this study are in line with previous research conducted by Gogoi (2013) that Purchase Interest is able to mediate the effect of Service Quality on Consumer Loyalty significantly.

CONCLUSION AND SUGGESTION

Conclusion

The results show that product quality and service quality have a positive impact on buying interest and consumer loyalty. Location is not able to have an impact on Buying Interest and Consumer Loyalty. Purchase intention is not able to mediate Location to Consumer Loyalty. Meanwhile, Purchase Interest is able to mediate the effect of Product Quality and Service Quality on Customer Loyalty with the Partial Mediation category.

Suggestion

Then the suggestions put forward based on the results of the research are:

- 1) Management of the Pangkalan Jati Golf Restaurant is advised to pay more attention to the cleanliness of the dining area. This is inseparable from the current Covid-19 Pandemic condition where consumers have more concern about the cleanliness of the place to eat. Pangkalan Jati Golf Restaurant must provide antiseptic on every table or kitchen where to cook food and always spray the entire dining room with disinfectant so that the cleanliness and safety of Pangkalan Jati Golf Restaurant can be maintained and ensure its reputation in the eyes of consumers.
- 2) Pangkalan Jati Golf Restaurant Management is advised to always prioritize the needs of consumers. That's because the quality of service produces the greatest influence among other variables. Pangkalan Jati Golf restaurant waiters must be alert in responding to consumer calls so that consumers will feel prioritized by Pangkalan Jati Golf Restaurant
- 3) The management of the Pangkalan Jati Golf Restaurant is advised to pay more attention to the freshness of food by keeping the temperature of the food storage area below 4 degrees to maintain the freshness of the food ingredients, because above that temperature there is a possibility that bacteria will develop.
- 4) Based on the results of hypothesis testing, it is known that the variable that has the greatest influence on Consumer Loyalty is Service Quality of 0.614. Therefore, it is suggested to the restaurant management to be able to increase the speed in handling complaints from consumers such as food that is not according to order and various other complaints quickly. This is very important to form consumer perceptions that restaurants have good responsiveness so that consumer loyalty will be better.
- 5) Based on the value of the coefficient of determination, it is known that the R Square is close to 100%, namely 95% which indicates the research model is good. Therefore, it is suggested that further research can use this research model at different institutions or research objects related to consumer loyalty.

Limitation

The research is only limited to one restaurant object, namely the Pangkalan Jati Golf Restaurant so it has not provided an overview of the F&B industry, especially during the

COVID-19 pandemic. Then this research is only limited to the use of a questionnaire as a data collection instrument

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