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## The Food Truck Phenomenon Among Millenials

Dian Christina Silalahi<sup>1</sup>; Kurniawati<sup>2</sup>

<sup>1,2</sup>Universitas Trisakti

[122012101071@std.trisakti.ac.id](mailto:122012101071@std.trisakti.ac.id); [kurniawati@trisakti.ac.id](mailto:kurniawati@trisakti.ac.id)

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### ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji pengaruh keramahan karyawan, kualitas makanan, pilihan makanan dan minuman, suasana berbelanja dan frekuensi makan di food truck melalui rekomendasi orang lain. Penyebaran kuesioner digunakan dalam penelitian ini untuk mendapatkan sampel sebagai bahan analisis yang akan diolah. Purposive sampling digunakan untuk memilih 153 responden pelanggan milenial untuk penelitian yang kemudian dianalisis menggunakan metode SEM (Structure Equation Modelling). AMOS merupakan program yang digunakan dalam metode SEM ini. Berdasarkan hasil penelitian ini, terdapat pengaruh positif yang signifikan antara keramahan karyawan terhadap kepuasan pelanggan. Kepuasan pelanggan secara keseluruhan berpengaruh positif terhadap rekomendasi orang lain. Frekuensi makan sangat dipengaruhi oleh rekomendasi orang lain. Kepuasan pelanggan yang dimediasi oleh Word of Mouth berpengaruh positif signifikan terhadap frekuensi makan. Dengan melakukan survei lapangan, produsen dan pemilik truk makanan didorong untuk meningkatkan kualitas makanan, variasi makanan yang dijual, rasa dan suasana agar dapat berkontribusi pada pertumbuhan dan popularitas truk makanan di kalangan milenial.

### ABSTRACT

*This study aimed to examine the impact of Employee Friendliness, Food Quality, Food and Beverage Options, and Ambience on Customer Satisfaction and the frequency of eating through Word of Mouth mediation. The distribution of questionnaires was used in this study to obtain samples as analysis material to be processed. Purposive sampling was used to select 153 millennial customer respondents for the study, which was then analyzed using the SEM (Structural Equation Modelling) method. AMOS is used in this SEM method (Moment Structure Analysis). According to the findings of this study, there is a significant positive effect of Employee Friendliness on Overall Customer Satisfaction. Overall, Customer Satisfaction influences Word of Mouth positively. Dining Frequency is significantly influenced by word of mouth. Customer Satisfaction, mediated by word of mouth, significantly affects Dining Frequency. By conducting field surveys, producers and owners of food trucks are encouraged to improve food quality, variety of food sold, taste, and atmosphere to contribute to the growth and popularity of food trucks among millennials.*

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## INTRODUCTION

Generational changes marked by the end of Generation X to Generation Y or the millennial generation have changed the pattern of human life in this world. Even Generation Z has started to grow up. Access to information, fashion, culinary, and even technology is an everyday part of the current generation.

A food truck sells food from vehicles (often modified trucks). Booking, eating, and service are provided in a vehicle meant to entice consumers. The food truck is a modern phenomenon that is currently popular not just in Indonesia but globally. A food truck is essentially a vehicle that has been converted so that it may be used to sell various types of food. Therefore, a food truck can travel freely based on customer preferences. Wicaksono & Kahfi (2019).

A new and unique concept in the culinary field is a food truck. This began to spread around the end of 2013. Food trucks in Indonesia first appeared in Bandung and Jakarta, and young people managed the majority. Even though many food truck brands are popping up, on average, the food and drinks sold are foreign culinary delights. It's rare to create culinary delights with a blend of local flavors.

In Bandung, food entrepreneurs have altered the food truck so commerce may continue. Among them is a community food truck, notably the food trucks of Bandung. Bandung's food truck community includes the first food truck community in Indonesia. The required site for a food truck is a densely populated area. From a planner's perspective, there are a number of intriguing things to be learned from the existence of a food truck. One is competition between food trucks and traditional eateries.

Food trucks are a viable alternative to healthy food sources because they are portable and less expensive for customers than convenience stores. Food truck vendors appear to know the residents of the neighborhoods they serve, and they frequently form relationships with their customers that allow them to promote the sale of nutritious foods. Furthermore, food truck owners have a very close relationship with their customers. Face-to-face food sales enable proprietors to measure customer reactions and learn more about the communities they serve. Nutrients (2019).

According to the study, the physical image of the food trucks' service, such as physical facilities, how the service is delivered, and the civility and knowledge of the

food trucks' staff, are critical to instilling confidence and trust in customers, influencing their loyalty. Bagyalakshmi Gopi (2020).

The writer chose a food truck to join a community with a permanent and dynamic place of business to operate their business. With these criteria, I was able to collect the necessary data for research. After distributing the questionnaires, it was determined that 95 percent of respondents have shopped at food trucks, with the bulk of consumers between the ages of 26 and 35.

## LITERATURE REVIEW

Quality, brand personality, price/value, and convenience positively impact customer satisfaction with gourmet food trucks in a study by like service McNeil & Young (2019). Shafieizadeh et al. (2021) evaluated ethnic food trucks in the United States. They found that consumer perceptions of food quality, delivery quality, and food truck appearance improved their eating experience, satisfaction, and *word-of-mouth* (WOM) behavior. Valente (2020) found that for Brazilian food truck consumers, good hygienic practices, service, and food presentation were important in addition to food price. In Malaysian food truck studies, service quality parameters greatly influenced customer satisfaction and loyalty, whereas responsiveness had no effect. Gopi (2020). Alfiero et al (2017) investigated food truck operations in Italy and discovered that by sourcing high-quality raw ingredients, focusing on sanitation, using biodegradable packaging, and lowering their selling prices, food trucks can increase their.

### *Employee Friendliness*

Recent research indicates that FLE friendliness, defined as the propensity to express an emotive customer-employee social connection, is a crucial factor of relationship marketing, but researchers disagree on its dimensions. Boninsegni et al. (2020).

### *Food Quality*

*Food quality* is an important topic in contemporary food economics, and recent decades have shown that consumers' concerns about living healthier lives and protecting the environment are changing their food purchasing intentions and

perceptions of *food quality*. Based on the idea that consumer perceptions shape food quality, the current contribution is based on the idea that identifying the cues used by consumers in evaluating *food quality* is a critical aspect of understanding food quality evaluation. This understanding of customers' perceptions of food quality is especially important because their purchasing decisions are influenced by these frameworks.. As a result of these assumptions, it is self-evident that opinions about food quality vary over time and space. Because food quality is complex and changing, ongoing research is required to capture as much of its current meaning as possible. Petrescu D. Vermeir (2020).

### ***Food and Beverage Quality***

Yen-Soon et al (2006), polled 276 consumers at an Oklahoma State University food court in order to analyze customer satisfaction with various aspects of *food and beverage* quality.

### ***Ambience***

*Ambience* is the environment of external cues in which eating takes place. Food intake and food selection are influenced by a variety of external factors, including social and physical environment, such as the presence of others and sound, temperature, odor, color, time, and distraction. However, the impact of the environment on nutritional health is still unknown. This article focuses on studies on the effects of environmental factors on food consumption and food selection. According to the literature, *ambience* has a significant effect on eating behavior, and the magnitude of this effect may be overestimated. It is suggested that modulation of these ambient elements, either as a whole or individually, could be used therapeutically to modify food intake and that ambience should receive more attention in nutrition-related research. Stroebele et al (2004).

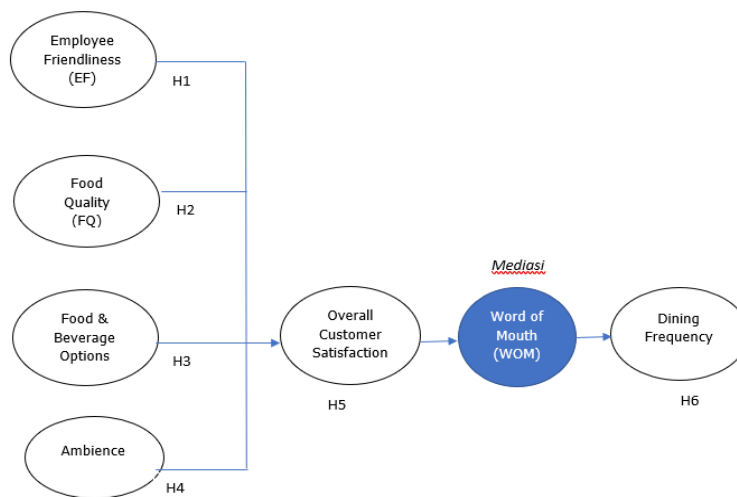
### ***Customer Satisfaction***

*Customer satisfaction* can promote recurring business, while its absence can result in dissatisfaction, unfavorable publicity, and economic loss. Customers views and behaviors regarding foodservice operations are influenced by both their pleasure and discontent. The customers' impressions of foodservice operations, their willingness to spend and their dining frequency. Ali (2015).

**Word of Mouth**

Due in part to the power inherent in such a social spectacle, *word-of-mouth* communication has become an integral feature of many important marketing communication operations over the past few years. It is commonly regarded as more important for services than for products. The majority of service providers obtain customers through word-of-mouth communication. The term *word of mouth* refers to the collection of verbal positive and negative information from groups of providers of goods such as service providers, independent specialists, family, friends, and potential customers. Devendra (2020).

Figure 1.  
 Conceptual Framework



In the picture above, there are six hypotheses with one of them as mediation. Consequently, we predicted the following in the context of luring millennial customers to food trucks.

**Hyphotesis Development**

Consequently, we predicted the following in the context of luring millennial customers to food trucks.

H1. *Employee Friendliness* has a significant positive on *Overall Customer Satisfaction*;

When it comes to creating customer satisfaction, frontline employees are critical. The employee's friendly demeanor promotes service results in a variety of ways,

including increasing customer satisfaction and loyalty and improving customer perception of quality. Kattara et al., (2008). The employees' ability to satisfy customer requests improves the company's reputation. Jang and colleagues (2015). A customer's preference for a particular restaurant is determined primarily by the restaurant's speed of service, attentiveness of employees, novelty, and menu item variety. Mattila and Wirtz (2008).

H2. *Food Quality* has a significant positive on *Overall Customer Satisfaction*;

According to Ng (2005) overall *food quality* qualities such as taste, freshness and appearance have a greater influence than other aspects such as convenience, pricing, and cleanliness in achieving or exceeding consumer satisfaction and their intent to return. In another study, Andaleeb and Caskey (2007) discovered that *food quality* was one of the three most important factors that predicted student satisfaction with campus foodservice at Pennsylvania State University.

H3. *Food and Beverage Options* have a significant positive on *Overall Customer Satisfaction*.

H4. *Ambience* has a significant positive on *Overall Customer Satisfaction*;

*Ambiance* is a seller's attempt to provide an attraction or something special by arranging the layout and atmosphere established in a place of business in order to entice clients to visit and feel comfortable there. With a nice atmosphere, two things will be investigated: the first is the appeal of the room, and the second is the convenience of the room. Kusumowidagdo (2010). A number of factors must be considered when setting up a space with the goal of creating a pleasant atmosphere. Begin with the exterior, then move on to the room arrangement and the interior. Similarly, Meldarianda and Lisan research (2010) discovered that indoor layouts influence consumer purchasing inclinations, so it could be used as one of the marketing tactics to entice customers to visit.

H5. *Overall Customer Satisfaction* has a significant positive on *Word of Mouth*;

The psychological state resulting from the application of an emotional state within the context of an acquisition and the consumer's feelings is defined as satisfaction. It has been demonstrated that happiness has an effect on a company's

profitability, with higher levels of happiness resulting in higher levels of profitability. According to Tripathi (2020) customer satisfaction is the foundation of establishing a lasting competitive advantage for business.

H6. *Word of Mouth* has a significant positive on *Dining Frequency*.

According to Kotler and Keller's book (2018), *word of mouth* is communication between groups that is conducted orally, in writing, directly, or through electronic media. Typically, *word-of-mouth* communication is directly tied to the superiority of a product or the user's experience with a product, commodities, or service. In business, *word of mouth* is seen as highly effective since it can improve public trust through convincing evaluations or recommendations that persuade people to purchase the business's product, so boosting sales and the business's reputation.

H7. *Overall Customer Satisfaction* mediates *Word of Mouth* on *Dining Frequency*.

## METHODS

### Research Design

A total of 153 questionnaires were gathered. Respondents who fit the profile of a millennial customer were visually targeted. We investigated works that have been extensively cited in food truck publications. The quantitative approach used in this study describes numerical data and data analysis using statistical methods. This study employs statistical methods to assess the significance of the relationship between the variables investigated.

### Sources Data

The primary data obtained by distributing questionnaires via *Google Forms* media is the source of the research. The questionnaire includes statements that correspond to the variables in this study. The statement uses a five-point *Likert Scale Survey* (number 1 indicates Strongly Disagree, and number 5 indicates Strongly Agree) (number 1 indicates Strongly Disagree and number 5 indicates Strongly Agree). The population in this study is an infinite number of people, which means that the object of this research is people who have shopped at a food truck. The method used for sampling

is non-probability sampling using *Purposive Sampling* so that respondents must meet the criteria and requirements set by the researcher.

## Data Analysis Method

This study was processed and analyzed using non-probability sampling with the *Purposive Sampling Technique*, including the *SEM Model* (Structural Equation Modeling) and *AMOS data* (Analysis of Moment Structure Program). This study also includes Four Independent Variables (*Employee Friendliness, Food Quality, Food and Beverage Options, and Ambience*), Two Dependent Variables (*Overall Customer Satisfaction and Dining Frequency*), and One Moderating Variable (*Word of Mouth*).

## RESULTS

### Instrument testing

#### 1. Validation test

As shown in Table 1, the factor loading value determining whether the sample is valid is 0.45 for a sample size of 153 respondents. The validity of an indication is determined using the following criteria:

If *Factor Loading*  $\geq 0,45$  the statement item is valid.

If *Factor Loading*  $< 0,45$  the statement item is invalid.

#### 2. Reliability test

The analytical tool used to perform reliability testing is the *Coefficient Cronbach's Alpha* where the basis for making a decision whether an indicator is reliable or not is as follows:

If *Coefficient Cronbach's Alpha*  $\geq 0,60$  then all statements consistent or reliable.

If *Coefficient Cronbach's Alpha*  $< 0,60$  then all statements are not consistent or reliable.

**TABLE 1**  
**VALIDITY TEST , RELIABILITY TEST AND DESCRIPTIVE STATISTICS**

VARIABEL / INDICATOR	FACTOR LOADING	CRONBACH'S ALPHA	RESULT	MEAN	Std. Deviation
<b>EMPLOYEE FRIENDLINESS</b>		0.926	VALID	RELIABEL	4.3682
When customers order, employees are friendly and smiley.	0.942			4.3856	0.69891
When placing an order, employees should be courteous.	0.951			4.4314	0.65659
Employees are quick to respond to inquires from consumers.	0.914			4.2876	0.76668



<b>FOOD QUALITY</b>		0.879	VALID	RELIABEL	4.2288
The food sold is both delicious and sanitary.	0.883			4.2484	0.78036
The Go Food application connects food trucks to delivery services.	0.806			4.1699	0.92332
The flavors available in the products are diverse and delicious.	0.885			4.1895	0.81718
Arrange the food neatly in the packaging.	0.868			4.3072	0.75464
<b>FOOD AND BEVERAGES</b>		0.874	VALID	RELIABEL	4.0697
A wide range of menus provided numerous options.	0.897			3.9804	0.88459
The menu selection reflects current trends.	0.852			4.2418	0.82738
More product options are available	0.93			3.9869	0.86593
<b>AMBIENCE</b>		0.538	VALID	RELIABEL	4.1471
The shopping environment at food trucks is lovely and inviting.	0.827			4.0392	0.88765
Food truck locations must be strategically placed, such as in shopping malls.	0.827			4.2549	0.85478
<b>OVERALL CUSTOMER SATISFACTION</b>		0.877	VALID	RELIABEL	4.1797
I would recommend that you shop at a food truck because it is convenient, strategic and delicious.	0.944			4.1176	0.72494
I am willing to rate my satisfaction with food truck shopping.	0.944			4.2418	0.71659

VARIABEL/ INDICATOR	FACTOR LOADING	CRONBACH'S ALPHA	RESULT	MEAN	Std. Deviation
<b>WORD OF MOUTH</b>		0.696	VALID	RELIABEL	4.1133
I always shop with the help of family or friends.	0.781			3.7386	0.97178
I need to test the product before recommending it to others.	0.721			4.4641	0.73472
I'd like to tell my friends about shopping at this food truck.	0.873			4.1373	0.79521
<b>DINING FREQUENCY</b>		0.670	VALID	RELIABEL	4.2974

I will frequently shop at food trucks now that it has been proven that it is comfortable.	0.868	4.0654	0.80027
The discount (promo) will increase the number of customers.	0.868	4.5294	0.72601

Source: SPSS data

According to the validity test table above, the statements in the questionnaire have a factor loading value greater than 0,45, indicating that each statement component in this study used to measure each variable is valid. Similarly, the results of reliability testing show that each of the seven variables has a Cronbach's Alpha value greater than 0,60, indicating that each statement component is acceptable or reliable.

According to the descriptive statistics, the *Employee Friendliness* variable is measured using three statement components with an average value of 4,3862. The highest average value is 4,4314, which states that "employees are polite in serving customers when placing orders," while the lowest average value is 4,2876, which states that "employees are quick in responding to consumer questions." In general, the *Employee Friendliness* variable receives a good stimulus for the three measurement indicators used, resulting in an average answer value greater than 4.

Four statements with an average value of 4,288 are used to assess the *Food Quality* variable. The highest average is 4,3072, which states, "The food in the packaging is neatly arranged," while the lowest average value is 4,1699, which states, "Food truck provides delivery services through the Go Food application." Overall, the *Food Quality* variable stimulates the four measurement indicators used, yielding an average answer value greater than 4.

Three statements with an average value of 4,0697 are used to assess the *Food and Beverage Options* variable. The statement "The variety of menus offered follows the latest trends" has the highest average value of 4,2418. While the statement "The variety of menus offered with many choices" has the lowest average value of 3,9804. Overall, the *Food and Beverage* variable stimulates the three measurement indicators used by producing an average answer value greater than 3,9.

Two statements with an average value of 4,1471 are used to measure the *Ambience* variable. The statement "The location of the food truck must be located in a strategic

location such as a shopping area" has the highest average value of 4,2549. While the statement "The atmosphere of shopping in a food truck is beautiful and comfortable" has the lowest average value of 4,0392. Overall, the *Ambience* variable stimulates the two measurement indicators used by producing an average answer value greater than 4.

The variable *Overall Customer Satisfaction* is measured using two statements with an average value of 4,1797. The statement "I am willing to give an assessment of my satisfaction with shopping at food truck" has the highest average value of 4,2418. While the statement "I would recommend that shopping at a Food Truck is easy, strategic, and tastes delicious" has the lowest average value of 4,1176. Overall, the *Overall Customer Satisfaction* variable stimulates two measurement indicators by producing an average answer value greater than 4.

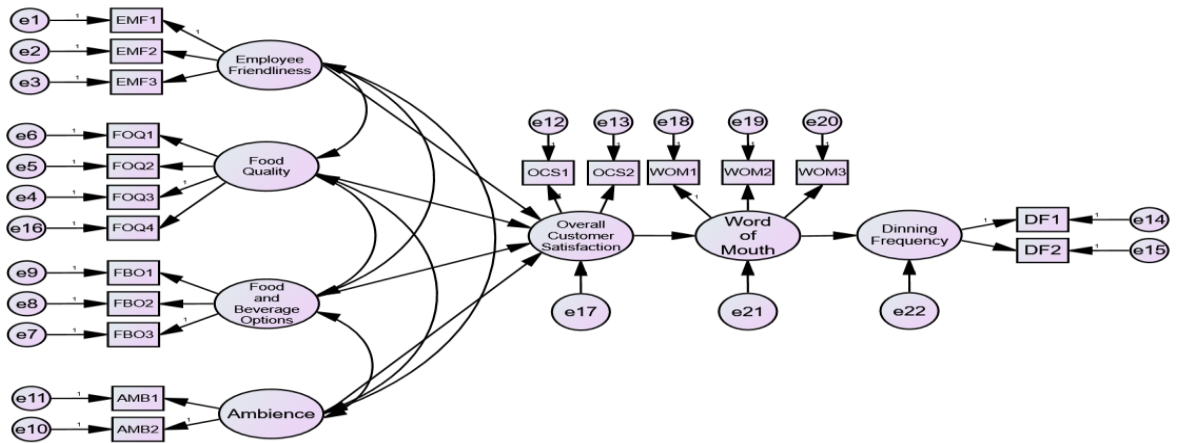
Three statements were used to calculate the *Word of Mouth* variable, which yielded an average value of 4,1133. The statement "I need to try the product first before recommending it to others" received the highest average score of 4,4641. While the statement "I always shop based on information from family or friends" has the lowest average value of 3,7386. Overall, the *Word of Mouth* variable stimulates the three measurement indicators used by producing an average answer value greater than 4.

Two statements with an average value of 4,2974 are used to calculate the *Dining Frequency* variable. The highest average value is 4,5294 with the statements "With the discount (promotion) given, the number of customers will increase." While the statement "After it is proven that shopping at food truck is comfortable, I will frequently shop there" has the lowest average value of 4,0654. Overall, the *Dining Frequency* variable stimulates two measurement indicators by producing an average answer greater than 4.

### **Fit Model Test**

Model fit is a test that must be carried out as a prerequisite before testing the research hypothesis is carried out with the SEM model shown in table 2 as follows:

**Table 2.**  
**SEM Model Research**



The result of processing the fit model are shown in table 2. From the various fit model testing criteria, a number of model fit indicators were selected as shown in table 3. The processing results for conformity testing showed that from 8 fit model testing criteria, 5 criteria resulted in a fit model conclusion namely RMSEA, IFI, TLI, CFI and CMIN/DF, 2 criteria resulted in marginal fit model conclusions, namely GFI and NFI and 1 criterion resultd in poor fit model conclusions, namely p-value of Chisquare because most of the model fit criteria were met, hyphothesis testing could be carried out.

**Table 3**  
**Model Fit Test**

Measurement Type	Measurement	Model Fit Decision	Processed products	Conclusion
	<i>Chi-square</i>	low Chi Square	261.47	
	<i>p-value Chi-Square</i>	≥ 0,05	0,000	Poor fit
<i>Absolute fit measures</i>	GFI	≥ 0,90	0,818	Marginal fit
	RMSEA	≤ 0,10	0.084	Model fit
	NFI	≥ 0,90	0,873	Marginal fit
	IFI	≥ 0,90	0,936	Model fit
	TLI	≥ 0,90	0,921	Model Fit
	CFI	≥ 0,90	0,935	Model Fit
<i>Parsimonius fit measure</i>	CMIN/DF	Between 1 until 5	1.868	Model fit

Source: AMOS data

The Model Fit Test results show that by using the fit model for the variables used, five of them are model fit results and two are marginal fit. Poor fit is measured by a p-value of 0,05, whereas the value of the fit model is measured by the CMIN/DF, which ranges from one to five.

**Table 4**  
**Hyphotesis Test**

	<b>Hyphoteses description</b>	<b>Estimate</b>	<b>C.R.</b>	<b>p-value</b>	<b>Conclusion</b>
H1	<i>Employee Friendliness</i> have a significant positive on <i>Overall Customer Satisfaction</i>	0.249	1.269	0.104	Supported
H2	<i>Food Quality</i> has a significant positive on <i>Overall Customer Satisfaction</i>	-0.372	-0.333	0.369	Not Supported
H3	<i>Food and Beverage</i> has a significant positive on <i>Overall Customer Satisfaction</i>	0.093	0.704	0.241	Not Supported
H4	<i>Ambience</i> has a significant positive on <i>Overall Customer Satisfaction</i>	1.325	0.815	0.207	Not Supported
H5	<i>Overall Customer Satisfaction</i> has a significant positive on <i>Word of Mouth</i>	0.852	7.34	0	Supported
H6	<i>Word of Mouth</i> has a significant positive on <i>Dining Frequency</i>	0.982	7.127	0	Supported
H7	<i>Employee Friendliness</i> have a significant positive on <i>Word of Mouth</i> with <i>Overall Customer Satisfaction</i> as mediation	0.249*0.852 = 0.212	1,251	0,105	Not Supported
H8	<i>Food Quality</i> has a significant positive on <i>Word of Mouth</i> with <i>Overall Customer Satisfaction</i> as mediation	-0.316944 -0.3169	-0,332	0,369	Not Supported
H9	<i>Food and Beverage</i> has a significant positive on <i>Word of Mouth</i> with <i>Overall Customer Satisfaction</i> as mediation	0.093*0.852 = 0.079	0,706	0,239	Not Supported
H10	<i>Ambience</i> has a significant positive on <i>Word of Mouth</i> with <i>Overall Customer Satisfaction</i> as mediation	1.325*0.852 = 1.129	0,809	0,208	Not Supported
H11	<i>Overall Customer Satisfaction</i> has a significant positive on <i>Dining Frequency</i> with <i>Word of Mouth</i> as mediation	0.852*0.982 = 0.836	5,110	0,000	Supported

Source: AMOS data

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## Supported Hypothesis

### Hypothesis 1 (*Employee Friendliness*)

*Employee Friendliness* has a positive on *Overall Customer Satisfaction*, with an estimated value of 0,249, implying that the higher the *Employee Friendliness* of the food truck service, the higher the *Overall Customer Satisfaction*. This is consistent with previous research by Boninsegni et al. (2020) and (Kraus et al., 2022) who found that FLE friendliness, defined as the proclivity to express an emotive customer-employee social connection, is an important factor in relationship marketing but researchers disagree on its dimensions.

### Hypothesis 5 (*Overall Customer Satisfaction*)

*Overall Customer Satisfaction* has a positive effect on *Word of Mouth*, with an estimated value of 0.852, implying that the higher the *Overall Customer Satisfaction*, the higher the *Word of Mouth*. This relates to previous research conducted by Devendra (2020) who defined *Word of Mouth* as obtaining verbal positive and negative verbal information among groups of providers of goods such as service providers, independent specialists, family, friends, and potential customers.

### Hypothesis 6 (*Word of Mouth*)

There is a positive of *Word of Mouth* on *Dining Frequency* with an estimated value of 0,982 meaning that the higher the *Word of Mouth*, the higher the *Dining Frequency*. This is relate with previous research conducted by according to Kotler and Keller's book (2018), word of mouth is communication between groups that is conducted orally, in writing, directly, or through electronic media. Typically, word-of-mouth communication is directly tied to the superiority of a product or the user's experience with a product, commodities, or service.

### Hypothesis 11 (*Overall Customer Satisfaction*)

*Overall Customer Satisfaction* has a positive effect on *Dining Frequency* with *Word of Mouth* as mediation, with an estimated value of 0.836 implying that the higher the *Overall Customer Satisfaction*, the higher the *Dining Frequency*. According to previous research conducted by Hall (2014) university students' perceptions of their on-campus

foodservice operation are critical in influencing their levels of satisfaction, dining frequency and overall college experience.

### **Not Supported Hypothesis**

#### Hyphotesis 2 (*Food Quality*)

*Food Quality* has no positive impact on *Overall Customer Satisfaction*, with an estimated value of -0,372, implying that the higher the *Food Quality* on food truck food, the lower the level of *Overall Customer Satisfaction*. This is related to previous research conducted by Petrescu D. Vermeir (2020) who is *Food Quality* is a fundamental topic in contemporary food economics, and previous decades have demonstrated that consumers' concerns for healthier lives and environmental protection are transforming their food purchasing intentions and perceptions of *Food Quality*.

#### Hyphotesis 3 (*Food and Beverage*)

With an estimated value of -0,093, there is no positive impact of *Food and Beverage* on *Overall Customer Satisfaction*, implying that the higher the *Food and Beverage*, the lower the level of *Overall Customer Satisfaction*. This relates to previous research done by Yen-Soon et al (2006) polled 276 consumers at an Oklahoma State University food court in order to analyze customer satisfaction with various aspects of food and beverage quality. They concluded that food quality was the most crucial aspect of customer satisfaction, as it generated favorable word-of-mouth about foodservice providers.

#### Hyphotesis 4 (*Ambience*)

With an estimated value of 1,325 for *Ambience*, there is no positive impact on *Overall Customer Satisfaction*, implying that the higher the *Ambience*, the lower the level of *Overall Customer Satisfaction*. This is related to previous research by Stroebele et al. (2004). It is suggested that modulation of these ambient elements, either as a whole or individually, could be used therapeutically to modify food intake, and that ambience should receive more attention in nutrition-related research.

#### Hyphotesis 7 (*Employee Friendliness*)

*Employee Friendliness* has no positive impact on *Word of Mouth* with *Overall Customer Satisfaction* as mediation, with an estimated value of 0.212, implying that the higher the *Employee Friendliness*, the lower the level of *Overall Customer Satisfaction*.

This relates to previous research done by Boninsegni et al. (2020) defined as the propensity to express an emotive customer–employee social connection, is a crucial factor of relationship marketing, but researchers disagree on its dimensions.

#### Hyphotesis 8 (*Food Quality*)

With *Overall Customer Satisfaction* as mediation and an estimated value of -0,3169, there is no positive impact of *Food Quality* on *Word of Mouth*. This is related to previous research conducted by Petrescu D. Vermeir (2020) who based on the concept that food quality is shaped by consumer perceptions, the current contribution is based on the concept that identifying the cues used by consumers in the evaluation of food quality is a critical aspect of understanding food quality evaluation. This understanding of customers' perceptions of food quality is especially important because their purchasing decisions are influenced by these frameworks. When consumers' interpretations of quality contradict its official definition, for example, when perceptions create barriers to recognizing food quality or when consumers' interpretations generate a quality perception for food products that do not qualify for it, the situation becomes even more complicated.

#### Hyphotesis 9 (*Food and Beverage*)

With *Overall Customer Satisfaction* as mediation and an estimated value of 0,079, there is no positive impact of *Food and Beverage* on *Word of Mouth*. This is consistent with previous research. by Yen-Soon et al (2006) who examined customer satisfaction with various aspects of food and beverage quality.

#### Hyphotesis 10 (*Ambience*)

With *Overall Customer Satisfaction* as mediation and an estimated value of 1,129, *Ambience* has no positive impact on *Word of Mouth*. This is consistent with previous research by Stroebele et al. (2004) who found that ambience has a significant effect on eating behavior and that the magnitude of this effect may be overestimated. Changes in intake can be detected by varying degrees of the number of people present, food accessibility, dining locations, food color, ambient temperatures and lighting, and the temperature of foods, odor of food, time of consumption and ambient sounds.

## CONCLUSION AND SUGGESTION



Based on the processing results in the table above, it is possible to conclude that there are four supported hypotheses and seven unsupported hypotheses, as well as mediation. Furthermore, there are limitations in this study in terms of distributing questionnaires, which are only done online, so that the statement items of each variable cannot be directly explained. The food trucks adapt to the habits of young people, such as taking photos of food and drink before consumption, taking selfies, and providing a booth that is appealing to consumers who like to take pictures. Food trucks can create multiple promotion strategies by utilizing some of these features, such as receiving a discount when uploading a food photo, drinking, or taking a selfie in the area food trucks. This can have a positive impact on the food truck if the location becomes known and popular.

The statement Employees are quick to respond to consumer questions has the lowest statistical value on variable Employee Friendliness with a mean of 4.2876. The lowest statistical value on the variable Food Quality with a value mean 4.1699 in the statement food truck provides delivery services via the Go Food application, so food truck manufacturers must add more food truck branches.

Underlying the lowest statistical value on variable Food & Beverages with mean value 3.9804 contained in the statement variety of menus provided many options, so food truck manufacturers should add variety to the menu. The atmosphere of shopping at the Food Truck is beautiful and comfortable, so it is recommended to create a wider, more comfortable, and instagramable atmosphere. Underlying the lowest statistical value on variable Overall Customer Satisfaction with mean value 4.1176 contained in I would recommend that shopping at Food Truck is simple, strategic, and delicious, so it is always advisable to improve on quality.

I always shop based on information from family or friends, which has the lowest statistical value on variable Word of Mouth with a mean value of 3.7386. This is critical because it demonstrates customer trust. Underlying the lowest statistical value on variable Dining Frequency with mean value 4.0654 contained in after it has been proven that shopping at Food Truck is comfortable, I will frequently shop at Food Trucks so that the value of customer trust must be maintained by producers so that consumers are loyal to shop at food truck.

Because the research subjects are limited to food trucks, the scope of the problems discussed will broaden in the future. Variables are only used on the dependent and independent variables.

Future research is expected to add variables to further support this research, and food truck manufacturers are expected to add strategically located branches and add variety to the menu.

The producers so that consumers are loyal to shop at food truck Because the research subjects are limited to food trucks, the scope of the problems discussed will broaden in the future. Variables are only used on the dependent and independent variables. Future research is expected to add variables to further support this research, and food truck manufacturers are expected to add strategically located branches and add variety to the menu.

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