FACTORS THAT INFLUENCE CUSTOMER'S INTENTIONS TO REVISIT CAFE: CASE STUDY OF SIETE CAFÉ IN BANDUNG

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Abstract
Siete Café is one of popular café in Bandung located at Jl. Sumur Bandung No.20. Siete Café was established on November 11th, 2011 by 6 students of Bandung Institute of Technology. The target market of Siete Café is college students from universities and employees in Bandung. In running the business and apply the marketing strategy, Siete Café implementing 7P's marketing mix (Products, People and Process, Price, Place, Promotion, and Physical Evidence) in order to improve customer satisfaction that will influence customer's decision to revisit in Siete Cafe. But in 2015, Siete Café had decreased of total sales numbers caused by the decreased of visitor numbers in that period. This research aims to identify and analyze the relationship between the factors of Siete Cafe's marketing mix (food quality, service quality, place, price, promotion, physical evidence) as an independent variables to customer satisfaction as the dependent variable, and also the relationship between customer satisfaction as independent variable toward revisit intentions as a dependent variable. The data were gathered using questionnaire and distributed to 184 customers who had visited Siete Cafe. The result showed that the factor of quality food, place, price and promotion does not have a significant effect (sig> 0.05) towards customer satisfaction in Siete Cafe. While the quality of service and physical evidence has a significant impact on customer satisfaction in Siete Cafe value (sig> 0.05 and beta = 0.281; 0.309). The results also found that the squared R-value of this study marks a 0.298 value or 29.8%, which signifying the effect of Food Quality, Service Quality, Place, Price, Promotion, and Physical Evidence of overall Customer Satisfaction. The number is also telling the existence of a 70.2% contribution of the Customer Satisfaction Measurement that is not covered in this study. However, the value of the squared R is 0.503, or 50.3% of the effect of Customer Satisfaction toward the Revisit Intention to Siete Cafe. The result will be functional for Siete Cafe's management to evaluate and enhance the factors that might enhance the customer satisfaction to induce their intention to revisit, specifically physical evidence and service quality. Siete Cafe also needs to analyze the market trend in order to improve marketing strategies.

Keywords: Cafe, Marketing mix, Customer satisfaction, Revisit intention

Introduction

The growth of the culinary industry, especially the restaurant and cafe business in Bandung has increased over the period from 2011 to 2016, that impacted increasing of competition among restaurant and cafe business competitors to attract visitors. In order to increase competition, each of companies could be a leader of competition by showing their own best products and being able to meet consumer's wants which always change dynamically (Kotler, 2005). If companies are not accustomed to being sensitive to market changes and to be innovative by creating new creative ideas of products or services, they could not survive in the tough competitions.

This research will be performed on Siete Café as the object of the study. Siete Café is one of popular café in Bandung located at Jl. Sumur Bandung No.20. Siete Café was established on November 11th, 2011 by 6 students of Bandung Institute of Technology. The target market of Siete Café is young people as high school or college students from school or universities and employees in Bandung, with middle- high income who look for places to eat, to study or meeting, and also for hangout with friends. Siete Café opens from 11 am to 12 pm. In running the business and apply the marketing strategy, Siete Café implementing 7P's marketing mix as follows: Products, Price, Place, Promotion, People, Physical, and Process. Siete Café has quite variations from Indonesian to Western dishes, and "Steak" is the main signature of Siete Café. The menu prices start from IDR 10000 to IDR 62000. The price is excluded from tax and services charge of 12,5 %. The location of Siete Café is the intersection of Jl. Dago, Jl. Dipatiukur, Jl. Sangkuriang, which is adjacent to several universities in Bandung such as ITB, UNPAD, UNIKOM, and ITHB so it can be said quite strategic considering the target market of Siete Café is college students.

In promotion and marketing strategy, Siete Café uses social medias such as Instagram, Facebook, and Twitter in order to give information and introduces Siete Café to public so that they can attract peoples to come to Siete Café. Periodically, Siete Café gives promotion through voucher discounts, marketing campaigns, and marketing events such as music events and performances, visual art exhibitions, and private party. Currently, Siete Café is run by 38 persons that get involved in their own jobs and job analysis through job descriptions that specify some job summaries, tasks, and responsibilities. All employees in Siete Café are trained to have good skills of communication. In marketing activity, the employees also act as sales person. Physical evidence of Siete Café is the building, the equipment such as seats, tables, cutleries, AC, the exterior facilities, interior facilities, physical communication, environment, and the layout.

In 2015, Siete Café had decreased of total sales numbers caused by the decreased of visitor numbers in that period. This condition certainly would impact activities and performances of Siete Café entirely if they did not handle this. If the decrease occurred continuously, it will affect the performance of Siete Café and their business activities. By that reason, this research is intended to find the correlation between the customer

satisfaction with the intention to revisit Siete Café. Through this research, it is expected to discover what steps and strategy need to be done by Siete Café to handle the problems.

The objectives research are to find out the factors of customer satisfaction that would be affecting the customer intention to revisit in Siete Café, to analyze the correlation between the factors from Siete Café's marketing mix (food quality, service quality, place, price, promotion, physical evidence) to customer satisfaction measurement and also from the customer satisfaction measurement towards revisit intention at Siete Café, and the last to give the recommendations for Siete Café in order to increase the total number of customers, to maintain customer's satisfaction and be able to compete with other competitors.

Literature Review

Marketing mix
In order to maximize the effectiveness of sales and attracting more customers, utilizing a set of controllable marketing tool, or marketing mix on the target market is an indispensable part of a business strategy (Kotler, Armstrong, Wong, & Saunders 2008). One of the marketing mix's objective is to help the business in defining their marketing elements, therefore strengthening the business' positioning in the market and enhancing their customer's satisfaction (Shahhosseini & Ardahaey 2011; Suprihanti 2011). James Balda as a Chief Marketing and Communications Officer of the National Restaurant Association said that to success in the restaurant industry, the companies should be able to find and applied the right marketing mix (Association, N. R., 2012).

Product (Food Quality)
A restaurant that delivers a food can be evaluated in their food quality aspect (Sulek & Hensley, 2004). Gagic, Tesanovic and Jovicic (2013) state that the food quality must cover the aspect of freshness, taste, presentation, texture, color, variety, temperature, smell, nutritive value, and the innovation aspect. Pettijohn and Luke (1997), Mattila (2001), and Sulek and Hensley (2004) also stated in their studies that food quality tends to possess the highest effect among other variables related to customer satisfaction.

People and Process (Service Quality)
Parasuraman, Zeithaml, and Berry, (1988) have identified a service quality measurement tool called "SERVQUAL". The SERVQUAL is consisted of five service dimensions whereas the customers have the tendency to evaluating the quality of the service by utilizing 5 different dimensions, which is tangibility dimension (appearance of physical facilities, equipment, and appearance of personnel), reliability dimension (ability to perform the promised service dependably and accurately), responsiveness dimension (ability to provide prompt service and willingness to help customers), assurance dimension (employees' knowledge, courtesy, and talent to provide trust and confidence to the customers), and empathy dimension (caring, individualized attention provides to the customers) (Parasuraman, *et al*, 1988; Zeithmal, *et al,* 1990). The perceived service

quality is one of the key factors in achieving the desired level of customer satisfaction (Zeithaml, Berry, & Parasuraman, 1996).

Place
In order to heighten the customer satisfaction, the location of the dining place is an aspect of importance (Hyun, 2010). Which is why, in the modern times the location of a restaurant offer a more crucial value for the customers, specifically in terms of the cost to visit and the environment, as well as how the restaurant is capable to fulfill the customer's demands (Brocato, 2007). Suhud, U. and Wibowo, A (2016) state that for some restaurant, location can be one of most crucial aspect to increasing the restaurant's attractiveness to the customer.

Price
Price is related to what things/efforts are given up or sacrificed to obtain a product. Price and service quality are closely associated with the customer satisfaction and service providers, as proven by the study which examining the direct impacts of price and service quality on the business' profits and market share as well as a study regarding the customer purchasing behavior (zeithaml, 2000). Pricing will lead to determining the final price of a product, which makes managers should have all the information about the pricing objective, demand curve, to the probable quantities regarding every possible price and competitors' costs, prices, and offers (Štefko, Gburova, & Jurkova, 2011). The selected pricing method and the final price could be divided into several categories: overprice (price with a higher possibility of losing a sale which otherwise would be more profitable at a lower price), underprice (price which will be more likely to create an unprofitable sale), and the right price whereas possessing a high probability of appropriately making both sale and profit (Štefko, Gburova, & Jurkova, 2011). One of the most frequently utilized price adjustment strategies is the revisiting price strategy because pricing strategy has the ability to directly influencing the customer satisfaction (Štefko, Gburova, & Jurkova, 2011). Kotler and Lane (2008), there is a positive relationship between perceived price fairness and satisfaction which ultimately affecting the customer's overall satisfaction.

Promotion
The promotion, as one of the marketing mix elements, possess multiple functions both in social, economical, and confrontational within the market (consumers, competition), as well as the company (Arapi, 2013). Promotion is a crucial marketing strategy as it has the ability to providing the necessary information, advice, and persuading the targeted market. Promotional strategy is consisted of sales promotion, advertising, sales force, public relations and direct marketing (Tariq Khan, 2014) and carried by the individual salesperson, T.V, radio, internet, magazine, press, as well as other types of media. The promotion strategy hold the capability to influence consumer's decision making to purchasing a product (Tariq Khan, 2014). Promotion activity is an integral part of the shopping experience which positively affects customer satisfaction (Promotion Marketing Association of America, 2012).

Physical Evidence

According to Palmer (1998), one of the marketing mix factor that requiring a higher focus to be successful in service industries is none other than the physical evidence. Physical evidence includes physical facility, environment involved in services deliver between service providers and consumers that interact and the other components that facilitate the offered appearances (Zeithaml & Bitner 1996). According to Hoffman and Bateson (1997), physical evidence is divided into three categories such as exterior facilities, interior facilities, and physical communications which objective is to create an easier activity flow within the services. Customers will get a perceived quality from the physical environment (Baker, et al., 1994; Nguyen & Leblanc, 2002) and the service quality (Lai, et al., 2009) that have the ability to significantly influencing the image of the restaurant, which leading to the customer's satisfaction as well as the loyalty of the customers (Lai, et al., 2009; Patterson & Spreng, 1997; Prendergast & Man, 2002; Ryu, et al., 2008).

Customer Satisfaction
Customer satisfaction defined as a summary of responses which was created based on the customer's experience upon trying out a product or services. Yan and Chau (2013) have researched that a customer satisfaction can also be referred as a combination of customers' feelings about services in different dimensions whereas the customer will be comparing the actual benefit and customer cost with the customer's own expected level of benefit to determine their satisfaction. The importance of measuring and monitoring customer satisfaction, as the highly valuable and critical information for developing customer purchase intention is sourced from the result of measuring and monitoring the customer satisfaction level (Baker & Crompton, 2000), as well as predicting the customer's revisit and repurchase intention (Jang & Feng, 2007; Petrick, Morais, &Norman, 2001). Oliver and Burke (1999), mentioned the positive association between the intention to revisit with the customer satisfaction. Consequently, the customer satisfaction is often regarded as one of the most important aspects to induce the customer's revisit intention toward a restaurant. The customer's satisfaction level have the tendency to be strongly associated with both customer's repeat purchase intentions and returning the purchase.

Revisit Intention
Revisit intention is defined as the probability of a customer to consciously perform a repurchase of the product or service in the near future (Oliver, 1997). Hume, Mrgee and Mort (2007) also stated that a revisit is a decision which initiated by the customer in order to continue the healthy relationship between the customer and the provider of products and services. In terms of marketing and customer behavior, the behavioral intention concept possess a significant impact in encouraging the purchasing decision of the customer in both negative and positive direction. The positive intention will increase the customer's probability to revisit the restaurant as well as recommending the restaurant toward the customer's relatives. Oppositely, the negative intention will decrease the customer's intention to revisit the restaurant (Jani & Han, 2011). The business also must understand the factor and value they want to deliver as well as the attribute required in order to influence the customer to revisit and repurchase. Understanding the customers' needs will severely aiding the service provider to meet the customer expectation,

maintaining the customer loyalty, and preventing the defection that leads the restaurant to the loss (Haghighi, Dorosti, Rahnama, & Hoseinpour, 2012).

Relationship between Revisit Intention and Customer Satisfaction
Customer satisfaction and revisit intention are highly correlated because the customer's intention to revisit is largely affected by the value or satisfaction gained in the restaurant (Cronin, et al., 1992; Oliver, 1980). Which is why, satisfaction is considered as an excellent factor in forecasting the customer's intention to revisit the restaurant (Choi & Chu, 2011; Tam, 2001) since the higher the satisfaction, the higher the chance of the customer to perform a revisit (Oh, 2000 and Han et al., 2009). Oliver (1980) found that a satisfying dining experience will be carrying a significant positive influence on customer's behavior intention and improving the possibility of a revisit.

Restaurant Quality Dimensions
The quality of a restaurant in delivering their services could be measured in their food, physical environment, and employee services dimension (Chow, Lau, Lo, Sha, & Yun, 2007). In Siete Café, they serve their value proposition to customers such as good quality of food and beverages, urban ambience, unique-designed and eye-catching interior with wooden ornaments, complete facilities, homey and cozy atmospheres, garden, modern impressions, nice comforts and being fun to gather, wide menu variations, free wifi connection, valet parking service, interesting promotion, event marketing, and lower prices compared to their other competitors. Siete Café provides the good service to the customers where all human resources in Siete Café are experts and trained to have good skills in communication. These values will be used for evaluating the service quality and the customer perceived value.

Hypotheses Development
Based on several references and journals, this research will summarize all the theories that will be used and related with this study to a conceptual framework and generated hypothesis have been developed on the basis of literature reviewed above:
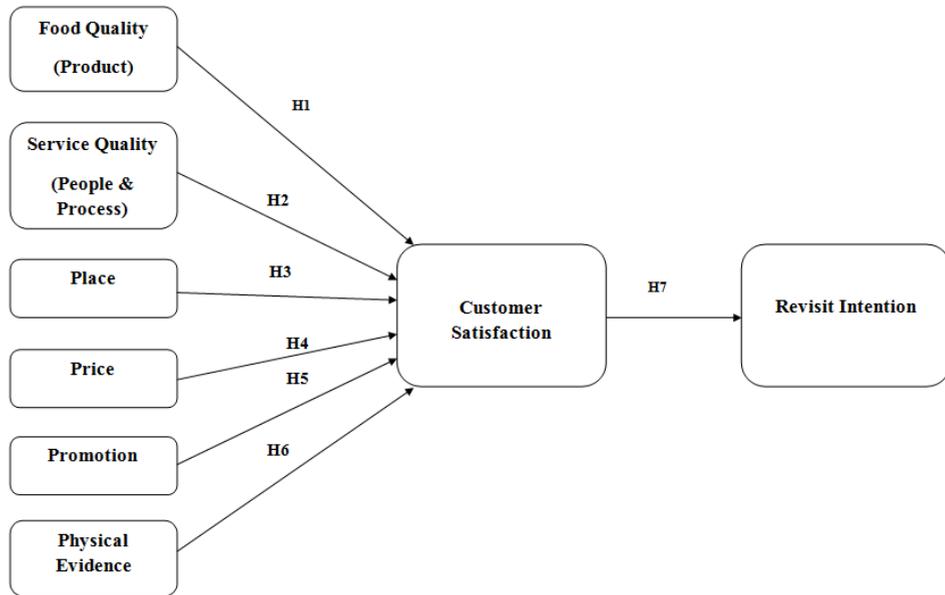
Figure 2.1 Conceptual Framework

H1 : Food quality has significant impact on customer satisfaction
H2 : Service quality has significant impact on customer satisfaction
H3 : Place has significant impact on customer satisfaction
H4 : Price has significant impact on customer satisfaction
H5 : Promotion has significant impact on customer satisfaction
H6 : Physical evidence has significant impact on customer satisfaction
H7 : Customer satisfaction has significant impact on revisit intention

Research Methodology

The research is suggested to use a mixed method that combined quantitative method and qualitative approach. The quantitative method was used to test and measure the value of each element of the marketing mix based on customer's perception to determined the factors of customer satisfaction that would be affecting the customer intention to revisit in Siete Café, and also to analyze the correlation between the factors from Siete Café's marketing mix (food quality, service quality, place, price, promotion, physical evidence) to customer satisfaction measurement and from the customer satisfaction measurement towards revisit intention at Siete Café. It is used to collect primary data, which is gathered by distributing survey using questionnaire. The questionnaire will be distributed through two ways: online and offline, and targeted customers with numbers of males and females about 17-35 years old (high school, college students, and employees) who had visited Siete Cafe and have/plan to revisit intention. The number of respondents who will fill this questionnaire either online or offline amounted to 184 people. Whereas, the qualitative approach in this research is conducted in the form of exploratory research by doing an in-depth interview with the owner of Siete Cafe directly (face-to-face meeting) in Siete Cafe.

Validity test is used to determine the validity of a questionnaire. In order to pass the test, the value of the indicator are required to be higher than 0.5. Kaiser-Meyer-Olkin (KMO) test is the chosen methods of testing within the variables and the value should be above 0.5 signifying validity. Meanwhile, reliability test will be determined from the value of Cronbach Alpha which is higher 0.7. Reliability signify the internal consistency of the question. The data analysis Technique using Microsoft Excel to compile and arrange the data, then the results will be used as raw data for descriptive statistics such as data demographic profile of respondents, the respondent experience and perception toward the factors in the marketing mix of Siete Cafe, as well as the main database for SPSS. Multiple linear regression analysis to find out relationship between two or more independent variables (x1, x2, ..., Xn) with the dependent variable (Y). The first model is the relationship between the Food Quality, Service Quality, Place, Price, Promotion, Physical Evidence as independent variables to Customer Satisfaction as the dependent variable. The second model is the relationship between the Customer Satisfaction as independent variables to Revisit Intention as the dependent variable. Coefficients determination (R2) essentially will measures how far the ability of the model to explain variations in the dependent variable. It shows the percentage effect of all independent variables on the dependent variable. The last is path analysis will be used to determine the influence and the contribution indicated by the path coefficients at each diagram the path of a causal relationship between independent variables (X1, X2, ... Xn) to the dependent variable (Y).

Results

This research utilized 8 different variables to test the hypothesis in order to answering the questions of this study. Each variable will have measures which represent respective variables. Kaiser-Meyer-Olkin (KMO) test is the chosen methods of testing within the variables and the value should be above 0.5 signifying validity. Meanwhile, reliability test will be determined from the value of Cronbach Alpha which is higher 0.7. According to the result of the study, the KMO values indicating a ≥ 0.5 value, which indicating the valid correlation between the indicators of each variables. Meanwhile, the number in Cronbach's Alpha signifying a ≥ 0.7 value, which indicating the reliability of the indicators of each variable. Further into the study, the total variance value of ≥ 50% as well as factor loading of ≥ 0.5 indicating the validity of every factors in this study. Therefore, proving the validity and reliability test and passed for a regression analysis.

Table 4.3 Validity and Reliability of The Data

Variabel	Indikator	KMO	Extracted Variance	Factor Loading	Cronbach's Alpha
Food Quality		0.788	54.785%		0.824
FQ1	1			0.721	
FQ2	2			0.843	
FQ3	3			0.609	
FQ4	4			0.789	

FQ5	5			0.830	
FQ6	6			0.612	
Service Quality		0.835	63.264%		
SQ1	7			0.868	
SQ2	8			0.760	
SQ3	9			0.844	
SQ4	10			0.750	
SQ5	11			0.824	
SQ6	12			0.806	0.953
SQ7	13			0.810	
SQ8	14			0.872	
SQ9	15			0.847	
SQ10	16			0.893	
SQ11	17			0.612	
SQ12	18			0.779	
SQ13	19			0.688	
SQ14	20			0.731	
Place		0.500	93.611%		0.922
PL1	21			0.968	
PL2	22			0.968	
Price		0.500	91.928%		0.911
PR1	23			0.959	
PR2	24			0.959	
Promotion		0.755	71.271%		
PRO1	25			0.870	0.852
PRO2	26			0.939	
PRO3	27			0.755	
PRO4	28			0.801	
Physical Evidence		0.835	59.379%		
PE1	29			0.831	
PE2	30			0.762	
PE3	31			0.795	
PE4	32			0.705	
PE5	33			0.888	0.947
PE6	34			0.906	
PE7	35			0.720	
PE8	36			0.837	
PE9	37			0.287	
PE10	38			0.734	

PE11	39			0.717	
PE12	40			0.761	
PE13	41			0.821	
PE14	42			0.882	
PE15	43			0.648	
PE16	44			0.837	
PE17	45			0.761	
Customer Satisfaction		0.656	71.272%		0.797
CS1	46			0.784	
CS2	47			0.844	
CS3	48			0.901	
Revisit Intention		0.620	76.247%		0.831
RI1	49			0.863	
RI2	50			0.940	
RI3	51			0.611	

Classical Assumption Test

The Assumption of Normality test will be done statistically by conducting a Kolmogorov-Smirnov methods.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual (Model 1)
N		184
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.88720720
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.078
Kolmogorov-Smirnov Z		1.108
Asymp. Sig. (2-tailed)		.172

a. Test distribution is Normal.
b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual (Model 2)
N		184
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.84965437
Most Extreme Differences	Absolute	.098
	Positive	.048
	Negative	-.098
Kolmogorov-Smirnov Z		1.323
Asymp. Sig. (2-tailed)		.060

a. Test distribution is Normal.
b. Calculated from data.

Figure 4.1 Normality Model 1   *Figure 4.2 Normality Model 2*

According to the above models, the Asymp. Sig. (2 tailed) score higher than 0.05 which

signifying the normality of the sample, therefore validating the normal distribution of the samples. The second classical assumption test is the Multicollinerity test, which purpose is to test a strong relationship among the independent variables in a Double Linear Regression Analysis, as there should not be a Multicollinerity within each independent variables.

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Table 4.10
Multicollinearity

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Model 1	Colinearity Statistics	
Variables	Tolerance	VIF
Food Quality	0.914	1.094
Service Quality	0.669	1.495
Place	0.904	1.106
Price	0.951	1.051
Promotion	0.945	1.058
Physical Evidence	0.712	1.404

Model 2	Colinearity Statistics	
Variables	Tolerance	VIF
Customer Satisfaction Measurement (CSM)	1.000	1.000

To test the Multicollonerity, the value of VIF should be less than 10 and the value of tolerance should be higher than 0.1. Therefore, the Multicollonerity test above signifying the lack of correlation between the independent variables thus ensuring the validity, it can be concluded that there is no multicollinearity. The third classical assumption test is the Autocorrelation test. The Autocorrelation test is conducted on the model 1 of the Double Regression Analysis since model 2 is done by a Simple Regression Analysis. The value of Durbin-Watson in the Model 1 is 1.771, by comparing the value with the significant value of 5% on the Durbin-Watson Significance Table with the value of n of 184 samples and k'= 6 as the amount of independent variables within this study, the result of dL of 1.707 and dU of 1.831 are obtained. The value of Durbin-Watson in Model 1 is located right in the middle of dL and dU value (Firdaus, 2014), therefore proving the absence of autorrelation within the regression in the Model 1.

Multiple Linier Regression Analysis

In this study there will be two models to be conducted, the first one is to identifying the relationship between the Food Quality, Service Quality, Place, Price, Promotion, and Physical Evidence toward Customer Satisfaction Measurement and the other one will analyzing the relationship between the Customer Satisfaction Measurement with the Revisit Intention Measurement.

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Table 4.11
The relationship of Independent Variable to Dependent Variable Model 1

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Dependent Variable	Independent Variable	ANOVA		Coefficient		
		F	Sig.	Beta	Sig.	R2

Customer Satisfaction Measurement (CSM)	Food Quality	12.506	0.000	0.118	0.074	0.298
	Service Quality			0.281	0.000	
	Place			0.000	0.997	
	Price			-0.086	0.186	
	Promotion			0.007	0.910	
	Physical Evidence			0.309	0.000	

The above table signifying the result of the Multiple Linier Regression Analysis of the Model 1, which showing the lack of correlation between Food Quality, Place, Price, and Promotion toward the Siete Cafe's Customer Satisfaction Measurement due to possessing more than 0.05 significance value with 0.074, 0.997, 0.186, and 0.910 respectively, as well as reinforcing the correlation between Service Quality and Physical Evidence of 0.00 significance value with the Customer Satisfaction Measurement with the 95% confidence level. Therefore, placing Physical Evidence (Beta=0.309) and Service Quality (Beta=0.281) as the highest placement for influencing the Customer Satisfaction Measurement in Siete Cafe. The squared R value of this study mark a 0.298 value or 29.8%, which signifying the effect of Food Quality, Service Quality, Place, Price, Promotion, and Physical Evidence toward overall Customer Satisfaction Measurement. Oppositely, the number is also telling the existence of a 70.2% contribution of the Customer Satisfaction Measurement that is not covered in this study.

Table 4.12 .
*The relationship of Independent Variable to Dependent Variable Model 2*

Dependent Variable	Independent Variable	ANOVA		Coefficient		
		F	Sig.	Beta	Sig.	R2
Revisit Intention Measurement (RIM)	Customer Satisfaction Measurement (CSM)	184.282	0.000	0.709	0.000	0.503

The relationship between the Customer Satisfaction Measurement against the Revisit Intention Measurement as the significant value is 0.000 which is below 0.05. The relationship is enhanced further by the high beta coefficient score of 0.709 which signifying the influence of Customer Satisfaction Measurement toward the Revisit Intention Measurement. However, the value of the squared R is 0.503, or 50.3% of the effect of Customer Satisfaction toward the Revisit Intention to Siete Cafe, this means aside from the Customer Satisfaction, there is other 49.7% of the influencer which is not covered in this study.

In conclusion, based on the finds in this study, the results are follows:

H1: Food quality has significant impact on customer satisfaction. –NOT SUPPORTED
H2: Service quality has significant impact on customer satisfaction. –SUPPORTED
H3: Place has significant impact on customer satisfaction. –NOT SUPPORTED
H4: Price has significant impact on customer satisfaction. –NOT SUPPORTED
H5: Promotion has significant impact on customer satisfaction. –NOT SUPPORTED
H6: Physical evidence has significant impact on customer satisfaction. SUPPORTED
H7: Customer satisfaction has significant impact on revisit intention. –SUPPORTED

Framework Summary
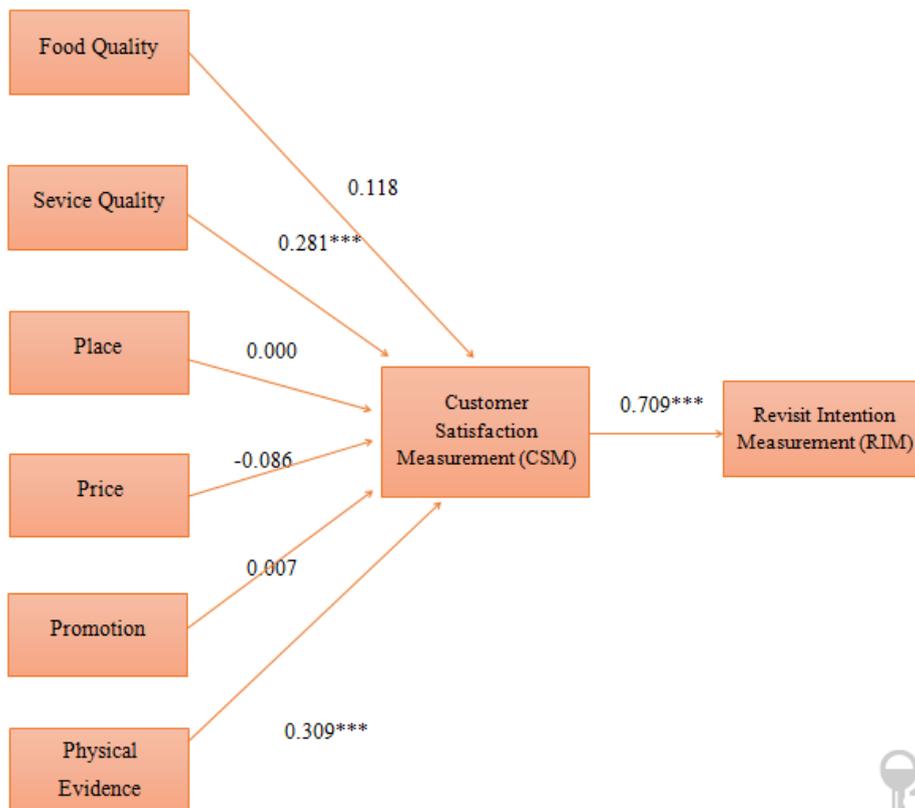
Figure 4.3Framework Summary

: ** = p ≤ 0.01 (significant); *** p = 0.000 (strong influence)

Table 4.13
Path Analysis

Independent Variabel	Dependent Variable	Total Influence (Direct)
Service Quality	Customer Satisfaction Measurement (CSM)	0.281
Physical Evidence		0.309
Customer Satisfaction Measurement (CSM)	Revisit Intention Measurement (RIM)	0.709

The Path Analysis is displaying the total influence of the independent variable toward the dependent variable. Customer Satisfaction Measurement possess the highest direct influence toward the Revisit Intention Measurement, while Physical Evidence and Service Quality are of some influence toward the Customer Satisfaction Measurement.

Conclutions and Recommendation

This study found there is no significant impact between the food quality, price, place, and promotion toward the customer satisfaction as those factors possess a > 0.05 significant value with 95% confidence level based on the result of the questionnaire conducted. Furthermore, the significant factors of physical evidence with 0.309 beta value and service quality of 0.281 beta value are contributing no more than 0.298 squared R value toward the customer satisfaction of the Siete Cafe's customers. This proving the study of Zeithaml, Berry, & Parasuraman, 1996, which stated that the service quality is one of the key factors in order to achieve the customer's satisfaction as well as the effect of the physical evidence on the customer's satisfaction (Baker et al., 1994; Nguyen and Leblanc, 2002). This study also found the significant impact of the customer satisfaction toward the intention to revisit. With 0.709 beta value and 0.503 squared R value, customer satisfaction does signifying a decent correlation with the intention to revisit Siete Cafe. Consequently, the customer satisfaction is often regarded as one of the most important aspects to induce the customer's revisit intention toward a restaurant (Oliver and Burke, 1999).

However, in terms of the factors which are not covered in this study, the result of the questionnaire suggesting a social factor as a significant factor for the Siete Café's

customer satisfaction and the revisit intention, whereas the customer's motives are including eating because being invited by a friend (69% of the respondents), visiting Siete Café with a friend (90.8% of the respondents), and learning about Siete Café from a friend (88.6% of the respondents) which proving the theory regarding how Bandung is a city of creative culture, sociable people, and a gathering of community in a recreational and socializing places (Maharani, 2013).

Recommendation
1. Improving the factors which possess a significant impact toward the customer satisfaction in order to raise the intention to revisit. This includes physical evidence and service quality factor as the priority of improvement.
2. Implementing or improving the service quality training toward the service staffs including the waiter, waitress, and cashier in order to enhance the service quality factor, specifically addressing the issue of the incapability of the menu explanation toward the customer as well as the lack of capability to answering the inquiries of the customers properly.
3. Particularly on the physical evidence factor, it is highly recommendable for Siete Cafe to improve the condition of their toilets, parking area, lightning, food menu designs, and the selection of books inside the cafe.
4. Speaking of the promotion aspect, since most of the customers are either being invited to visit Siete Cafe by a friend, learn about Siete Cafe from a friend, or visiting Siete Cafe with a friend, it is highly recommendable for Siete Cafe to build a promotion strategy around the social aspect of the customers in order to enhance the main factor of the customer experience therefore raising the customer satisfaction and the customer's intention to revisit.
5. Analyzing the current market for the cafe in Bandung area, particularly the customer's behavior and the direct competitors. The purpose of the market analyzation is to determining the exact factor which supporting the actual revisit behavior despite the disagreement of the intention to revisit, thus putting a priority toward that factor.

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