

**THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER  
SATISFACTION AND REVISIT INTENTION AT WARUNK UPNORMAL  
PAHLAWAN TRIP IN KOTA MALANG  
(A Study on Students of Universitas Brawijaya)**

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**ABSTRACT**

This research aimed to determine the effect of service quality towards customer satisfaction and revisit intention variables. This is an explanatory research that explained the relationship and influence between one variable and another by submitting a hypothesis. This research used a sample of 200 respondents by online questionnaires distribution. The sample consisted of respondents who had visited Warunk Upnormal Pahlawan Trip in kota Malang. Data were analysed with path analysis using the SPSS 21 program. The test results of the four hypotheses concluded that service quality has a significant effect on customer satisfaction and revisit intention. Customer satisfaction has a significant effect on revisit intention. In addition, customer satisfaction can significantly mediate service quality towards revisit intention. Hopefully, this research can become a reference for Warunk Upnormal Pahlawan Trip to improve and enhance their business performance in the future.

**Keywords:** service quality, customer satisfaction, revisit intention

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DAN NIAT DATANG KEMBALI PADA WARUNK UPNORMAL PAHLAWAN TRIP DI KOTA MALANG (Studi pada Mahasiswa Universitas Brawijaya)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh dari variabel kualitas pelayanan terhadap kepuasan pelanggan dan niat datang kembali. Jenis penelitian ini adalah explanatory research yang menjelaskan hubungan dan pengaruh antara satu variabel dengan variabel lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 200 responden dengan penyebaran kuesioner secara online. Sampel terdiri dari responden yang sudah pernah mengunjungi Warunk Upnormal Pahlawan Trip di kota Malang. Analisis data dalam penelitian ini menggunakan path analysis dengan menggunakan program SPSS 21. Hasil pengujian terhadap keempat hipotesis dapat disimpulkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen dan niat datang kembali. Kepuasan konsumen berpengaruh signifikan terhadap niat datang kembali. Selain itu, kepuasan konsumen secara signifikan dapat memediasi kualitas pelayanan terhadap niat datang kembali. Diharapkan hasil penelitian ini dapat menjadi standar acuan bagi Warunk upnormal Pahlawan Trip untuk perbaikan serta peningkatan kinerja bisnis di kemudian hari.

**Kata Kunci:** kualitas pelayanan, kepuasan konsumen, niat datang kembali

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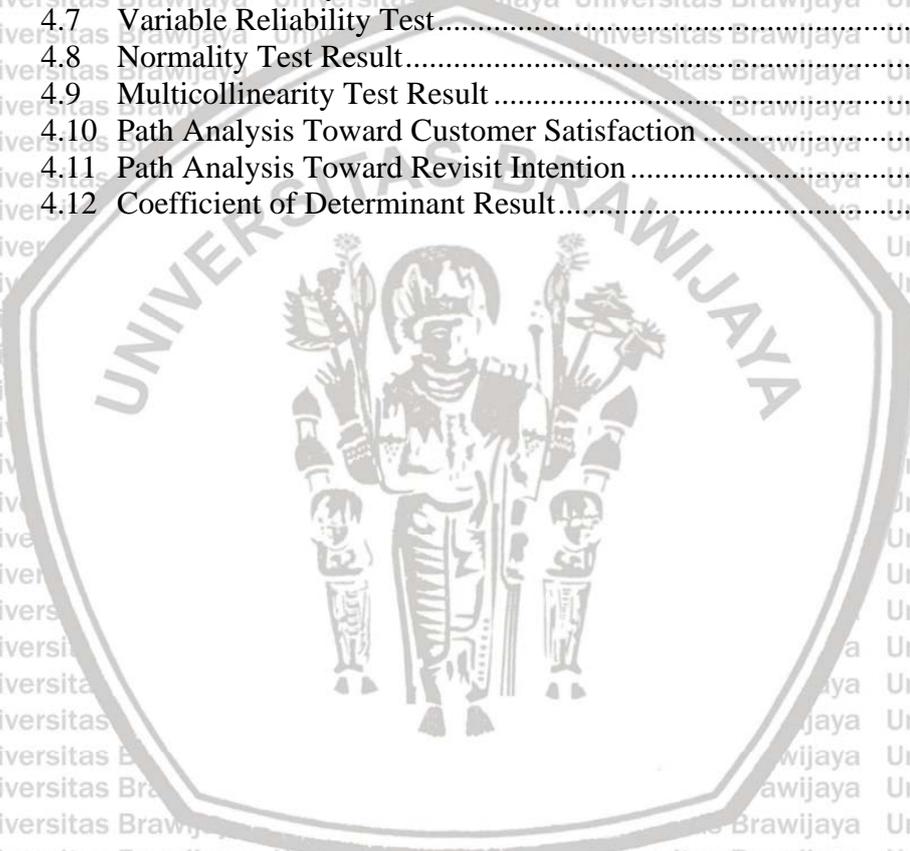
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## CHAPTER I

### INTRODUCTION

#### 1.1 Research Background

In this globalization era, rapid development and widely available information access have changed people to always try new things. Globalization has had many impacts in various fields, especially in Indonesia. In Indonesia, the impact can be seen in the food and beverage business since it is the primary human needs. The food and beverage business has more value than other businesses. The growth of Indonesia's culinary tourism trend has currently made a good prospect and a growing number of enthusiasts (Kompasiana 2019). Part of the food and beverage industry is the service and catering industry with restaurants and cafes.

According to Fauzi et al. (2017), people who live and work in modern cities or tourism-based cities tend to have a high mobility level. One of the impacts of this high movement is an increase in activity, leading to stress and a sense of boredom for the community. The majority of modern cities spend their time working in offices and doing other activities related to earning a living. Thus, their lives are monotonous, which can result in decreased productivity. Therefore, they need entertainment or relaxation to unwind practically, namely by visiting a place to eat to provide a calming atmosphere such as a cafe or restaurant.

For this current business opportunity, changes in people's lifestyles have made entertainment activities part of their daily necessities. The increasing trend of culinary tourism has prompted businesses to start cafe, restaurant, or coffee shop-based businesses (Herlyana 2012). The culinary business is one of the most popular

businesses because of the good prospects and many benefits compared to other businesses. On the other hand, the culinary business is complicated. Thus, a business strategy is needed to continue competing in this business, although in small business scope.

Kota Malang is a city that experiences lifestyle changes. The development of cafe, coffee shop, and restaurant industry in kota Malang mainly due to economic growth in various sectors such as tourism and education. It also increases the flow of goods and services needed to meet community needs. The intense competition in the restaurant, café, and coffee shop industry in kota Malang requires entrepreneurs to pay attention to changing consumers and increase their competitiveness quickly. Every service provider business or culinary business owner needs to consider improvements in their business and provide a good experience that can satisfy consumers thus the consumers will come back. Kota Malang is currently filled with many modern coffee shops, each of which has its advantages and uniqueness in their facilities. Many coffee shops implement a sales strategy by providing facilities under the people's lifestyle and offering various unique and attractive cafe or coffee shop concepts for potential customers (Safitri et al. 2019).

The rapid development of the culinary business cannot be separated from changes in people's lifestyles and the entry of several companies with well-known brands in the coffee sector, such as Starbuck or Excelso, that are found in kota Malang. From these developments, coffee shop or cafe business actors try to increase their business attractiveness to consumers by creating products different

from competitors or have clear business advantages. Thus, potential consumers can differentiate them from competitors. Various efforts and strategies from each coffee shop and cafe business actor are made to survive and develop amid uncertainty in the culinary business. Of course, their businesses could compete in this industry.

Warunk Upnormal is a restaurant whose main menu has similarities with coffee shops in general, such as Indomie, toast, fresh milk, and coffee. With quite a simple and fairly cheap menu, it is important to increase this restaurant's competitiveness. One of the things that can be given is to improve the quality of services and facilities that are attractive to customers. Warunk Upnormal kota Malang was built on December 11, 2016 located at Jalan Pahlawan Trip No. 4.

Warunk Upnormal Pahlawan Trip is the first branch of Warunk Upnormal in kota Malang, so this research wants to measure consumer response of the first branch of Warunk Upnormal as a comparison and acceptance of the Warunk Upnormal brand in Malang. The location of Warunk Upnormal Pahlawan Trip is quite strategic because it is near the Ijen Malang area. There are a lot of restaurants and cafes in the area that will certainly make business competitiveness tighter. Therefore, to compete with other business actors, Warunk Upnormal needs to keep improving its quality especially in their services.

Consumers are an important factor for the survival of a company. It is important for marketers to understand consumer behavior, especially now that consumers can easily get information of a product, which later can be useful and satisfy their desires. Therefore, companies are required to offer interesting information in order to get consumers' attention. To recognize consumer behavior,

a marketer must know what influences purchasing decisions, such as what customers expect or why consumers buy products or services (Tjiptono 2014).

The overall characteristics of a product or service that influence its ability to satisfy the defined or unspecified needs and wishes of customers are service quality (Kotler 2012). Service quality determines customer understanding of product or service dominance and combines customers' views of service and impressions of the business that offers the service (Parasuraman et al. 1985). The level of service is calculated by most service sectors, including food and beverage (Hsieh et al. 2008). Service quality is an important part of tourism, particularly in the food and drink industry (Wyllie, 2000). Many researchers empirically prove that customer satisfaction is determined by service quality (Aziz et al. 2012; Aftab et al. 2016; Pratama & Sulisworo 2018; Rusdin & Rashid 2018; Thia et al. 2020; and Soleimani & Einolahzadeh 2018). This is consistent with previous studies by Aftab et al. (2016), which claimed that service quality substantially influences customer satisfaction. Pratama & Sulisworo (2018) explain that customer satisfaction is influenced considerably by service quality. Rusdin & Rashid (2018) also state that the standard of service has an important impact on customer satisfaction. Aziz et al. (2012) state that customer satisfaction has an important influence on the quality of service. Thia et al. (2020) describe that service quality has an important impact on customer satisfaction. Soleimani & Einolahzadeh (2020) also state that customer satisfaction is influenced by service quality. Thia et al. (2020) state that service quality has a major impact on customer satisfaction. Soleimani & Einolahzadeh (2020) state that customer satisfaction is influenced by service quality.

One of the most significant factors influencing revisit intention maybe customer satisfaction (Wu et al. 2015). Satisfaction is a deciding element whether a customer plans to return or re-purchase at those destinations. It is also a key variable in the market analysis because of its significant effect on customer satisfaction and the decision to rethink a venue (Kim et al. 2011). Alexandris et al. (2006) discuss the importance of satisfaction in bringing visitors back to the same place. Many researchers have given scientific proof that customer satisfaction impacts the decision to revisit (Aziz et al. 2012; Rusdin & Rashid 2018; Pangaribuan et al. 2020; and Soleimani & Einolahzadeh 2020). This is linked to previous studies by Rusdin & Rashid (2018), which found that customer satisfaction had a substantial impact on revisiting. Aziz et al. (2012) state that customer satisfaction substantially impacts the desire to revisit. Pangaribuan et al. (2020) have suggested that customer satisfaction greatly impacts the decision to revisit. Soleimani & Einolahzadeh (2020) have reported that the satisfaction of customers greatly impacts revisits.

Ekinci (2004) examines the relationship between service quality, customer satisfaction, and behavioral intention and finds that the relationship between behavioral intentions and service quality is not clear. It could be direct or indirect, or there are interactions with other constructs. This research has service quality as the independent, revisit intention as dependent variable, while customer satisfaction acts as a moderator variable. The indirect association between service quality and customer satisfaction (Aziz et al. 2012; Rusdin & Rashid 2018; Jansri et al. 2020) suggests that service quality can be specifically linked to revisiting intention. This

is linked to past studies carried out by Rusdin & Rashid (2018), which indicate that service quality greatly affects revisiting intentions. Aziz et al. (2012) state that the quality of service substantially impacts the decision to revisit. Jansri et al. (2020) describe that the quality of service had a significant impact on revisiting.

Service quality is one of the strategies taken by restaurants to attract customers to come and make customers satisfied and happy with their decision to come to the restaurant. Thus, in the end, they will become loyal customers and come back to the restaurant. Since service quality is the main image of a restaurant in the eyes of customers and society, it means that Warunk Upnormal must always improve and maintain the quality of their services, especially those that have a good impact on customers. Based on the background explained above, the researcher conduct a study entitled **"The Effect of Service Quality Towards Customer Satisfaction and Revisit Intention at Warunk Upnormal Pahlawan Trip in Kota Malang."**

## **1.2 Problem Statements**

This research examined some questions deeply, as follows:

1. Does service quality significantly affect customer satisfaction at Warunk Upnormal Pahlawan Trip in Kota Malang?
2. Does customer satisfaction significantly affect revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang?
3. Does service quality significantly affect revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang?

4. Does service quality indirectly significantly affect revisit intention through customer satisfaction?

### 1.3 Research Objectives

The purposes of this research are as follow:

1. To analyze the direct effect of service quality toward customer satisfaction at Warunk Upnormal Pahlawan Trip in Kota Malang.
2. To analyze the direct effect of customer satisfaction toward revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang.
3. To analyze the direct effect of service quality toward revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang.
4. To analyze the indirect effect of service quality toward revisit intention through customer satisfaction at Warunk Upnormal Pahlawan Trip in Kota Malang.

### 1.4 Significance of the Study

The objective of this research is as follows:

1. For Academic:

The results of this research can be used as a reference for future researchers who are interested in the field of customer satisfaction.

2. For Company:

The results of this research can be used as an objective basis in the decision and a guide to determine the steps to be undertaken by the company in the future.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Marketing

Marketing is a social activity, according to Kotler and Keller (2016), where individuals and organizations are able to purchase what they need and want to develop, sell and share goods and services with others. By the time, Irum (2016) explains that marketing is a multi-stakeholder operation or conclusions from well-coordinated producers (organizations). It seeks to provide products and services to customers on the target, please consumers, and support those manufacturers.

Based on AMA (American Marketing Association) cited by Kotler and Keller (2009), marketing is an organizational activity and a collection of processes to develop, connect, value to clients and maintain customer interactions in a way that supports the company. Marketing based on Sumarwan (2011) is a process to define consumers' needs and then generate the products or services they need and persuade consumers that these goods or services are needed, resulting in trade between producers and consumers.

It can be inferred from the concepts above that marketing seeks to profit by satisfying customers' desires and expectations in different ways, for example, selling goods, setting costs, encouraging sales, establishing partnerships with buyers, delivering customer loyalty, and adding value to the company.

## 2.2 Marketing Management

In the business, marketing strategy plays an important role. A new product is planned and then a market share is selected and new goods are sold to the wider community. Marketing management is characterized as the art and science to pick and reach, maintain and extend customers by building, providing, and communicating superior customer value, as defined by Kotler and Keller Marketing Management (2016). In the meantime, marketing strategy is the study, preparation, execution, and monitoring of programs that aims at creating, improving, and sustaining profitable exchanges with targets and to fulfill organizational objectives (Saladim 2016).

Based on Tjiptono (2011), marketing strategy is a total business method for the preparation, pricing and deliver of goods, services, and concepts that fulfill the needs of target audiences to attain corporate objectives.

The above descriptions suggest that marketing management is an awareness that, in an organisation or a business, can be implemented in the design and delivery of activities related to knowledge and customer need and the promotion and application of prices dependently based on the quality and profitability of its goods.

## 2.3 Service Quality

To make selling a company's services or products easier than its rivals, the company must provide services quality that follows customer satisfaction requirements. According to Tjiptono (2016), service quality is the desired level of excellence and power over excellence is to satisfy customer requirements. In the

meantime, according to Kotler and Keller (2009), the quality of a good or service is dependent on its capacity to fulfill specified or tacit specifications.

Based on Fandy Tjiptono's Lewis and Booms (2011), service quality is described as a measure of how well service levels satisfy customers' expectations.

Meanwhile, Zeithmal et al. (2008) show that customer service quality is reflected as their understanding level. The level of service cannot be assessed from the organization's point of view but must be viewed from the consumer's review point of view.

According to Parasuraman et al. (1985), the disparity between service efficiency and consumer preferences in the service they offer or receive. Based on Kotler (2012), the quality of service is the global feature of a product or service that affects its ability to meet its customers' stated or unstated needs and desires.

Based on the above experts' opinions, service quality is a method of measurement of customer perceptions of the services offered to customers by the firms. Service quality must, therefore, begin with customer needs and end with consumer expectations. This indicates that a picture of high quality is not provided by the service provider but by the customer.

### **2.3.1 The Component of Service Quality**

Based on Parasuraman et al. (1985), there are five components used to evaluate service quality, as follow:

#### **a. Tangible**

A company can show its existence to external parties. The presence and capability of the organization's physical structures and facilities, which can

be depended on under the environment's condition, are direct proof of services provided by the service provider. This covers the physical facilities, equipment, and presence of employees.

b. Reliability

The organization is able to deliver the services that are promised accurately and effectively. Output must adhere to customers' standards, which implies punctuality, the same service without all consumers' errors, a polite and quite specific attitude.

c. Responsiveness

It is a strategy to help and provide customers with quick and adequate resources by supplying specific facts. The idea that customers wait gives them pessimistic views of the service quality.

d. Assurance

The availability of employee awareness, courtesy, and willingness to develop customer interest in the company requires various elements, including coordination, reputation, protection, and integrity.

e. Empathy

A company tries to pay attention to consumers by trying to understand consumer desires. A company is expected to understand and know consumers, understand specific consumer needs, and convenient operating times for consumers.

## 2.4 Customer Satisfaction

Based on Kotler & Keller (2012), the concept of customer satisfaction is the level of a person's sentiments relative to expectations after comparison (performance or results). The level of satisfaction depends on the disparity between perceived and anticipated results. Meanwhile, customer satisfaction based on Tse & Wilton in Tjiptono (2014), is a result of perceived dissension between the initial expectations before purchases (or other performance norms), and the actual performance of a product perceived after use or consumption of the product is customer satisfaction or dissatisfaction.

The inference that can be taken from the meanings above is that customer satisfaction is the feeling of pleasure or dissatisfaction that occurs after contrasting the perceived good or service outcome with the predicted final result. If the results are below estimates, the consumer is not pleased, and the results are satisfying. The client is pleased or delighted if the outcomes meet expectations. Customer loyalty is the foundation for the realization of faithful and loyal clients. In customer behaviour theory, satisfaction is characterized by customers' perception after feeling and consuming a good or service offered by the marketer or business (Kotler and Keller 2012). The company expects consumers to stabilize and increase sales when sales decrease. In line with Tjiptono (2014), the general customer satisfaction program consists of a combination of the seven main elements, as follow:

### a. Goods and Service Quality

A company that wants to apply customer satisfaction programs must have good quality products and excellent service.

b. Marketing Connection

The main key in any loyalty promotion program is the effort to build long-term relation with customers.

c. Program of Loyalty Promotion

Loyalty promotion program is widely applied to build a relation between companies and customers.

d. Focus on the Best Customer

It focuses on 20 percent of customers who regularly consume 80 percent of sales.

e. Effective Complaint Handling System

Based on Tjiptono (2011), an effective system for managing complaints requires different factors such as apologies to clients for the discomfort, empathy for customers who are upset, pace with complaints, honesty or fairness in addressing problems/complaints, and simple communication for consumers (via free telephone lines credit, letter, email, fax or face to face) in order to submit comments, criticisms, suggestions, questions, and complaints.

f. Unconditional Guarantee

A guarantee is specific assurances to consumers about their desired quality of results. This point aims to minimize the risk of buying from clients, give signs of product consistency, and expressly say that the organization has responsibility for the products/services it sells.

g. Pay for Performance Program

The customer loyalty program cannot be introduced without the assistance of the company's human resources. As the head of an organization that communicates directly with its customers and fulfils its responsibilities, employees often need to meet their needs.

## 2.5 Revisit Intention

Due to the difference in human needs, it will change continuously. Besides, to maintain the competitiveness of a company, business owners and managers must understand their consumer behavior and predict purchase intentions. That are the most important tasks because companies certainly want their customers to come back in the future and be loyal to the company. Visiting interest is the desire in the minds of consumers to visit a place.

Interest in revisits can arise when consumers have reached a point of satisfaction with their initial visit. If what consumer gets is far from what they expected or is not under their perceptions, then they will lose interest in using the services provided by a company. However, if it meets or even exceeds their level of interest, they will reuse the service products (Freddy Rangkuti 2002).

Meanwhile, according to Chung-Hslen Lin (2016), revisit intention is the possibility of tourists to repeat activities or revisit a destination in the future.

If an individual has had intention to visit, he/she will visit, and there is the possibility of a return visit in the future. Thus, interest in revisiting can be seen as an anticipation of an individual's future travel behavior (Chang et al. 2013).

## 2.6 Previous Research

Based on Kotler and Keller (2012), the definition of customer satisfaction is the level of an individual's feelings after comparing (performance or results) that is felt compared with his expectations **Table 2.1**

**Table 2.1 Previous Research**

No	Author (Year)	Title of The Study	Sample and Collection Method	Variable and Data Analysis Method	Research Results
1.	Wilawan Jansri, Lubna A. Hussein, Joshua Teck Khun Loo (2020)	The Effect of Service Quality on Revisit Intention in Tourist Beach	<b>Sample:</b> 185 International tourist  <b>Collection Sample Method:</b> Non-probability sampling method	<b>Variable:</b> Service Quality, Revisit Intention  <b>Data Analysis Method:</b> Using PLS - SEM	1) The result showed that assurance, responsiveness, and tangible have significant and positive effects on revisit intention. 2) Whereas the effects of empathy and reliability were insignificant
2.	Ghaith Almomani (2018)	Measuring Service Quality and Customers Satisfaction in the UK Mobile Telecommunications Market Using the SERVQUAL Instrument	<b>Sample:</b> A Adult over 18 who were using the UK mobile network providers' services  <b>Collection Sample Method:</b> A non-probability convenience sampling method	<b>Variable:</b> SERVQUAL dimensions, service quality  <b>Data Analysis Method:</b> Using SPSS software	1) The results showed that customers' perceptions of the Tangibility dimension exceeded their expectations. Thus, no gap was noted in this research. service quality gaps were found in Reliability, Responsiveness, Assurance, and Empathy dimensions. This indicates that customers' perceptions fall below their expectations.
3.	Junaid Aftab, Huma Sarwar, Qurrat-ul-ain Sultan, Maryam Qadeer1 (2016)	Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants)	<b>Sample:</b> Customers of fast food restaurants by  <b>Collection Sample Method:</b> Using cluster sampling method	<b>Variable:</b> Service Quality, Customer Satisfaction  <b>Data Analysis Method:</b> SPSS software	1) The outcomes revealed that service quality is positively influenced by customer satisfaction in fast food restaurants of Punjab, Pakistan.

4.	Hasnan Baber (2018)	Service quality perception of customers A study of Toyota motors in India	<p><b>Sample:</b> A Broad diversity of citizens at a specific region who owns a car</p> <p><b>Collection Sample Method:</b> Non-probability sampling method</p>	<p><b>Variable:</b> SERVQUAL dimensions, service quality</p> <p><b>Data Analysis Method:</b> Using SPSS software</p>	<p>1) There is a significant gap between the expected and perceived quality on four dimensions except for tangibility, about which customers tend to have fewer expectations.</p> <p>2) It was also found that there exists a positive relationship between the perceived service and customer satisfaction.</p>
5.	Reza Angga Pratama, Dwi Sulisworo. (2018)	Effect of Service Quality Towards Customer's Satisfaction at Telecommunication Company in Indonesia	<p><b>Sample:</b> Customers in Yogyakarta telecommunication branch</p> <p><b>Collection Sample Method:</b> Purposive Random sampling method</p>	<p><b>Variable:</b> Service Quality, Customer Satisfaction</p> <p><b>Data Analysis Method:</b> Using SPSS software</p>	<p>1) The quality of services is affected positively and significantly by customer satisfaction in the telecommunication industry.</p>
6.	Kim Chi Nguyen Thia, Tung Le Huya, Chung Hoang Vanb and Phong Cao Tuanc (2020)	The effects of service quality on international tourist satisfaction and loyalty: Insight from Vietnam	<p><b>Sample:</b> International visitors who travelled in Vietnam</p> <p><b>Collection Sample Method:</b> Non-probability sampling method</p>	<p><b>Variable:</b> Service Quality, Tourist Satisfaction, Tourist Loyalty</p> <p><b>Data Analysis Method:</b> Structural equation Model (SEM) with SPSS and AMOS</p>	<p>1) Within five factors of tourist service quality in the SERVQUAL model, only tangibles and responsiveness directly influence tourist satisfaction and tourist loyalty.</p> <p>2) Tangibles and responsiveness affect directly, but they also had indirect effects on tourist loyalty throughout tourist satisfaction.</p> <p>3) This study proves that the relationship between tourist satisfaction and their loyalty was very strong.</p>
7.	Christian Haposan Pangaribuan, Martinus Fieser Sijinjak, Ayya Sofia (2020)	Factors of Coffe Shop Revisit Intention and Word of Mouth Mediated by Customer Satisfaction	<p><b>Sample:</b> 155 Coffe Shop Customer</p> <p><b>Collection Sample Method:</b> Non-probability sampling method</p>	<p><b>Variable:</b> Variety of Menu, Atmosphere, Service Quality, Customer Satisfaction, Revisit Intention</p> <p><b>Data Analysis Method:</b> Using SPSS Software</p>	<p>1) Service quality has a significant effect on customer satisfaction.</p> <p>2) Customer satisfaction and revisit intention are interrelated.</p> <p>3) Customer satisfaction and revisit intention have a positive relationship with word-of-mouth.</p>

8.	Ali Gholipour Soleimani and Hannaneh Einolahzadeh (2018)	The influence of Service Quality on Revisit Intention: The mediating role of WOM and Satisfaction (Case study: Guilan travel agencies)	<b>Sample:</b> 500 travellers using Guilan Travel Agencies <b>Collection Sample Method:</b> Non-probability sampling method	<b>Variable:</b> Service Quality, Customer Satisfaction, Revisit Intention, Word of Mouth <b>Data Analysis Method:</b> Using SPSS and LISREL Software	1) Service quality has a direct impact on customer satisfaction. 2) There is a direct and positive relationship between customer satisfaction and word-of-mouth. 3) Word of mouth has a direct effect on revisit intention. 4) Customer satisfaction has a direct impact on revisit intention
9.	Nurul Amalinah Rusdin and Rosmalina Abdul Rashid (2018)	Service quality, satisfaction and revisit intention: A conceptual model	<b>Sample:</b> 127 tourists <b>Collection Sample Method:</b> Non-probability sampling method	<b>Variable:</b> Service Quality, Customer Satisfaction, Revisit Intention <b>Data Analysis Method:</b> SPSS	1) Service quality has a direct impact on customer satisfaction. 2) Customer satisfaction has a direct impact on revisit intention 3) Service quality has a direct impact on revisit intention
10.	Norzalita Abd Aziz, Ahmad Azmi M. Ariffin, Nor Asiah Omar, Chin Evin (2012)	Examining the impact of visitors' emotions and perceived quality towards satisfaction and revisit intention to theme parks	<b>Sample:</b> 320 respondents <b>Collection Sample Method:</b> Non-probability sampling method	<b>Variable:</b> Perceived Quality, Customer Satisfaction, Revisit Intention <b>Data Analysis Method:</b> SPSS	1) Perceived quality has a direct impact on customer satisfaction. 2) Customer satisfaction has a direct impact on revisit intention 3) Perceived quality has a direct impact on revisit intention

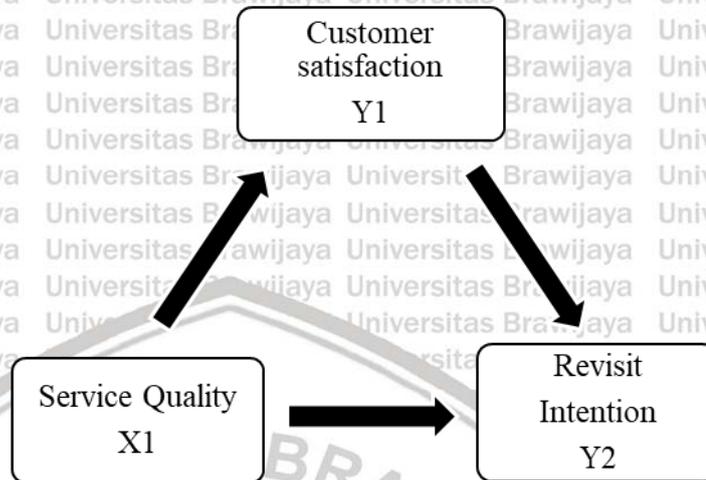
Source: Secondary Data, 2020

## 2.7 Research Framework

Framework is a conceptual model of how the theory relates to various factors that have been identified as important issues.

Figure 2.1

### Research Framework



Source: Primary Data, 2020

Based on the framework above, this research used components to evaluate the quality of service. According to Parasuraman et al. (1985), there were three components used as variables in this research, such as service quality, customer satisfaction, and revisit intention that is explained in this section.

Formulating a hypothesis aims to focus on problems, identify relevant data to be collected, and show the form of research design, including the analysis technique to be used, explaining social phenomena, obtaining an inference framework, and stimulating further research.

According to Tjiptono (2016), service quality is the level of excellence expected, and control over that level of excellence aims to meet customer desires.

Meanwhile, according to Parasuraman et al. (1985), service quality refers to the difference between customers' reality and expectations for the service they receive or receive. Based on Kotler (2012), service quality is the overall characteristics of

a product or service that affects its ability to meet clients' stated or unstated needs and desires.

Research by Pangaribuan et al (2020) showed that Service Quality has a positive and significant effect on Customer Satisfaction. So it is concluded that service quality is expected to control excellence and meet customer expectations and desires. If the service quality met the customer expectations and desires, service quality could positively increase customer satisfaction. According to the previous research, it can be concluded that service quality has a positive and significant influence on customer satisfaction.

**H1:** Service quality has a positive and significant effect toward customer satisfaction at Warunk Upnormal Pahlawan Trip in Kota Malang.

Based on Kotler & Keller (2012), customer satisfaction is the level of a person's feelings after comparing (performance or results) that are felt compared to expectations. The satisfaction level is a function of the difference between perceived performance and expectations. Meanwhile, according to Tjiptono (2014), customer satisfaction as customer response to the perceived between initial expectations before purchase (or other norm performance) and the product's actual performance perceived after use or consumption of the product.

Research by Aziz et al (2020) showed that Customer Satisfaction has a positive and significant effect on Revisit Intention. So it is concluded that customer satisfaction is the level of a person's feelings after comparing performance or results compared to expectations. If customers are satisfied with the product or service, then revisit intention will positively increase. According to the previous research, it

can be concluded that customer satisfaction has positive and significant influence on revisit intention.

**H2:** Customer satisfaction has a positive and significant effect towards revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang.

Intention indicates the willingness of a person to engage in a behavior. From the view of leisure, behavioral intention is the intention of visitors to revisit within a year, and their willingness to travel often to the destination (Baker & Crompton 2000). The revisit intention of customers to an destination might be impacted by the destination's exhibitions and the special endeavors and the getting out the word of new attractions at the place.

Research by Rusdin and Rashid (2018) showed that Service Quality has a positive and significant effect on revisit Intention. So it is concluded that revisit intention is the willingness of a person to engage in another visitation. Service quality can increase the possibility of revisit intention. According to the previous research, it can be concluded that service quality has a positive and significant influence on revisit intention.

**H3:** Service quality has a positive and significant effect towards revisit intention at Warunk Upnormal Pahlawan Trip in Kota Malang.

According to Tjiptono (2016), service quality is the level of excellence expected, and control over that level of excellence meets customer desires.

Meanwhile, according to Parasuraman et al. (1985), service quality refers to the difference between customers' reality and expectations for the service they receive.

Based on Kotler (2012), service quality is the overall characteristics of a product or service that affects its ability to meet clients' stated or unstated needs and desires.

Based on research conducted by Soleimani and Einolahzadeh (2018) prove that Customer Satisfaction has an important role in mediating Service Quality towards Revisit Intention.

It concluded that service quality is expected to control excellence and meet customer satisfaction, expectations and desires. If the service quality met the customer expectations, the consumer would most likely revisit. This means that the intention to return to the same place will be high if the level of satisfaction obtained by consumers is high from the service quality provided by a place that provides service or products. According to the previous research, it can be concluded that service quality has a positive and significant indirect effect on revisit intention through customer satisfaction.

**H4:** Service quality has a positive and significant indirect effect towards revisit intention through customer satisfaction at Warunk Upnormal Pahlawan Trip in Kota Malang.



## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Type of Research

A quantitative approach was employed since the research data are in the form of numbers and analysed using statistics (Sugiyono 2016). This research explained service quality's effect on customer satisfaction and revisit intention, so this is a correlational/associative research. As stated by Suryani and Hendryadi (2015), correlational/associative research is conducted to find out the relationship or the influence of one or more independent variables with one or more dependent variables.

In the end, the results of this research explained the causal relationship between the research variables and test the formulated hypothesis. In this research, the researcher tried to explain the relationship between service quality (X1) towards customer satisfaction (Y1) and revisit intention (Y2).

#### 3.2 Research Location

Research location is a place where a researcher conducts research to obtain the data needed to the topic of research conducted. A research location must represent what will be conducted so that research objectives can be achieved properly. This research was conducted on students of Universitas Brawijaya who have visited Warunk Upnormal Pahlawan Trip in kota Malang. The reason researcher chose Pahlawan trip branch is because it is the first branch of Warunk Upnormal in Malang, so this research wants to measure consumer response regarding their services and the influence to the customer satisfaction and revisit

intention as a comparison and acceptance of the Warunk Upnormal brand in Malang.

### **3.3 Research and Population Sample**

#### **3.3.1 Population**

According to Sangadji and Sopiah (2013), population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied, and after that conclusions can be drawn.

The research population was all active students of Universitas Brawijaya from all faculties, studies and batches whom have visited Warunk Upnormal Pahlawan Trip. According to Malang Times (2019) it is stated that Universitas Brawijaya is the largest universities in Malang with a large number of students (which most of it are millennials). This is inline with the concept of business from Warunk Upnormal itself that provide a hangout place for young people or millennials with a cozy environment and affordable price for the foods (Detik 2018). As for the limitation, the population might be limited to only students of Universitas Brawijaya and cannot represent the whole area of Malang because of limited time and resource.

#### **3.3.2 Research Sample**

According to Sugiyono (2016), a sample is a part of the population and characteristics. In addition, according to Morissan (2013), the sample is referred to as the specific principle used to select members of the population to be included in the study.

This research used a non-probability sampling method, a sampling technique that uses certain criteria related to the research object because the unknown amount of the population in this study. While the sample is determined by purposive sample. The sample criteria in this research are:

1. In this research, respondents are students of Universitas Brawijaya between 17 and 23 years old or the millennial generation.
2. Students who have visited Warunk Upnormal Pahlawan Trip in kota Malang for more than twice.

The consideration for the criteria above was based on the following two reason: for the first reason (1) is based on the explanation by Detik (2018) where the business concept of Warunk Upnormal is to provide millennials generation with a cozy place to hangout and affordable food to choose to. Meaning that millennial or students are the suitable criteria for this sample.

As for the second reason (2), according to Rangkuti (2002) revisit can arise when consumer have reached a point of satisfaction with their initial visit. If what consumer gets is far from what they expected or is not under their perceptions, then they will lose interest in using the services provided by a company. However, if it meets or even exceeds their level of interest, they will reuse the service products.

It has meaning that the respondents must come back to Warunk Upnormal after their satisfied with initial visit in order to give the valid data for this research. As for the limitation, this decision only limited to satisfied customers with specific sample.

### 3.3.3 Sample Size

According to Sugiyono (2016), there are a few steps to determine the number of samples for research:

1. Good sample size is between 30 to 500 respondents.
2. If there are requirements included, the sample size must be at least 30 respondents for each requirement.
3. If the research uses multivariable (correlation or multiple regression), the sample size should be at least 5 to 10 times the number of analyzed variables or indicator questions.
4. For simple experimental research that uses experimental groups and control groups, the sample size is between 10 and 20, respectively.

In this research, the researcher used multivariate (multiple linear regression analysis), so the sample size should be at least 5 to 10 times from the total variable or indicator questions and between 30 to 500 respondents. This research's variables are service quality as independent variable, while customer satisfaction and revisit intention act as a dependent variables with 21 question items. Therefore the total number of samples representing the population in this research is 10 times 3, which is 30. However, those numbers might not give a good result of this research. The following statement shows the number of samples that are used in this research:

1. Based on the total variable, there are three variables in total. According to rule number three, 10 times 3 equals to 30 respondents.
2. Based on the first rule, it should be between 30 and 500, while 30 is too small then the researcher decided to use indicator questions as a based. So

with total of 21 question items, the minimum sample size is 105 and for the maximum sample size is 210. To avoid invalid data, the sample size was more than the minimum number. Since the limited time and resources, therefore the researcher decide to take 200 respondent who can represent the population.

### **3.4 Data Collection Method**

This research was conducted online due to a global pandemic, making it impossible for research to be conducted offline. In this research, the questionnaire were distributed online to the respondent by using google form. Google form is a tool that helped researcher to distribute the questionnaire more effective and efficiently and also it is eco-friendly by not wasting more papers.

For the pilot test, the data was obtained by spreading the questionnaire through messaging platforms such as Whatsapp and Line since those platforms are the common platform for daily communications and popular within students. The pilot test was conducted in the Universitas Brawijaya area.

As for the actual data set, it was obtained through social online messaging, social media platforms and with the helps of many people and friends to spread the questionnaire. The online messaging platform used to spread the questionnaire is Line. The link to online questionnaire is shared in many group chat.

#### **3.4.1 Type of the Data**

There are two types of data used in this research, namely primary and secondary data (Sugiyono, 2016):

1. Primary data is data taken directly by the researcher. The primary data used in this research was in the form of answer from a questionnaire distributed to research respondents.
2. Secondary data is data that is not directly obtained by the researcher. The secondary data in this research was in the form of book, document, journal, article, and other relevant literature.

### **3.4.2 Data Collection Technique**

The data collection method that was used in this research consists of:

#### **3.4.2.1 Questionnaire**

A questionnaire is several written questions used to obtain information from the respondents in the definition of a report about their personality or things they know (Arikunto 2013). In this research, the questionnaire used was a closed questionnaire, a questionnaire that has provided answers so respondents need to choose the answer. This data collection method was used to obtain primary data related to the research variables studied, namely service quality, customer satisfaction, and revisit intention of Warunk Upnormal Pahlawan Trip.

#### **3.4.2.2 Documentation**

In addition, this research also used secondary data collected through the documentation method. According to Arikunto (2013), documentation has the original meaning of a document that means written. In carrying out the documentation method, the writer investigated written objects such as book, magazine, document, regulations, diaries, etc. In this research, secondary data were

obtained from online journals (international and national), articles on the website, and books relevant to this research.

### **3.5 Research Variables and Variable Operational**

#### **3.5.1 Research Variables**

##### **3.5.1.1 Independent Variable (X)**

Independent variable is a variable that influences or becomes a cause of the changes in the dependent variable, according to Sugiyono (2016). The research's independent variable is Service Quality (X1).

##### **3.5.1.2 Mediation Variable (Y1)**

According to Sugiyono (2016), the mediating variable is a variable that theoretically affects the relationship between the independent variable and the dependent variable into an indirect relationship and cannot be observed and measured. The mediation variable in this research is Customer Satisfaction (Y1).

##### **3.5.1.3 Dependent Variable (Y2)**

According to Sugiyono (2016), the dependent variable is the variable that is influenced by the independent variable. The dependent variable in this research is Revisit Intention (Y2).

#### **3.5.2 Variable Operational Definition**

The operational definition of a variable is the understanding of the variable (which is expressed in the concept definition), operationally, in practice, significantly within the research object's scope or the object under study. The operational definition of this research uses the Likert measurement scale, as follows:

Table 3.1

## Variable Operational Definition

Research Variable	Item	Source
Service Quality ( $X_1$ )	<ul style="list-style-type: none"> <li>• Warunk Upnormal Pahlawan Trip is comfortable and clean</li> <li>• Neat and professional employee appearances</li> <li>• Product Knowledge</li> <li>• Prioritize services for customer</li> <li>• Employee responsiveness</li> <li>• Willingness to assist the customer</li> <li>• Delivery of services as promised</li> <li>• Polite and responsible employees</li> <li>• Fast and accuracy in service</li> <li>• Full attention to customer</li> </ul>	<ul style="list-style-type: none"> <li>• Parasuraman et al. (1985)</li> </ul>
Customer Satisfaction ( $Y_1$ )	<ul style="list-style-type: none"> <li>• I am satisfied with my experiences at Warunk Upnormal Pahlawan Trip</li> <li>• My choice to choose Warunk Upnormal Pahlawan Trip was a wise one</li> <li>• I think I did the right thing to visit Warunk Upnormal Pahlawan Trip</li> <li>• I had pleasant food experience at Warunk Upnormal Pahlawan Trip</li> <li>• My experiences at Warunk Upnormal Pahlawan Trip have exceeded my expectations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Han et al. (2008)</li> <li>▪ Chan (2018)</li> </ul>
Revisit Intentions ( $Y_2$ )	<ul style="list-style-type: none"> <li>• I would recommend Warunk Upnormal Pahlawan Trip to my friends or others</li> <li>• I will be returning to Warunk Upnormal Pahlawan Trip with my family or others</li> <li>• I would more frequently visit Warunk Upnormal Pahlawan Trip</li> <li>• I would say positive things about Warunk Upnormal Pahlawan Trip to others</li> <li>• I will advise my friends to choose Warunk Upnormal Pahlawan Trip ahead of any other restaurant</li> <li>• I am happy to share my experiences at Warunk Upnormal Pahlawan Trip</li> </ul>	<ul style="list-style-type: none"> <li>• Suhud and Wibowo (2016)</li> <li>• Chan (2018)</li> </ul>

Source: Primary Data, 2020

### 3.6 Measurement Scale

For measurement, the Likert scale was used in this research. The Likert scale used in this research is the 5-point Likert scale, which is the original version from Rensis Likert, as follows:

**Table 3.2**  
**Likert Scale**

Likert Scale	Score
Strongly Agree	5
Agree	4
Neither Agree nor Disagree	3
Disagree	2
Strongly Disagree	1

*Source: Sekaran and Bougie (2017)*

### 3.7 Research Test Instrument

Since the data collection method for measuring the variables in this research was a questionnaire, it is necessary to try out the research instrument before distributing it to the research sample. Whether the data is valid or not, it will determine the quality of the research result. Furthermore, data validity depends on the data collection of the instrument. According to Arikunto (2013), a good instrument must meet two important requirements: valid and reliable. Thus, the instrument test in this research are:

#### 3.7.1 Validity Test

Validity is a measurement that shows the levels of validity or validity of an instrument (Arikunto 2013). An instrument is valid if it can measure what is desired.

An instrument is valid if it can reveal the data of the variables that are studied appropriately. The validity test calculation can be done using Software SPSS 21 for

Windows (SPSS), which will be seen from Correlated Item Total Correlation where

$r_{count} \geq r_{table}$ , the instrument items are declared valid and vice versa if  $r_{count} < r_{table}$

then the instrument items are declared invalid. The number of trial samples used in

this research was 30 respondents, and with a significance level of 0.05 (5%). The  $r_{table}$  for the validity test in this research is 0.3610.

### 3.7.2 Reliability Test

Reliability refers to an understanding that an instrument can be used as a data collection tool because that instrument is valid. A valid instrument will not be tendentious in directing respondents to choose certain answers. Reliability refers to the reliability of something, while reliable means that it can be trusted to be reliable (Arikunto 2013). Calculating or testing the reliability can be done using Software SPSS ver. 21.0. In Software SPSS, a statement is stated to be reliable if it has Cronbach Alpha > 0.60.

## 3.8 Data Analysis Method

### 3.8.1 Descriptive Analysis

Descriptive statistic is a statistic used to analyse the data by describing data that has been collected as it is without intending to make a conclusion that is applied to the public or generalization (Sugiyono 2016). In other words, the descriptive analysis in this research was used to describe the condition of each research variable under the criteria that will be determined. First, each statement's total value was entered into the interval so that the frequency of each category was obtained. To present the magnitude of the frequency value, the formula was:

$$P = \frac{F}{N} \times 100 \%$$

Notes:

P = Percentage of frequency distribution

F = Frequency

$N$  = Total number of respondents

Second, a classification is made on the average value of each item's statement in the variable so that condition can be known. To facilitate the determination of the condition classification for each variable, the interval class length calculation was determined. The formula used to calculate the interval class length is as follow:

$$\text{Interval Class} = \frac{\text{hishest score} - \text{lowest score}}{\text{number of criteria}}$$

The classification or categories in the descriptive analysis in this research was as follows:

1– 2.33= less

2.34 – 3.67 = enough

3.68 – 5 = good

### 3.8.2 Classical Assumption Test

The classical assumption test is conducted in research to produce an estimator that fits the Best Linear Unlocked Estimator (BLUE), which means that the regression model can be used as a research estimation tool (Ghozali, 2016).

#### 3.8.2.1 Normality Test

Normality test is a test conducted to test whether the regression model exists on the independent and the dependent variables or both have normal distribution or not. Normality test in this study used one sample Kolmogorov Smirnov. If the test results show significant values above 0.05, it can be said that it has a normal distribution. Whereas if one sample Kolmogorov Smirnov sample test results show

a significant value below 0.05, the data can be said to have abnormal distribution (Ghozali, 2016).

### 3.8.2.2 Multicollinearity Test

Multicollinearity test is a test that aims to test whether the regression model was found a correlation between the independent variables. To find out whether or not there is multicollinearity in the regression model in this study, it can be seen from the value of tolerance and the value of the variance inflation factor (VIF).

Regression model that is free from multicollinearity is a model that has a tolerance value  $\geq 0.01$ , or if the value of the variance inflation factor (VIF)  $\leq 10$  (Ghozali, 2016).

### 3.8.2.3 Heteroscedasticity Test

Heteroscedasticity test aims to test whether, in a regression model, there is an unequal variance from one observation to another observation residual so that if the variance is different, it can be called heteroscedasticity. However, if the variance from one observation residual to another observation remains, this is called homoscedasticity. A good regression model is a model which shows that homoscedasticity or heteroscedasticity does not occur. The heteroscedasticity test in this study was scatterplots Test.

## 3.8.3 Data Analysis

### 3.8.3.1 Analysis of Multiple Linear Regression

The analytical method used in this study was a multiple linear regression analysis. Sugiyono (2016) says that multiple regression analysis intends to predict how the condition (ups and downs) of the dependent variable (criterion), if two or

more independent variables as a predictor factor, is manipulated (raised the value down). The multiple linear regression equation specified in this study was:

$$Y_1 = \alpha + B1 X_1 + B2 Y_2 + \varepsilon$$

$$Y_2 = \alpha + B1 X_1 + B2 Y_1 + \varepsilon$$

Notes:

$Y_1$  : Customer Satisfaction

$Y_2$  : Revisit Intention

$\alpha$  : Constant Coefficient

BI, B2 : Regression Coefficient

$X_1$  : Service Quality

$\varepsilon$  : Error, Disturbing Variable

### 3.8.3.2 Coefficient of Determination ( $R^2$ )

In addition, the linear regression analysis process also shows the value of the coefficient of determination, which is a measure to determine the suitability or determination between the alleged value and the regression line with sample data.

According to Ghozali (2016), the coefficient of determination ( $R^2$ ) is used to measure how far the ability of the regression model in explaining the variation of the dependent variable. In other words, how large the variance of the dependent variable can be explained by the independent variable. The coefficient of determination ranges from 0-1. If the value is close to one, it means the independent variables provide almost all the information needed to predict the variation of the

dependent variable. A small  $R^2$  value means that the ability of independent variables to explain the dependent variable is less or very limited.

Hypothesis test employed in this study was a partial test or t test that aims to see the influence of each independent variable partially on the dependent variable. To test the hypothesis in this study, it can be seen from the results of the t test to regression coefficient partially. This test was conducted to determine the significance of the partial role between independent variables on the dependent variable by assuming that other independent variables were considered constant.

The criteria used are as follows:

#### 3.8.3.3 Hypothesis Test (t-test)

Hypothesis test employed in this study was a partial test or t test that aims to see the influence of each independent variable partially on the dependent variable. To test the hypothesis in this study, it can be seen from the results of the t test to regression coefficient partially. This test was conducted to determine the significance of the partial role between independent variables on the dependent variable by assuming that other independent variables were considered constant.

The criteria used are as follows:

1.  $H_0$  is accepted if the  $t_{value} \leq t_{table}$  or sig value  $> \alpha$ .
2.  $H_0$  is rejected if the  $t_{value} \geq t_{table}$  or sig value  $< \alpha$ .

#### 3.8.3.4 Hypothesis Test (f-test)

Hypothesis test F means to show whether all independent included in the model have a joint influence on the dependent variable. It can be done using the F

value in the ANOVA output table by comparing the calculated F value and F table with decision making criteria as follow:

1. If  $F_{\text{count}} < t_{\text{table}}$  at  $\alpha$  0.05, then  $H_a$  is accepted (significant regression coefficient). It means that at the same time, the independent variables have a significant influence on the dependent variable.
2. If  $F_{\text{count}} > t_{\text{table}}$  at  $\alpha$  0.05, then  $H_a$  is rejected (regression coefficient is not significant). It means that at the same time, the independent variables do not have a significant influence on the dependent variable.

#### 3.8.4 Sobel Test

The Sobel test aims to measure the alleged mediating variables (Ghozali, 2016).

This study is used to measure the Service Quality variable with Revisit Intention through Customer Satisfaction as a mediating variable. In this research, the mediating test was conducted to know whether the mediating variables/intervening variable has mediating or not. The effect of mediation cannot be seen simply by looking at the regression coefficient, path test is necessary to confirm the effect of mediation through sobel test. According to Preacher (2004), the sobel test works well only in large sample so the use of this formula is become relevant in this thesis.

The following is a formula for calculating the magnitude of the influence of Customer Satisfaction as a mediating variable:

**Figure 3.1**

#### **Mediating Variable Formula**

$$Y = PYX + (PZX \times PYZ)$$

$$\text{Indirect Effect (IE)} = PY_1X \times PY_2Y_1$$

$$\text{Total Effect (TE)} = PY_2X + (PY_1X \times PY_2Y_1)$$

Source: Ghozali, 2016

To test the effect of mediation between variables, namely the effect of Service Quality (X1) on the Revisit Intention (Y2) variable through Customer Satisfaction (Y1) is carried out by calculating the Sobel formula. The amount of the indirect standard error of Service Quality (X) to Revisit Intention (Y2) is used to calculate the single formula so that the following is obtained:

$$Se_{12} = \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2}$$

The following is the result of t count, namely by multiplying the indirect effect value with the Sobel value:

$$t = \frac{P_{12}}{Se_{12}}$$

### 3.8.5 Path Analysis

Path analysis is the basis for structural equation modeling. Path analysis is a method for studying the direct and indirect effect of the variable, usually three variables or more. This path analysis is used to show the amount of contribution of each variable, which is X1, Y1, and Y2 or the relationship between those variables.

The basis of path coefficient calculation is the correlation and regression analysis, and by inputting it to SPSS program, those calculations will be solved.

## CHAPTER IV

### RESULTS AND DISCUSSIONS

#### 4.1 Description of Research Object

Warunk Upnormal was established by Citarasa Prima Group (CRP Group) in June 2014. The first restaurant was established on Jl. P. H. H. Mustofa No 73, Bandung, but now there are many branches in all cities in Indonesia.

Since its inception, Warunk Upnormal offers unique product concept with various creations from instant noodles. Thus, Warunk Upnormal has been given the title "pioneer of modern noodles". Other products include milk, bread, coffee, dessert, and rice creations. These menus are presented as the main product of Warunk Upnormal with affordable price, ranging from IDR 5,000 to IDR 40,000. The owner of Warunk Upnormal sees the culture of hanging out and socializing is now a necessity for most people. This phenomenon creates the need for a comfortable place with good foods and affordable prices.

**Figure 4.1**

**Warunk Upnormal Logo**



*Source: Warunk Upnormal, 2016*

From Figure 4.1, the logo of Warunk Upnormal consists of 4 symbols. There is a bowl of noodles, a drinking glass, sliced bread, and a mustache. The symbol for

the bowl of noodles, the drinking glass, and the slices of bread reflect its main products. Meanwhile, the mustache symbol reflects the satisfaction of every consumer who comes to Warunk Upnormal. Satisfied means the food and drinks offered are delicious, the services provided are pleasant, the place is comfortable, and the facilities provided are appropriate.

#### 4.2 Characteristic Respondents

Respondents in this study were 200 people who had ever visited Warunk Upnormal Pahlawan Trip in Malang. A detailed description of the characteristics of the respondents is as follows:

**Table 4.1**  
**Respondent Demographics Data**

Variable	Category	Frequency	Percentage
Gender	Male	120	60
	Female	80	40
<b>Total</b>		200	100
Age	19-20 years	18	9
	21-22 years	134	67
	> 23 years	48	24
<b>Total</b>		200	100
Income	< Rp1,000,000	14	7
	Rp1,000,001 s/d Rp3,000,000	162	81
	Rp3,000,001 s/d Rp6,000,000	24	12
	<b>Total</b>	200	100

*Source: Processed Primary Data (2020)*

In this research, respondents obtained through online questionnaire. The questionnaire were distributed online to the respondent by using google form.

Google form is a tool that helped researcher to distribute the questionnaire more

effective and efficiently. The data was obtained through social media platforms and with the help of many people and friends to spread the questionnaire. The online messaging platform used to spread the questionnaire is Line and the link to online questionnaire is shared in many group chats. Based on the explained activities above, 200 respondents of all active students from every faculty, batch and study were obtained for this research.

Based on table above, it can be seen that the largest age group is dominated by the millennial generation. It shows that Warunk Upnormal Pahlawan Trip is one of the dining options that provides decent atmosphere for gathering with friends or family. The reason is, this age range is included in productive age to do activities with the various existing facilities provided by Warunk Upnormal such as WIFI for the purpose of doing assignment or work and provides games for gathering activities.

The table above also shows the largest gender group of the visitors of Warunk Upnormal Pahlawan Trip is dominated by men. Research conducted by Salendra (2014) shows that the media of self-actualization of millennial today is the culture of hanging out in cafes or coffee shops. Recognition of the self that exist in adolescent is obtained through adjustments to existing trends, such as the culture of hanging out in cafes of coffee shops. Based on the explanation above, it could be due to the tendency to gather for that age was quite a lot, and more dominated by men.

Besides, the result of the research showed a description of income obtained by the visitors of Warunk Upnormal Pahlawan Trip, kota Malang. The results

showed that the respondents who visited the Warunk Upnormal Pahlawan Trip in kota Malang had a sufficient income, and more likely to spend money to support activities such as hanging out at Warunk Upnormal Pahlawan Trip in kota Malang.

### 4.3 Descriptive Statistics

Descriptive analysis showed the distribution of respondents' answers to each variable item, such as Service Quality (X), Customer Satisfaction (Y1), and Revisit Intention (Y2). The analysis describes the data in the form of frequency numbers, total percentages, averages per item, and variable. Measurements were given with a range of answers using a Likert scale from a scale of 1-5. The following table is the percentage distribution determined from the results of the Likert scale:

**Table 4.2**

#### **Distribution Percentage**

Scale	Statement
1 – 1.79	Very poor
1.8 – 2.59	Poor
2.6 – 3.39	Moderate
3.4 – 4.19	Good
4.2 – 5	Very good

*Source: Processed Primary Data (2020)*

The following is the percentage distribution for each research item as shown in the table.

#### **4.3.1 Descriptive Statistics of Service Quality (X1)**

In Service Quality variable, there were ten question items given to respondents to be answered. Respondents' answers can be seen in Table 4.3.

**Table 4.3**

#### **Service Quality (X1) Result**

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X.1	51	25.50	133	66.50	13	6.50	3	1.50	0	0.00	200	100	4.16
X.2	43	21.50	128	64.00	25	12.50	4	2.00	0	0.00	200	100	4.05
X.3	56	28.00	124	62.00	16	8.00	4	2.00	0	0.00	200	100	4.16
X.4	43	21.50	132	66.00	23	11.50	2	1.00	0	0.00	200	100	4.08
X.5	35	17.50	108	54.00	45	22.50	12	6.00	0	0.00	200	100	3.83
X.6	37	18.50	137	68.50	21	10.50	5	2.50	0	0.00	200	100	4.03
X.7	35	17.50	122	61.00	33	16.50	10	5.00	0	0.00	200	100	3.91
X.8	55	27.50	121	60.50	19	9.50	5	2.50	0	0.00	200	100	4.13
X.9	48	24.00	113	56.50	30	15.00	9	4.50	0	0.00	200	100	4.00
X.10	59	29.50	113	56.50	24	12.00	4	2.00	0	0.00	200	100	4.14
Total												4.05	

Source: Processed Primary Data (2020)

X.1: Warunk Upnormal Pahlawan Trip is comfortable and clean

X.2: Neat and professional employee appearances

X.3: Product Knowledge

X.4: Prioritize services for customer

X.5: Employee responsiveness

X.6: Willingness to provide assistance to the customer

X.7: Delivery of service as promised

X.8: Polite and responsible employees

X.9: Fast and accurate in service

X.10: Full attention to customer

Based on Table 4.3, answers from 200 respondents were obtained as well as an assessment of the Service Quality variable. The description of the Service

Quality variable has an average value of 4.05. The results of this assessment

indicated that the Service Quality variable has a good category. It can be seen the

overall Service Quality provided by Warunk Upnormal Pahlawan Trip was

considered to be good, but there were some respondents who still assessed the speed and proficiency of the services provided as below the average. From these results, it can be concluded that Warunk Upnormal Pahlawan Trip must improve the services provided by employees. Thus, visitors will feel comfortable and well served.

#### 4.3.2 Descriptive Statistics of Customer Satisfaction (Y1)

In the variable of Customer Satisfaction, there were five question items given to respondents to answer. Respondents' answer can be seen in Table 4.4

**Table 4.4**

#### **Customer Satisfaction (Y1) Result**

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1.1	49	24.50	114	57.00	34	17.00	3	1.50	0	0.00	200	100	4.05
Y1.2	48	24.00	114	57.00	34	17.00	4	2.00	0	0.00	200	100	4.03
Y1.3	36	18.00	125	62.50	37	18.50	2	1.00	0	0.00	200	100	3.98
Y1.4	47	23.50	105	52.50	44	22.00	4	2.00	0	0.00	200	100	3.98
Y1.5	40	20.00	133	66.50	25	12.50	1	0.50	1	0.50	200	100	4.05
Total													4.02

*Source: Processed Primary Data (2020)*

Y1.1: I am satisfied with my experiences at Warunk Upnormal Pahlawan Trip

Y1.2: My choice to choose Warunk Upnormal Pahlawan Trip was a wise one

Y1.3: I think I did the right thing to visit Warunk Upnormal Pahlawan Trip

Y1.4: I had pleasant food experience at Warunk Upnormal Pahlawan Trip

Y1.5: My experiences at Warunk Upnormal Pahlawan Trip have exceeded my expectations

Based on Table 4.4, answers from 200 respondents were obtained as well as assessment of Customer Satisfaction variable. The description of the Service Quality variable has an average value of 4.02. The results of this assessment indicate that the Customer Satisfaction variable has a good category related to satisfaction with the overall services provided to customers in Warunk Upnormal Pahlawan Trip in kota Malang .

### 4.3.3 Descriptive Statistics of Revisit Intention (Y2)

In Revisit Intention variable, six question items were given to respondents to be answered. Respondents' answers can be seen in Table 4.5.

**Table 4.5**  
**Revisit Intention (Y2) Result**

Item	5		4		3		2		1		Total		Average	
	f	%	f	%	f	%	f	%	f	%	Total	%		
Y2.1	44	22.00	105	52.50	39	19.50	11	5.50	1	0.50	200	100	3.90	
Y2.2	37	18.50	124	62.00	31	15.50	7	3.50	1	0.50	200	100	3.95	
Y2.3	42	21.00	122	61.00	25	12.50	10	5.00	1	0.50	200	100	3.97	
Y2.4	58	29.00	100	50.00	37	18.50	5	2.50	0	0.00	200	100	4.06	
Y2.5	52	26.00	109	54.50	32	16.00	7	3.50	0	0.00	200	100	4.03	
Y2.6	64	32.00	96	48.00	37	18.50	3	1.50	0	0.00	200	100	4.11	
Total												200	100	4.00

*Source: Processed Primary Data (2020)*

Y2.1: I would recommend Warunk Upnormal Pahlawan Trip to my friends or others

Y2.2: I will be returning to Warunk Upnormal Pahlawan Trip with my family or others

Y2.3: I would more frequently visit Warunk Upnormal Pahlawan Trip

Y2.4: I would say positive things about Warunk Upnomeral Pahlawan Trip to others

Y2.5: I will advise my friends to choose Warunk Upnormal Pahlawan Trip ahead of any other restaurant

Y2.6 I am happy to share my experiences at Warunk Upnormal Pahlawan Trip

Based on Table 4.5, answers from 200 respondents were obtained as well as assessment of Revisit Intention variable. The description of the Revisit Intention variable has an average value of 4.00. The results of this assessment indicate that the Revisit Intention variable has a good category. It can be seen that overall, the Revisit Intention given by Warunk Upnormal Pahlawan Trip was considered to be good, yet, there were some respondents who have below average Revisit Intention to Warunk Upnormal Pahlawan Trip. From these results, it can be concluded that Warunk Upnormal Pahlawan Trip must create a better and more comfortable atmosphere. Thus, visitors will have more revisit intention to Warunk Upnormal Pahlawan Trip.

#### 4.4 Research Instrument Test

Questionnaire in this study was used as analysis tools. Therefore, the analysis carried out relied on the respondent's score for each observation. At the same time, the corrected response score depended on data collection. Appropriate data collection instruments must meet two important requirements, namely validity and reliability.

#### 4.4.1 Validity Test

Validity test is highly needed for research, especially research that uses a questionnaire to collect data. Validity test is intended to determine the understanding of the validity of the concept and empirical reality. The validity test is a measure that shows the levels of validity and validity of an instrument. An instrument is considered to be valid if it is able to measure or reveal data from the variables being studied appropriately. Validity test can be conducted by correlating each factor or variable with the total factor or variable using correlation.

The test criteria for accepting or rejecting a hypothesis are a valid or non-existent statement by:

1.  $H_0: r = 0$ , there is no valid data at an error rate ( $\alpha$ ) of 5%
2.  $H_1: r \neq 0$ , there is valid data at an error rate ( $\alpha$ ) of 5%.
3. The null hypothesis ( $H_0$ ) is accepted if  $r_{\text{count}} < r_{\text{table}}$ ; on the other hand, the alternative hypothesis ( $H_1$ ) is accepted if  $r_{\text{count}} > r_{\text{table}}$ .

Validity testing was conducted through the SPSS ver. 21 by using product moment correlation, which produces value of each statement item with the overall score of the question items. More detail is presented in the table as follows:

**Table 4.6**

#### Variable Validity Test

Item	r count	Sig.	r table	Information
X1	0.614	0.000	0.138	Valid
X2	0.627	0.000	0.138	Valid
X3	0.620	0.000	0.138	Valid
X4	0.701	0.000	0.138	Valid
X5	0.675	0.000	0.138	Valid
X6	0.598	0.000	0.138	Valid

X7	0.743	0.000	0.138	Valid
X8	0.729	0.000	0.138	Valid
X9	0.712	0.000	0.138	Valid
X10	0.677	0.000	0.138	Valid
Y1.1	0.762	0.000	0.138	Valid
Y1.2	0.816	0.000	0.138	Valid
Y1.3	0.752	0.000	0.138	Valid
Y1.4	0.777	0.000	0.138	Valid
Y1.5	0.749	0.000	0.138	Valid
Y2.1	0.701	0.000	0.138	Valid
Y2.2	0.772	0.000	0.138	Valid
Y2.3	0.743	0.000	0.138	Valid
Y2.4	0.804	0.000	0.138	Valid
Y2.5	0.767	0.000	0.138	Valid
Y2.6	0.790	0.000	0.138	Valid

Source: *Processed Primary Data (2020)*

From Table 4.6 above, it can be seen that sig value.  $r$  the question indicator is less than 0.05. It means that each variable indicator is valid. Thus, it can be concluded that these indicators can be used to measure the research variables.

#### 4.4.2 Reliability Test

Reliability test shows the level of accuracy of a measuring instrument or the test used to determine the extent to which the measurement is relatively consistent when repeated measurements are made. This test was used to determine the extent to which a person's answer was consistent or stable over time. Arikunto (2013) explained that reliability is an instrument that can be trusted enough to be used as a data collection tool because instrument is proper.

Reliability test technique is to use the reliability coefficient alpha. The decision making criteria is that if the value of the alpha reliability coefficient is more significant than 0.6, the variable is reliable.

**Table 4.7**

### Variable Reliability Test

No.	Variable	Reliability Coefficient	Information
1	Service Quality (X)	0.863	Reliable
2	Customer Satisfaction (Y1)	0.829	Reliable
3	Revisit Intention (Y2)	0.855	Reliable

*Source: Processed Primary Data (2020)*

Table 4.7 shows that the value of the Cronbach Alpha for all variables is greater than 0.6. From the provisions previously mentioned, all variables used for this study can be said to be reliable.

#### 4.5 Classical Assumption Test

Classic assumptions test had to be conducted to meet the use of multiple linear regression. After calculating the multiple regression through the SPSS for Windows tool, a classic regression assumption test was conducted.

##### 4.5.1 Normality Test

Normality test is conducted to find out whether the residual value is spread normally. The test procedure is conducted using the Kolmogorov-Smirnov test, with the following conditions:

1.  $H_0$ : residuals are distributed normally
2.  $H_1$ : residuals are not distributed normally
3. If the value is sig (p-value) > 0,05 then  $H_0$  is accepted, which means normality is met. The results of the normality test can be seen in the table below.

**Table 4.8**  
**Normality Test Result**

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		200	200
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	1.92698388	2.42067858
	Most Extreme Differences		
	Absolute	.088	.080
	Positive	.053	.048
	Negative	-.088	-.080
Kolmogorov-Smirnov Z		1.247	1.127
Asymp. Sig. (2-tailed)		.089	.158

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Primary Data (2020)

From the calculation result, it was obtained that sig. was 0.089 and 0.158 and/or greater than 0.05; then the H0 requirement was accepted, namely that the normality assumption was met.

#### 4.5.2 Multicollinearity Test

Multicollinearity test was conducted to find out that there is no very strong relation, or there is no perfect linear relation. It can also be considered that the independent variables are not interrelated. The test compare the Tolerance value obtained from multiple regression calculations; if the tolerance value  $<0.1$ , then multicollinearity occurs. The multicollinearity test results can be seen in Table 4.9.

Table 4.9

#### Multicollinearity Test Result

Model	Variable	Collinearity Statistics	
		Tolerance	VIF
1	X	1.000	1.000
2	Y2	0.543	1.840
3	Y1	0.543	1.840

Source: Processed Primary Data (2020)

Based on Table 4.9, the test results show that the overall tolerance value  $> 0.1$  or the VIF value  $< 10$ . Therefore, it can be concluded that there is no multicollinearity between the independent variables. From the test results, it can be concluded that there is no multicollinearity between the independent variables. Hence, the assumption test for the absence of multicollinearity can be fulfilled.

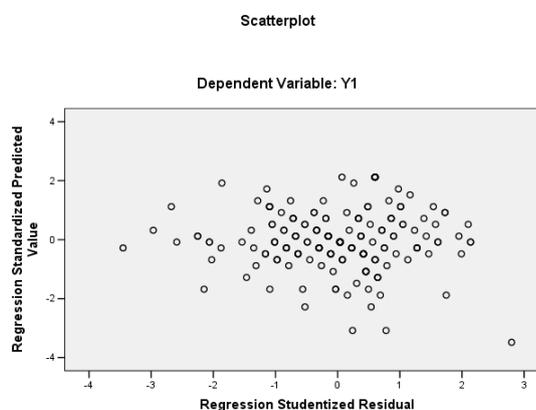
### 4.5.3 Heteroscedasticity Test

Heteroscedasticity test is used to find out whether there is an inequality in the residual deviation value due to the size of the value of one of the independent variables or there is a difference in the value of the variety with the increasing value of the independent variable. The test procedure was carried out with the Scatter Plot Test. The homogeneity test of the remaining variants was based on the hypothesis, and it can be seen in Figure 4.2:

1.  $H_0$ : the range of residual is homogeneous
2.  $H_1$ : the range of remains is not homogeneous

**Figure 4.2**

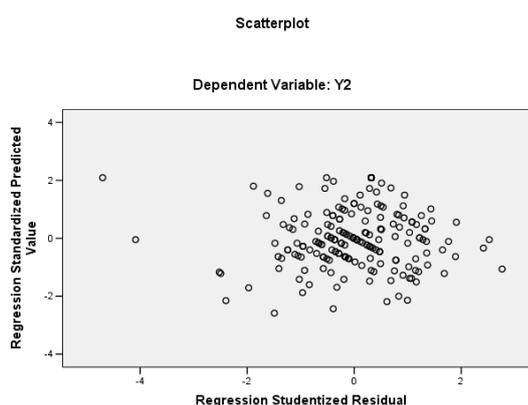
#### Heteroscedasticity Test Result (Y1)



Source: *Processed Primary Data (2020)*

Figure 4.3

### Heteroscedasticity Test Result (Y2)



Source: *Processed Primary Data (2020)*

From the test result, the dots spread with an unclear pattern above and below the number 0 on the Y axis (homogeneous). It can be concluded that there was no heteroscedasticity problem.

By fulfilling all the classical regression assumptions above, it could be considered that the path analysis model used in this study is appropriate. Thus, interpretation can be taken from the results of the path analysis that has been carried out.

#### 4.6 Path Analysis

Path analysis was used to calculate the magnitude of the influence between variables, such as Service Quality (X) on supported variables, namely Customer Satisfaction (Y1) and Revisit Intention (Y2).

#### 4.6.1 Path Coefficient of Service Quality Toward Customer Satisfaction

Table 4.10

##### Path Analysis toward Customer Satisfaction

Variable Relation	Standardized Coefficients	t	Sig.
X → Y1	0.676	12.899	0.000
$R^2_1: 0,457$			

Source: Processed Primary Data (2020)

Test results of Service Quality effect towards Customer Satisfaction can be seen in Table 4.10. The research hypothesis being tested is as follows:

H1: Service Quality has a positive and significant effect towards Customer Satisfaction

Table 4.10 shows a beta coefficient of 0.676, which affects Service Quality on Customer Satisfaction, with a  $t_{count}$  of 12.899 and a probability of 0.000 ( $p < 0.05$ ). So, H0 was rejected. It means that the hypothesis that Service Quality has a positive and significant effect towards Customer Satisfaction is accepted. The positive direction of the relationship with a beta coefficient of 0.676 shows that the higher the Service Quality, the higher the Customer Satisfaction.

The coefficient of determination was 0.457 or 45%. These results indicate that the contribution of Service Quality to Customer Satisfaction was 45%, while the contribution of other variables outside this study model was 55%.

#### 4.6.2 Path Coefficient of Customer Satisfaction Toward Revisit Intention

Table 4.11

##### Path Analysis toward Revisit Intention

Variable Relation	Standardized Coefficients	t	Sig.
Y1 → Y2	0.560	8.326	0.000

X → Y2	0.208	3.096	0.002
$R^2_2: 0,515$			

Source: *Processed Primary Data (2020)*

Test result of Customer Satisfaction effect towards Revisit Intention can be seen in Table 4.11. The research hypothesis being tested is as follows:

H2: Customer Satisfaction has a positive and significant effect on Revisit Intention.

Table 4.11 shows the beta coefficient of 0.560, which is the effect of Customer Satisfaction on Revisit Intention, with a  $t_{count}$  of 8.326, and a probability was 0.000 ( $p < 0.05$ ). So,  $H_0$  was rejected. It means that the hypothesis Customer Satisfaction has a positive and significant effect towards Revisit Intention is accepted. The positive direction of the relationship with a beta coefficient of 0.560 shows that the higher the customer satisfaction, the higher the revisit intention.

#### 4.6.3 Path Coefficient of Service Quality Toward Revisit Intention

Test result of Service Quality effect towards Revisit Intention can be seen in Table 4.11. The research hypothesis being tested is as follows:

H3: Service Quality has a positive and significant effect on Revisit Intention

Table 4.11 shows that the beta coefficient was 0.208, the effect of attributes on Revisit Intention, with a  $t_{count}$  was 3.096, and a probability was 0.002 ( $p < 0.05$ ). So,  $H_0$  was rejected. It means that the hypothesis Service Quality has a significant effect towards Revisit Intention is accepted. The positive direction of the

relationship with a beta coefficient of 0.208 showed that the higher the Service Quality, the higher the Revisit Intention.

The coefficient of determination was 0.515 or 51.5%. These results indicate that the contribution of Service Quality and Customer Satisfaction to Revisit Intention was 51.5%, while the contribution of other variables outside this study model was 48.5%.

#### 4.6.4 Path Coefficient of Service Quality Towards Revisit Intention Through Customer Satisfaction

In the relation between Service Quality and Revisit Intention, there are allegations of the Customer Satisfaction variable as an intervening variable. The calculation of the influence of Customer Satisfaction as an intervening variable is as follows:

$$Y = PYX + (PZX \times PYZ)$$

$$\begin{aligned} \text{Indirect Effect (IE)} &= PY_1X \times PY_2Y_1 \\ &= 0.676 \times (0.560) \\ &= 0.379 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PY_2X + (PY_1X \times PY_2Y_1) \\ &= 0.208 + 0.379 \\ &= 0.587 \end{aligned}$$

Testing the effect of mediation between variables, namely the effect of Service Quality (X1) on the Revisit Intention (Y2) variable through Customer Satisfaction (Y1), was carried out by calculating the Sobel formula. The results of the two tests are summarized as follows:

$$P_1 = 0.676$$

$$Se_1 = 0.030$$

$$P_2 = 0.560$$

$$Se_2 = 0.090$$

The amount of the indirect standard error of Service Quality (X) against Revisit Intention (Y2) is used to calculate the single formula, so that the following is obtained:

$$\begin{aligned} Se_{12} &= \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2} \\ &= \sqrt{(0.676)^2 \cdot (0.090)^2 + (0.560)^2 \cdot (0.030)^2 + (0.030)^2 \cdot (0.090)^2} \\ &= 0.0629 \end{aligned}$$

The following is the result of t count, namely by multiplying the indirect effect value with the Sobel value:

$$t = \frac{P_{12}}{Se_{12}} = \frac{0.379}{0.0629} = 6,024$$

The test results of Service Quality effect towards Revisit Intention through Customer Satisfaction can be seen in Table 4.12. The research hypothesis being tested is as follows:

H4: Service Quality has a positive and significant effect towards Revisit Intention through Customer Satisfaction.

**Table 4.12**  
**Path Analysis toward Revisit Intention Through Mediation**

Variable Relation	Direct Coefficient	Standard Error	Indirect Coefficient	Sobel	t.		
X → Y → Z	0.676	0.560	0.030	0.090	0.379	0.0629	6.024

Source: Processed Primary Data (2020)

Table 4.12 shows that Customer Satisfaction is proven as a mediating variable in the relationship between Service Quality and Revisit Intention. It is evidenced by the calculation of the Indirect Effect, which is worth 0.379. The total effect of Service Quality on Revisit Intention through Customer Satisfaction is 0.587. So,  $H_0$  was rejected. It means that the hypothesis Service Quality has a positive and significant indirect effect on Revisit Intention through Customer Satisfaction is accepted.

#### 4.7 Coefficient of Determinant ( $R^2$ )

The accuracy of the hypothetical model from the research data was measured by the coefficient of determination ( $R^2$ ) in the two equations. The following table was the calculation result of the coefficient of determination:

**Table 4.13**

#### Coefficient of Determinant Result

$$\begin{aligned}
 R^2 &= 1 - (1 - R_1^2) (1 - R_2^2) \\
 &= 1 - (1 - 0.457) (1 - 0.515) \\
 &= 1 - (0.543) (0.485) \\
 &= 1 - 0.2634 \\
 &= 0.7366 \text{ or } 73.66\%
 \end{aligned}$$

*Source: Processed Primary Data (2020)*

The result of the calculation of the model determination of 73.66% show that the contribution of the model to explain the structural relationship of the three variables studied was 73.66%. At the same time, the remaining 26.34% was explained by other variables not included in this study model.

## 4.8 Discussion

In this study, there were 200 people as respondents. The research method used was a path analysis technique. Service Quality (X) has a positive and significant effect towards Customer Satisfaction (Y1) and Revisit Intention (Y2).

Thus, if Service Quality increases, the Customer Satisfaction and Revisit Intention will increase. Customer Satisfaction (Y1) has a significant effect towards Revisit Intention (Y2). Thus, if Customer Satisfaction increases, the Revisit Intention will increase.

### 4.8.1 The Effect of Service Quality (X) Towards Customer Satisfaction (Y1) at Warunk Upnormal Pahlawan Trip in Kota Malang

In the analysis result using the path analysis method, value of t count 12.899 is greater than the t table that is 1.972, and the probability is 0.000 ( $p < 0.05$ ). Thus, the Service Quality has a positive and significance effect towards Customer Satisfaction. These results provide evidence to support previous research conducted by Aftab et al. (2016); Pratama & Sulisworo (2018); Rusdin & Rashid (2018); Aziz et al. (2012); Thia et al. (2020); and Soleimani & Einolahzadeh, (2018).

The results of the analysis conclude that the effect of service quality on customer satisfaction is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention.

The significant effect in this study explains that the services provided are proper and suitable for the customer. If Warunk Upnormal Pahlawan Trip has good service quality and always develops its services, then the satisfaction of Warunk Upnormal Pahlawan Trip customers will increase. Based on the questionnaire, some

respondents assessed the speed and proficiency of the services provided by employees as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services, especially the employees, so that the customer feels satisfied.

#### **4.8.2 The Effect of Customer Satisfaction (Y1) Towards Revisit Intention (Y2) at Warunk Upnormal Pahlawan Trip in Kota Malang**

In the results of the analysis using the path analysis method, value of t count 8.326 is greater than the t table, which is 1.972, and the probability is 0.000 ( $p < 0.05$ ) so that the Customer Satisfaction variable has a positive and significant effect towards Revisit Intention. These results provide evidence to support previous research conducted by Rusdin & Rashid (2018), Aziz et al. (2012), Pangaribuan et al. (2020), and Soleimani & Einolahzadeh (2018).

The results of the analysis conclude that the effect of customer satisfaction on revisit intention is positive and significant. This condition illustrates that the customer satisfaction of Warunk Upnormal Pahlawan Trip will affect revisit intention. The significant effect in this study explains the perceived satisfaction compared to the expectations of the customer, the higher the possibility of revisit intention of Warunk Upnormal Pahlawan Trip. If Warunk Upnormal Pahlawan Trip creates satisfaction through its service and place, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the questionnaire, some respondents assessed the food experience at Warunk Upnormal Pahlawan Trip as average. From the results above, it can be concluded that Warunk

Upnormal Pahlawan Trip can create a pleasant experience through their foods so that the customers want to come back to visit Warunk Upnormal Pahlawan Trip.

#### **4.8.3 The Effect of Service Quality (X) Towards Revisit Intention (Y2) at Warunk Upnormal Pahlawan Trip in Kota Malang**

In the results of the analysis using the path analysis method, value of t count of 3.096 is greater than the t table that is 1.972, and the probability is 0.000 ( $p < 0.05$ ). So that the Service Quality variable has a positive and significant influence on Revisit Intention. These results provide evidence to support previous research conducted by Rusdin & Rashid (2018), Aziz et al. (2012), and Soleimani & Einolahzadeh (2018).

The results of the analysis conclude that the effect of service quality on revisit intention is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention. The significant effect in this study explains that the better the services provided for the customer, the higher the revisit intention from customers of Warunk Upnormal Pahlawan Trip. If Warunk Upnormal has good service quality and always develops its services, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the obtained questionnaire, some respondents assessed the speed and proficiency of the services provided by employees as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services, especially the employees, so that the customer wants to come back to visit Warunk Upnormal Pahlawan Trip.

#### 4.8.4 The Effect of Service Quality (X) Towards Revisit Intention (Y2) Through Customer Satisfaction (Y1) at Warunk Upnormal Pahlawan Trip in Kota Malang

In the results of the analysis using the path analysis method, value of t count of 6.024 is greater than the t table that is 1.972 with an indirect effect of 0.379. So the Service Quality variable has a positive and significant indirect effect towards Revisit Intention through Customer Satisfaction. These results provide evidence to support previous research conducted by Aziz et al. (2012), Rusdin & Rashid (2018), Soleimani & Einolahzadeh (2018), and Pangaribuan (2020).

The results of the analysis conclude that the effect of service quality on revisit intention through customer satisfaction is positive and significant. This condition illustrates that the service quality of Warunk Upnormal Pahlawan Trip will affect revisit intention through customer satisfaction. The significant effect in this study explains that if the services provided were good and suitable for the customer, the higher the possibility to revisit Warunk Upnormal Pahlawan Trip. If Warunk Upnormal has good service quality and always develops its services to meet the customer expectations, then the possibility of customer revisit intention of Warunk Upnormal Pahlawan Trip will increase. Based on the obtained questionnaire, some respondents assessed the food experience and the agility of employees at Warunk Upnormal Pahlawan Trip as average. From the results above, it can be concluded that Warunk Upnormal Pahlawan Trip should improve and develop their services, especially from the employees, to improve the satisfaction

of the consumer, so that the customer wants to come back to visit Warunk Upnormal Pahlawan Trip.



## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusions

This study was conducted to find out variables that affect one another. In this study, the variables used are Service Quality (X), Customer Satisfaction (Y1), and Revisit Intention (Y2). Based on the calculation of path analysis, it can be concluded that the four established hypotheses were accepted.

In this case, Service Quality has a positive and significant effect towards Customer Satisfaction and Revisit Intention, respectively. If the Service Quality provided is good and appropriate, customer satisfaction will be achieved, and the consumer's desire to return will be greater. Therefore, Service Quality is one of the important factors considered by consumers to pay attention to Customer Satisfaction and Revisit Intention. However, based on respondents, there are still things that should be improved, namely in terms of speed and skill of the employees.

Things that Warunk Upnormal Pahlawan Trip can carry out to improve are the quality of employees by conducting regular inspections of performance per employee and job training so they will always be trained to achieve and serve better.

Besides, Customer Satisfaction has a positive and significant effect towards Revisit Intention. If Customer Satisfaction is fulfilled, the consumer's desire to return will be even greater. In this case, meeting the needs for customer satisfaction is important for Warunk Upnormal Pahlawan Trip. Thus, consumers want to visit again in the future.

## 5.2 Recommendations

Based on the conclusion above, some suggestions can be proposed for companies and other parties. As for the suggestions given, they are as follow:

1. The company should maintain and improve Service Quality because it has a dominant effect in affecting Customer Satisfaction and Revisit Intention.

In this case, by conducting regular inspections of performance per employee and conducting job training.

2. Conduct periodic inspections to ensure the readiness and performance of employees to be more responsive to accommodate all the needs of customers.
3. Creating offline and online marketing in the form of events or promos to encourage and build engagement with existing and potential customers to help the increase of branch sales.
4. The further researchers must add other variables that have not been presented in this study, but still have a relationship with the variables studied.

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## APPENDICE

### Appendix 1. Respondents' Answers Frequency

#### Frequency Table

##### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki	120	60.0	60.0	60.0
	Perempuan	80	40.0	40.0	100.0
	Total	200	100.0	100.0	

##### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>23	48	24.0	24.0	24.0
	19-20	18	9.0	9.0	33.0
	21-22	134	67.0	67.0	100.0
	Total	200	100.0	100.0	

##### Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1.000.000	14	7.0	7.0	7.0
	1.000.001, s/d 3.000.000	162	81.0	81.0	88.0
	3.000.001, s/d 6.000.000	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

## Frekuensi berkunjung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 -3 bulan sekali	7	3.5	3.5	3.5
	beberapa kali	7	3.5	3.5	7.0
	Gk tentu	7	3.5	3.5	10.5
	Hanya beberapa kali selama 4	7	3.5	3.5	14.0
	Jarang	5	2.5	2.5	16.5
	jika ada agenda	6	3.0	3.0	19.5
	kalau ada agenda	7	3.5	3.5	23.0
	Kalau ada agenda	7	3.5	3.5	26.5
	Kalo di ajak temen	6	3.0	3.0	29.5
	Kl ad acara	7	3.5	3.5	33.0
	Satu bulan sekali	88	44.0	44.0	77.0
	Satu minggu sekali	24	12.0	12.0	89.0
	seluangnya	8	4.0	4.0	93.0
	Seminggu dua kali	7	3.5	3.5	96.5
	Terkadang bisa duaminggu sek	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

## Frequency Table

## X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.5	1.5	1.5
	3.00	13	6.5	6.5	8.0
	4.00	133	66.5	66.5	74.5
	5.00	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

## X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	25	12.5	12.5	14.5
	4.00	128	64.0	64.0	78.5
	5.00	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

**X3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	16	8.0	8.0	10.0
	4.00	124	62.0	62.0	72.0
	5.00	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

**X4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.0	1.0	1.0
	3.00	23	11.5	11.5	12.5
	4.00	132	66.0	66.0	78.5
	5.00	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

**X5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	12	6.0	6.0	6.0
	3.00	45	22.5	22.5	28.5
	4.00	108	54.0	54.0	82.5
	5.00	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

**X6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	2.5	2.5	2.5
	3.00	21	10.5	10.5	13.0
	4.00	137	68.5	68.5	81.5
	5.00	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

## X7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	5.0	5.0	5.0
	3.00	33	16.5	16.5	21.5
	4.00	122	61.0	61.0	82.5
	5.00	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

## X8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	2.5	2.5	2.5
	3.00	19	9.5	9.5	12.0
	4.00	121	60.5	60.5	72.5
	5.00	55	27.5	27.5	100.0
	Total	200	100.0	100.0	

## X9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	4.5	4.5	4.5
	3.00	30	15.0	15.0	19.5
	4.00	113	56.5	56.5	76.0
	5.00	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

## X10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	24	12.0	12.0	14.0
	4.00	113	56.5	56.5	70.5
	5.00	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.5	1.5	1.5
	3.00	34	17.0	17.0	18.5
	4.00	114	57.0	57.0	75.5
	5.00	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	34	17.0	17.0	19.0
	4.00	114	57.0	57.0	76.0
	5.00	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.0	1.0	1.0
	3.00	37	18.5	18.5	19.5
	4.00	125	62.5	62.5	82.0
	5.00	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	44	22.0	22.0	24.0
	4.00	105	52.5	52.5	76.5
	5.00	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

## Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	1	.5	.5	1.0
	3.00	25	12.5	12.5	13.5
	4.00	133	66.5	66.5	80.0
	5.00	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

## Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	11	5.5	5.5	6.0
	3.00	39	19.5	19.5	25.5
	4.00	105	52.5	52.5	78.0
	5.00	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

## Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	7	3.5	3.5	4.0
	3.00	31	15.5	15.5	19.5
	4.00	124	62.0	62.0	81.5
	5.00	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

## Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	10	5.0	5.0	5.5
	3.00	25	12.5	12.5	18.0
	4.00	122	61.0	61.0	79.0
	5.00	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

## Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	2.5	2.5	2.5
	3.00	37	18.5	18.5	21.0
	4.00	100	50.0	50.0	71.0
	5.00	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

## Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	3.5	3.5	3.5
	3.00	32	16.0	16.0	19.5
	4.00	109	54.5	54.5	74.0
	5.00	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

## Y2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.5	1.5	1.5
	3.00	37	18.5	18.5	20.0
	4.00	96	48.0	48.0	68.0
	5.00	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

## Appendix 2. Validity and Reliability Tests

## Validity Test of Service Quality (X1)

## Correlations

		X
X1	Pearson Correlation	.614**
	Sig. (2-tailed)	.000
	N	200
X2	Pearson Correlation	.627**
	Sig. (2-tailed)	.000
	N	200
X3	Pearson Correlation	.620**
	Sig. (2-tailed)	.000
	N	200
X4	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	N	200
X5	Pearson Correlation	.675**
	Sig. (2-tailed)	.000
	N	200
X6	Pearson Correlation	.598**
	Sig. (2-tailed)	.000
	N	200
X7	Pearson Correlation	.743**
	Sig. (2-tailed)	.000
	N	200
X8	Pearson Correlation	.729**
	Sig. (2-tailed)	.000
	N	200
X9	Pearson Correlation	.712**
	Sig. (2-tailed)	.000
	N	200
X10	Pearson Correlation	.677**
	Sig. (2-tailed)	.000
	N	200

\*\* . Correlation is significant at the 0.01 level

### Reliability Test of Service Quality (X1)

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.863	10

### Validity Test of Customer Satisfaction (Y1)

#### Correlations

		Y1
Y1.1	Pearson Correlation	.762**
	Sig. (2-tailed)	.000
	N	200
Y1.2	Pearson Correlation	.816**
	Sig. (2-tailed)	.000
	N	200
Y1.3	Pearson Correlation	.752**
	Sig. (2-tailed)	.000
	N	200
Y1.4	Pearson Correlation	.777**
	Sig. (2-tailed)	.000
	N	200
Y1.5	Pearson Correlation	.749**
	Sig. (2-tailed)	.000
	N	200

\*\* . Correlation is significant at the 0.01 level

### Reliability Test of Customer Satisfaction (Y1)

### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.829	5

### Validity Test of Revisit Intention (Y2)

#### Correlations

		Y2
Y2.1	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	N	200
Y2.2	Pearson Correlation	.772**
	Sig. (2-tailed)	.000
	N	200
Y2.3	Pearson Correlation	.743**
	Sig. (2-tailed)	.000
	N	200
Y2.4	Pearson Correlation	.804**
	Sig. (2-tailed)	.000
	N	200
Y2.5	Pearson Correlation	.767**
	Sig. (2-tailed)	.000
	N	200
Y2.6	Pearson Correlation	.790**
	Sig. (2-tailed)	.000
	N	200

\*\* . Correlation is significant at the 0.01 level

### Reliability Test of Revisit Intention (Y2)

### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

## Appendix 3. Classical Assumption Test

### Multicollinearity Test

#### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	X	1.000	1.000

a. Dependent Variable: Y1

#### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	X	.543	1.840
	Y1	.543	1.840

a. Dependent Variable: Y2

### Normality Test

### One-Sample Kolmogorov-Smirnov Test

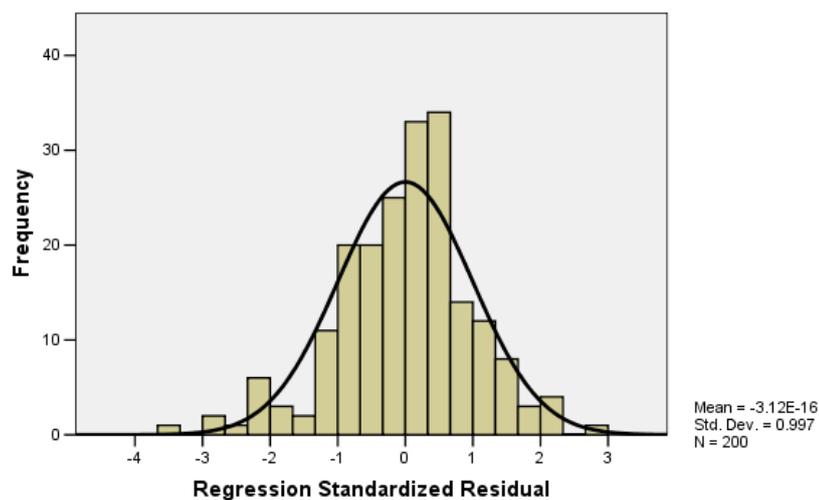
		Unstandardized Residual	Unstandardized Residual
N		200	200
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	1.92698388	2.42067858
Most Extreme Differences	Absolute	.088	.080
	Positive	.053	.048
	Negative	-.088	-.080
Kolmogorov-Smirnov Z		1.247	1.127
Asymp. Sig. (2-tailed)		.089	.158

a. Test distribution is Normal.

b. Calculated from data.

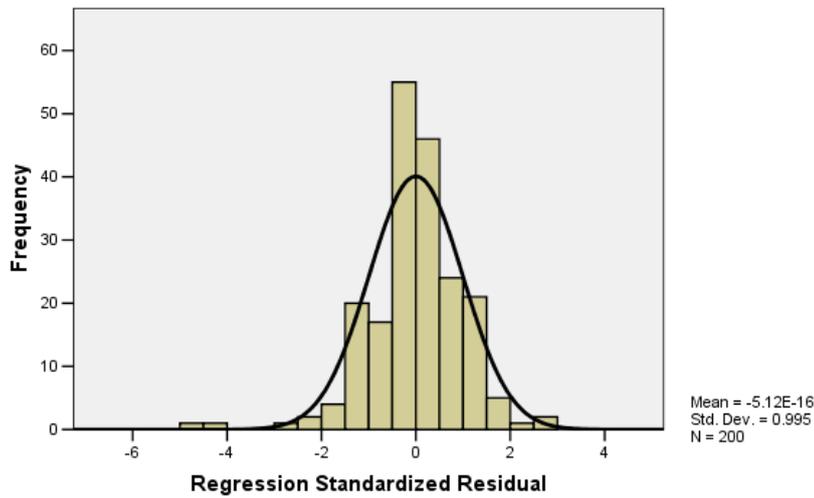
### Histogram

Dependent Variable: Y1



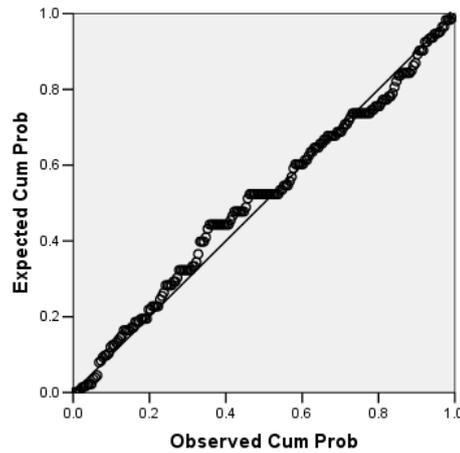
Histogram

Dependent Variable: Y2

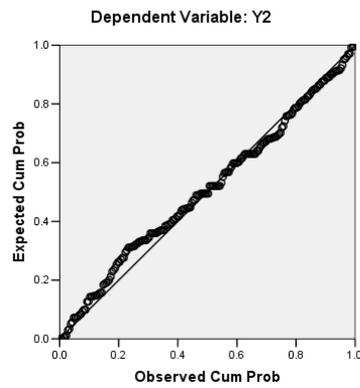


Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y1

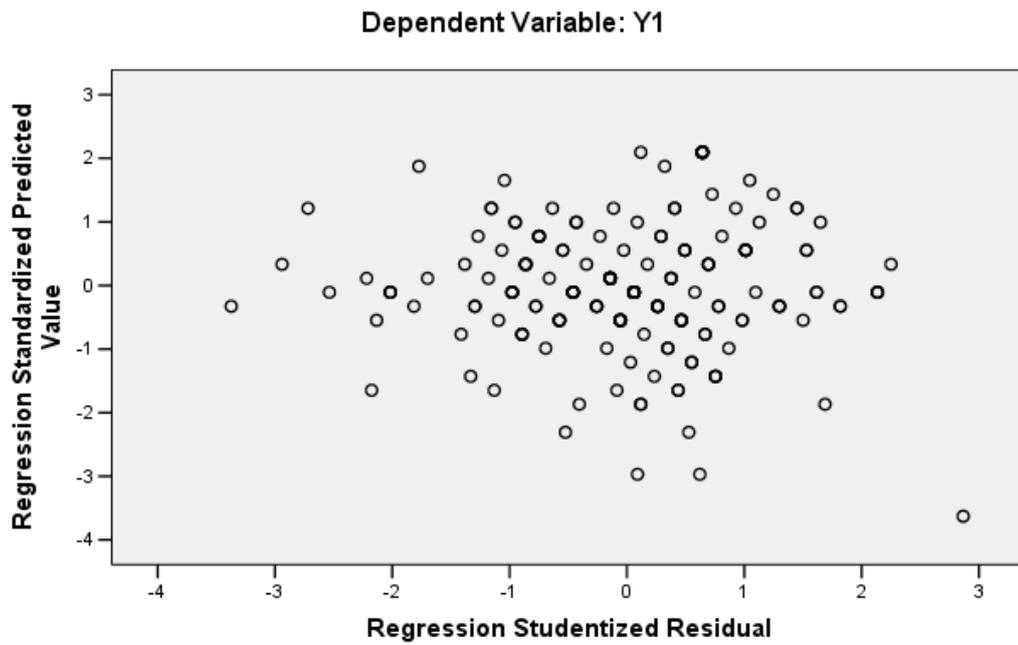


Normal P-P Plot of Regression Standardized Residual



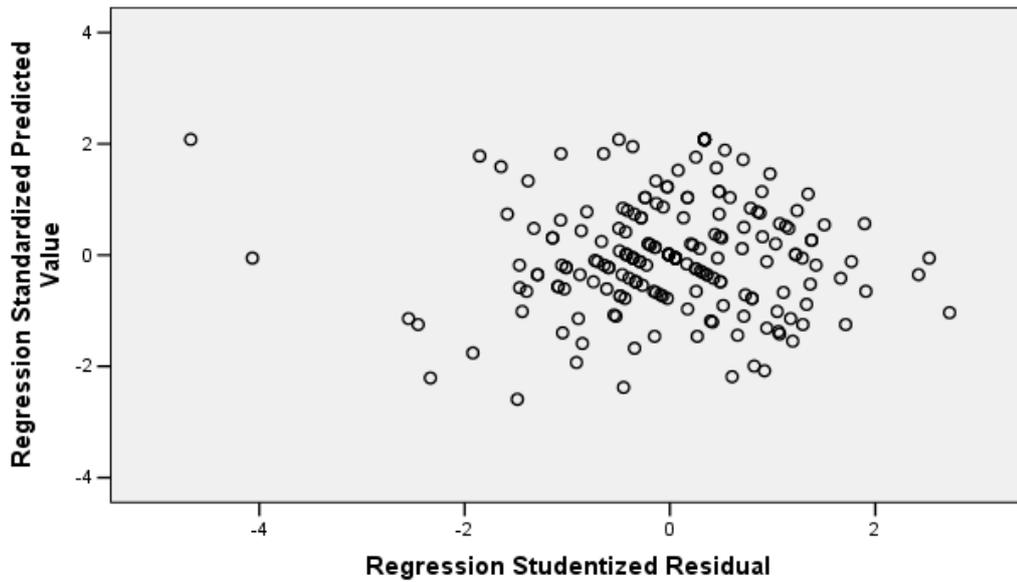
### Heteroscedasticity Test

Scatterplot



Scatterplot

Dependent Variable: Y2



Appendix 4. Path Analysis toward Y1

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y1	20.0750	2.61410	200
X	40.4850	4.54235	200

## Correlations

		Y1	X
Pearson Correlation	Y1	1.000	.676
	X	.676	1.000
Sig. (1-tailed)	Y1	.	.000
	X	.000	.
N	Y1	200	200
	X	200	200

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	X <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.676 <sup>a</sup>	.457	.454	1.93184	1.787

a. Predictors: (Constant), X

b. Dependent Variable: Y1

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	620.935	1	620.935	166.380	.000 <sup>a</sup>
	Residual	738.940	198	3.732		
	Total	1359.875	199			

a. Predictors: (Constant), X

b. Dependent Variable: Y1

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.331	1.228		3.527	.001
	X	.389	.030	.676	12.899	.000

a. Dependent Variable: Y1

## Appendix 5. Path Analysis toward Y2

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Y2	24.0050	3.47641	200
X	40.4850	4.54235	200
Y1	20.0750	2.61410	200

**Correlations**

		Y2	X	Y1
Pearson Correlation	Y2	1.000	.587	.701
	X	.587	1.000	.676
	Y1	.701	.676	1.000
Sig. (1-tailed)	Y2	.	.000	.000
	X	.000	.	.000
	Y1	.000	.000	.
N	Y2	200	200	200
	X	200	200	200
	Y1	200	200	200

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Y1, X	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 <sup>a</sup>	.515	.510	2.43294	1.876

a. Predictors: (Constant), Y1, X

b. Dependent Variable: Y2

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1238.918	2	619.459	104.653	.000 <sup>a</sup>
	Residual	1166.077	197	5.919		
	Total	2404.995	199			

a. Predictors: (Constant), Y1, X

b. Dependent Variable: Y2

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.591	1.595		1.625	.106
	X	.159	.052	.208	3.096	.002
	Y1	.745	.090	.560	8.326	.000

a. Dependent Variable: Y2



## Appendix 6. Research Questionnaire

1. Apakah anda merupakan mahasiswa Universitas Brawijaya ?

Ya

Tidak

2. Apakah anda pernah berkunjung ke Warunk Upnormal Pahlawan Trip Malang sebanyak 2 kali atau lebih ?

Ya

Tidak

Jawablah pertanyaan berikut dengan cara memilih memberikantanda pada kolomopsidibawahini

## Data Diri Responden

1. Nama anda:

2. Jenis kelamin \* *Tandai satu oval saja.*

Laki

Perempuan

3. Usia\* *Tandai satu oval saja.*

17-18

19-20

21-22

>23

4. Mahasiswa Jurusan/Fakultas :

5. Pendapatan per bulan (Rp) \* *Tandai satu oval saja.*

≤ 1.000.000

1.000.001, s/d 3.000.000

3.000.001, s/d 6.000.000

6. Frekuensi berkunjung ke Warunk Upnormal \* *Tandai satu oval saja.*

Setiap hari

Satu minggu sekali

Satu bulan sekali

Yang lain:



### PETUNJUK PENGISIAN

Berilah tanda (√) pada kolom sesuai dengan pilihan anda berdasarkan keterangan pilihan sebagai berikut :

1 = STS : Sangat Tidak Setuju

2 = TS : Tidak Setuju

3 = N : Netral

4 = S : Setuju

5 = SS : Sangat Setuju

### KUESIONER PENELITIAN

N o.	Variabel	Pernyataan	STS	T S	N	S	SS
1	Service Quality	Bangunan Warunk Upnormal terlihat nyaman dan bersih.					
		Penampilan karyawan Warunk Upnormal terlihat rapi dan profesional.					
		Karyawan Warunk Upnormal mengetahui informasi produk yang ditawarkan kepada pelanggan.					
		Karyawan Warunk Upnormal selalu memprioritaskan pelayanan bagi pelanggannya.					
		Karyawan Warunk Upnormal selalu sigap merespon keluhan pelanggan.					
		Ketika anda membutuhkan sesuatu karyawan Warunk Upnormal memiliki waktu luang untuk membantu anda.					
		Karyawan Warunk Upnormal memberikan pelayanan sesuai yang dijanjikan.					
		Karyawan Warunk Upnormal bersikap sopan dan ramah dalam melayani konsumen.					
		Kecepatan dan ketepatan penyajian menu makanan dan minuman sesuai dengan pesanan pelanggan.					

		Karyawan Warunk Upnormal memberikan perhatian secara penuh kepada Pelanggan.				
2	Customer Satisfaction	Saya puas dengan pengalaman saya di Warunk Upnormal Pahlawan Trip.				
		Merupakan pilihan yang bijak bagi saya untuk mengunjungi Warunk Upnormal Pahlawan Trip.				
		Saya rasa saya melakukan hal yang benar untuk mengunjungi Warunk Upnormal Pahlawan Trip.				
		Saya memiliki pengalaman makan yang menyenangkan di Warunk Upnormal Pahlawan Trip.				
		Pengalaman saya di Warunk Upnormal Pahlawan Trip telah melebihi harapan saya.				
3	Revisit Intention	Saya akan merekomendasikan Warunk Upnormal Pahlawan Trip ke teman saya atau orang lain.				
		Saya akan mengunjungi kembali Warunk Upnormal Pahlawan Trip dengan keluarga saya atau orang lain.				
		Saya akan lebih sering mengunjungi Warunk Upnormal Pahlawan Trip.				
		Saya akan mengatakan hal positif tentang Warunk Upnormal Pahlawan Trip ke orang lain.				
		Saya akan menyarankan teman saya untuk memilih Warunk Upnormal Pahlawan Trip daripada restoran lain.				
		Saya senang untuk berbagi pengalaman saya di Warunk Upnormal Pahlawan Trip dengan teman atau orang lain.				

**APPROVAL PAGE**

Minor Thesis entitled:

**THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND REVISIT INTENTION AT WARUNK UPNORMAL PAHLAWAN TRIP IN KOTA MALANG**

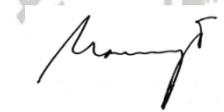
**(A Study on Students of Universitas Brawijaya)**

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 Study Program : Management

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 Head of Undergraduate Program  
 in Management,



Dr. Dra. Nur Khusniyah I, M.Si. CSRS, CFP  
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**LEMBAR PENGESAHAN**

Skripsi dengan judul:

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN  
PELANGGAN DAN NIAT DATANG KEMBALI PADA WARUNG  
UPNORMAL PAHLAWAN TRIP DI KOTA MALANG**

**(Studi pada Mahasiswa Universitas Brawijaya)**

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**APPROVAL PAGE**

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Minor thesis in Indonesian entitled:

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DAN NIAT DATANG KEMBALI PADA WARUNK UPNORMAL PAHLAWAN TRIP DI MALANG (Studi pada Mahasiswa Universitas Brawijaya)**

Which was done by:

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## STATEMENT OF ORIGINALITY

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Major : Marketing

Hereby certify that I am the sole of the Undergraduate's thesis under the title **“THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND REVISIT INTENTION AT WARUNK UPNORMAL PAHLAWAN TRIP IN MALANG (A Study on Students of Universitas Brawijaya)”**

This is to certify in my own concern, the content of this minor thesis is completely my own research. This minor thesis has not been submitted by anyone for any degree or other purpose. I certify that the findings of this minor thesis is the product of my own research.

Therefore, I wrote this statement truthfully, to be used whenever it is needed.

Denpasar, January 4<sup>th</sup> 2021



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