# Relationship between Food Quality, Service Quality, E-Wom, and Revisit Intention in Vegetarian Restaurant Yogyakarta

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# Relationship between Food Quality, Service Quality, E-Wom, and Revisit Intention in Vegetarian Restaurant Yogyakarta

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**Abstract:** *The objectives to be achieved in this study are to determine the effect of E-WOM on revisit intention, the effect of food quality on revisit intention, the effect of food quality on E-WOM, the effect of service quality on revisit intention, andthe effect of service quality on E-WOM. The study was conducted at a vegetarian restaurant in Yogyakarta. The variables in this study are food quality, service quality, E-WOM, and revisit intention. The populations in this study are all consumers of Vegetarian Restaurants in Yogyakarta. The number of samples in this study is 250. Data collection techniques used is questionnaire. Data processing techniques in this study is SEM based on Partial Least Square (PLS). PLS program that was chosen is the SmartPLS 2.0. M3. The results show that (1) E-WOM has a positive effect on consumer revisit intention, (2) Food quality has a positive effect on consumer revisit intention. (3) Food quality has a positive effect on E-WOM. (4) Service quality has a positive effect on consumer revisit intention. (5) Service quality has a positive effect on E-WOM. (6) The test results show that E-WOM has no role in mediating the relationship between food quality and consumer revisit intention. (7) The test results show that E-WOM has no role in mediating the relationship between service quality and consumer revisit intention.*

**Keywords:** food quality, service quality, E-WOM, revisit intention

## 1. Introduction

The vegetarian lifestyle has also spread to Indonesia nowadays. This is certainly good news considering that Indonesia is also known as a vegan-friendly country. Data from The Global Vegetarian Index released by Oliver's Travel revealed that Indonesia was ranked 16 out of 183 countries that were vegetarian- friendly, or included in the top-20 as Vegetarian-Friendly Countries (Ahmad, 2018). It shows that Indonesia actually has great potential to become one of the World-class vegetarian tourist destination countries. Unfortunately, the number of vegetarian restaurants in Indonesia is still relatively small when compared to neighboring countries, such as Malaysia, Thailand and Singapore. The Global Vegetarian Index by Oliver's Travel released the data which shows that the number of vegetarian restaurants in Indonesia is only 438, while Malaysia is 1,185, Thailand 908, and Singapore has 654 restaurants (Ahmad, 2018).

Besides the slow growth of vegetarian restaurants in Indonesia, vegans people is still few numbers. Until 2018, among Indonesia's 260 million populations, only 2 million were living a vegetarian lifestyle or it is less than 1 percent (Lilis, 2018). Therefore, culinary entrepreneurs who want to focus on serving vegetarian menus are expected to be able to present various appetizing menus. One of the vegetarian restaurants that serves appetizing and innovative vegetarian menus is Loving Hut Yogyakarta. Loving Hut was established with love for the universe and based on the aim of reducing global warming that can damage nature and everything in it. Loving Hut was founded in early 2008 which currently has spread to many countries in the world.

Since information technology has evolved, vegetarianism has not only become a dietary choice, but it hasbecome a lifestyle that people have embraced in the world. The broadcasting of information about vegetarian lifestyle is driven by the emergence of dietary food recipes on the internet that has begun to grab people's attention and consumer reviews or ratings of certain vegetarian restaurants which can also be read through the internet or social media. Reviews provided by these consumers can contain positive or negative rating that can affect other consumers to visit a restaurant. In marketing science, providing electronic or internet media reviews is included in the Electronic Word of Mouth (E-WOM) theory.

E-WOM provided by consumers who have visited certain restaurants can contain reviews of the food quality served by restaurants and assessments of the quality of services both in the form of physical and treatment provided by employees for the consumers. E-WOM which contains reviews of food quality and restaurant's service quality can have an influence on consumers' intention to revisit the restaurant (Revisit Intention). So, this research has aim to prove the relationship between food quality, service quality, E-WOM, and revisit intention of Loving Hut Vegetarian Restaurant in Yogyakarta.

## 2. Literature

### 2.1 E - WOM

Word of mouth has experienced a paradigm shift. In the past, word of mouth communication was done face toface with the people who knew each other, but now word of mouth can be done in cyberspace with a wider scope what we share can be read by others easily just in a second. The paradigm shift of

word of mouth through internet media is calledelectronic word of mouth or E-WOM (Ekawati et al., 2014).

It eases the consumer to read the review of menus provided in a restaurant from E-WOM. So, it will lead to the revisit intention. For instance, a research by Naufal and Sari (2017) proved that there is a significant effect of E-WOM toward the interest to buy BuldakBokkeummyeon (Samyang) in Bandung. Furthermore, Liu and Lee (2016) explain that when consumers are satisfied with the services based on their experiences, they automatically want to recommend it to others, and finally it makes them to make a revisit intention.
H1: E-WOM hasa positive effect on consumer revisit intention.

### 2.2 Food Quality

According to Kotler and Armstrong (2012) product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, easy operation, and product improvement, as well as other valuable attributes. Quality is not only found in goods or services, but it also included in food products. Consumers who come looking for food expect to get high quality food. The quality of a food product is very important for every founder of a food seller company because according to Namkung and Jang (2007) in Hanaysha (2016). the research entitled "Testing The Effects of Food Quality, Price Fairness, And Physical Environment On Customer Satisfaction in Fast Food Restaurant Industry", food quality or quality of the food is a key factor affecting the overall evaluation of customers toward the restaurants and intention to repurchase or repurchase intention. Food quality is evaluated based on taste, freshness, and how food is served to customers.

A research conducted by Kim et al. (2011) is designed to explain how the attributes of food quality in a healthy restaurant can relate to the revisit intention. The most important indicator is the relationship between food quality of those healthy foods with consumers' revisit intention which are moderated by the classic marketing concept from perceived value, andthe results show that food quality in the healthy food restaurant affect the consumers revisit intention significantly.

The further research describes about the restaurant that involve attributes,such as service quality including food quality and service quality which affects positively on the broadcasting of news from word of mouth through electronic (e-WOM). The result shows that food quality in a restauranthas significant and positive impact toward the distribution of E-WOM (Jeong& Shawn, 2011).
H 2: Food quality influencesrevisit intention of consumers positively.
H 3: Food quality influences E-WOM positively.

### 2.3 Service Quality

Furthermore, according to Zeithaml et al. (1990), service quality can be defined as "The extent of discrepancy between customers' expectations or desires and their perceptions". It can be interpreted that the quality of service is the magnitude of the difference between the expectations or desires of users and their level of perceptions. There are five dimensions of the service quality according to Kotler (2012), it must be completed, namely tangible, empathy, reliability, responsiveness, and assurance.

According to Ha and Jang (2010) in Aliff et al. (2018), high service quality influences the consumers' satisfaction positively, it leads to higher consumption behavior such as revisiting, good comment through word of mouth (WOM) and recommendation for others. Service quality along with the food quality and price is one ofthe elements which influence the consumers' loyalty in choosing the restaurant. It is a significant component related to the consumers' loyalty such as revisit intention, broadcasting from word of mouth (WOM) and the intention to recommend the place to others Evanschitzky et al. (2006) in Omara et al. (2016).
H 4: Service quality influences revisit intention of consumers positively.
H 5: Service quality influences the E-WOM positively.

### 2.4 Revisit Intention

According to Som et al (2012) revisit intention is the adoption of a repurchase intention and included in the post purchase behavior. According to Baker & Crompton in Ater (2016) revisit intention or intention to revisitis the possibility of tourists to repeat the activity or visit to a destination. Revisit intention can be influenced by various factors, including the willingness to revisit the same destination in the future and recommend it to others (Som et al., 2012).
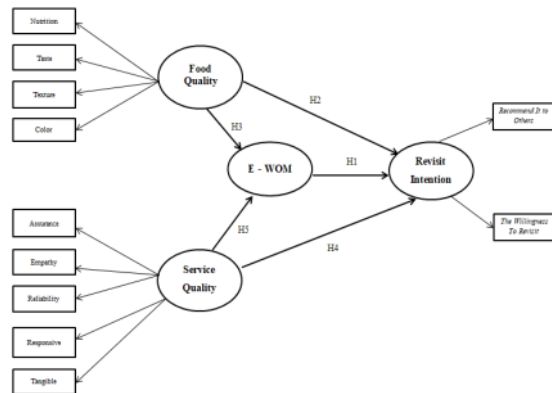


**Figure 1:** Framework Analysis

## 3. Methodology

According to Prawira (2010), the minimum number of samples can be known from five times the number of questions in the questionnaire. This study consists of two independent variables namely food quality variable with four indicators and service quality with five indicators, one mediating variable and one dependent variable namely revisit intention with two indicators. The number of questions in this study is 48

questions, so the minimum number of samples in this study is 240, and the data collection is 250.

Regression is used to determine the effect between the independent variable (X1) and the dependent variable (Y). The regression equation used is multiple linear regression analysis because this study has more than one independent variables. Path analysis is used to estimate the level of significance of the relationship between several variables and involve mediating variables (Ghozali, 2006). Data processing techniques of this study is SEM method based on Partial Least Square (PLS). The SmartPLS application used is SmartPLS version 2.0. M3.

## 4. Result and Discussion

### 4.1 Partial Least Square Analysis

Data processing techniques used in this study is SEM method based on Partial Least Square (PLS). It requires two stages to assess the Fit Model of a research model, namely the outer model and the inner model (Ghozali, 2006).

### 4.1.1 Outer Model
Outer model is used to determine the relationship between the indicators with latent variables, one of the analyses that can be used is the analysis of indicators correlation or discriminant validity. The model can be said have good discriminant validity when every indicator of a latent variable has the highest loading value compared with other latent variables. The discriminant validity test results of this study are:

**Table 1:** Value Discriminant Validity (Cross Loading)

|  | FQ | SQ | E-WOM | RI |
|---|---|---|---|---|
| Assurance | 0.836 | **0.968** | 0.814 | 0.864 |
| Empathy | 0.741 | **0.963** | 0.694 | 0.754 |
| Nutrition | **0.999** | 0.897 | 0.858 | 0.853 |
| Taste | **0.998** | 0.906 | 0.862 | 0.857 |
| Recommendation | 0.753 | 0.785 | 0.727 | **0.981** |
| Reliability | 0.747 | **0.946** | 0.689 | 0.756 |
| Responsiveness | 0.712 | **0.932** | 0.679 | 0.711 |
| Revisit | 0.814 | 0.903 | 0.786 | **0.981** |
| Tangibles | 0.833 | **0.967** | 0.818 | 0.864 |
| Texture | **0.999** | 0.904 | 0.865 | 0.86 |
| Color | **0.999** | 0.9 | 0.86 | 0.856 |
| WOM1 | 0.651 | 0.566 | **0.744** | 0.627 |
| WOM2 | 0.598 | 0.516 | **0.761** | 0.602 |
| WOM3 | 0.791 | 0.845 | **0.879** | 0.731 |
| WOM4 | 0.903 | 0.941 | **0.923** | 0.869 |
| WOM5 | 0.869 | 0.904 | **0.914** | 0.838 |
| WOM6 | 0.71 | 0.738 | **0.842** | 0.679 |

Table 1. shows the result of cross loading between indicators on latent variables. The results show that the value of the loading factor for each indicator of a latent variable has the biggest loading factor value compared to the loading value of other latent variables.

It means that each latent variable has a good discriminant validity in which all latent variables have been proven to have a highly correlated measure with the expected latent variable and do not have correlation with other unnecessary latent variables.

The table below displays the results of the outer model testing which shows the relationship between latent variables and indicators.

**Table 2:** Results of Outer Loading

|  | Original sample estimate | Mean of subsamples | Standard deviation | T-Statistics |
|---|---|---|---|---|
| Nutrition | 0.999 | 0.999 | 0.001 | 1854.481 |
| Taste | 0.998 | 0.997 | 0.002 | 481.912 |
| Texture | 0.999 | 0.998 | 0.001 | 898.949 |
| Color | 0.999 | 0.999 | 0 | 2444.824 |
| Assurance | 0.968 | 0.974 | 0.014 | 71.381 |
| Empathy | 0.963 | 0.967 | 0.011 | 83.845 |
| Reliability | 0.946 | 0.949 | 0.022 | 42.616 |
| Responsiveness | 0.932 | 0.939 | 0.027 | 33.912 |
| Tangibles | 0.967 | 0.974 | 0.013 | 72.29 |
| WOM1 | 0.744 | 0.73 | 0.086 | 8.603 |
| WOM2 | 0.761 | 0.731 | 0.068 | 11.117 |
| WOM3 | 0.879 | 0.892 | 0.035 | 24.853 |
| WOM4 | 0.923 | 0.918 | 0.018 | 51.807 |
| WOM5 | 0.914 | 0.902 | 0.03 | 30.758 |
| WOM6 | 0.842 | 0.835 | 0.043 | 19.737 |
| Recommendation | 0.981 | 0.978 | 0.006 | 158.74 |
| Revisit | 0.981 | 0.979 | 0.005 | 196.645 |

### 4.1.2 Inner Model
The test of the inner model or structural model is done to see the relationship between the construct, the significance value and the R-square of the research model. The structural model is evaluated using R-square for the dependent construct of the t test as well as the significance of the coefficient parameters of the structural path. It is pictured in the Figure 2 below:
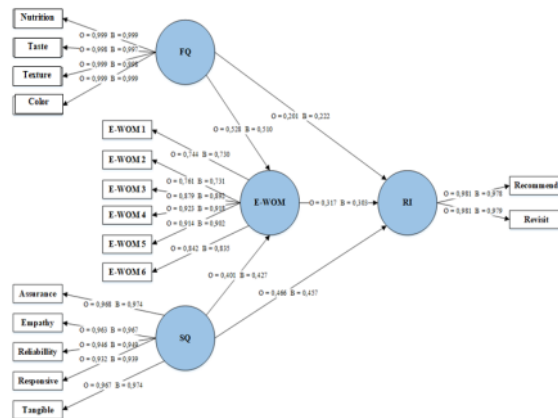


**Figure 2:** Structural Model

Figure 2 above shows the relationship between latent variables and indicators that reflect the variables and the

relationship between one latent variable and another latent variable, and it is explained in the Table 3. The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing hypotheses is the value contained in the output result for inner weight. Table 3 gives the estimated output for testing the inner model.

**Table 3:** Result for Inner Weights

|  | original sample estimate | mean of subsamples | Standard deviation | T-Statistics | Result |
|---|---|---|---|---|---|
| FQ -> E-WOM | 0.528 | 0.51 | 0.13 | 4.075 | Accepted |
| SQ -> E-WOM | 0.401 | 0.427 | 0.118 | 3.397 | Accepted |
| FQ -> RI | 0.201 | 0.222 | 0.093 | 2.159 | Accepted |
| SQ -> RI | 0.466 | 0.457 | 0.108 | 4.32 | Accepted |
| E-WOM -> RI | 0.317 | 0.303 | 0.123 | 2.579 | Accepted |

The results of hypothesis testing indicate that the influence of the food quality variable on E-WOM shows the path coefficient value 0.5 28 with a t-value 4.075. This value is greater than t-table (1.692). Thus, food quality has a positive and significant effect on E-WOM which means food quality influences E-WOM.

The results of hypothesis testing indicate that the effect of service quality variables on E-WOM that shows in the path coefficient value 0. 401 with t-value 3.397. This value is greater than t-table (1.692). Thus, service quality has a positive and significant effect on E-WOM, and it means that service quality influences E-WOM positively and significantly.

The results of hypothesis testing indicate that the influence of the food quality variables on revisit intention was represented by the path coefficient value 0.201 with t-value 2.159. This value is greater than t-table (1.692). So, food quality has a positive and significant effect on revisit intention. It is in accordance with the hypothesis that food quality has a positive and significant effect Revisit Intention. Hypothesis testing results indicate that the effect of service quality to revisit intention has the path coefficient value 0.466 with t-value 4.320. This value is greater than t-table (1.692). Thus, service quality has a positive and significant influence toward revisit intention, so it is in line with the hypothesis because service quality affects revisit intention positively.

The results of hypothesis testing indicate that the effect of the E-WOM variable on revisit intention has the path coefficient value 0.317 with t-value 2.579. This value is greater than t-table (1.692). Therefore, E-WOM has a positive and significant influence on revisit intention, it is aligned with the hypothesis that E-WOM positively influences revisit intention.

### 4.2 Path Analysis

Path analysis is done by calculating the direct and indirect effect. Path analysis of direct effect shows that food quality has a positive influence and significant impact on E-WOM, service quality influence E-WOM positively and significantly, food quality influence revisit intention positively and significantly, service quality has a positive and significant influence on revisit intention, and E-WOM has a positive and significant influence on revisit intention. The following table displays the value of the direct and indirect effect:

**Table 4:** Analysis of Indirect Influence

|  | Direct Influence | | Indirect Effects | Result |
|---|---|---|---|---|
|  | E-WOM | RI | RI |  |
| FQ | 0.528 | 0.201 | 0.167 | Rejected |
| SQ | 0.401 | 0.466 | 0.127 | Rejected |
| E-WOM |  | 0.317 |  |  |
| RI |  |  |  |  |

Based on the above table, it can be seen that free variable X1 and X2 have smaller indirect effect toward revisit intention (Z) via E-WOM (Y) than the direct effect. It means that the variable E-WOM (Y) is not a mediating variable to show the effect of the independent variables X1 and X2 on the dependent variable revisit intention.

## 5. Conclusion

Based on the research result and discussion, it can be concluded that E-WOM is proven to have a positive effect on consumer revisit intention directly. The test results show that food quality has a positive effect on consumer revisit intention directly as well. Then, food quality is proven to have a positive effect on E-WOM directly. Service quality is also proven to have a positive effect on consumer revisit intention directly. Service quality also has a positive effect on E-WOM. Then, the tests provide conclusions that E-WOM proved to be unable in being a good bridge that should mediate the relationship between food quality and revisit intention, service quality, and revisit intention.

## 6. Implementation of the Future

The results of this study indicate that food quality and service quality have significant positive effect on revisit intention and E-WOM. However, E-WOM was not proven to be a good mediation to bridge the relationship between food quality and service quality toward revisit intention. So, it is expected that the future research will be better and Loving Hut can improve E-WOM by managing Loving Hut's site and its social media professionally. E-WOM is not only in the form of consumer reviews of a place, or in this research is Loving Hut vegetarian restaurant in Yogyakarta, but E-WOM can be reliable as a source of information and the reference for consumers to visit a place (Loving Hut Yogyakarta). Thus, the feeds of Loving Hut Vegetarian Restaurant's social media must also be enriched to attract the attention and consumers' visit and revisit intention.

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