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## **Analysis of Service Quality, Food Quality, Atmosphere Against Revisit Intention and Positive Word of Mouth at Casual Dining Restaurant in Batam City**

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The purpose of this study is to analysis the impact of three elements of service quality dimensions (reliability, responsiveness and tangible), food quality and atmosphere on satisfaction, and to analysis if customer satisfaction have an impact to customer revisit intention and positive word of mouth. Data were collected from customers who had visited casual dining restaurants in Batam city through a self-administered questionnaire. Research questionnaires were distributed by researchers via google form, and have collected 359 (three hundred and fifty-nine) respondent data. This study shows that the three dimensions of service quality and food quality were significant to customer satisfaction. Also, the customer satisfaction were significant to positive word of mouth. But this study also shows that atmosphere was found not significant to customer satisfaction, and customer satisfaction not significant to revisit intention. This research conjectured that factors that influence the customers to be more satisfaction and do revisit to the casual dining restaurant are worthy of repeat research because of the decrease COVID-19 cases in batam city.

**Keywords: Atmosphere, Food Quality, Positive Word of Mouth, Revisit Intention, Satisfaction, Service Quality**

### **Introduction**

In the modern era like today, of course, many businesses from all fields have developed because of the support of sophisticated and adequate technology, providing good service to customers and also delivering complete information about the goods and services sold. The increasing number of people in Indonesia, especially the city of Batam, makes businesses, especially in the field of food & beverages (F&B) able to develop very rapidly in the market. In Indonesia, especially the Riau Archipelago, the city of Batam itself has many people who open businesses in the food and beverages sector because the average culinary business promises large profits and fast returns on business capital.

According to (Canny, 2014) every business, especially restaurants, must find ways to attract new customers and retain existing customers, while at the same time entrepreneurs must implement a competitive and profitable business. According to (L. Duncan, 2015), a casual restaurant is a restaurant that provides full service service, by providing a good service experience by waiters starting from serving customers, serving food, by offering fairly standard

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prices. Of course, in addition to the products offered in the form of food and drinks at casual restaurants, it is important for restaurants to implement excellent service.

According to (Slack et al., 2020) advance research which is conducted in Japan, the five dimensions of service quality had a big impact to customer satisfaction, and customer satisfaction automatically influence the intention to revisit and positive word of mouth from customer. According to (Hussein, 2018) customer satisfaction is an important factor in service marketing, which of course customer satisfaction is the success that every business wants to pursue and to achieve this, there are things that must be provided by service providers, casual dining restaurants in Batam City to customers. For Batam City itself, casual dining restaurants are very easy to find in every corner of the city, there are variety of casual dining restaurant namely Picolla Stella Batam, My Garden Restaurant, Roasteree, De Patros Batam, Port House Resto & Bar, Brewsky & Co, Olive & Co, The Link Dine & Wine, Hang Out Café & Bar, Photosintesa and many more. But due to the Covid-19 virus pandemic, this has become a big problem for all business sectors, including in the food and beverage sector.

Reporting from Batampos.co.id, Tuesday, May 19, 2020, the Head of the Batam City Tax and Levy Management Agency said there were already 140 restaurants and 30 hotels in Batam City that were closed and not operating due to this dangerous virus (Covid-19). With the casual dining restaurant in Batam City, it is hoped that each restaurant can determine ways to attract potential customers and retain regular customers, especially during a pandemic like today, which is expected for customers to get satisfaction with the services provided and also positive feedback. Received by every casual restaurant in Batam City, in the form of a decision to revisit the restaurant and also positive word of mouth from customers, in order to increase customer confidence in casual restaurants in Batam City and also reduce the level of complaints by developing excellent and adequate service quality, in order to compete and survive in the business world, especially in the food and beverage sector. The problem faced by most casual dining restaurants in Batam City, is the decrease in visitors due to the Covid-19 pandemic, therefore the author intends to examine whether the dependent variable in the model can be a solution to the problems faced.

The purpose of this study was to identify the influence of service quality, food quality, atmosphere to satisfaction and the influence of customer satisfaction to revisit intention and positive word of mouth from customers in casual dining restaurant in Batam City. Further, to the best of researcher's knowledge, this is the first study to analysis the casual dining restaurant model based on three dimensions of service quality (reliability responsiveness, tangible), food quality, atmosphere, satisfaction, revisit intention and positive word of mouth in Batam City. This paper is prepared with hypothesis, research framework, description of research methods, followed by findings, discussion, limitations and finally recommendations for future research.

## **Literature Review**

### **Service Quality (Reliability, Responsiveness and Tangible)**

Reliability is the ability to provide the expected standard expectations every time to customers refers to reliability, such as how the company provides services with the promised time, overcomes customer service problems, provides first-time service with good performance and maintains an error free record (Iberahim et al., 2016). Reliability is a form of providing services with accurate results such as safe and fast transactions, wide and varied choices for products or services and opening outlets at peak times (Almubarak & Mohamed, 2017). It was found in research (Hwan Choi & Kim, 2012) that the reliability attribute can play a role in reducing customer dissatisfaction.

Responsiveness is a way of providing fast and responsive service from the company to customers, which in this case is to meet customer needs (Slack et al., 2020). Accuracy and speed

in service are related to responsiveness (Almubarak & Mohamed, 2017). Responsiveness is an indicator of service quality, which in the context of food and beverages refers to waiters who provide fast service, and the willingness of waiters to help customers (Lau et al., 2019) The finding in (Meesala & Paul, 2018) that responsiveness has an impact on customer satisfaction, which can affect loyalty.

Tangibles in restaurants in the form of dining areas that can be seen, comfort in the dining area, decorations both internal and external, cleanliness in the restaurant and restrooms, all of these are intended to show the quality of service. With Tangible, customers can also predict what is served at the restaurant through the arrangement of lights and tablecloths (Jalilvand et al., 2017). With the tangible in the dimension of service quality, it certainly encourages a sense of satisfaction from customers.

### **Food Quality**

Food quality has become the main criterion as an assessment material for the performance provided by restaurants (Ramanathan, 2016). Food quality is an important requirement in fulfilling customer satisfaction. In achieving restaurant customer satisfaction, food quality is an important attribute in obtaining it (Jalilvand et al., 2017).

### **Atmosphere**

Previous research (Marinkovic et al., 2014) produced data that a comfortable and good atmosphere in a restaurant can create a sense of satisfaction from the visitors, (Marinkovic et al., 2014) said that in repositioning the restaurant order to be better, it can improve the atmosphere in the restaurant. / Atmosphere and can potentially get tangible results. The experience of dining at a restaurant for good food, high quality service and associated with a good atmosphere can meet customer satisfaction (Lee & Kim, 2012).

### **Satisfaction**

Research (Raza et al., 2012) shows that customer satisfaction with the desire to return has a strong relationship. (Pratminingsih, 2014) also shows that satisfaction will directly affect the customer's desire to visit again. Service at restaurants is a high expectation that can be given to visitors, because if customers get good service quality it will build a sense of wanting to return from customers due to the emergence of customer satisfaction (Shahzadi et al., 2018). Communication that is carried out between people who have consumed or used a product and service with their own assessment, with people who are interested in using goods and services is called word of mouth (Jalilvand et al., 2017). With customer satisfaction, it will lead to positive word of mouth from visitors, this will be an advantage for business actors, namely restaurants, because of the assistance in the form of promotion and dissemination of good and interesting information to many people.

### **Revisit Intention**

Intention according to (Aziz et al., 2012) is a person's willingness to be involved in a behavior or perform an activity. Revisit intention is the result of the value obtained by visitors who get satisfaction, the form is the desire to visit again (Kusumawati et al., 2020), it will appear on people or consumers who are influenced by the circumstances of the places that have been visited, and also affected by promotion efforts and the dissemination of good information about the place (Aziz et al., 2012).

### **Positive Word of Mouth**

(Lovett et al., 2013) mentions that there are 3 (three) main drivers that are a factor in the occurrence of word of mouth, namely the social driver, the emotional driven and the functional driver. Social factors can be said by sending signals or information to others about the status, expertise or uniqueness of a person or thing, emotional factors in the form of sharing positive or negative feelings from experiences regarding activities that have been carried out with certain objects and functional factors that motivate a person to provide and supply information about something to be disseminated.

Based on the literature review, the following are hypotheses carried out by research to help develop the food and beverage sector, especially in casual dining restaurants :

Hypotheses 1 : Reliability have a positive influence on Satisfaction at casual dining restaurants in Batam City

Hypotheses 2 : Responsiveness have a positive influence on Satisfaction in casual dining restaurants in Batam City

Hypotheses 3 : Tangible have a positive influence on Satisfaction in casual dining restaurants in Batam City

Hypotheses 4 : Food Quality have a positive influence on Satisfaction in casual dining restaurants in Batam City

Hypotheses 5 : Atmosphere have a positive influence on Satisfaction at a casual dining restaurant in Batam City

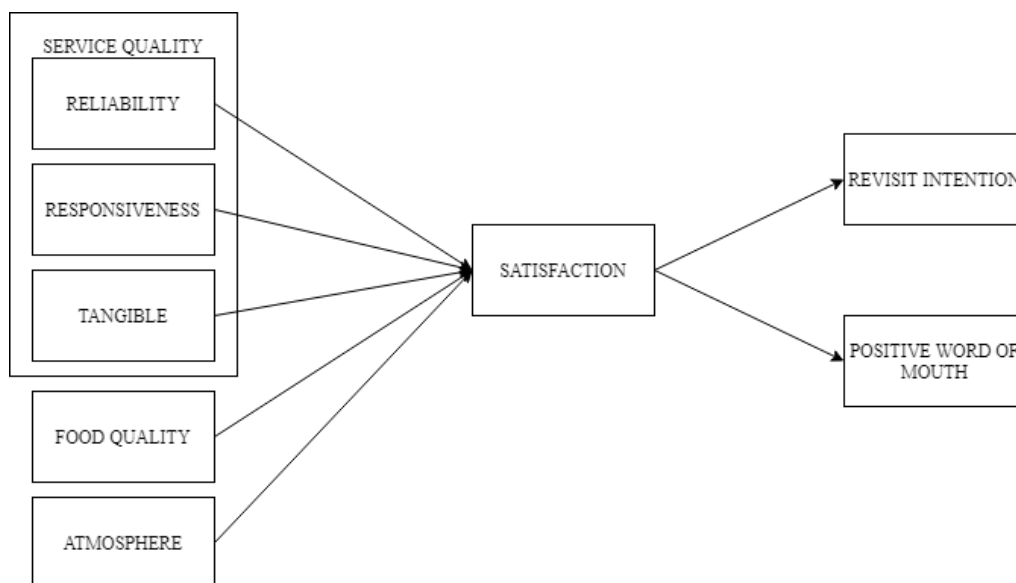
Hypotheses 6 : Satisfaction have a positive effect on Revisit Intention at casual dining restaurants in Batam City

Hypotheses 7 : Satisfaction have a positive effect on Positive Word of Mouth in casual dining restaurants in Batam City

### **Methods**

#### **Research Design**

This research is an ex post facto research that aims to solve the causes of changes in phenomena, symptoms and behavior due to an event that has already occurred, which methodologically is an experimental study that tests hypotheses without giving special treatment due to unethical or manipulation (Dr. Widarto, 2013). As for the type of ex post facto research, one of which is Causal Comparative Research, which is an approach that involves activities that begin by identifying the effect of one variable on another (Dr. Widarto, 2013) Food Quality, Atmosphere and (Reliability, Responsiveness, Tangible) which are the dimensions of Service Quality in this study are independent variables. Satisfaction is a mediating variable. The dependent variables in this study include Revisit Intention and Positive Word of Mouth.



**Figure 1. Conceptual model of the relationship between research variables.**

Quantitative data was analyzed in the form of measuring data from questionnaires using a 5 (five) point Likert scale on the variables of reliability, responsiveness, tangible, food quality, atmosphere, satisfaction, revisit intention and positive word of mouth.

**Table 1. The questions used in the questionnaire source from literature**

Variable	Attribute	Source
<b>Reliability</b>	Casual dining restaurant in Batam City stores and provides all transactions that have been done	(Slack et al., 2020)
	Casual dining restaurants in Batam City provide timely service	
	Casual dining restaurant in Batam City serves all orders in a fast and precise time	
<b>Responsiveness</b>	Casual dining restaurant waiters in Batam City always provide information according to visitor requests	(Slack et al., 2020)
	Casual dining restaurant waiters in Batam City are always willing to respond to visitor requests	
	Casual dining restaurant waiters in Batam City are always interested in helping visitors	
	Casual dining restaurant service in Batam City quickly responded to me	
<b>Tangible</b>	Casual dining restaurant in Batam City using sophisticated and modern equipment for payment system and other facilities	(Slack et al., 2020)
	Waiters at casual dining restaurants in Batam City are neat, clean, and attractive	
	The interior of a casual dining restaurant in Batam City is visually good	
<b>Food Quality</b>	The taste of the food and drinks served is delicious/delicious at a casual dining restaurant in Batam City	(Richardson et al., 2019)
	The many variations of the menu served at casual dining restaurants in Batam City	
	Food and drinks served at casual dining restaurants in Batam City are hygienic	
	The appearance or visuals of the food and drinks served at casual dining restaurants in Batam City are attractive	
<b>Atmosphere</b>	The interior design of a casual dining restaurant in Batam City is interesting	(Dhisasmito & Kumar, 2020)
	The layout or layout of casual dining restaurants in Batam City is neat and attractive	
	Lighting in casual dining restaurants in Batam City is good	
	Interesting background music or live music displayed at casual dining restaurants in Batam City	

**eCo-Buss**

<b>Satisfaction</b>	Based on my experience at casual dining restaurants in Batam City, I am very satisfied	(Richardson et al., 2019)
	The experience I got at a casual dining restaurant in Batam City was above my expectations	
<b>Revisit Intention</b>	I want to revisit casual dining restaurants in Batam City for certain events	(Mannan et al., 2019)
	I want to revisit a casual dining restaurant in Batam City for dinner	
	I want to revisit casual dining restaurants in Batam City with family or other relatives	
<b>Positive Word of Mouth</b>	I recommend casual dining restaurants in Batam City to my acquaintances or relatives because of the good service	(Slack et al., 2020)
	I recommend casual dining restaurants in Batam City to my acquaintances or relatives because the quality of the food and drinks served is good	
	I recommend casual dining restaurants in Batam City to my acquaintances or relatives because of the pleasant atmosphere	

**Research Object**

Objects are basically things that can be observed and felt, objects in this case can be varied, and here the object serves as material for research by the author. The object raised is a casual dining restaurant. The population in this study is people who visit casual restaurants for dinner in Batam City. While the sample is part of the elements of the population that can estimate the results of a study. In this study, the sample was people who had visited several casual restaurants in Batam City, there are Port House Resto & Bar, De Bottle, Picolla Stella Batam, De'patros Café, Olive & Co Batam, Hang Out Café & Bar.

Casual restaurant choices in Batam City can be easily reached because casual restaurants in Batam City on average already have social media to disseminate information related to restaurants, and visitors can easily see the assessment of the casual restaurant in question through the Tripadvisor application. In addition to the Tripadvisor application, Google also provides information related to operating hours and addresses for casual dining restaurants in Batam City that you want to go to.

**Sampling**

The sampling method used by the author in conducting this research, namely the non-probability sampling method, this is because the author's goal is to find a sample that is an element of the population by chance. Accidental sampling is one type of non-probability sampling method that will be used by researchers, because samples found accidentally or spontaneously according to the criteria will be used as research respondents, where the samples taken are people who have visited casual dining restaurants in Batam City before.

In determining the number of samples needed, according to (Joseph F. Hair et al., 2010) it is better to use 100 or more samples for analysis from an unknown population. As for how to determine a sample that is more accurate or acceptable according to (Joseph F. Hair et al., 2010) by using a ratio of 10:1. In this case the author provides 26 questions on the questionnaire that is distributed, using a ratio of 10:1, the sample for research that the author needs is at least 260 samples.

450 questionnaires were distributed by researchers via google form but only 359 returned (three hundred and fifty-nine) respondent data.

**Table 2. Demographic profiles of respondent**

Characteristic	Category	Number	Percentage
<b>Gender</b>	Male	148	41.2%
	Female	211	58.8%
<b>Age</b>	15-25	278	77.4%
	26-45	73	20.3%
	46-65	8	2.2%
<b>Occupation</b>	Student	42	11.7%
	Private employee	287	79.9%
	Government employee	5	1.4%
	Entrepreneur	18	5%
	Housewife	7	1.9%
<b>Income</b>	Less than Rp 4.150.930	44	12.3%
	Rp 4.150.930 – Rp 6.000.000	263	73.3%
	Rp 6.000.001 – Rp 8.000.000	30	8.4%
	Rp 8.000.001 – Rp 15.000.000	14	3.9%
	More than Rp 15.000.001	8	2.2%
<b>Note : N : 359</b>			

It consists of 148 males and 211 females, each with a percentage of 41.2% and 58.8%. People who have visited casual dining restaurants in Batam City are dominated by the gen z generation, or people born between years of 1997-2012 with a percentage of 77.4% of respondents aged 15-25 years. The respondent is dominated by private employees with a percentage of 79.9%, and it can be said to exceed half of the questionnaire data in this study. Respondents in this study were dominated by the community with incomes ranging from Rp. 4.150.930 to Rp. 6.000.000 on this income scale, the researcher concludes that the income of this research sample is dominated by people who earn the minimum wage in Batam.

**Data Collection**

This research was conducted by collecting data in the form of primary data, where primary data is data obtained directly from the source in the form of questionnaire data. As explained in the research object, research questionnaires were distributed to people who had visited casual dining restaurants in Batam City before. The questions contained in the research questionnaire include the name of the sample, gender, age, occupation, income from the sample who filled out the questionnaire and the question whether the informant has visited a casual dining restaurant in Batam City before. Data collection aims to determine the results of research hypotheses regarding reliability, responsiveness, tangible, food quality, atmosphere, satisfaction, revisit intention and positive word of mouth.

Partial least square (PLS) was used in analyzing the data from the questionnaire in this study. In PLS, the diagrams used show the hypotheses and variable relationships that are examined when structural modeling equations are applied, hypothesis testing involving structural relationships between constructs will only be valid if the measurement model explains how these constructs are measured (Hair et al., 2013). Meanwhile, according to (Mehmood et al., 2012) partial least squares are a principle-based projection method that must ignore the direction in the variable space spanned by irrelevant variables.

**Measures**

Measurement model represents the relationship between constructs and indicator variables, the basis for determining the intended relationship (outer model) is measurement theory, measurement theory is a necessary condition to obtain useful results from PLS-SEM (Hair et al., 2013).

The outer loading test on the research model has a function to show the large relationship between research indicators and latent variables in the model. According to (Ghozali, 2021), the rule of thumb in the outer loading test should have a value above 0.7 but a value of 0.6 to 0.7 is still acceptable.

In order to find out whether the questions asked to the informants or respondents on the questionnaire were appropriate in describing the variables studied, it was a function of the validity test (Agustin, 2019). Average variance extracted (AVE) is a measure of convergent validity, which is the extent to which latent constructs explain the variation of the indicator (Hair et al., 2013). According to (Hair et al., 2013) the AVE value is at least 0.50 or more, it can only be declared valid because on average the constructs explain more than half of the indicators, and vice versa, the AVE value below 0.50 indicates on average there is more variance of item error or error than the variance described by the construct.

The reliability test was carried out to obtain answers to whether the research can be said to be reliable if the informants from the questionnaire can answer questions stably and consistently from time to time (Agustin, 2019). In testing the reliability construct, there are 2 (two) ways, the first with traditional criteria, namely using Cronbach's alpha, which presents estimates or estimates of reliability based on the relationship of the observed indicator variables. Due to the weakness of Cronbach's alpha, composite reliability is used because it is technically more appropriate to apply a different measure of internal reliability consistency (Hair et al., 2013). The value of composite reliability is declared valid if the value is above 0.70 for confirmatory research, but a value of 0.60 to 0.70 can be accepted in exploratory research, and a value between 0.70 to 0.90 can be categorized as satisfaction, but a value above 0.90 cannot be accepted because it is considered the same phenomenon and cannot be a valid construct measure (Hair et al., 2013).

## Results

Validity test was conducted to measure whether the questionnaire compiled was valid. While the reliability test was carried out to show whether the questionnaires distributed to collect data showed that the research variables were reliable. Both are done to ensure that the summarized questionnaire can be used or is good. The validity test value can be seen in the average variance extracted (AVE) column, where the AVE value should not be below the value of 0.5 and it will be declared valid. And for the reliability test, the researcher uses the composite reliability test value because it is technically more precise in applying the reliability test. For composite reliability itself, it can be stated that the variable is reliable if it has a value above 0.6.

**Table 3. Validity and Reliability Test**

	AVE	Composite Reliability	Description
<b>Atmosphere</b>	0.558	0.787	Valid
<b>Food Quality</b>	0.524	0.814	Valid
<b>Positive Word of Mouth</b>	0.671	0.860	Valid
<b>Reliability</b>	0.647	0.844	Valid
<b>Responsiveness</b>	0.522	0.812	Valid
<b>Revisit Intention</b>	0.766	0.867	Valid
<b>Satisfaction</b>	0.784	0.879	Valid
<b>Tangible</b>	0.646	0.845	Valid

Table 4 shows the results of the fornell larcker criterion discriminant test, in which the fornell larcker criterion test can be declared good if the square root value is greater than the highest correlation of other constructs. In the results of the Fornell lacker criterion test below, it can be concluded that each variable is good, with the square root value in each variable having a higher value than the other constructs. Heterotrait Monotrait Ratio (HTMT) which is an estimate of the



true correlation between two constructs. The results of the HTMT test in table 5 can be stated that each variable is of good value because it has a value below 0.9.

**Table 4. Fornell Larcker Criterion Test**

	AT	FQ	PWOM	RL	RP	RVI	ST	T
AT	0.747							
FQ	0.046	0.724						
PWOM	0.252	0.139	0.816					
RL	0.291	0.148	0.255	0.804				
RP	0.203	0.191	0.312	0.024	0.722			
RVI	0.171	0.090	0.026	0.149	0.133	0.875		
ST	0.167	0.202	0.266	0.219	0.314	0.092	0.885	
T	0.122	-0.038	0.123	0.268	-0.001	0.199	0.232	0.804

**Table 5. Heterotrait Monotrait Ratio Test**

	AT	FQ	PWOM	RL	RP	RVI	ST	T
AT								
FQ	0.155							
PWOM	0.313	0.204						
RL	0.372	0.197	0.301					
RP	0.288	0.255	0.388	0.118				
RVI	0.268	0.155	0.039	0.200	0.192			
ST	0.187	0.252	0.341	0.281	0.332	0.126		
T	0.210	0.141	0.156	0.369	0.212	0.281	0.311	

Table 6 shows that there are 5 (five) hypotheses that are proven to be relevant and 2 (two) other hypotheses are not proven relevant in this study. This is because the atmosphere has no effect on customer satisfaction because the T statistic data has a value below 1.96 and a P value above 0.05. This also happens to customer satisfaction which is not proven to influence revisit intention in casual restaurants in the city of Batam because it also has T data of only 1.742 and P value is greater than 0.05. On the other hand, the dimensions of service quality referred to in this study are food quality, reliability, responsiveness, and tangibles that have been proven to influence customer satisfaction which will be a long-term benefit for casual restaurant business actors in Batam city, in this case it is proven that the importance of good service is always applied to businesses, especially casual restaurants in the city of Batam. As for another influence that is proven in research, namely customer satisfaction will affect the existence of positive word of mouth, in this case it can help business actors in developing a casual restaurant business more rapidly due to the positive responses obtained from customers

**Table 6. Path Coefficient Test**

	T Statistic	P Values	Description
<b>Atmosphere → Satisfaction</b>	0.755	0.451	Not Supported
<b>Food Quality → Satisfaction</b>	2.710	0.007	Supported
<b>Reliability → Satisfaction</b>	2.401	0.017	Supported
<b>Responsiveness → Satisfaction</b>	6.813	0.000	Supported
<b>Satisfaction → Positive Word of Mouth</b>	5.332	0.000	Supported
<b>Satisfaction → Revisit Intention</b>	1.742	0.082	Not Supported
<b>Tangible → Satisfaction</b>	3.963	0.000	Supported

SRMR (standardized root mean square residual) is one of the tests that can be done to see the quality of a model under study. The difference between the observed correlation and the implied matrix model is a function of the SRMR test performed. According to (Ghozali, 2021) a value below 0.08 on the SRMR proves that the model is fit (good). Furthermore, to evaluate the quality index, it is necessary to do Goff testing. Table 7 shows the results of the SRMR test in this study with the sample mean value below 0.08 or as expected. This proves that the model is fit.

**Table 7. SRMR Test**

	<b>T Statistic</b>	<b>Description</b>
<b>Saturated Model</b>	0.049	Fit
<b>Estimated Model</b>	0.054	Fit

### **Conclusion**

First, to note that the three dimensions of service quality, food quality is an important driver in customer satisfaction and customer satisfaction can produce a positive impact due to the presence of positive word of mouth which will be an advantage for casual restaurants in the long run. But surprisingly this research is not related to customer satisfaction, nor does customer satisfaction have a desire to return from customers. The results of the study that the reliability, responsiveness, realness, and quality of the food are in accordance with several previous findings (Bichler et al., 2020; Mannan et al., 2019; Richardson et al., 2019; Slack et al., 2020). The increasingly fierce competition, the volatile nature of the industry and business maturity are some of the fastest challenges food geared towards casual dining restaurants. In fact, this discovery somehow shows that the importance of the quality of the service quality, food quality toward satisfaction from customer and satisfaction in creation positive word of mouth from client. The intention to revisit may be lower compared to positive word of mouth from customers. However, casual dining restaurant management in Batam City should not underestimate the fact that the quality atmosphere is quite large affect customers satisfaction, and the quality of satisfaction affect intentions to revisit. Therefore, the importance the quality of atmosphere must not be ignored.

Casual dining restaurant is one of the categories of restaurants that can be found in Batam City which is for visitors not to need self-service but will be served with table service. In this study, the independent variables consist of 3 (three) dimensions of service quality, namely reliability, responsiveness, and tangibles and 2 (two) other independent variables, namely food quality and atmosphere with the dependent variable, revisit intention and positive word of mouth mediated by the satisfaction variable.

There are limitations in this study, because the research was conducted at the time of the emergence of the Covid-19 virus pandemic which was very rampant in Batam City, making this research there were several limitations, namely the difficulty of finding respondents who were in casual restaurant locations, due to the implementation by the government in the form of a ban on eating at places, which made the factor the results of this study that the atmosphere cannot cause customer satisfaction, because the customers themselves cannot feel the atmosphere that exists in casual restaurants in Batam City, and due to regulations prohibiting eating on the spot can be a factor in the number of respondents who do not have intention to return to casual dining restaurants in the Batam City, because of the sense of security you get if you only stay at home.

In this case, the authors expect similar research in the future to conduct research on casual restaurants in the city of Batam by redeveloping the model structure that the author made for research, so that it can be more helpful in supporting business actors, especially in the casual dining restaurant business sector, to continue to operate during the pandemic which has a very negative impact on businesses in Batam City. The author also hopes that casual dining restaurant business actors will continue to innovate to attract customers to visit the restaurant again and expand the market. Business actors are also expected to implement and develop protection for employees and customers in terms of preventing the dangerous virus, namely Covid-19, so that casual dining restaurants themselves can retain customers and provide security and comfort for visitors.

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