

Effect of Dining Service Quality and Persuasion on Intention to Revisit with Lifestyle as a Moderating Variable Among Consumers of Alessa Public House Cafe in Binjai City

Sri Adina Sitepu¹, Beby Karina Fawzeza Sembiring²,
Syafrizal Helmi Situmorang³

¹Postgraduate Students, Department of Management, Faculty of Economics and Business at Universitas Sumatera Utara, Indonesia

^{2,3}Postgraduate Lecturer, Department of Management, Faculty of Economics and Business at Universitas Sumatera Utara, Indonesia

Corresponding Author: Sri Adina Sitepu

DOI: <https://doi.org/10.52403/ijrr.20231260>

ABSTRACT

This research aims to analyze effect of dining service quality and persuasion on intention to revisit with lifestyle as a moderating variable among consumers of Alessa Public House Cafe in Binjai City. The type of research used by the author is associative research with a quantitative approach. In this research, the population is all consumers who have visited Alessa Public House Cafe in Binjai City. Sampling technique in this research used purposive sampling. Population size of this study is not yet known with certainty and this study contained 27 statement items, so the number of samples taken is 135 respondents (27 x 5). Data analysis uses multiple regression analysis. The research results show that dining service quality has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Persuasion has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle has no significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle is able to moderate dining service quality on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle is unable to moderate persuasion on intention to revisit among consumers of Alessa Public House Cafe in Binjai City.

Keywords: Dining Service Quality, Persuasion, Intention to Revisit, Lifestyle

INTRODUCTION

Currently, business development in Indonesia is quite booming in the culinary or food sector. According to Nonto's statement in Oktaviana (2018), the growth of the food and beverage business is still recorded as high growth in various parts of the world. The rational reason for food outlets to grow and develop is because this type of business promises large profits. In this case, business, especially in the culinary sector which serves coffee products, is one of the businesses that is growing rapidly. Entrepreneurs in this business field must look for strategies to always excel in providing satisfaction to consumers (Andriansyah, 2022).

Cafes in general are a business in the food and beverage sector that is managed practically by offering a comprehensive and friendly level of service to consumers. Apart from being a place to relax, cafes can also provide benefits for consumers who visit, including a place to relieve boredom and fatigue experienced by some consumers. The establishment of a cafe can be a sign of a form of growth in the coffee shop

business. The growth of the coffee shop business is very fast and rapid in almost all of Indonesia, one of which is in Binjai City. Culinary business people now not only offer delicious tasting food, but also compete with each other with interesting and unique concepts in order to attract lots of customers.

As time goes by, urban society is currently also experiencing changes in lifestyle. People currently tend to go to fast food restaurants to meet their food needs because they want to look for variety, or are reluctant to make their own food (Halim, 2021). A restaurant must be able to create a memorable experience for consumers, one of which is in terms of the physical environment or dining atmosphere which needs to pay attention to the exterior facilities and interior facilities which are arranged as well as possible to make consumers interested and feel comfortable when they are in that place. Having quality dining service can also increase profits for the company and the following is Alessa Public House Cafe's income in 2022.

Sales data for Alessa Public House Cafe experienced fluctuations in 2022 and then decreased again from October to February 2022. This was due to the inconsistent service provided by Alessa Public House Cafe, such as the food quality, which seemed to change and the atmosphere at Alessa Public House Cafe. The thing that needs to be paid attention to is the quality of service by Alessa Public House Cafe which is the main reason to increase interest in visiting again.

In carrying out competition between fellow cafes, a unique phenomenon arises where these business people create business ideas that are out of the box which arise as a result of shifts and advances in technology which encourage business people to compete and compete to create businesses in creative, innovative ways. According to the author, Alessa Public House Cafe has created a new and innovative concept compared to its competitors. Alessa Public House prioritizes the color concept so that consumers feel

attracted to the design concept in Alessa Public House Cafe. The presence of a cafe must also be balanced with dining service quality, comfortable atmosphere and temperature as well as various adequate facilities to support consumer satisfaction.

Dining service quality is an instrument for assessing consumer perceptions about the service quality of a restaurant (Khairun, 2022). This instrument is used to measure the level of consumer satisfaction with service quality which has the impact of returning visits to consumers. Dining service quality is used as a reliable and relatively simple tool to determine how consumers view the overall quality of a restaurant.

Persuasion is a process that aims to change other people's attitudes or behavior regarding an event, idea or other object through verbal or non-verbal language which contains information, feelings and reasoning. Success in a cafe business is not only visible from the number of consumers who come, there are several other things that can influence success in business, one of which is persuasion which is given to convince or persuade in a subtle way (Tommy, 2021).

This research aims to analyze effect of dining service quality and persuasion on intention to revisit with lifestyle as a moderating variable among consumers of Alessa Public House Cafe in Binjai City.

RESEARCH METHODS

The type of research used by the author is associative research with a quantitative approach. According to Sugiyono (2017), associative research is research that aims to determine the influence or relationship between the independent variable and the dependent variable and how close the relationship between the two is. According to Sugiyono (2017), quantitative research is research by obtaining data in the form of numbers or qualitative data that is added up. Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by

researchers to be studied and then conclusions drawn (Yusuf, 2016). In this research, the population is all consumers who have visited Alessa Public House Cafe in Binjai City. A sample is a part of a population that contains several members in the population or population elements that will form a sample (Ansori, 2020). Sampling technique in this research used purposive sampling. Purposive sampling means that each sample element is selected for a purpose, usually because of the unique position of the sample element (Syahrudin, 2012). Purposive sampling can be used to test the effectiveness of some interventions with a set of subjects or clients who share certain characteristics because they target individuals who are highly knowledgeable about the issues being investigated. Population size of this study is not yet known with certainty and this study contained 27 statement items, so the number of samples taken is 135 respondents (27 x 5).

Data analysis uses multiple regression analysis. Multiple regression analysis is used to obtain regression coefficients which will determine whether the hypothesis created will be accepted or rejected (Ghozali, 2021).

RESULT AND DISCUSSION

General Description

Alessa Public House is one of the hit cafes and is currently being visited by many residents of Binjai City. In fact, this cafe is able to attract visitors from outside Binjai City. Alessa Public House is located on Jalan Masjid Baiturrahman Number 13, Berngam, Binjai Kota District, Binjai City, North Sumatra Province. Menu prices at Alessa Public House Cafe start from Rp16,000 to the highest price reaching Rp33,000. Here, we prioritize coffee. And more drink variants than the food menu. Alessa Public House Cafe has an outdoor front that will provide an interesting and more instant photo spot. Meanwhile, the rear outdoor is wider, there are three different places. accompanied by large and

tall rambutan trees. This is the perfect location to hang out at night with friends. Apart from outdoor and rooftop, Alessa Public House Cafe also provides indoor space too, there are two indoor areas, one right in front of the entrance, then the next one close to the back door leading to the outdoor area. Alessa Public House Cafe has lots of interesting photos here. However, there are only two favorite photo spots for every visitor. Namely the stairs in the Alessa Public House and the glass in the indoor room right after the entrance. Alessa Public House Cafe has facilities, namely a large parking area, clean toilets, prayer room, air-conditioned room, and wifi access.

Characteristics of respondents based on gender revealed that the respondents are male, namely 19 respondents or 14.1% and 116 respondents are female or 85.9%. Based on the characteristics of the respondents, it is known that female respondents are more dominant. This means that the majority of visitors who are interested in returning to the Alessa Public House Cafe in this study are female visitors, this is probably because women prioritize lifestyle more than men and women are always updated about the newest cafes. Women are much more active in socializing compared to men.

Characteristics of respondents based on age, it is known that respondents aged 17 to 22 years amounted to 27 respondents (20.0%), aged 23 to 28 years amounted to 108 respondents (80.0%), and aged 29 to 34 years amounted to 7 respondents (5.0%). Based on the characteristics of the respondents, it is known that respondents aged 23 to 28 years are more dominant. This explains that consumers who are interested in returning to visit Alessa Public House Cafe in this study are mostly visitors aged 23 to 28 years, this is probably because at that age consumers already have their own income and can spend time visiting Alessa Public House Cafe.

Characteristics of respondents based on education showed that there are 53 respondents with diploma education

(39.3%), 67 respondents with bachelor's education (49.6%), and 15 respondents with master's education (11.1%). Based on these characteristics, it is known that respondents with undergraduate education are more dominant. This is because most students seem to automatically follow what is trending or going viral at the moment.

Characteristics of respondents based on work revealed that 95 respondents worked

as students (70.4%), and as entrepreneurs there are 40 respondents (29.6%). Based on these characteristics, it is known that respondents who work as students are more dominant. Because in this modern era, students are very productive, so they often spend their time doing their work in comfortable cafes that are going viral.

Moderation Test

Table 1. Moderation Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.207	4.516		2.925	.004
	DineServ	-.537	.174	-.662	-3.087	.003
	Persuasion	.966	.201	.972	4.799	.000
	Lifestyle	-.605	.314	-.440	-1.926	.057
	DinexLife	.050	.013	1.821	3.840	.000
	PersxLife	-.029	.015	-.863	-1.976	.051

a. Dependent Variable: Intention to Revisit

The research results show that dining service quality has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Based on the distribution of respondents' answers to the dining service quality variable, what causes dining service quality to decrease is that several consumers who visit Alessa Public House Cafe feel that the light in Alessa Public House Cafe is not well-lit, making consumers feel uncomfortable and this reduces intention to return to Alessa Public House Cafe, while the reason why the use of dining service quality has increased is due to the interior and exterior design provided by Alessa Public House Cafe which is very attractive, both from the color combination which makes consumers feel like they enjoy being in the room, making dining service quality Alessa Public House Cafe is getting better, so this has increased interest in returning to visit. The difference that occurs in terms of Dining Service Quality is carried out by Alessa Public House Cafe, where they have an attractive interior and exterior design and lack of lighting in the room.

Persuasion has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City.

Based on the distribution of respondents' answers to the persuasion variable, what causes persuasion to decrease is that Alessa Public House Cafe rarely provides discount promos for food and drinks, Alessa Public House Cafe only provides discount promos at certain times such as New Year, so this reduces interest. revisiting Alessa Public House Cafe, what causes the use of persuasion to increase is that consumers feel comfortable visiting Alessa Public House Cafe because the place is comfortable, so this makes interest in visiting again increase. The difference that occurs in terms of persuasion is that Alessa Public House Cafe has a calm environment that makes consumers feel comfortable and there is a lack of discount promotions provided by Alessa Public House Cafe.

Lifestyle has no significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Based on the distribution of respondents' answers to the Lifestyle variable, what caused lifestyle to experience a decline is that some consumers felt uncomfortable when they are at Alessa Public House Cafe due to several things, including the lighting or the good layout of Alessa Public House Cafe room, so this reduced interest in

visiting again. Meanwhile, what causes lifestyle usage to increase is due to the presence of contemporary foods such as honey garlic beef and other western-style foods offered from Alessa Public House Cafe, so this causes purchases of products or services to increase. The differences that occur in terms of the contemporary lifestyle of serving food and the room layout or lighting of Alessa Public House Cafe make consumers feel self-conscious.

Lifestyle is able to moderate dining service quality on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Having a good lifestyle can improve environmental factors in cafes which are considered to influence one of the five senses, such as taste, light or smell, music, temperature, and cleanliness. Design considerations can be aesthetic or functional which can influence interest in returning.

Lifestyle is unable to moderate persuasion on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle is a particularity or characteristic of the way of life of an entire society or a certain segment where Alessa Public House Cafe provides its own characteristics that make customers feel attractive.

CONCLUSION AND SUGGESTION

The research results show that dining service quality has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Persuasion has a significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle has no significant effect on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle is able to moderate dining service quality on intention to revisit among consumers of Alessa Public House Cafe in Binjai City. Lifestyle is unable to moderate persuasion on intention to revisit among consumers of Alessa Public House Cafe in Binjai City.

From the conclusions above, the suggestions for this research are:

1.Dining Service Quality

It is hoped that Alessa Public House Cafe can increase bright lighting which can make consumers feel comfortable with contrasting colors and light when inside Alessa Public House Cafe room and maintain the quality of service and the fragrant aroma of the room which makes consumers feel at home for long at Alessa Public House Cafe.

2.Persuasion

It is hoped that Alessa Public House Cafe can improve the quality of service, such as offering food menus and providing specific explanations about what menus are available so that it can influence persuasion and will have an impact on interest in returning to visit.

3.Lifestyle

It is hoped that Alessa Public House Cafe will always remain consistent with the interior design theme of its cafe in the midst of this modernization which makes it different from other cafes and adapts it to consumer needs so that it has its own appeal for consumers and maintains the quality of the taste of the food served because it has the most impact on ratings.

4.Intention to Revisit

It is hoped that Alessa Public House Cafe will be able to increase its promotions on national holidays so that many consumers will have the opportunity to get discount promotions so that consumers from all walks of life can enjoy food and drinks at Alessa Public House Cafe and maintain added facilities and quality because the majority of consumers are young people. millennials have made Alessa Public House Cafe a place to gather and spend time with friends so that consumers are more interested in making return visits to Alessa Public House Cafe.

5.Next Researchers

It is hoped that improvements can be made by adding independent variables other than the dependent variables contained in this research, so that they can explain more about purchasing decisions.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

REFERENCES

1. Andriansyah. (2022). *Faktor-faktor yang Mempengaruhi Minat Berkunjung Kembali (Interest of Revisit) Wisatawan pada Wisata Pantai Pangandaran*.
2. Ansori, M. (2020). *Metode Penelitian Kuantitatif*. Airlangga University Press.
3. Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26*. Edisi 10. Badan Penerbit Universitas Diponegoro.
4. Halim, F. (2021). *Manajemen Pemasaran Jasa*. Cetakan Pertama. Yayasan Kita Menulis.
5. Khairun, N. (2022). *Pengaruh Kualitas Pelayanan dan Servicescape Terhadap Minat Pengunjung pada Cafe Social Barn Makassar*.
6. Oktaviana. (2018). *Analisis Pengaruh Kualitas Makanan, Harga, Lokasi, dan Promosi Terhadap Loyalitas Konsumen*.
7. Sugiyono, (2017). *Metode Penelitian Kuantitatif dan Kualitatif*. Bandung: Alfabeta.
8. Syahrums. (2012). *Metodologi Penelitian Kuantitatif Bandung*: Cipta. Pustaka.
9. Tommy, O. (2021). *Analisa Pengaruh Servicescape Terhadap Kepuasan Pelanggan pada JW Marriott Hotel Surabaya*.
10. Yusuf, A. Murni. (2016). *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian*. Jakarta: Prenadamedia Group.

How to cite this article: Sri Adina Sitepu, Beby Karina Fawzee Sembiring, Syafrizal Helmi Situmorang. Effect of dining service quality and persuasion on intention to revisit with lifestyle as a moderating variable among consumers of Alessa Public House Cafe in Binjai City. *International Journal of Research and Review*. 2023; 10(12): 573-578. DOI: <https://doi.org/10.52403/ijrr.20231260>
