

WHAT DRIVES CUSTOMER SATISFACTION? : EVIDENCE FROM CUSTOMER FAST FOOD RESTAURANT INDONESIA

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Abstract: This study aims to examine the positive effect of food quality and brand image on satisfaction and to examine the positive effect of satisfaction on word of mouth. Then, tested the moderation of price fairness on the relationship between product quality and brand image and tested the moderation of price fairness on the relationship between satisfaction and word of mouth. Methods of data collection by using a questionnaire. The number of samples in this study were 260 fast food restaurant customers. Data analysis with partial least square-structural equation modeling (PLS-SEM). The results showed that food quality and brand image had a positive effect on satisfaction, then satisfaction had a positive effect on word of mouth. Furthermore, price fairness does not moderate the relationship between product quality and satisfaction, the relationship between brand image and satisfaction, the relationship between satisfaction and word of mouth.

Keywords: brand image, food quality, price, satisfaction, word of mouth

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh positif kualitas makanan, dan citra merek terhadap kepuasan dan menguji pengaruh positif kepuasan terhadap word of mouth. Kemudian, menguji moderasi keadilan harga terhadap hubungan kualitas produk, dan citra merek serta menguji moderasi keadilan harga terhadap hubungan kepuasan dan word of mouth. Metode pengumpulan data dengan menggunakan kuesioner. Jumlah sampel dalam penelitian ini sebanyak 260 pelanggan restoran cepat saji. Analisis data dengan partial least square-structural equation modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa kualitas makanan, dan citra merek berpengaruh positif terhadap kepuasan, lalu kepuasan berpengaruh positif terhadap word of mouth. Selanjutnya, keadilan harga tidak memoderasi hubungan antara kualitas produk dan kepuasan, hubungan citra merek dan kepuasan, hubungan kepuasan dan word of mouth.

Kata kunci: citra merek, dari mulut ke mulut, harga, kepuasan, kualitas makanan

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INTRODUCTION

Business competition is a fascinating phenomenon to study, especially in the era of globalization in an increasingly open economy. This also allows for all business actors to compete to attract consumers. In the study of consumer satisfaction, a large portion of marketing literature has been influenced by (Oliver, 1977, 1980) expectancy-disconfirmation theory. According to Oliver et al. (1997) expectancy-disconfirmation model, clients have expectations about a product or service. Customers generate opinions on the product's or service's real performance after making a purchase. When a product or service exceeds a customer's initial expectations, the disconfirmation results is positive, leading to post-purchase contentment; when it falls short of expectations, the disconfirmation is negative, lowering post-purchase satisfaction (Spreng and Mackoy, 1996).

The word-of-mouth theory, a component of viral marketing, can be connected to and extended by the network theory (Goyette et al. 2010). Word-of-mouth has historically been a successful strategy for influencing consumers' purchasing decisions and behavior (Engel et al. 1969; Richins, 1983). The WOM has consistently played a significant role in marketing, advertising, and selling, as scientific research has shown (Engel et al. 1969). Other marketing strategies, such as public relations and the media, as well as casual conversations about consumers (dis)satisfaction in the marketplace, may also have an impact on word-of-mouth marketing. Therefore, personal or impersonal communication might contribute to the WOM (Goyette et al. 2010) Catering companies face tough and fierce competition (Harrington et al. 2019), the fastest-growing sector. Catering is a promising and growing business at the end of the year. Customer-perceived value appeals to scholars and practitioners and has been a mainstay of commerce and marketing for many years (Sweeney and Soutar, 2017). One of the largest fast food chains in the world is McDonald's. Given that numerous McDonald's restaurants are located worldwide, it holds a very strong position in the fast food industry (Andreani et al. 2017). WOM communication originally referred to the idea of person-to-person conversations between consumers about a product (Jalilvand and Samiei, 2012; Suryadiningrat et al. 2022). This competition is therefore forcing businesses to consider consumers' rapidly changing demands. In his view, consumers tend to pay attention to the values of satisfaction they feel.

Therefore, every service provider company must also pay attention to the service quality to meet consumer needs.

A good relationship will be created if a restaurant can satisfy users' need. In addition, food quality is also a source of impressive information for the management to improve the restaurant. A method used by a restaurant to provide good quality food is significant for any food business founder because according to (Harrington et al. 2019), food quality is an evaluative marker. The quality of food is acceptable to the user. This includes external factors such as size, shape, color, consistency, texture, and taste. So when a customer starts looking for and orders food at a restaurant. Therefore, the customer's perception of price quality will affect the customer's perception of the quality of the food.

Prices can be viewed as a process of evaluation and consumer response to selling price if considered reasonable and acceptable. According to Kotler and Keller (2016) Price is the user's perception when the difference between the Price that may be accepted is decent compared to other prices should be considered as Price acceptable. According to Taghizadeh et al. (2019) the Price is an assessment of results and processes to get decent and satisfactory results at reasonable prices. Customer satisfaction can determine they can easily brand a place or restaurant. This is also investigated by research (Juliana et al. 2020) which shows that Price impacts customer satisfaction.

Kotler and Keller (2016) define satisfaction as a brand of beliefs, ideas, and responses that a person has about satisfaction. Therefore, the attitudes and actions of users towards satisfaction are largely determined by the satisfaction. Meanwhile, Kotler et al. (2012) define Customer satisfaction depends on the product's perceived performance relative to buyer expectations. If the product performance is not as expected, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer feels very satisfied or happy. Customer satisfaction plays an important role and contributes greatly because of the high level of Satisfaction and word of mouth intention of consumers. Customers who receive products or services that meet or exceed expectations are more likely to respond positively to the restaurant. One way is to convey information by word of mouth to co-workers. Word of mouth is an effective way to build a positive image

for a fast food restaurant (Kotler and Keller, 2012). Besides that, WOM can also increase the number of purchases and sales. The decision-making process does not end with the purchase only but is followed by steps after buying behavior (Handini and Ruswanti, 2016). The main problem with fast food is that if the customer is not satisfied with the product, the Price is set. Therefore, restaurants must always maintain customer satisfaction by improving the quality of food products and developing prices that are somewhat cheaper than competitors to achieve more Satisfaction for consumers. Hence, they make recommendations or WOM for food and beverages in Indonesia, and their restaurant communicates with their friends or family. This is following a study conducted by (Arif, 2019) which showed results that the presentation and branding of eWOM gave a positive and significant impression on customer satisfaction. Customer satisfaction is also influenced by the amount and direction of a confirmation or disconfirmation between the use of the product or service after purchase and the customer's judgment of it before the purchase (Kinasih, and Albari, 2012). According to (Juliana et al. 2020; Juliana, 2019) showed that the quality of fast food service had a positive effect on customer satisfaction. Previous studies on the effect of the brand, Price, and service quality on customer satisfaction have research gaps. They have not included the dependent variable word-of-mouth and the price variable as a moderation. According to Wuisan (2021) food quality is the degree of the feasibility of food for consumer consumption. Providing quality food that meets customer expectations can positively impact the company's customer relationship. Assessment of food quality for customers begins when the customer tastes the food served, thus assessing the quality of the food. Therefore, quality depends not only on the objective characteristics of the product but also on how users perceive quality to meet individual needs and goals (Migliore et al. 2018). Brand image is formed by consumer satisfaction; sales are automatically achieved by customer satisfaction because satisfied users will not only buy again but will also invite other buyers (Aaker, 2016). A strong brand is clear, distinct, and better than its competitors. Kotler and Keller (2016) define an image as a brand of beliefs, ideas, and responses that a person has about a brand. Therefore, the attitudes and actions of users towards a brand image are primarily determined by that image. Branding is a prerequisite for solid perception. Kotler and Keller (2016) state that the image is a consistent perception in the long term. Although it is not easy to

form an image, it can be difficult to change it once an image is formed. The image that is included must be clear and have advantages over competitors so that the differences and advantages of the brand compared to other brands. Price is a factor that plays an important role in influencing the distribution of new products or services in the market sector. According to Kotler and Keller (2016), setting a price for a new product in the market is difficult. Price is defined as customers' value from an exchange (Sari and Siregar, 2019). Price has been considered as an important element in determining customer satisfaction. According to Gerson (2014), Satisfaction is the customer's perception that their expectations have been met or exceeded. If the purchased goods perform well, the customer will be happy and satisfied.

One of the communication channels commonly used by merchants in releasing goods is word of mouth. It is considered very impressive in accelerating the process towards the market and bringing profits to merchants. According to Sari and Siregar (2019), personal communication channels in the form of word of mouth can be used as an effective promotional method because they are conveyed from consumers to consumers promptly. Making users and customers feel satisfied can be a way of promotion for the company. Therefore, the research question can be interpreted as follows: Does the quality of food, and brand variables affect word of mouth through Satisfaction as a mediating variable? Does the Satisfaction variable affect the quality of food and brand image? Can Price change food quality, brand image, and word of mouth Satisfaction? The authors of this study use the variables Satisfaction and Word of Mouth as mediators, and Price as moderation variables. This research aims to test food quality, brand image influence on Satisfaction as mediation toward word of mouth, and Price as moderation variables.

METHODS

The target population is all customers of fast food restaurants in JABODETABEK in November 2021. Convenience sampling is applied in this study, using convenience sampling because the respondents were selected and immediately given a questionnaire by the researcher. While voluntary sampling is a questionnaire distributed, for example a questionnaire is distributed

to the public via online, then the public voluntarily fills out the questionnaire.

Relationship Food Quality and Satisfaction, where the food retrieval process starts when customers search for and order food through the company's web page or application. Therefore, customer perceptions of price-quality will affect customer perceptions of food quality. This is in line with (Winarjo and Japariato, 2017) showing that food quality significantly impacts satisfaction. The same thing was also investigated by Amira and Rahardian (2015); Habibah et al. (2019); Hidayat et al. (2020); Kelly (2020); (Konuk, 2019) drawing on cue utilization theory, stimulus-organism-response (S-O-R; Sari dan Siregar (2019); Wuisan (2021) show the results that food quality has a significant effect on Satisfaction.

Relationship between brand image and Satisfaction, the better the restaurant brand image, the higher the customer satisfaction in the restaurant. This is as researched by Bawa (2016); Ghafoor et al. (2020); Indarto et al. (2018); Lahap et al.(2016); Malik et al. (2020); Rio and Maulana (2021) show that there is a significant relationship between brand image and customer satisfaction. The same thing has also been investigated by research conducted by Juliana (2019); Hendawan and Agustini (2021); Rohman and Hussein (2018) show the result is that there is a positive impact of the strength of brand image on Satisfaction.

Satisfaction relationship with word of mouth, where satisfied consumers will convey positive things to others. The message will influence consumers or other people to try the product delivered by the messenger. This is supported by research conducted Abdullah et al. (2018); Altangerel and Munkhnasan (2019); Amir (2021); Andreyeva et al. (2017); Cantona (2021); Setiawati et al. (2020) show that there is a significant relationship between Satisfaction and Word Of Mouth. Price plays an important role in consumer satisfaction with a product/service. Before making a purchase, consumers will consider whether the price offered is in accordance with the quality of the product/service obtained. If the better or lower the price offered and in accordance with the quality of the food, the higher consumer satisfaction will be. This is supported by Amira and Rahardian (2015); Sunaryo (2019); Wicaksana et al. (2021) show that there is a positive relationship between price and Food Quality on Satisfaction.

Brand image is something important in determining trust, which reflects that an attractive and valuable brand increases consumer confidence in products or services related to the brand (Aaker, 2016). Where the more appropriate the price offered with the brand image, the more satisfied consumers are with the restaurant's brand image. The results of a study conducted by Leksono and Herwin (2017) show that price has a significant influence on brand image. And studies conducted by Benhardy et al.(2020); Hasby et al. (2018); Leonardo et al. (2021); Purnamasari (2015) explain that the price variable also has a significant influence on brand image.

Price has been considered as an important element in determining customer satisfaction. Where, the cheaper the price offered, the more satisfied consumers are, so the higher the positive information intention to word of mouth. This study is supported (Gede, Wirawan and Wibawa, 2020) in their study that they found that satisfaction had a positive impact by word of mouth. As satisfaction declines, so does word of mouth. This is also supported by Ngoma and Ntale (2019); Ruswanti et al. (2020); Soliana and Pratomo (2016); Taghizadeh et al. (2019); Yuliantoro et al. (2019) show that there is a positive relationship between satisfaction and Word Of Mouth.

Kock and Hadajah (2018) recommend a minimum sample size of 160 samples using the inverse square root method. In this study, the number of samples obtained was 260 samples. The survey method was carried out to obtain data through a questionnaire in the form of a google form and sent via Whatsapp. The researcher chose respondents from existing friends and the questionnaire was sent via Whatsapp. Data analysis using the partial least square-structural equation modeling (PLS-SEM) approach with the help of the WarpPLS 7.0 program.

The research variables consist of food quality, satisfaction, price fairness, brand image, and price fairness each of which has six questionnaire items. Before the questionnaire was given to the respondents, face validity was carried out first to check the relevance of the questionnaire items to the research objectives. Furthermore the food quality construct were adapted from Konuk (2019); Rinaldus and Kristian (2020). Satisfaction construct items adapted from Konuk (2019); Slack, Singh, Ali, Lata, Mudaliar, and Swamy (2020), the price fairness construct item was adapted

from the scale development, and Diana (2017), the brand image construct item was adapted from the scale development, and Ayutthaya (2013), the word of mouth item adapted from scale development; Krishen et al. (2020); San-Martin et al. (2015). All items were measured by a 5-point Likert Scale, namely 1=disagree; 2=disagree; 3=sufficiently agree; 4=agree; 5=strongly agree.

The hypothesis testing proposed based on testing the research conceptual The hypothesis testing proposed based on testing the research conceptual framework captured in Figure 1 is as follows:

- H₁: Food quality has a positive effect one satisfaction
- H₂: Brand image has a positive effect on satisfaction
- H₃: Satisfaction has a positive effect on word of mouth
- H₄: Price fairness has a moderating effect on the relationship between food quality and satisfaction
- H₅: Price fairness has a moderating effect on the relationship between brand image and satisfaction
- H₆: Price fairness has a moderating effect on the relationship between satisfaction and word of mouth

RESULTS

Respondent Profile

The Respondent profile show that the proportion of male respondents (55.83%) is greater than that of women (44.62%). Furthermore, the majority of respondents, 84.23%, live in JADOBETABEK. The income of the number of respondents is 56.54% below 20 million per month. Then 64.99% of the respondents

were aged between 20 years to 29 years. The education of the respondents is generally undergraduate (81.15%) and most of the respondents' occupations are private at 43.46%. Lastly, the fast food restaurant that is most favored is the first, McDonald's (31.54%). Second, Hoka Hoka Bento (21.15%). Third, Kentucky Fried Chicken (18.85%).

Measurement Model

At this stage, the measurement model evaluation consists of the validity and reliability of construct measurements. Validity evaluation consists of convergent validity, namely reliability indicators and average variance extracted (AVE), and discriminant validity. The rule of thumb for the reliability or outer loading indicator is that the outer loading value is 0.708 or more and the AVE value that must be met is 0.5 or more (Hair et al, 2019). Furthermore, internal consistency measurements were carried out by taking into account composite reliability. Hair et al (2019) determined that the composite reliability value was at least 0.7.

Outer loading values are between 0.559 to 0.898. However, Hair et al (2019) explained that the value of outer loading items between 0.4-0.7 is considered for deletion as long as it can increase the AVE value above 0.5. There are items with outer loading values between 0.5-0.6 and items are not deleted because the AVE value is greater than 0.5. Furthermore, the results of the composite reliability measurement for each construct between 0.830-0.937 are greater than the required minimum of 0.7

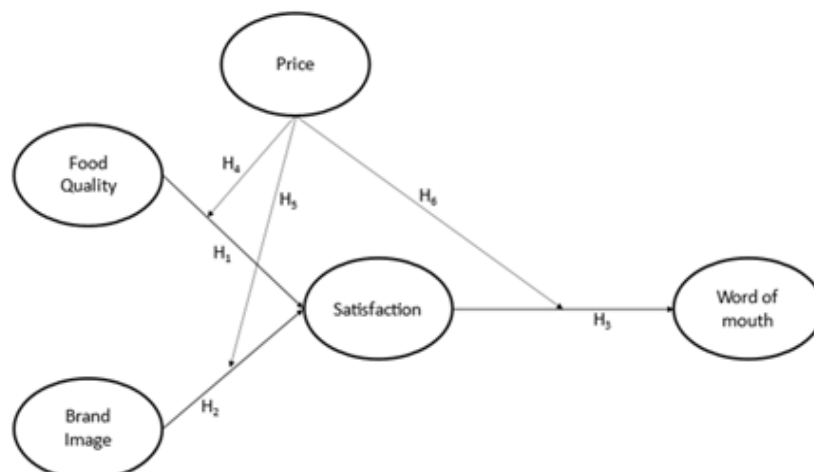


Figure 1. The research framework

The following Table 1 reveals the results of the discriminant validity measurement using the heretroit-monotrait ratio (HTMT) approach. Henseler et al (2015) suggest that the limit of HTMT value is less than 0.85. The results of the HTMT measurement show that there is no HTMT value that exceeds 0.85. Thus the discriminant validity measurement has met the requirements.

Structural Model

The structural model stages consist of measuring the coefficient of determination (R^2), predictive relevance (Q^2), hypothesis testing, f^2 effect size and finally Q^2 effect size. The following Table 2 shows that the Satisfaction construct has a coefficient of determination (R^2) of 0.587. Hair et al (2011) and Henseler et al (2011) determined that the R^2 values were 0.75, 0.50, and 0.25, respectively, in the substantial, moderate, and weak categories. In this study, the R^2 satisfaction construct was categorized as moderate. Meanwhile, the R^2 of the 0.399 WOM construct is in the weak category.

After measuring the coefficient of determination (R^2), it is important to measure the effect sizes (f^2). Hair et al (2019) explained that the f^2 measurement was intended to determine if one of the exogenous constructs was removed from the research model whether it had a substantive impact on the endogenous construct. Cohen (1988) categorizes the magnitude of f^2 which consists of small (0.02), medium (0.15), and large (0.35). The following Table 3 reveals that the food

quality construct has a large impact ($f^2=0.424$) on the satisfaction construct. Meanwhile, the brand image construct has a medium impact ($f^2=0.136$) on the satisfaction construct.

Additional measurement of the magnitude of R^2 as predictive accuracy of exogenous constructs to endogenous constructs is predictive relevance (Q^2). Hair et al (2019) say that Q^2 measures how accurate the research model is when using data that is not used in the study. Furthermore, Hair et al (2019) determined that when the value of $Q^2 > 0$, the exogenous construct has predictive relevance for the endogenous construct. The following Table 4 indicates that the research model has predictive relevance for endogenous constructs.

The final stage of the structural model is hypothesis testing. In testing the hypothesis, we want to know whether the hypothesis is supported or not by taking into account the significance level (α) of 5%. All hypotheses are directed hypotheses. Therefore, the test is a one-tailed test. The hypothesis is supported if the p-values ≤ 0.05 . Table 5 shows that the first hypothesis, second hypothesis, and third hypothesis are supported because the p-values of the three hypotheses are $0.001 < 0.05$. While the other hypotheses are not supported because all $p > 0.05$. Other information from table 6 is that the dominant construct that influences satisfaction is the food quality construct, in which the food quality construct has the largest standardized path coefficient value (0.551) compared to the brand image construct (0.294).

Table 1. Evaluation HTMT

	Food Quality	Brand Image	Satisfaction	Word of Mouth	Price Fairness
Food Quality					
Brand Image	0.755				
Satisfaction	0.836	0.628			
Word of Mouth	0.675	0.682	0.689		
Price Fairness	0.625	0.503	0.601	0.720	

Table 2. Evaluation coefficients of deterimantion (R^2)

Construct	R-square (R^2)
Satisfaction	0.587
WOM	0.399

Table 3. f^2 Effect Sizes Evaluation

	Satisfaction
Food Quality	0.424
Brand Image	0.136

Table 4. Predictive relevance (Q²)

Construct	Q ²
Satisfaction	0.590
WOM	0.401

Table 5. Hypothesis testing

Hypothesis	Standardized Path Coefficient	p-values	Decision
H1: Food quality has a positive effect on satisfaction	0.551	0.001	Supported
H2: Brand image has a positive effect on satisfaction	0.294	0.001	Supported
H3: Satisfaction has a positive effect on word of mouth	0.638	0.001	Supported
H4: Price fairness has a moderating effect on the relationship between food quality and satisfaction	0.131	0.117	Not Supported
H5: Price fairness has a moderating effect on the relationship between brand image and satisfaction	-0.126	0.132	Not Supported
H6: Price fairness has a moderating effect on the relationship between satisfaction and word of mouth	0.026	0.351	Not Supported

Fast food restaurants attract a lot of customers to consume their products. One of the important factors for fast food restaurant management is customer satisfaction. The purpose of this study was to analyze the positive influence of food quality and brand image on satisfaction. Then the positive effect of satisfaction on word of mouth. The next objective is to analyze the moderation of price fairness on the relationship between food quality and satisfaction, the relationship between brand image and satisfaction, and the relationship between satisfaction and word of mouth.

The results of the first hypothesis test (H₁), namely food quality has a positive effect on satisfaction, supported (p -value = 0.001 < 0.05). These results are in line with research by Bisui and Uniyal, 2021; Hidayat et al. 2020; Kannan, 2017; Winarjo and Japarianto, 2017. The same thing was also investigated by Amira and Rahardian (2015); Habibah et al. (2019); Hidayat et al. (2020); Kelly (2020); Sari and Siregar (2019); Wuisan (2021) shows the results that food quality has a significant effect on Satisfaction. Therefore, it can be said that food quality is an important factor in increasing customer satisfaction. But it can be the other way around, namely when the quality of the food is not maintained properly, the customer will feel disappointed. It is not easy to maintain food quality. Restaurant management must be highly committed to maintaining food quality. If this is the case, then restaurant management can without

hesitation determine premium prices, positioning, brand extensions, and customer reasons for buying (Aaker, 1991). The food quality factor is not only a customer need but also needed by fast-food restaurant management, namely to win the competition.

The results of the second hypothesis test (H₂), namely brand image has a positive effect on satisfaction, supported (p = 0.001 < 0.05). These results are in accordance with the research by Bawa (2016); Ghafoor et al. (2020); Indarto et al. (2018); Lahap et al.(2016); Malik et al. (2020); Rio and Maulana (2021) show that there is a significant relationship between brand image and customer satisfaction. The same thing has also been investigated by research conducted by Juliana (2019); Hendawan and Agustini (2021); Rohman and Hussein (2018) show the result is that there is a positive impact of the strength of brand image on Satisfaction. Like food quality, brand image guarantees customer satisfaction. Furthermore, when satisfaction increases, the word of mouth is getting better. With better word of mouth, it invites customers to make repurchases (Akkan and Atilgan, 2014) and can even attract potential customers to consume fast food restaurant products, so that the number of fast-food restaurant sales units increases and by assuming a fixed price, the total income of fast-food restaurants is higher. Then, the profit of the fast-food restaurant will increase.

The results of the third hypothesis test (H_3), namely satisfaction has a positive effect on word of mouth, supported and supported (p -value = $0.001 < 0.05$). These results are consistent with the study of Abdullah et al. (2018); Altangerel and Munkhnasan (2019); Amir (2021); Andreyeva et al. (2017); Cantona (2021); Setiawati et al. (2020) show that there is a significant relationship between Satisfaction and Word Of Mouth. These results guarantee that when customers are satisfied with the restaurant, the customer will tell positive things about the restaurant. If this happens, then positive word of mouth can increase the level of visits (Fitria and Yuliati, 2020) and have an impact on the level of sales. Of course, restaurants avoid negative word of mouth because the impact is greater than positive word of mouth when the restaurant is about to acquire new buyers (East, Romaniuk, Chawdary, and Uncles, 2017). The results of the fourth hypothesis test (H_4), namely price fairness has a moderating effect on the relationship between food quality and satisfaction, are not supported (p -value = $0.117 < 0.05$). When prices increase, it does not make the relationship between food quality and customer satisfaction stronger. Vice versa, when the price of food decreases, it does not have an impact on the weakening of the relationship between food quality and customer satisfaction. This result contradicts the study by Amira and Rahardian (2015); Sunaryo (2019); Wicaksana et al. (2021) show that there is a positive relationship between price and Food Quality on Satisfaction.

Furthermore, the results of the fifth hypothesis test (H_5), namely price fairness has a moderating effect on the relationship between brand image and satisfaction, are not supported (p -value = $0.132 < 0.05$). The more expensive or cheaper the price of food, the less impact on the strengthening or weakening of the relationship between brand image and customer satisfaction. This result contradicts the study by Leksono and Herwin (2017) showing that price has a significant influence on brand image. Likewise, it is not in line with the study conducted by Benhardy et al. (2020); Hasby et al. (2018); Leonardo et al. (2021); Purnamasari (2015) explains that the price variable also has a significant influence on brand image.

Finally, the results of the sixth hypothesis test (H_6), namely price fairness has a moderating effect on the relationship between satisfaction and word of mouth, are not supported (p -value = $0.351 < 0.05$). This result

is inconsistent with the results of a study from Gede, Wirawan and Wibawa (2020) which in their study found that satisfaction had a positive impact by word of mouth. As satisfaction declines, so does word of mouth. This is also supported by Ngoma and Ntale (2019); Ruswanti et al. (2020); Soliana and Pratomo (2016); Taghizadeh et al. (2019); Yuliantoro et al. (2019) show that there is a positive relationship between satisfaction and Word Of Mouth.

The results of testing the fourth (H_4), fifth (H_5), and sixth (H_6) hypotheses show that price fairness does not play a role in the strength or weakness of the relationship between product quality and satisfaction, the relationship between brand image and satisfaction, and the relationship between satisfaction and word of mouth. . In this study, the general profile of respondents is respondents aged 40-59 years, earning between 10-20 million per month, undergraduate education and work as private employees and businessman, revealing that respondents do not mind the price when buying and consuming food at fast-food restaurant, because respondents perceive that the price of food is cheap. For respondents, food quality and brand image are very important for their satisfaction. Even if the restaurant management raised prices, the relationship between food quality and satisfaction was not affected, nor was the relationship between brand image and satisfaction. Furthermore, satisfaction as a predictor of word of mouth continues even though the price increases. Based on the results of this study, it was revealed that price fairness did not act as a moderating variable.

Managerial Implication

Food quality is the factor that has the greatest influence most significant on customer satisfaction compared to brand image. Fast-food restaurant management must prioritize food quality by maintaining consistent taste and aroma. When the taste and aroma of food are inconsistent, this makes customers confused because today it tastes salty, tomorrow it tastes sweet, the next day it tastes bland and so on. In addition, the management of fast-food restaurants must also maintain the appearance of the food to make it look fresh and fresh. The management of fast-food restaurants must pay close attention to the quality of food ingredients, for example the selection of suppliers that are consistent with quality food ingredients, expiration dates and ways of storing foodstuffs.

When the quality of food ingredients is good, the quality of the food will also be good such as the aroma, taste and appearance of the food. When the taste, aroma, appearance of fresh and fresh food can be properly maintained, the customer's appetite can be fulfilled so that in the end it will make the customer satisfied. Another factor that also influences customer satisfaction is brand image. In addition to food quality factors that must be considered, fast-food restaurant management must also pay attention to other qualities, such as cleanliness, service, outlet appearance, friendliness and so on. If all of these are maintained consistently, then in the minds of customers, the fast-food restaurant is a restaurant with quality and a good image. Furthermore, to improve the brand image, restaurants are not only for profit but also care about the surrounding environment and social community. Restaurants participate in school construction, for example. Another thing is that the management of fast-food resorts is open to input from customers. Thus, a positive brand can be created in the minds of customers.

Next is customer satisfaction. Things that must be considered by fast-food restaurant management so that customers are satisfied are customers feel comfortable, customers enjoy food, customers like restaurants, and fulfill the desire to eat good food. When customers buy food and consume in a restaurant, the comfort of the restaurant must be maintained properly, for example air flow, table and chair layout, Wi-Fi, and cleanliness. Thus customers feel comfortable and enjoy the food they buy. Furthermore, for customers who buy take away food, the suitability of orders, and the speed of food supply must receive attention from restaurant management because this can provide customer convenience. Then, word of mouth is a predictable factor. When the customer is satisfied, the customer will say positive things to others. In addition, customers confidently recommend the restaurant to others.

Also, describe the greatness of the restaurant compared to other fast-food restaurants. Word of mouth is a marketing communication that is not carried out by the restaurant, but is carried out by customers, is cheap, and reliable. Word of mouth is said to be cheap because the restaurant does not spend money to promote its restaurant. In addition, someone who receives information about fast-food restaurants trusts people he knows more than promotions carried out by fast-food restaurants.

Finally, the management of fast-food restaurants does not need to worry about the price factor because the price does not have an impact on the relationship between food quality and brand image on satisfaction as well as on the relationship between satisfaction and word of mouth. However, the management of fast-food restaurants must still pay attention to the reasonableness of prices. Customers perceive that the price is affordable, the price is in accordance with the benefits and quality of the food, and the price of the food is cheap. Therefore, it is important for restaurant management, especially to maintain performance so that prices are in accordance with benefits and quality, to maintain prices well because prices have two aspects, namely prices can cause customers to leave or prices can attract customers. While customer satisfaction has been extensively researched in the field of consumer behavior, the expectancy-disconfirmation theory has been successfully utilized to measure customer satisfaction in consumer behavior research. Our study is unique in the literature because it expands the application of the expectancy-disconfirmation theory to the prediction of customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Word of mouth of fast-food restaurant customers can be improved by, first, improving the quality of food will contribute to increasing customer satisfaction and generating good word of mouth. Second, the high performance of the brand image will increase customer satisfaction, and ultimately word of mouth will also increase. However, the fairness of the price does not have an impact on the strengthening or weakening of the relationship between food quality and satisfaction, the relationship between brand image and customer satisfaction, and the relationship between customer satisfaction and word of mouth.

Recommendations

In this study, data were obtained from respondents who lived mostly in the cities of Jakarta, Bogor, Depok and Bekasi. Thus the generalization of the research results is limited. Therefore, in order to generalize the results of the study more broadly, replication research can be carried out with data from respondents who are domiciled in different provinces. Next, the price fairness

variable which in this study is a moderating variable is used as a predictor variable on the satisfaction variable in the next study to determine whether the price fairness variable has a significant effect or not on satisfaction.

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