

## The Influence of Service Quality, Brand Image and Consumer Satisfaction on Repurchase Interest at Pondok Kelapa Pizza Hut Restaurant, East Jakarta

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### **Abstract:**

*This study aims to determine the effect of service quality, brand image and customer satisfaction on repurchase interest in the hut pizza restaurant pondok kelapa, East Jakarta. This study uses quantitative research methods. This study uses primary data by distributing questionnaires. The population in this study were the general public who had bought a pizza hut product once at a pizza hut restaurant in a coconut hut. The questionnaire was distributed to 100 respondents. The analysis technique used is quantitative analysis with the data test used is multiple linear regression, several hypothesis tests and using the statistical product and service solution (SPSS) program version 25.0. The results of the study state that service quality has a positive and significant influence on repurchase interest. Partially, it has a positive and significant influence on repurchase interest in the hut pondok kelapa pizza restaurant. Meanwhile, simultaneously service quality, brand image and customer satisfaction have a significant influence on repurchase interest in restaurant pizza hut pondok kelapa, East Jakarta.*

**Keywords:** Service Quality, Brand Image, Customer Satisfaction and Repurchase Interest

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### **INTRODUCTION**

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The development of fast food restaurants in Indonesia is dominated by foreign companies that sell or lease their trademarks or business systems to invite entrepreneurs to join the fast food restaurant marketing network (Maulana, 2018). The impact has a considerable influence. Where entrepreneurs find it easier to use certain trademarks that are already well-known than to create a new brand. This phenomenon that exists encourages the rise of the number of fast food restaurants that are increasingly causing increasingly fierce competition among fast food companies.

Pizza Hut is an international chain restaurant and food franchise specializing in Pizza. Pizza Hut restaurant has a concept as a family restaurant where the ingredients offered are very varied. Pizza Hut appeared in Indonesia in 1984, and one of them is the first Pizza restaurant in Indonesia under the auspices of PT. Sari Melati Kencana. Throughout Indonesia has started many branches, and has competitors. Competition for ready-to-eat restaurant franchise products or franchises from abroad continues to be tight. It can be seen the growth of some fast food restaurants in Indonesia, including Pizza Hut, Dominos Pizza, Paparons, Gian Pizza, Pizza Bar and many more. Because of that, all restaurants are competing to seize this limited market area (Ferawati, 2018).

In particular, Pizza Hut strives to provide personalized services so that it can provide high satisfaction to its customers, both as stakeholders and shareholders. Pizza Hut has its own Market Share compared to its competitors. Culinary business is the destination of entrepreneurs to create and open their businesses so that culinary businesses become very developed by offering sharing benefits and facilities from just serving food and drinks. Various choices of restaurants and concepts

offered make restaurant competition in East Jakarta even higher. One of the Pizza Hut in Pondok Kelapa which is crowded with visitors, the place is comfortable and clean. Based on data on the number of Pizza Hut buyers in 2017 there were 364,435, in 2018 it increased to 37,879, decreased again in 2019 to 29,360 and increased to 31,650 visitors, this is inversely proportional to the increasing number of restaurants in East Jakarta.

In 2017 Pizza Hut sales had a very high presentation and then decreased in the brand index in 2018. Pizza Hut visitors in 2018 experienced an increase but not significantly. In 2019 experienced a very significant decline from the Top Brand Index and also Pizza visitors. In 2020, it experienced an increase but not too significant in both. Instability and uncertain conditions that make fluctuations occur. The emergence of very significant irregularities seen in 2019 is usually influenced by several factors. With the increase in the number of food service companies, competition between food service companies is getting fiercer.

Consumer dissatisfaction is one of the factors that can drive consumer conversion. As mentioned by (Montolalu et al., 2018) "that a consumer who experiences dissatisfaction has the possibility of changing his buying decision behavior by looking for other brand alternatives in the next consumption to increase his satisfaction". The factor of consumer satisfaction is certainly inseparable from the factor of how the quality of service felt by consumers as the level of consumer satisfaction in accordance with customer expectations. Repurchase interest is influenced by several aspects, one of which is the quality of service, Brand Image and Consumer Satisfaction.

From previous research by (Purbasari & Purnamasari, 2018) stated that service quality has a positive and significant influence on customer satisfaction to increase interest in repurchases. If the quality of service is good, customers will feel satisfied and interest in repurchasing will increase." A brand that already has its own brand in the hearts of buyers of goods and services, brand image also greatly influences someone in making purchases somewhere because before someone decides to choose goods or services they must have considered the brand they like or like first.

If consumers feel relieved, until consumers want to buy back the product and consumers tend to want to share good references to the product to others. Customer satisfaction can influence changes in behavior (in supplier options) which in turn influence repeat purchases, with a large level of satisfaction can increase the likelihood that something a brand can stick in the consumer's memory. With some existing problems about Service Quality, Brand image and Consumer Satisfaction that occur at the Pizza Hut Restaurant Pondok Kelapa East Jakarta which I have described above. So, based on the above problems, encourage researchers to conduct a study, namely with the title "The Effect of Waiter Quality, Brand Image and Consumer Satisfaction on Repurchase Interest in Pizza Hut Restaurant Pondok Kelapa East Jakarta".

## **RESEARCH METHODS**

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This study used quantitative research methods. This study used primary data by distributing questionnaires. The population in this study is the general public who have bought one pizza hut product at the coconut hut pizza hut restaurant. In this study, researchers distributed questionnaires on December 18 using google forms, by spreading google form links through Whatsapp groups and Instagram applications In this study, the sample was the general public who became consumers at Pondok Kelapa Pizza Hut Restaurant, East Jakarta with certain criteria. The study did not know exactly how much pollulation was or was infinite. In this study the sample was as many as 100 customers from customers based on the following formula:

$$N = \frac{Z_{\alpha/2}^2 P * (1 - P *)}{E^2}$$

Information:

P2 = proportion of Population.

E = 10% Fault Tolerance Limit

A = alpha0.05

$\frac{Z_{\alpha/2}}{2}$  = Normal distribution score with real level of 5% (1.96)

$$n = \frac{(1.96)^2_{0.5(1-0.5)}}{0.10^2}$$

= 96.04 rounded to 100

From the formula explained by (Anderson, 2017) referring to the formula, the researcher took a sample of 100 respondents to represent the population. The analysis technique used is quantitative analysis with multiple linear regression tests, several other hypothesis tests and using the *statistical product and service solution* (SPSS) program version 25.0.

## RESULTS AND DISCUSSION

### Result

#### a. Validity Test

Validity testing explained that the output of data processing inputted into the SPSS program said that all questionnaire items submitted had a greater Corrected Item Total Correlation value when compared to rtable with degree of freedom (df) = n-2, so df = 100-2 = 98, then rtable = 0.196, which means that the entire rcalculate ≥ r table.

**Table 1. Validity Test**

No	Questionnaire	R count	R table	Information
1	X1.1	0.746	0.196	Valid
2	X1.2	0.796	0.196	Valid
3	X1.3	0.778	0.196	Valid
4	X1.4	0.748	0.196	Valid
5	X1.5	0.618	0.196	Valid
6	X2.1	0.776	0.196	Valid
7	X2.2	0.804	0.196	Valid
8	X2.3	0.735	0.196	Valid
9	X2.4	0.726	0.196	Valid
10	X3.1	0.844	0.196	Valid
11	X3.2	0.818	0.196	Valid
12	X3.3	0.836	0.196	Valid
13	X3.4	0.717	0.196	Valid
14	Y.1	0.804	0.196	Valid
15	Y.2	0.783	0.196	Valid
16	Y.3	0.834	0.196	Valid

17	Y.4	0.709	0.196	Valid
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From the SPSS Output in Table 1 above, it is used to assess the validity of various questions or statements that are seen from the value of the *Corrected item Total Correlation* which is greater than the r value of the table in the 98th N sample, which is 0.196 which means that the entire recalculate > rtable. From the output results, the overall validity test submitted using the SPSS 25 program as a calculation tool on all variables is recognized as valid so that all statement items can be used for the next stage.

### b. Reliability Test

After the instrument confirmed its accuracy, it then conducted a reliability assessment using Cronbach's alpha. The reliability of one variable instrument is said to be good if it has Cronbach's alpha > 0.6. The reliability test results for the variables Service Quality (X1), Brand Image (X2), Consumer Satisfaction (X3) and Repurchase Interest (Y) are presented in the table below:

**Table 2. Reliability Test**

No	Variable	Reliability	Alpha	Information
1	Quality of Service (X1)	0.784	0.6	Reliable
2	Brand Image (X2)	0.762	0.6	Reliable
3	Customer Satisfaction (X3)	0.818	0.6	Reliable
4	Repurchase Interest (Y)	0.787	0.6	Reliable

From the output of data processing carried out with the SPSS program as a calculation tool, the values shown in table 2 above, it can be said that all questionnaire items used to measure all variables in the study are said to be Valid and Reliable. What is shown in Cronbach's Alpha value is that all variables *have a value level above enough, which is above 0.6 meaning that all variable values are said to be good and acceptable because they are above the level of not good even the results are good, which is shown in the output of the Reliability Statistic, where all values of Cronbach's Alpha all variables are above the sufficient level.*

### c. Multiple Linear Regression Test

Multiple linear regression analysis is a form of analysis to determine the effect of independent variables, namely Service Quality (X1), Brand Image (X2), and Consumer Satisfaction (X3) on the dependent variable, namely Repurchase interest (Y). In calculating the regression coefficient in this study using the SPSS 25 program. Below are the output results presented in Table 3. as follows:

**Table 3. Multiple Liniear Regression Test**

Type	Untsand andardized B	Coefficien ts Std. Error	Standard ized Coefficie nts Beta	t	Sig.	
1	(Constant)	1.253	1.735	.722	.472	
	Quality of Service (X1)	.327	.102	.333	3.205	.002
	Brand Image (X2)	.176	.088	.163	1.993	.049
	Customer Satisfaction (X3)	.352	.109	.327	3.234	.002

Based on table 3, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows:

$$Y = 0.333 X_1 + 0.163 X_2 + 0.327 X_3 .$$

Description:

Y = Repurchase Interest

X1 = Quality of Service

X2 = Brand Image

X3 = Consumer Satisfaction

The interpretation of the results of the equation is as follows:

1. Variable quality of service (X1)

The partial regression coefficient of the service quality variable of 0.333 with a positive sign means that the higher the service quality, the decision to buy back interest will increase.

2. Variable Brand Image (X2)

The coefficient partial regression variable Brand Image of 0.163 with a positive sign means that the higher the Brand Image, the more the decision on repurchase interest will increase.

3. Customer Satisfaction (X3)

The coefficient regression of the partial variable Consumer Satisfaction of 0.327 with a positive sign means that the higher the Consumer Satisfaction, the decision on repurchase interest will increase.

d. Test Coefficient of Determination (R<sup>2</sup>)

The Coefficient of Determination (R<sup>2</sup>) is used to determine how much the ability of the independent variable developed in the study is able to explain the dependent variable.

**Table 4. Coefficient of Determination Test**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690a	.476	.460	1.745

Based on the results above, it shows that 46.0% of Repurchase Interest is influenced by Service Quality, *Brand Image* and Consumer Satisfaction, while the remaining 54% is influenced by other factors that are not the focus of this study.

**Test t (Research Hypothesis Test)**

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. These results can be estimated with significant values and calculations obtained. To find out whether Service Quality (X<sub>1</sub>), Brand Image (X<sub>2</sub>) and Consumer Satisfaction (X<sub>3</sub>) have a significant effect on Repurchase Interest (Y). The test uses a significance level of 0.05 with the following criteria:

1. If  $t_{count}$  and  $sig < \alpha$  0.05 then  $H_0$  is rejected and  $H_a$  is accepted, meaning that Service Quality, Brand Image and Consumer Satisfaction have a positive and significant effect on Repurchase Interest.
2. If  $t_{calculate}$  and  $sig > \alpha$  0.05 then  $H_0$  accepted  $H_a$  rejected, meaning that Service Quality, Brand Image and Consumer Satisfaction Do not have a positive and significant impact on Repurchase Interest.

**Table 5. T Test**

Type	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1.253	1.735		.722	.472
Quality of Service (X1)	.327	.102	.333	3.205	.002
Brand Image (X2)	.176	.088	.163	1.993	.049
Customer Satisfaction (X3)	.352	.109	.327	3.234	.002

Based on the Coefficient table above, to determine the magnitude of the influence of each independent variable partially or individually on the dependent variable is as follows:

1. The Effect of Service Quality on Repurchase Interest

Based on the table, it can be explained that the effect of Service Quality variables on Repurchase Interest. This is obtained from the results of the t test where t is calculated by  $(3.205) > t \text{ table } (0.1984)$  where  $(0.002 < \alpha = 0.05)$  then  $H_0$  rejected  $H_a$  accepted, so it is concluded that Service Quality has a positive and significant effect on repurchase interest.

2. The Influence of *Brand Image* on Repurchase Interest

Based on the table, it can be explained that the *Brand Image* variable has a positive and significant influence on Repurchase Interest. This is obtained from the results of the t test where t count  $(1.993) > t \text{ table } (0.1984)$  where  $(0.002 < \alpha = 0.05)$  then  $H_0$  rejected  $H_a$  accepted, so it is concluded that *Brand Image* has a positive and significant effect on repurchase interest.

3. The Effect of Consumer Satisfaction on Repurchase Interest

Based on the table, it can be explained that the variable Consumer Satisfaction with Repurchase Interest. This is obtained from the results of the t test where t is calculated  $(3.234)$  where  $(0.002 < \alpha = 0.05)$  then  $H_0$  rejected  $H_a$  is accepted, so it is concluded that Consumer Satisfaction has a positive and significant effect on repurchase interest.

## Discussion

### The Effect of Service Quality on Repurchase Interest

Based on the results of research using SPSS 25 it was obtained that the Quality of Service (X1) consisting of (Reality, responsiveness, assurance, empathy and Physical Evidence) has a positive and significant influence on Repurchase Interest, meaning that the higher the consumer perception of Service Quality, the interest in repurchasing Pizza Hut consumers is increasing. This is in accordance with the results of the t test, that the effect of the Service Quality variable on Repurchase Interest seen This is obtained from the results of the t test where t is calculated at  $(3.205) > t \text{ table } (0.1984)$  where  $(0.002 < \alpha = 0.05)$  then  $H_0$  rejected  $H_a$  accepted, so it is concluded that Service Quality has a positive and significant effect on Repurchase Interest. The total mean score of Service Quality (X1), this can be shown through the highest mean on the service quality variable, namely the responsiveness indicator, namely: "Employees of Pizza Hut Restaurant Pondok Kelapa East Jakarta can quickly and responsively help what I need." With a score of 4.28.

According to J. Paul Peter and Jerry C. Oleson in (Noony, 2022) "defining service is Service is the behavior of sellers to buyers by providing the best for consumers, good service is done so that consumers feel valued and get goods or services according to their wishes". This research is in accordance with (Purbasari & Purnamasari, 2018) with the title "The Effect of Service Quality and Customer Satisfaction on Repurchases" conducted in Yogya Grand Cirebon. The findings of this study corroborate the results of research (Anim & Indiani, 2020) which explains the significant influence between service quality and repeat purchase behavior.

### The Influence of *Brand Image* on Repurchase Interest

Based on the results of research using SPSS 25 it was obtained that Brand Image (X2) consists of (Brand Identity, Brand Personality, Brand attitude and brand Benefit And Competence) has a positive and significant influence on Repurchase Interest, namely the higher consumer perception of Brand Image, then the interest in buying back Pizza Hut consumers is increasing. This is in accordance with the results of the t test, This is obtained from the results of the t test where t counts  $(1.993) > t \text{ table } (0.1984)$  where  $(0.002 < \alpha = 0.05)$  then  $H_0$  rejected  $H_a$  is accepted, so it is concluded that *Brand Image* has a positive and significant effect on repurchase interest. the total

*mean score of Brand Image (X2)*, this can be shown through the highest mean in the Brand Image variable, namely in the *Brand Benefit And Compatibility* indicator i.e. "Pizza Hut restaurant has a good image according to what is offered and given." With a score of 4.13.

A brand that already has its own brand in the hearts of buyers of goods and services, brand image also greatly influences someone in making purchases somewhere because before someone decides to choose goods or services they must have considered the brand they like or like first. This research is in accordance with the *Brand Image Variables* According to (Hidayah & Apriliani, 2019) with the title "Analysis of the Influence of Brand Image, Price, Product Quality, and Promotional Attractiveness on the Repurchase Interest of Pekalongan Batik Consumers (Study on the Setono Batik Pekalongan Wholesale Market)". The result of the Brand Image itself, namely Brand Image (X1), has a positive effect on repurchase interest in the Setono Batik Wholesale Market in Pekalongan. This shows that the better or higher the Brand Image can increase Repurchase Interest in the Setono wholesale market.

### **The Effect of Consumer Satisfaction on Repurchase Interest**

Based on the results of research using SPSS 25 it was obtained that Consumer Satisfaction (X3) consisting of (Product Quality, Price, *Service Quality and Emotional Factor*) has a positive and significant influence on Repurchase Interest, meaning that the higher the consumer perception of Consumer Satisfaction, the interest in repurchasing Pizza Hut consumers is increasing. This is in accordance with the results of the t test, . This is obtained from the results of the t test where t is calculated (3.234) where ( $0.002 < \alpha = 0.05$ ) then  $H_0$  rejected  $H_a$  is accepted, so it is concluded that Consumer Satisfaction has a positive and significant effect on repurchase interest. the total mean score of Consumer Satisfaction (X3), this can be shown through the highest mean in the service quality variable, namely in the Hope indicator, namely "pizza food products offered by Restorant Pizza Hut Pondok Kelapa East Jakarta are very tasty and delicious according to my expectations." With a score of 4.42,

Kotler (2009: 36) "argues that customer satisfaction is a feeling of liking / not for someone towards a product after comparing the perception of product results with expectations. If the customer is satisfied, then the customer will buy the product back and the customer tends to give a good reference to the product to others. Customer satisfaction can influence changes in attitude (in supplier choice) which in turn affects repeat purchases, with high levels of satisfaction increasing the likelihood that a brand can stick in the customer's memory."

This research is in accordance with the Consumer Satisfaction Variable (Negara et al., 2019) with the title "analysis of the effect of service performance and consumer satisfaction on the tendency of repurchase (case study at Ombak Padang Seagrass Restaurant)". The results of Consumer Satisfaction, namely in his research on the effect of satisfaction on repurchases in consumers of White Pomegranate drug stores, found that consumer satisfaction contributed positively to repurchases.

## **CONCLUSION**

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Based on the results of the research and then the explanation from the previous babb, as well as a discussion accompanied by theories and concepts that support this research entitled the influence of service quality, *brand image* and consumer satisfaction on repurchase interest in Pondok Kelapa Pizza Hut Restaurant, East Jakarta, conclusions were obtained, namely. This means that the higher the quality of service, the purchase back at the Pizza Hut restaurant increases:

1. Service Quality has a positive and significant effect on the interest in Buyback at Pondok Kelapa Pizza Hut Restaurant, East Jakarta. This means that the higher the quality of service, the more purchases back at Pizza Hut restaurants increase.

The influence of service quality, brand image and consumer satisfaction on repurchase interest at Pondok Kelapa Pizza Hut Restaurant, East Jakarta

2. *Brand Image* has a positive and significant effect on the interest in Buyback at Pizza Hut Restaurant, Pondok Kelapa East Jakarta. The higher the *Brand Image*, the interest in buying back at Pizza Hut restaurants is increasing.
3. Consumer Satisfaction has a positive and significant effect on Buyback interest at Pondok Kelapa Pizza Hut Restaurant, East Jakarta. The higher the Consumer Satisfaction, the more the return purchase rate at the Pizza Hut restaurant increases.

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