

The Influence of Dining Service Quality and Persuasion on Revisit Intention in Consumers of Alessa Public House Cafe Binjai City

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Abstrak

This study aimed to determine and analyze the effect of Dining Service Quality, and Persuasion on Revisit Intention. The approach used by the researcher in this study is quantitative. The type of data used is primary data. The population in this research is infinite, the sampling technique used in this study uses accidental sampling technique of as many as 135 samples. Data analysis was performed through SPSS. The results of this study state that Dining Service Quality has a significant effect on Revisit Intention, so it can be concluded that the first hypothesis is accepted. Persuasion has a significant effect on Revisit Intention, so it can be concluded that the second hypothesis is accepted.

Keyword: Dining Service Quality, Persuasion, Revisit Intention

1. INTRODUCTION

In this era of globalization, there are more and more unique places that can be used as a place to enjoy drinks and food. 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. and beverage business growth is still recorded as high growth in various parts of the world. In this case, the business enterprise, especially in the culinary field that serves coffee products, is one of the businesses that is being coffee products is one of the businesses that is growing rapidly. Therefore, Therefore, cafe business owners need to come up with new innovations that are in accordance with today's with the times of today and pay attention to matters relating to the arrangement, atmosphere and quality of service. with the arrangement, atmosphere and quality of service that is comfortable for every consumer who visits so as to provide satisfaction to consumers. consumers who visit so as to provide satisfaction to consumers and visit again.

Efforts to increase interest in returning visits can be done caused by the factor of satisfaction. The formation of consumer satisfaction can be influenced by many things. These include atmosphere 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 exterior facilities and interior facilities that are arranged as well as possible to make consumers interested and feel comfortable while in that place and give an image of taste delicious or guaranteed food quality that makes consumers come back. Having quality dining service can also increase profits for the company and the following is Alessa Public House Cafe income in 2023

Table 1. Sales Data of Alessa Public House Cafe

Month	Return
April	40.000.000
May	32.000.000
June	40.000.000
July	42.000.000
August	33.000.000
September	30.000.000
October	53.000.000
November	40.000.000
December	32.000.000
January	30.000.000
February	15.000.000

Source: Alessa Public House Cafe

Based on the table above, Alessa Public House Cafe sales data fluctuated in 2023 and then decreased again from June to July 2023. This was due to the inconsistent service provided by Alessa Public House Cafe Binjai, such as its Food Quality, which tastes like change and less attractive atmosphere at Alessa Public House Cafe Binjai. The thing to note is that the interesting atmosphere by Alessa Public House Cafe is the main reason to increase interest in visiting again. A person's interest in visiting a cafe is certainly influenced by many things factors, one of which is lifestyle. According to Plummer in Al-Dmour et al (2017) style life is a way of life that is identified by how they spend their time them, what they consider important in their environment, views them about themselves and the world around them and then some basic characteristics such as their stage in the life cycle, income, education and where they live. Along with the development of the era, urban society is currently also experiencing changes in lifestyle. People currently meet their food needs, tend to go to fast food restaurants because they want variety, or are reluctant to make their own food.

2. RESEARCH METHOD

2.1 Research Framework

2.1.1 Dining Service Quality

Stevens, Knutsons, & Patton (1995) designed the Dining Service Quality theory after adapting the instrument from SERVQUAL to the restaurant industry. Dining Service Quality is an instrument to assess consumer perceptions of a restaurant's service quality. This instrument is used to measure the level of consumer satisfaction with service quality in three restaurant segments, namely quick service, casual/theme, and fine dining. The Dining Service Quality instrument has been widely used to measure the level of service quality in the restaurant business and many researchers have concluded that Dining Service Quality is a valid and reliable measurement tool in measuring service quality in the restaurant business. Dining Service Quality is used as a reliable and relatively simple tool to determine how consumers perceive the overall quality of a restaurant overall. There are indicators of Dining Service Quality including Food Quality, Atmosphere, Service Quality, Convenience, Price and Value that influence Repurchase Intention (Kim et al., 2019).

H1: The Influence of Dining Service Quality on Revisit Intention

2.1.2 Persuasion

According to Simons and Jones 2020, persuasion is human communication that is intended to influence the autonomous judgment and actions of others. Without the use of force or coercion, persuasion aims to change people's attitudes or behavior. Persuasion usually involves the target of the persuasion. Responsible for making the final decision regarding whether will change their behavior. According to Devito (in Gisella et al., 2020) persuasiveness is the process of influencing the attitudes, beliefs, values or behavior of others. The purpose of The purpose of persuasive communication according to Devito is to influence others by trying to change the beliefs, values, and traits of the target. Alessa Public House in attracting customers one of them with persuasion, which is given to convince or persuade, gives an attractive impression to consumers, with the good persuasion carried out by Alessa Public House, its name is known. Alessa Public House, the name will be good in the eyes of consumers and want to visit again. Persuasive communication needs to be carried out systematically. In communication there is a formula that can be used as a basis for implementation called AIDDA, namely: (1) Attention; (2) Interest; (3) Desire; (4) Decision; (5) Action.

The dimensions of persuasion in this study are as follows (Natalia, 2018): Persuaders, also known as communicators, are people or groups of people who convey messages with the aim of influencing the attitudes, opinions, and behavior of others, both verbally and nonverbally. verbal or nonverbal. Messages in persuasive communication are packaged and created intentionally to influence. There are two forms of messages, namely verbal messages and non-verbal messages.

H2: The Influence of Persuasion on Revisit Intention

2.1.3 Revisit Intention

According to Umar (in Yofina and Miko, 2018) interest is an impulse that causes a person's or group's attention to something. that causes the attachment of a person's or group's attention to a certain object such as learning, work, goods, and people. certain objects such as learning, work, goods, and people around them. around him. Therefore, interest is said to be like an impulse to related to its environment, the tendency to review, investigate or work on an activity that he finds interesting

According to Stylos in (Jiamin et al., 2023), Revisit intention is defined as the readiness or willingness of individuals to make repeated visits to the same destination.

According to Ferdinand in Sari and Edriana Pangestuti (2018) interest in visiting again has psychological stages. Where these stages are then used as benchmarks or indicators of the process of buying interest in individuals. buying interest in individuals. The indicators in question are as follows as follows:

- 1) Transactional interest, namely the desire of individuals or organizations to buy goods or services.
- 2) Preferential interest is behavior where individuals or organizations make a product the main preference.
- 3) Exploratory interest is the behavior of someone who is always looking for information related to the goods or services of interest.

H1: The Influence of Dining Service Quality and Persuatin on Revisit Intention

2.4 Method

The approach used by the researcher in this study is quantitative. The type of population to be studied is an infinite population because researchers have yet to determine the exact number of coffee shops in Alessa Public House Cafe. In drawing the sample size, if the population is not known with certainty (accidental sampling), a technique or formula is used according to the theory of Malhotra (2010). In this study, there were 27x5 question items. So the number of samples taken in this study was 135 samples. The data in this study is that the Questionnaire is a data collection technique that gives the respondent a set of questions or written

statements to answer. This method is used to reveal the research identity and the variables in the research. Interviews are conversations with a specific purpose. The conversation was conducted by two parties, namely the interviewer who asked the question and the interviewee who answered the question.

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

The criterion for the interpretation of the validity of the instrument is whether the r table counts > r table is valid. Table r is obtained from the value of the product moment value of the degree of freedom (df) = N-2, N is the number of respondents and the meaning (error) is used 5%, and the initial number of respondents for the validity test is 28 people, then the value of the r table is 0.374.

Table 2. Validity test Result

Item	R-Table	R-Count	Status	Item	R-Table	R-Count	Status	Item	R-Table	R-Count	Status
X1.1	0,374	0,725	Valid	X2.1	0,374	0,740	Valid	Y.1	0,374	0,761	Valid
X1.2	0,374	0,743	Valid	X2.2	0,374	0,817	Valid	Y.2	0,374	0,507	Valid
X1.3	0,374	0,503	Valid	X2.3	0,374	0,531	Valid	Y.3	0,374	0,664	Valid
X1.4	0,374	0,752	Valid	X2.4	0,374	0,613	Valid	Y.4	0,374	0,583	Valid
X1.5	0,374	0,791	Valid	X2.5	0,374	0,777	Valid	Y.5	0,374	0,765	Valid
X1.6	0,374	0,526	Valid					Y.6	0,374	0,862	Valid
X1.7	0,374	0,569	Valid								
X1.8	0,374	0,711	Valid								
X1.9	0,374	0,636	Valid								
X1.10	0,374	0,784	Valid								

From Table 2. above shows that the results of the validity test (X1) which shows all the rcount values are greater than the rTable value of 0.374 so that the results obtained that of the 10 statements in the questionnaire are valid. The results of the validity test (X2) which shows all the rcount values are greater than the rTable value of 0.374 so that the results obtained that of the 5 statements in the questionnaire are valid And the results of the validity test (Y) show that all rcount values are greater than the rTable value of 0.374 so that the results obtained that of the 6 statements in the questionnaire there are 8 are valid.

The reliability test is a tool to measure a questionnaire which is an indicator of a variable, a questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable. But on the other hand, if someone's answer is inconsistent or unstable, then it is not reliable. Reality measurement can be done in two ways, namely repeated measure or remeasurement and one shot or one-shot measurement.

Table 3. Reliability test Result

Variable	Alpha Cronbach value (calculate)	Alpha Cronbach values (table)	Information
Dining Service Quality	0,870	0,600	Reliable
Persuasion	0,738	0,600	Reliable
Revisit Intention	0,781	0,600	Reliable

Based on Table 3, it can be seen that the reliability coefficient for the Dining Service Quality instrument (X1) is 0.879 which is greater than 0.600, and the Persuasion (X2) is 0.738 which is greater than 0.600. Therefore, the questionnaire / instrument for the Dining Service Quality variable (X1) and Persuasion (X2) is considered reliable in this study. The reliability coefficient for the Revisit Intention instrument (Y) is 0.781, which is also greater than 0.600. Thus, the questionnaire/instrument for the Revisit Intention variable (Y) is considered reliable in this study.

3.2 Normality Test Result

Residual normality testing is used to test whether the value of a residual resulting from regression is normally distributed or not. A good regression model has residuals that are normally distributed. The results of the histogram graph normality test and P-P plot analysis test can be seen below as follows:

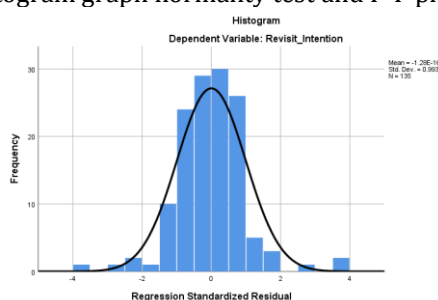


Figure 1. Histogram

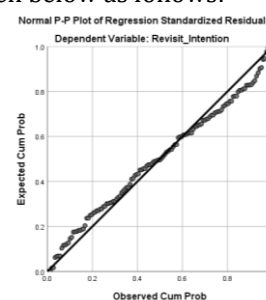


Figure 2. Normal P-P Plot

From the Figure 1 it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, so the regression meets the assumption of normality. In the Figure 2 can be seen that the points approach the diagonal line. This shows that the data is normally distributed and meets the assumptions of normality testing.

3.3 Multicollinearity Test

Table 4. Multicollinearity Test Result

	Collinearity Statistics	
	Tolerance	VIF
Dining_Service_Quality	.755	1.325
Persuasion	.755	1.325

Based on Table 4, the tolerance value of the Dining_Service_Quality variable is 0.755 and Persuasion is 0.755, this shows that each independent variable has a tolerance value of > 0.10 and a VIF value of < 10, so there is no multicollinearity between the Dining_Service_Quality and Persuasion variables used in the regression model. In this case, it can be interpreted that each variable of this study does not have a perfect relationship or does not correlate with each other so that the influence of each variable can be separated. Therefore, it can be concluded that the variable data does not occur multicollinearity.

3.4 Heteroscedasticity Test

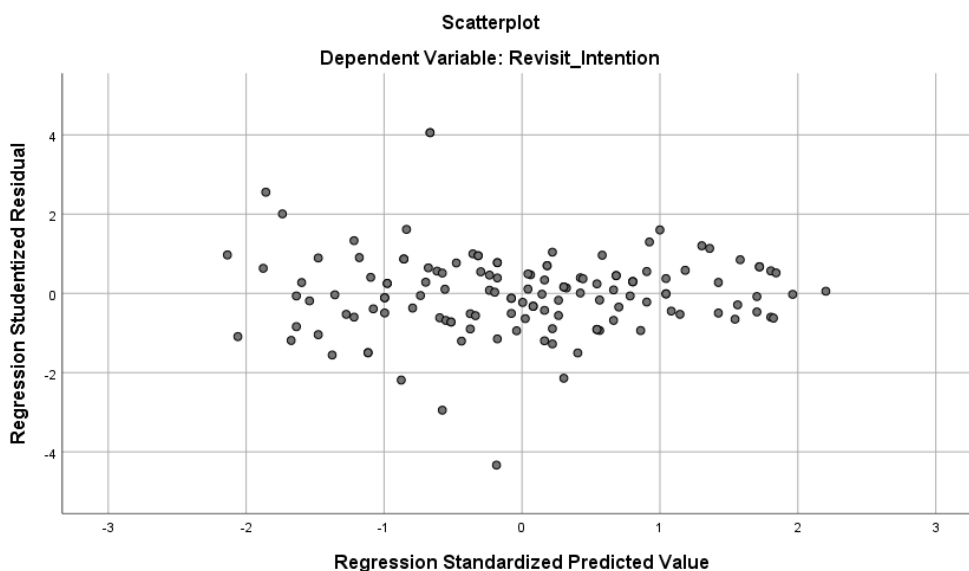


Figure 3 Scatter Plot

Figure 3 shows that the dots on the scatterplots chart do not form a clear pattern and the dots are randomly spread evenly above and below the number 0 on the Y axis (Regression Studentized Residual). It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

3.5 Coefficient of Determination

Table 5. Coefficient Determination Test Result

Model	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.619	.613	2.616

a. Predictors: (Constant), Persuasion, Dining_Service_Quality

b. Dependent Variable: Revisit_Intention

Based on Table 5. above the magnitude of the determination coefficient that can be known in R square is 0.619 or 61,9%. This shows that the percentage of contribution of independent variables, namely Digital Dining Service Quality and Persuasion to Revisit Intention, is 61,9%, or the variation of the free variables used in the model is able to explain 61,9% of the variation of bound variables and the remaining 38,1% is influenced by other variables that are not included in this research model.

3.6 Hypothesis Test Result

3.6.1 F-Test

Table 5. F Test Result
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1465.308	2	732.654	107.025	.000 ^b
	Residual	903.625	132	6.846		
	Total	2368.933	134			

a. Dependent Variable: Revisit_Intention

b. Predictors: (Constant), Persuasion, Dining_Service_Quality

Based on the results of the Output of ANOVA Table 5, the F value is calculated 107.025 Using a confidence level of 95%, $\alpha = 5\%$, the value of df 1 is obtained the number of variables-1 or 3-1=2. While the value of df 2 is obtained from n-k-1, where n is the sum of data and k is the number of independent variables, then the result is 135-2-1=134. So that the F value of table 3,061 was obtained. Based on the results of the F table, the F value is calculated as 107.025 > the F value of the table 3,061 or by looking at the significance of 0.000, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Persuasion and Dining Service Quality) together (simultaneously) have an influence on the Revisit Intention.

3.6.2 T-Test

Table 6. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.160	1.671		-.694	.489
	Dining_Service_Quality	.398	.048	.508	8.207	.000
	Persuasion	.461	.071	.399	6.455	.000

Based on the data of Table 6. It can be explained as follows:

1. The value of the t calculation is greater than the value of t in the table, which is 8.207 > 1,656 ($\alpha = 5\%$, df =132) of the significance value of 0.000 < 0.05, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of Dining Service Quality (X1) on Revisit Intention (Y).
2. The value of t calculation is smaller than the value of t in the table, which is 6.455 > 1.656 ($\alpha = 5\%$, df =132) of the significance value of 0.000 < 0.05, so it can be concluded that H2 or the second hypothesis is accepted. There is a positive influence of Persuasion (X2) on Revisit Intention (Y).

3.6.3 Multiple Linear Analysis Test

Based on Table 6. It can be seen that the regression equation formed is:

$$Y = -1.160 + 0,398 X1 + 0,461 X2 + e$$

Information:

Y = Revisit Intention

X1 = Dining Service Quality

X2 = Persuasion

From the equation, it can be explained that:

- a. A constant of -1.160 means that if Dining Service Quality (X1) and Persuasion (X2) have a value of 0, then the Revisit Intention has a value of -1.160. A negative value constant means that the Revisit Intention will decrease.
- b. The regression coefficient of the Dining Service Quality variable gives a value of 0.398 which means that if the Dining Service Quality variable has an increase of 1% assuming other variables remain the same, then Revisit Intention increase by 0.398. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- c. The regression coefficient of the Taste variable gives a value of 0.461 which means that if the Persuasion variable has an increase of 1% assuming other variables remain fixed, then the Revisit Intention will increase by 0.398. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.

4. CONCLUSION

This study aims to test the Influence of Dining Service Quality and Persuasion on Revisit Intention. Based on the results of the research that has been carried out. The following are the conclusions of the research,

including: There is a positive influence on the Dining Service Quality variable on Revisit Intention. The second hypothesis is accepted, which has a positive influence of Persuasion (X2) on Revisit Intention (Y). This shows that the percentage of contribution of independent variables, namely Dining Service Quality and Persuasion to Revisit Intention, is 61,9%, or the variation of the free variable used in the model is able to explain 47% of the variation of bound variables and the remaining 38,1% is influenced by other variables that are not included in this research model.

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