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The Effect of Experience Quality on Customer Loyalty Mediated by Emotion and Perceived Authenticity: Study on Ethnic Restaurant Consumers in Malang City, Indonesia

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Abstract:

The food and beverage industry is one of the industries driving the economy in Indonesia which will always grow and stay alive. This research will look at aspects that can influence consumer behavior regarding dining places. This research uses experience quality as an independent variable that affects customer loyalty with emotion and perceived authenticity as mediating variables. This research is categorized as explanatory research. Respondents in this research were consumers who had visited Ethnic Restaurants in Malang City and the determination of the number of samples in this research used a purposive sampling technique with a total sample of 200 respondents. The data collection method used a questionnaire and the data were analyzed by PLS-SEM. The findings of this research indicate that experience quality and emotion have a significant effect on customer loyalty. Emotion also plays a role in mediating the relationship between experience quality and customer loyalty. Meanwhile, perceived authenticity has no significant effect on customer loyalty and cannot mediate the relationship between experience quality and customer loyalty.

Keywords: Experience quality, customer loyalty, emotion, perceived authenticity, ethnic

1. Introduction

In Indonesia the service industry is experiencing development, therefore the competition in it is also increasingly competitive. The service industry which is currently experiencing development from year to year is the food and beverages industry (Setiawan, 2021). The food and beverages industry are one of the industries driving the economy in Indonesia which will always develop and stay alive (Kemenperin, 2019).

Changes in the lifestyle of modern society that demand a practical life and the high demands for achieving social status and consumptive behavior in shopping creates business opportunities including restaurants, shopping centers, fitness centers, plastic surgery clinics, salons and spas (Kuandy et al., 2019). The practicality of serving food and the variety of existing menus make consumers feel a different dining experience which is of course difficult to get when eating at home, so dining out has now become a new lifestyle for people, especially in Indonesia (Hussein and Hapsari, 2015). This phenomenon makes market players compete to offer products that are able to satisfy consumer needs, one of which is the service industry in the restaurant sector (Sen and Satti, 2020).

The existence of a lifestyle by eating out or in restaurants has become a current trend, restaurants are increasingly mushrooming and offer their own uniqueness, one of which is ethnic restaurants. This type of restaurant is designed to learn about certain cultures that are different from their own culture with menu variants and characteristics related to authenticity in atmosphere, facilities, and equipment layout, as well as staff attitudes and presentations that are adapted to the culture of certain ethnicities (Ridwanudin and Dewi, 2007). 2018). According to Hwang et al., (2018) ethnic restaurant is a restaurant that is different from other restaurants because this restaurant represents the uniqueness of a country's culture both in appearance and the menu served.

The expansion of the restaurant business at this time makes ethnic restaurants have a fairly large proportion in the Indonesian restaurant market, especially in Malang city. Malang City is one of the largest cities in East Java Province after Surabaya City, both in terms of area and population (Databoks, 2020). The growth of restaurants in Malang City continues to increase from year to year. In 2018 there were 1,028 restaurants in Malang City. Then, in 2019 there was an increase of 1,444 restaurants. Then, in 2020 it increased again to 2,015 restaurants. With this, it is concluded that the number of restaurants is increasingly in demand and becomes a lifestyle for the people of Malang City (Bps Malang, 2021).

The existence of this requires restaurant entrepreneurs to compete to present uniqueness as an attraction for consumers both through the menus served, entertainment or the physical appearance of the building to attract consumers (Aloulou 2016).

The large number of restaurant choices can pose challenges and competition in retaining existing customers, let alone attracting the attention of new consumers to make purchasing decisions and improve long-term relationships (Kusumawati and Rahayu, 2020). The previous theory stated that in improving customer experience and loyalty, business people must provide quality experience and satisfaction to customers in order to increase customer pleasure (Wu and Ai, 2016). It plays a key role in increasing customer loyalty. Supported by Hussein, Hapsari, and Yulianti (2018) that experience quality is formed by the physical environment between actions and will significantly affect customer loyalty.

There are inconsistencies in the results of previous research that result in differences in research from (Kusumawati and Rahayu, 2020; Mostafa and Kasamani, 2020; Tangkuman and Massie, 2020); Vivie, Hatane, and Diah, 2018; Hansory and Dharmayanti, 2019; and Chang, 2020), becomes an interesting research gap to study further on how the actual effect of experience quality on customer loyalty and to overcome the research gap found, then in this research included mediation variables to bridge the research gap. To close the research gap in this research, emotion mediation variables and perceived authenticity were included. It is supported by previous research which explains that emotion and perceived authenticity have significant positive results on customer loyalty (Peng and Chen, 2017; Kuandy et al., 2019; Olk et al., 2021; and Yi et al., 2018).

2. Empirical Review of Literature

2.1. Experience Quality

González-Rodríguez, Domínguez-Quintero, and Paddison (2019) define experience quality as an affective component of experience that includes subjective, emotional and personal responses to various aspects of service development that lead to overall satisfaction. The dimensions used to measure the experience quality of adaptation from Hussein (2018) are food quality, interaction quality, physical environment, and service outcome.

2.2. Customer Loyalty

According to Jung, Yoo and Arnold (2020) customer loyalty is defined as the willingness and intention of customers to visit a store in the future and recommend the store to others. Meanwhile, Lai (2019) defines customer loyalty as a series of behaviors that systematically support one entity and can be evaluated behaviorally through understanding repeat purchases and purchase sequences. The dimensions used to measure customer loyalty from Kusumawati and Rahayu (2020) are revisit intention, positive word of mouth, recommendation, and willing to pay more.

2.3. Emotions

Meng and Choi (2017) define emotions as positive or negative reactions or stages of mental readiness that arise as a consequence of certain events or circumstances. This is because customer emotions are considered as emotional reactions or stages of readiness that arise due to communication or a particular environment. The dimensions used to measure emotions from Namkung and Jang (2017) are joy, peacefulness, and positive surprise.

2.4. Perceived Authenticity

According to Kim and Baker (2017) authenticity is considered an important value, motive, or interest that plays a mediating role in consumer behavioral intentions. Perceived authenticity is related to revisiting and willingness to pay more. Liu et al. (2018) authenticity is more concerned with hedonic value, which is defined as the overall benefit of judgments and experiences such as entertainment. The dimensions used to measure perceived authenticity from Zhang et al. (2018) namely objective authenticity, constructed authenticity, and existential authenticity.

3. Conceptual Framework of the Research

This research investigates four main constructs consisting of one independent variable (e-service quality) and one dependent variable (e-loyalty). In addition, this study also adds two mediating variables (e-trust dan brand image). For more details, see Figure 1 below:

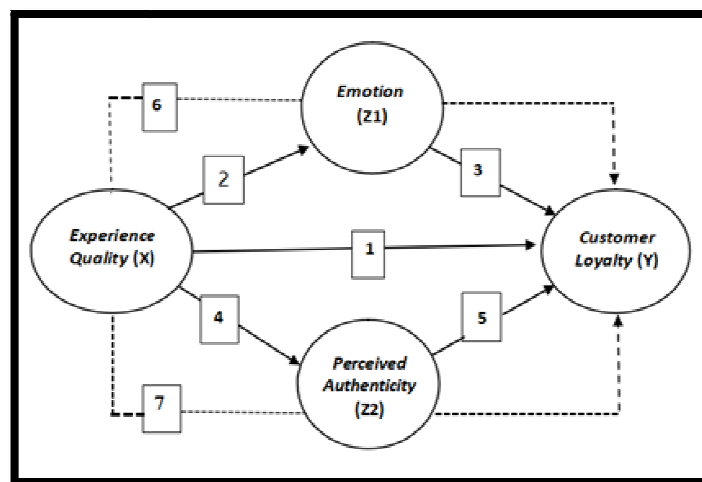


Figure 1: Research Framework and Hypothesis

The hypotheses of this study are:

- H1: Experience quality has a significant effect on customer loyalty.
- H2: Experience quality has a significant effect on emotion.
- H3: Emotion has a significant effect on customer loyalty.
- H4: Experience quality has a significant effect on perceived authenticity.
- H5: Perceived authenticity has a significant effect on customer loyalty.
- H6: The effect of experience quality on customer loyalty is mediated by emotion.
- H7: The effect of experience quality on customer loyalty is mediated by perceived authenticity.

4. Methodology

4.1. Participants and Data Collection

Ethnic restaurant customers in Malang City who have visited ethnic restaurants at least twice. Because there are certain criteria for selecting the sample, a non-probability approach with purposive sampling technique was used to select the sample in this study and the sample in this study amounted to 200. The data collection technique in this study used a questionnaire. This research was conducted from April to May 2021.

4.2. Data Analysis

The method of data analysis uses SEM (Structural Equation Modeling) based on Partial Least Square (PLS) that using SmartPLS 3.0 software application.

4.3. Measurements

All indicators to measure the four variables were adopted from several previous studies. Indicators of experience quality variables were adapted from Hussein (2018) study which consisted of 4 indicators. Customer loyalty variables were measured through 4 indicators from Kusumawati and Rahayu (2020). Emotion variables were measured through 3 indicators from Namkung and Jang (2017). Perceived authenticity variables were measured through 3 indicators from Zhang et al (2018).

5. Findings

5.1. Result

Based on the results of respondent data processing, it is known that from 200 respondents there were 90 male respondents (45.0%) and 110 female respondents (55.0%). Based on age, respondents aged < 20 years were 12 people (6.0%), then respondents aged between 21-30 years were 170 people (85.0%) and respondents aged between 31-40 years were 18 people (9.0%).

Based on education, respondents with the last education of SMA/Equivalent were 23 people (11.5%), then respondents with the last education of diploma was 1 person (0.5%), respondents with the last education of undergraduate were 151 people (75.5%), respondents with the last education of master's degree amounted to 24 people (12.0%) and respondents who did not choose an answer amounted to 1 person (0.5%). Based on income, respondents with income < 1 million/month are 62 people (31.0%), respondents with income 1 – 5 million/month were 90 people (45.0%), respondents with income 5 – 10 million/month were 37 people (18.5%), respondents with income >10 million/month totaled 11 people (5.5%).

Based on occupation, respondents with jobs as students were 72 people (36.0%), respondents with jobs as private employees/BUMN were 83 people (41.5%), and respondents with jobs as entrepreneurs were 45 people (22.5%). Based on the frequency of visits, 6 people (3.0%) have eaten at ethnic restaurants twice, while 194 people (97.0%) have eaten at ethnic restaurants more than twice.

Variables	CompositeReliability	CronbachAlpha	AVE
Experience Quality	0.960	0.955	0.631
Customer Loyalty	0.951	0.931	0.830
Emotion	0.947	0.926	0.818
Perceived Authenticity	0.963	0.956	0.742

Table1: CompositeReliability,CronbachAlpha,AVE

Source: Primary data processed, 2021

Table 1 indicates that the scale, magnitude, and statistical concordance have been accepted. The average variance extracted (AVE) value of all latent variables shows a score of 0.631 for the Experience Quality variable, 0.830 for the Customer Loyalty variable, 0.818 for the Emotion variable, and 0.742 for the Perceived Authenticity variable. Cronbach's alpha value for the reliability criteria is quite high; Perceived Authenticity has the highest Cronbach alpha value. Sequentially, the value of the Cronbach alpha coefficient for the four variables used in this research ranged from 0.926 to 0.956, so it was acceptable.

The composite reliability (CR) values are 0.960, 0.951, 0.947, 0.963 (above 0.80), respectively, so it can be concluded that all constructs are reliable, both according to composite reliability and Cronbach's alpha. The R-square value of the customer loyalty variable in this research model is 0.755. Goodness of Fit (GoF) in this study is calculated using the equation $Q^2 = 1 - (1 - R1^2) \times (1 - R2^2) \times (1 - R3^2) = 1 - (1 - 0.755) \times (1 - 0.705) \times (1 - 0.431) = 0.959$. The score of 0.959 in the Q-Square calculation shows that the model in this research can be said to have a goodness of fit.

Hypothesis	Relationship Between Variables	Path Coefficient	t- statsk	P- Value	Result	
H1	EQ → CL	0.602	4.671	0.000	Significant	Accepted
H2	EQ → E	0.839	15.276	0.000	Significant	Accepted
H3	E → CL	0.253	2.127	0.000	Significant	Accepted
H4	EQ → PA	0.656	8.840	0.004	Significant	Accepted
H5	PA → CL	0.062	0.718	0.361	Not significant	Rejected
H6	EQ → E → CL	0.152	2.106	0.035	Significant	Accepted (partial mediation)
H7	EQ → PA → CL	0.037	0.718	0.472	Not significant	Accepted (Not mediation)

Table 2: Hypothesis Testing Results

Sumber: Primary Data Processed, 2021

The direct influence presented, experience quality on customer loyalty has a significant effect, with a path coefficient of 0.602 and a p-value of 0.000 (under the critical value of 0.05), then hypothesis 1 is accepted, it means that experience quality has a significant influence on customer loyalty. Thus, hypothesis 1 is accepted. The effect of experience quality on emotion is known to be significant with a path coefficient of 0.839 and a p-value of 0.000 (under the critical value of 0.05). Based on these findings, hypothesis 2 is accepted, it means that experience quality has a significant effect on emotion. Thus hypothesis 2 is accepted. The influence of emotion on customer loyalty is known to be significant with a path coefficient of 0.253 and a p-value of 0.000 (under the critical value of 0.05). Based on these findings, hypothesis 3 is accepted, it means that emotion has a significant effect on customer loyalty. Thus, hypothesis 3 is accepted. The effect of experience quality on perceived authenticity is known to be significant with a path coefficient of 0.656 and a p-value of 0.004 (under the critical value of 0.05). Based on these findings, hypothesis 4 is accepted, it means that experience quality has a significant effect on perceived authenticity. Thus, hypothesis 4 is accepted. The effect of perceived authenticity on customer loyalty has no significant effect, with a path coefficient of 0.062 and a p-value of 0.361 (more than significance value of 0.05). Based on these findings, hypothesis 5 is rejected, it means that perceived authenticity has no significant effect on customer loyalty. Thus, hypothesis 5 is rejected.

The indirect influence presented, the role of emotion in mediating the relationship between experience quality and customer loyalty is known to be significant with a path coefficient value of 0.152 and a p-value of 0.035 (under the critical value of 0.05). These results indicate that emotion can play a role in mediating the relationship between experience quality and customer loyalty. Thus, hypothesis 6 is accepted. The role of perceived authenticity in mediating the relationship between experience quality and customer loyalty is known to be insignificant with a path coefficient value of 0.037 and a p-value of 0.472 (more than a significance value of 0.05). These results indicate that perceived authenticity cannot play a role in mediating the relationship between e experience quality and customer loyalty. Thus, hypothesis 7 is rejected.

6. Discussion

6.1. *The Effect of Experience Quality on Customer Loyalty*

The results showed that there was a significant effect between experience quality on customer loyalty. This can be interpreted that the customer's experience of customer loyalty can influence customers to visit and dine at ethnic restaurants again. Supported by research by Akarsu, Foroudi, and Melewar (2020) that experience quality has a positive influence on customer loyalty, because understanding customer desires can create satisfaction and experience so as to create repeat purchases, this is certainly very beneficial for the company. RiadhLadhari et al. (2018) stated that the quality of the experience can affect customer satisfaction through positive feelings that lead to customer loyalty, recommendations, and customer willingness to pay more. The results of this research are also in accordance with research conducted (Hussein. A (2018); Hussein and Hapsari (2020); Hussein, Hapsari, and Yulianti (2018); Kusumawati and Rahayu (2020); Nobar and Rostamzadeh (2018); Santi et al. al. (2020); Jin (2015); Tangkuman and Massie (2020)) where they found that experience quality has an influence on customer loyalty in the service industry.

6.2. *The Effect of Experience Quality on Emotion*

The results showed that there was a significant effect between experience quality on customer loyalty. This can be interpreted that the customer's experience of customer loyalty can influence customers to visit and dine at ethnic restaurants again. Supported by research by Akarsu, Foroudi, and Melewar (2020) that experience quality has a positive influence on customer loyalty, because understanding customer desires can create satisfaction and experience so as to create repeat purchases, this is certainly very beneficial for the company. RiadhLadhari et al. (2018) stated that the quality of the experience can affect customer satisfaction through positive feelings that lead to customer loyalty, recommendations, and customer willingness to pay more. The results of this research are also in accordance with research conducted (Hussein. A (2018); Hussein and Hapsari (2020); Hussein, Hapsari, and Yulianti (2018); Kusumawati and Rahayu (2020); Nobar and Rostamzadeh (2018); Santi et al. al. (2020); Jin (2015); Tangkuman and Massie (2020)) where they found that experience quality has an influence on customer loyalty in the service industry.

6.3. *The Effect of Emotion on Customer Loyalty*

The results showed that emotion has an influence on customer loyalty. Razaq et al. (2017) claims that loyalty to a company depends on consumer emotions because it includes psychological states that reflect the affective relationship between consumers and companies that lead to attitudes. The emotions received by customers will determine future behavior which will certainly affect the level of loyalty generated. The results of this study are in accordance with research conducted (Peng et al. (2017); Kuandy et al. (2019); Razzaq et al. (2017); Triandewo and Ra'idah (2020)) where they found that emotion had an influence on customer loyalty in the service industry. It means that emotion has a big impact on customer loyalty, where customer loyalty will increase if the emotion generated when visiting ethnic restaurants also increases.

6.4. *The Effect of Experience Quality on Perceived Authenticity*

The results showed that there was a significant effect of experience quality on perceived authenticity. This states the involvement of experiences that contribute to one's personal formation about perceived authenticity. Zatori et al. (2018) perceived authenticity is considered a determining factor of consumer behavior, therefore the level of authenticity presented must be in accordance with what was promised (Kim, Song, and Youn 2020). The results of this study are in accordance with research conducted (Zatori et al. (2018); Zhang et al. (2018)) where they found that experience quality has an influence on perceived authenticity in the service industry.

6.5. *The Effect of Perceived Authenticity on Customer Loyalty*

Based on the research conducted, it is known that perceived authenticity has no effect on customer loyalty. It means that perceived authenticity cannot directly increase customer loyalty. Supported by the research of Shuqair et al. (2019) that the same culture with the ethnic theme of a restaurant can serve as an important information cue for customers to evaluate the authenticity of the restaurant. In addition, customer perceptions of future value and behavior may also vary depending on their familiarity (Ha & Jang, 2018). Increased familiarity of the product or service will generate a positive image (Seo, Kim, Oh & Yun, 2018) and in turn can directly affect the resulting value (Martensen, Gronholdt&Kristensen, 2016). The results of this research are supported by the research of Meng and Han (2019) which shows that perceived authenticity has no effect on customer loyalty because perceived authenticity can only be used to strengthen emotional experiences but not to increase customer loyalty.

6.6. *The Effect of Experience Quality on Customer Loyalty with Emotion as Mediation*

Based on the results of data analysis conducted in this research, it was found that emotion mediates partially (partial mediation) on the effect of the relationship experience quality on customer loyalty. Partial mediation occurs because there is a significant influence between experience quality and emotion and emotion with customer loyalty. This proves that there is an effect of experience quality that can increase customer loyalty to ethnic restaurant customers with or without involving emotion. This research supports the results of research conducted by Triandewo and Ra'idah (2020) and Kuandy et al. (2019) as well as research from Peng et al. (2017) which states that experience quality has a significant effect on customer loyalty, as well as research conducted by Razzaq et al. (2017) which states that emotion has a significant effect on customer loyalty.

6.7. The Effects of Experience Quality on Customer Loyalty with Perceived Authenticity as mediation

Based on the results of the research, it states that there is no mediating effect because there is no significant effect between experience quality and perceived authenticity and perceived authenticity on customer loyalty. One of the reasons is that customers when visiting and dining at ethnic restaurants do not pay much attention to the authenticity contained in the restaurant and it is possible that other variables are more appropriate to be used in this study to mediate the relationship between experience quality and customer loyalty. In addition, Ebster and Guist (2017) also argue that the environment and taste in ethnic restaurants are not adapted to local tastes and customers who are familiar with ethnic culture can judge the authenticity. So that the different experiences received by customers give different responses.

7. Conclusion and Recommendation

7.1. Conclusion

The results of this research can be concluded that experience quality has a direct effect on customer loyalty. This can be interpreted that the higher the experience obtained by the customer, the greater the desire to visit and dine back at the Ethnic Restaurant. The experience presented in ethnic restaurants is able to create positive emotions so that the opportunities for future behavior such as revisiting and positive WOM are great. However, in this research, perceived authenticity does not have a major influence on customer loyalty, because authenticity is not an important factor for customers to create loyalty, but customers pay more attention to the experience gained during dining at ethnic restaurants.

7.2. Recommendation for Future Research

- It is recommended to further expand knowledge about the service industry, especially in the restaurant sector by using several types of restaurants (such as fast-food restaurants, buffets, cafes, casual dining, fine dining and other types) by adding new theories and taking different approach methods so that research and the discussion about the object of the restaurant is getting better and continues to grow.
- Further research can add other variables or replace mediating variables in this research, such as consumer experience variables, satisfaction, restaurant image, and many other variables.
- Further research still needs to be enriched by increasing the number of respondents used as research samples, because the larger the number of research samples is expected to provide better research results.
- Further research is also expected to collect and survey respondents directly to ensure more reliable respondents.

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