

THE EFFECT OF DINING EXPERIENCE ON LOYALTY INTENTIONS MEDIATED BY SATISFACTION AND POSITIVE CONSUMPTION EMOTIONS OF COSTUMER OF THE COFFEE BEAN & TEA LEAF IN BEKASI CITY, INDONESIA

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ABSTRACT

This study aims to offer a model that incorporates both direct and indirect effect of Dining Experience on Loyalty Intentions through Satisfaction and Positive Consumption Emotions of customer of The Coffee Bean & Tea Leaf in the city of Bekasi, Indonesia. Structural Equation Modeling (SEM) is used to analyze the research model utilizing WarpPLS 7.0 software. In the data sampling process, purposive sampling was used through a questionnaire distributed to 145 respondents who have eaten and drunk at The Coffee Bean & Tea Leaf in Bekasi. Because of amid the situation of Covid19 pandemic, questionnaires were distributed through online. The results show that Dining Experience has positive and significant effect on Satisfaction and Positive Consumption Emotions. Meanwhile, Dining Experience, Satisfaction, and Positive Consumption Emotions have a positive and significant influence on Loyalty Intentions. In indirect effect, Satisfaction and Positive Consumption Emotions have been proven mediate the effect of Dining Experience on Loyalty Intentions. For future research, it can be suggested to use more dependent variables with more number of respondents and broadened area of research.

Keywords: Dining Experience, Satisfaction, Positive Consumption Emotions, Loyalty Intentions, and The Coffee Bean & Tea Leaf.

INTRODUCTION

One of some sectors in the Indonesia's agricultural industry that fluctuates every year is found in the plantation sector. The development of this sector is influenced by, among other things, an increase in the amount of coffee consumption among the people in several countries, including Indonesia. Data from the International Coffee Organization (ICO) recorded that Indonesia's coffee consumption for the 2016/2017 period reached 4.6 million packs of 60 kg / lb (60 kg), 6th ranking in the country with the largest coffee consumption in the world after Russia. Based on the 2018 Agricultural Data Center and Information System of the Ministry of Agriculture, Indonesia's coffee consumption during the 2016-2021 period is predicted to grow an average of 8.22% / year.

World meters noted that 56.4% of Indonesia's population is urban. So, enjoying coffee is now a common thing in big cities. Making coffee is now very easy to find, starting from roadside stalls, cafes, restaurants, and hotels, now providing various types of coffee drinks with various types and various prices. Consuming coffee has evolved from being just a daily ritual for consumers or meeting one's primary needs, now it has become part of their lifestyle. Lifestyle can affect positively or negatively for those who run it, depending on how a person carries out that lifestyle.

Coffeeshop is seen as a place that is able to reflect the lifestyle and social class of some of the capital's people. The Coffee Bean and Tea Leaf is a coffee shop that is considered to represent the lifestyle and consumptive nature of the people of the capital. This can be seen through topbranaward.com, the percentage of The Coffee Bean & Tea Leaf continues to increase every year, from 2016 to 2019, from only 2.4% to 9.8%. This is one of some considerations of choosing The Coffee Bean & Tea Leaf as an object of this research. It currently has 108 stores in all cities in Indonesia. Bekasi city is one of the cities, where The Coffee Bean & Tea Leaf is expanding its market. Bekasi city is considered to be potentially quite good for the future, because Bekasi city is one of the cities with a large population. Based on Worldometers.info, the city of Bekasi ranks 5th for the order of the main cities based on population in Indonesia.

The Coffee Bean & Tea Leaf introduce a new concept, which will allow customers to enjoy high quality coffee & tea drinks more comfortably. Food Quality is defined as the most important attribute of overall service quality and has a positive relationship with customer satisfaction and loyalty (Ryu and Han, 2010). Customer satisfaction is obtained from the results obtained by these consumers after comparing the results or performance of a product or service with what consumers expect of the product or service. Consumption Emotions can be described by independent emotions such as anger, joy, or fear, etc. (Pareigis et al., 2011). Loyalty intentions are important outcomes that can help companies to protect their bottom-lines and grow their top-lines (Kumar et al., 2013). Stefanie Kuhn and Mia Bothma (2018) state that the role of Atmosphere, Food Quality, Service Quality and Social Connectedness are the main factors to see how the consumer's Dining Experience towards a particular coffee shop. Therefore, the authors are interested in conducting research again on Dining Experience, Satisfaction, Positive Consumption Emotions, and Loyalty Intentions.

THEORETICAL FRAMEWORK

Atmosphere

Atmospheric refreshing to the design of an environment through visual communications, lighting, colors, music, and scent simulate a customer's perceptual and emotional responses and ultimately affect their purchase behavior (Levy & Weitz, 2014, 507). Atmosphere (atmospherics) is a reflection of a store's physical characteristics that are used to develop an image and draw customers (Berman & Evans, 2018, 546). Thus, the authors determine that atmosphere is an important element in building a shop atmosphere that can influence consumer feelings or emotions, perceptions and purchasing behavior. There are several influential store atmosphere elements consisting of Store Exterior, General Interior, Store Layout and Interior Display (Berman & Evans, 2014, 545).

Previous studies by Lee et al., (2018) found that atmosphere has a positive and significant effect on satisfaction. However, Stefanie Kuhn and Mia Bothma (2018) found different results, that is, Dining Experience has a positive and significant influence on Satisfaction, but not on Loyalty Intentions.

Food Quality

Food Quality is an absolute requirement in meeting the needs and expectations of restaurant customers (Rozekhi et al., 2016, 46). According to Kim et al., (2017) Food Quality is one of the main determinants of Dining Experience and a factor that affects Customer Satisfaction and post-dining behavioral intentions.

Food Quality is defined as the most important attribute of overall service quality and has a positive relationship with Customer Satisfaction and loyalty (Ryu and Han, 2010). Thus, the authors decide to make Food Quality an important element that can affect Customer Satisfaction and play an important role in influencing overall service quality.

Meanwhile, according to Pantelidis et al., (2018, 27) several dimensions of Food Quality can play an important role in influencing the quality of a food, which consists of portion, taste, texture, aroma, color, temperature, and presentation. These things can affect Consumer Satisfaction in eating a food as a whole.

Previous studies by Rozekhi et al., (2016) found Food Quality has a positive and significant effect on Satisfaction. However, Stefanie Kuhn and Mia Bothma (2018) found different results. Namely, Dining Experience has a positive and significant influence on Satisfaction, but not on Loyalty Intentions.

Service Quality

Service quality refers to customers' long-term, cognitive evaluations of a firm's service delivery (Lovelock & Writz, 2016, 77). Service Quality is defined as a significant condition to provide a superior experience to customers (Tabaku and Cerri, 2016). According to Kotler & Keller (2016, 442) there are 5 dimensions of service quality, that is, to evaluate services that are intangible, namely Reliability, Assurance, Tangible, Emphaty, and Responsiveness.

Service Quality is one of the important elements in satisfying the interests and satisfaction of consumers, and an increase in service quality can help companies survive amid intense competition. Determinants of service quality received by consumers have an influence on Customer Satisfaction (Lee et al., (2000) in Briliana., (2010,110)).

In a previous study by Suhud et al., (2019) it was found that Service Quality did not significantly influence Satisfaction. However, Stefanie Kuhn and Mia Bothma (2018) found different results, that is, Dining Experience has a positive and significant influence on Satisfaction, but not on Loyalty Intentions.

Social Connectedness

Social Connectedness is defined as "an aspect of one's self that reflects subjective awareness and from interpersonal closeness to the outside world." (Lee et al., 2017). Social Connectedness can help individuals adapt to their environment, have a sense of security in the social environment, build easy interactions, and communicate (Satici, 2016). Meanwhile, according to Samuel et al., (2018) Social Connectedness is defined as "the relationship that one has with others and the benefits that individuals and society derive from this relationship." Thus Social Connectedness is a relationship that occurs between one individual and another, which can make it easier for individuals to interact and communicate with other individuals.

In a previous study by Bufquin et al., (2016) Social Connectedness did not significantly influence Satisfaction.

Satisfaction

Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations (Kotler and Keller, 2016, 153). According to Lovelock and Writz (2016, 77) Satisfaction is an evaluation of a single consumption experience, a fleeting judgment, and a direct and immediate response to that experience. Meanwhile, Zeithaml, Bitner, and Gremler (2018, 80) argue that Satisfaction is a consumer fulfillment response. It is an assessment that the features of a product or service, or the product or service itself, provide a satisfactory level of fulfillment

related to consumption. Based on the experts' statements, the authors conclude that Satisfaction is the evaluation of customers after obtaining something in accordance with their expectations before consuming a product or service.

According to Lee et al., (2000) in Triandewo et al., (2018) the following is to measure Satisfaction a) I am happy with my decision to visit here; b) My experience here exceeded my expectations; c) Overall I am satisfied with my visit here.

In a previous study by Triandewo et al., (2018) Satisfaction has a significant effect on Loyalty. Moreover, the findings from previous studies by Berrin Guzel and Ceren Isci (2018), Satisfaction has a significant effect on Loyalty Intention.

Positive Consumption Emotions

Emotions are defined as temporary subjective situations, which are supported by physiological, behavioral, and cognitive phenomena, which are triggered by an assessment of the environmental situation (Perry et al., 2016). Positive Emotions are favorable and facilitate approach tendencies; negative emotions are unfavorable and facilitate avoidance tendencies (Zeelenberg and Pieters, 2004). Customers with positive emotions perceive the achievement of consumption goals in current choices; consequently, they are more likely to continue with the current choice (eg high loyalty intentions). Conversely, customers with negative emotions feel a failure in achieving consumption goals in the current choice; thus, they tend to avoid current choices (eg low loyalty intentions).

Consumption Emotions can be described by independent emotions such as anger, joy, or fear, etc. They can also be described in different emotional dimensions such as pleasant and unpleasant emotions and calm and excited emotions (Pareigis et al., 2011). In previous research by Razzaq et al., (2017) Positive Emotions has a positive and significant influence on Loyalty Intentions. However, Stefanie Kuhn and Mia Bothma (2018) found different results, That is, Positive Consumption Emotions did not have a significant effect on Loyalty Intentions.

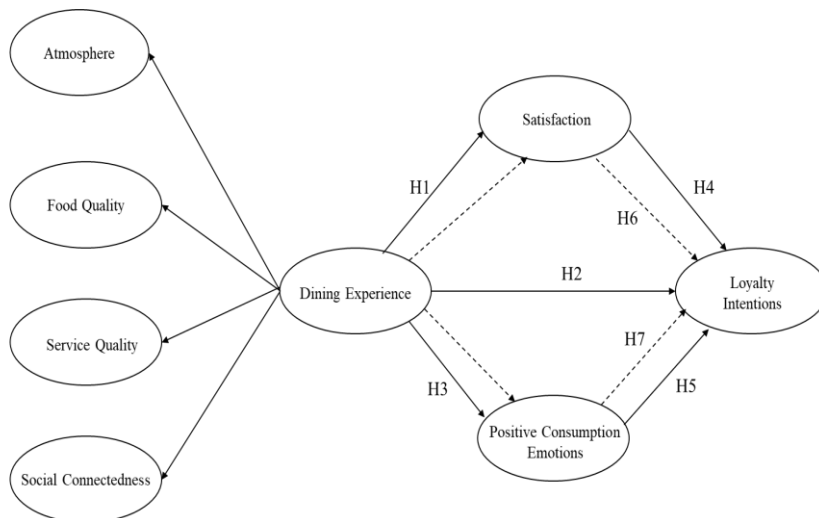
Loyalty Intention

Loyalty Intentions are an important outcome that helps firms protect their bottom lines and grow top-lines (Kumar et al., 2013). Loyalty Intentions are defined as the subjective probability that a customer will continue to purchase a product from an online store in the future. Satisfied consumers tend to continue their relationship with a particular organization rather than dissatisfied ones (Chiu et al., 2009). Thus, Loyalty Intention is an important element for a company to be able to strengthen and maintain the company's relationship with consumers.

Loyalty Intentions refer to a customer's strong likelihood of becoming loyal to a particular brand, company, product or service. Because of the emotional bonding involved, loyal customers often buy back certain products or services, spend more money on them, and encourage others to use those products (Han et al., 2019).

In a previous study by Hussainy et al., (2017) it was found that Satisfaction did not have a significant effect on Loyalty Intention. However, in Stefanie Kuhn and Mia Bothma (2018) different results are found, where Satisfaction has a significant influence on Loyalty Intentions. Research model in this study is a replicate of previous study by Stefanie Kuhn dan Mia Bothma (2018) entitled "The coffee shop dining experience and customer loyalty intentions: Brewing the perfect blend."

Figure 1. Research Model



Based on the literature review above, the following hypotheses are proposed:

- H1. Dining Experience has a significant influence on Satisfaction
- H2. Dining Experience has a significant influence on Loyalty Intentions.
- H3. Dining Experience has a significant influence on Positive Consumption Emotions.
- H4. Satisfaction has a significant effect on Loyalty Intentions.
- H5. Positive Consumption Emotions has a significant effect on Loyalty Intentions.
- H6. Dining Experience has a significant influence on Loyalty Intentions mediated by Satisfaction.
- H7. Dining Experience has a significant influence on Loyalty Intentions mediated by Positive Consumption Emotions.

RESEARCH METHODOLOGY

The use of Structural Equation Modeling (SEM) is to analyze the research model, which is used with the WarpPLS 7.0 software. Structural Equation Modeling (SEM) is a second-generation multivariate data analysis method that simultaneously analyzes various variables representing measurements related to individuals, companies, events, activities, situations, and so on. "SEM is used to explore or confirm a theory" (Hair et al., 2017). As suggested by Hair et al., (2017), the authors conducted PLS-SEM to measure construct characteristics in the relationship model (latent variables). PLS-SEM can better handle formative measurement models (assessments of validity, significance and relevance of indicator weights, and collinearity of indicators) and has an advantage when sample sizes are relatively small.

In the data sampling process, the use of purposive sampling through questionnaires was distributed through online surveys to 145 respondents. Purposive sampling is confined to specific types of people who can provide the desire information, either because they are only ones who have it, or they conform to some criteria set by the researcher (Sekaran and Bougie, 2016). Valid respondents must have several characteristics: 1) Respondents who have eaten and / or drank at The Coffee Bean & Tea Leaf at least twice a year, 2) More than 18 years old, 3) Reside in Bekasi city.

RESEARCH RESULT

Based on the data collection process, the results consist of the characteristics of the respondents as shown in Table 1 below:

Table 1: Respondent characteristic

Characteristic	Category	Frequency	Percentage
Gender	Male	45	31.03
	Female	100	68.97
Age	19-20	24	16.55
	21-30	100	68.96
	31-40	9	6.21
	41-50	6	4.14
	>50	6	4.14
Last Education	Jr. High School	0	0
	Sr. High School	72	49.66
	Diploma	14	9.66
	Undergraduate	55	37.93
	Post Graduate (Master/Doctoral)	4	2.75
Job	Students	77	53.10
	Civil Servant	3	2.07
	Private Employee	40	27.58
	Entrepreneur	11	7.59
Income Per Month	Others	14	9.66
	<5.000.000	87	60.0
	5.000.000-10.000.000	44	30.34
	>10.000.000-15.000.000	9	6.21
	>15.000.000-20.000.000	3	2.07
Buying Freq (In a Year)	>20.000.000	2	1.38
	2 kali	79	54.49
	3-5 kali	46	31.72
	>5 kali	20	13.79

Notes: Total Number of Respondent = 145

This study uses a second order research model contained in the Dining Experience variable. On the earlier processing of first order, there are two indicators whose the level of validity are low, smaller than 0.70 (Hair et al., 2017), namely the A2 and A5 indicators, 0,679 and 0,687, respectively. This can be overcome by elimination. "Indicators with outer loadings between 0.40 and 0.70 should be considered for removal from the scale only when deleting the indicator leads to an increase in the composite reliability (or the average variance extracted (AVE)) above the suggested threshold value" (Hair et al., 2017). The loading value after the A2 and A5 indicators are eliminated, can be seen in table 2 below:

Table 2: Summary of First Order and Second Order of Dining Experience and other Variables

First Order of Dining Experience

Atmosphere ($\alpha = 0,716$)		CR (0,841)	AVE (0,639)	Loading Factor
A1.	The Coffee Bean & Tea Leaf has a low noise level, so it doesn't disturb your conversation.			0,739
A3.	The atmosphere that surrounds the inside of The Coffee Bean & Tea Leaf pampers your eyes.			0,825
A4.	The air temperature inside The Coffee Bean & Tea Leaf feels comfortable for you.			0,830
A2.	The lighting at The Coffee Bean & Tea Leaf completes your dining experience			0,679
A5.	There is no scent to make you uncomfortable at The Coffee Bean & Tea Leaf			0,687

Food Quality ($\alpha = 0,807$)		CR (0,874)	AVE (0,635)	Loading Factor
FQ1	The Coffee Bean & Tea Leaf serves a menu according to your order.			0.825
FQ2	The Coffee Bean & Tea Leaf has food with good taste and according to your taste.			0.804
FQ3	The Coffee Bean & Tea Leaf has a drink with a delicious taste and according to your taste.			0.806
FQ4	The amount of food served is as ordered.			0.749

Service Quality ($\alpha = 0,794$)		CR (0,879)	AVE (0,708)	Loading Factor
SQ1.	The waiter knows very well the menu offered by The Coffee Bean & Tea Leaf.			0,821
SQ2.	Fast service, so it doesn't keep you waiting.			0,832
SQ3.	The Coffee Bean & Tea Leaf waiters can communicate well with you.			0,870

Social Connectedness ($\alpha = 0,931$)		CR (0,946)	AVE (0,745)	Loading Factor
SC1	The Coffee Bean & Tea Leaf waiters know you well.			(0.854)
SC2	The Coffee Bean & Tea Leaf waitresses have empathy for the problems you are experiencing.			(0.834)
SC3	The Coffee Bean & Tea Leaf feels like home to you.			(0.852)
SC4	The waiter knows well what menu you like, without you telling him beforehand.			(0.859)
SC5	You have a sense of belonging to The Coffee Bean & Tea Leaf.			(0.877)
SC6	You feel like family to The Coffee Bean & Tea Leaf			(0.899)

Second Order of Dining Experience

Dining Experience ($\alpha = 0,850$)		CR (0,899)	AVE (0,691)	Loading Factor
A				(0.839)
FQ				(0.883)
SQ				(0.838)
SC				(0.760)

Satisfaction ($\alpha = 0,919$); $R^2(0,65)$; $Q^2(0,65)$		CR (0,948)	AVE (0,860)	Loading Factor
S1	Overall, you are satisfied with The Coffee Bean & Tea Leaf.			(0.929)
S2	You really enjoy yourself at The Coffee Bean & Tea Leaf.			(0.929)
S3	You are delighted to have visited The Coffee Bean & Tea Leaf.			(0.929)

Positive Consumption Emotions ($\alpha = 0,904$); $R^2(0,62)$; $Q^2(0,62)$		CR (0,929)	AVE (0,723)	Loading Factor
PCE1	You feel happy to be at The Coffee Bean & Tea Leaf.			(0.842)
PCE2	You feel relaxed at The Coffee Bean & Tea Leaf.			(0.849)
PCE3	You feel good about being at The Coffee Bean & Tea Leaf.			(0.854)
PCE4	You feel peace at The Coffee Bean & Tea Leaf.			(0.865)
PCE5	You feel comfortable at The Coffee Bean & Tea Leaf.			(0.841)

Loyalty Intentions ($\alpha = 0,839$); $R^2(0,73)$; $Q^2(0,74)$		CR (0,903)	AVE (0,757)	Loading Factor
LI1	I would highly recommend The Coffee Bean & Tea Leaf to others.			(0.901)
LI2	I will consider visiting The Coffee Bean & Tea Leaf in the future.			(0.819)
LI3	I will say good things about The Coffee Bean & Tea Leaf to others.			(0.889)

Table 3: Discriminant validity test based on cross loading

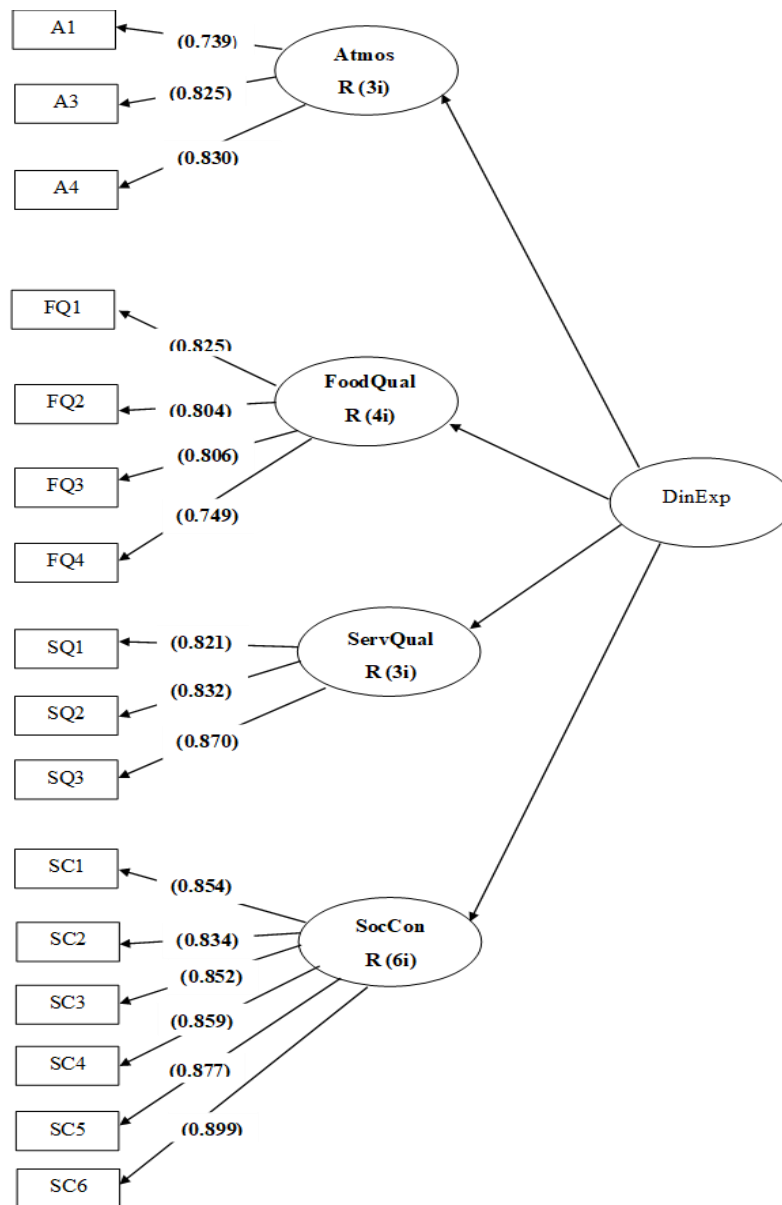
	A	FQ	SQ	SC
A1	(0.739)	0.067	0.022	0.043
A3	(0.825)	-0.285	-0.003	0.177
A4	(0.830)	0.223	-0.017	-0.214
FQ1	0.004	(0.825)	-0.072	-0.138
FQ2	-0.031	(0.804)	-0.070	0.153
FQ3	0.234	(0.806)	-0.022	0.100
FQ4	-0.223	(0.749)	0.179	-0.121
SQ1	0.016	0.190	(0.821)	-0.120
SQ2	-0.096	-0.070	(0.832)	0.098
SQ3	0.076	-0.112	(0.870)	0.020
SC1	-0.008	0.054	-0.030	(0.854)
SC2	0.024	0.120	0.050	(0.834)
SC3	0.041	0.068	-0.031	(0.852)
SC4	0.052	-0.135	-0.039	(0.859)
SC5	-0.084	0.031	0.040	(0.877)
SC6	-0.021	-0.128	0.011	(0.899)

Table 4: Correlation between construct and AVE square root

	Atmos	FQ	SQ	SC
Atmos	0.799			
FQ	0.589	0.797		
SQ	0.535	0.730	0.842	
SC	0.530	0.536	0.464	0.863

Based on Hair et al., (2017), evaluation of model measurements can be done by testing validity and reliability. All indicators are valid because: Firstly, in table 2, each outer loading value is higher than 0.70 and the AVE value is higher than 0.5. All variables are said to be reliable because the values of Cronbach's Alpha and Composite Reliability are higher than 0.70. Secondly, in table 3, each cross loading on the related construction has the largest number of other constructs. The three values of R² have more than 0.50 but below 0.75 indicating that the model is moderate while the three Q² values have value of more than 0.35 indicating that the model has a large effect size. Thirdly, in table 4, the square root value of AVE, for each construct is greater than the correlation value.

Figure 1: First order model



(Source: Output of WarpPLS 7.0)

Following are the results of data processing of full structural model for the overall variables (Here, Dining Experience variable as the second order).

Table 5. Discriminant validity test based on cross loading

	DinExp	Sat	PCE	LI
A	(0.839)	0.104	0.170	-0.093
FQ	(0.883)	-0.064	0.068	0.093
SQ	(0.838)	0.047	-0.256	-0.218
SC	(0.760)	-0.092	0.015	0.235
S1	0.107	(0.929)	-0.316	0.114
S2	-0.106	(0.926)	0.102	-0.058
S3	0.000	(0.926)	0.215	-0.056
PCE1	-0.043	0.405	(0.842)	-0.236
PCE2	0.192	0.226	(0.849)	-0.234
PCE3	-0.047	0.136	(0.854)	0.084
PCE4	-0.092	-0.305	(0.865)	0.081
PCE5	-0.007	-0.458	(0.841)	0.304
LH1	0.026	-0.048	-0.024	(0.901)
LI2	-0.009	-0.030	-0.173	(0.819)
LI3	-0.018	0.076	0.183	(0.889)

Table 6: Correlation between construct and AVE square root

	DinExp	Sat	PCE	LI
DinExp	0.831			
Sat	0.803	0.927		
PCE	0.786	0.828	0.850	
LI	0.796	0.776	0.777	0.870

In table 5, each cross loading on the related construction has the largest number of other constructs. In table 6, the square root value of AVE, for each construct is greater than the correlation value indicating that the indicators are valid.

Regarding Goodness of Fit (GOF), the results in GOF model show that the APC is 0,501 with $P < 0,001$ and ARS is 0,666 with $P < 0,001$ as well as AVIF with 3,610. All values are significant at the significance level of 0.05 or 5%, so it can be concluded that the proposed model is fit.

Table 7: Summary of structural model

H	Path	Path Coefficient (β)	t-statistics	P-Value	Effect Size for Path	Significance
H1	DinExp \rightarrow Sat	0.804	11.604	<0.001	0.646	Significant
H2	DinExp \rightarrow LoyInten	0.378	4.951	<0.001	0.305	Significant
H3	DinExp \rightarrow PCE	0.787	11.316	<0.001	0.619	Significant
H4	Sat \rightarrow LoyInten	0.320	4.136	<0.001	0.258	Significant
H5	PCE \rightarrow LoyInten	0.219	2.768	0.003	0.170	Significant

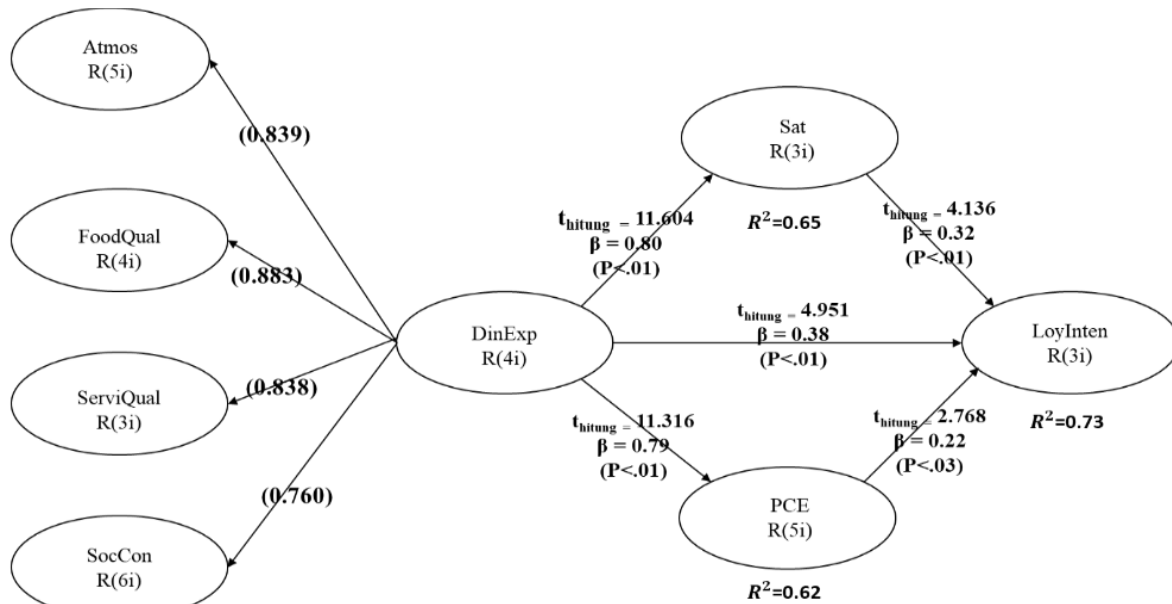
Table 7 summarizes the scores that are important to examine hypothesis. The first hypothesis, Dining Experience has a significant influence on Satisfaction ($t = 11.604 > 1.96$, $\beta = 0.804$, $p < 0.05$). Experience that is supported by the atmosphere of restaurant and interaction directly during customers dining is obtained by customer leading to the satisfaction. This finding is consistent with previous research by Stefanie Kuhn and Mia Bothma (2018). The second hypothesis, Dining Experience has a significant influence on Loyalty Intention ($t = 4.951 > 1.96$, $\beta = 0.378$, $p < 0.05$). This finding is inconsistent with previous research by Stefanie Kuhn and Mia Bothma (2018). The third hypothesis, Dining Experience has a significant influence on Positive Consumption Emotions ($t = 11.316 > 1.96$, $\beta = 0.787$, $p < 0.05$). This finding is consistent with previous research by Stefanie Kuhn and Mia Bothma (2018). The fourth hypothesis, Satisfaction has a significant effect on Loyalty Intention ($t = 4.136 > 1.96$, $\beta = 0.320$, $p < 0.05$). This finding is consistent with previous research by Stefanie Kuhn and Mia Bothma (2018), and Berrin Guzel and Ceren Isci (2018). The fifth hypothesis, Positive Consumption Emotions has a significant effect on Loyalty Intention ($t = 2.768 > 1.96$, $\beta = 0.219$, $p < 0.05$). This finding is inconsistent with previous research by Stefanie Kuhn and Mia Bothma (2018), but consistent with previous research by Razzaq et al., (2017).

Table 8: Indirect Effect

	Indirect Effect	Number of Path	P Value
DinExp→LoyInten	0.429	2	<0.001

Furthermore, the indirect effect, that is, Dining Experience on Loyalty Intention, which is mediated by Satisfaction and Positive Consumption Emotions, is obtained with a total value of 0.429. This value is greater than the square of coefficient path from Dining Experience to Loyalty Intention directly, that is, 0.378^2 (or 0,143) with a P-Value <0.001. Thus, Satisfaction and Positive Consumption Emotions significantly mediate the relationship between Dining Experience and Loyalty Intentions, as stated in hypothesis 6 and 7.

Figure 2. The result of full structural test



(Source: Output of WarpPLS 7.0)

CONCLUSION AND POLICY IMPLICATION

The results show that the Dining Experience has a positive and significant effect on Satisfaction and Positive Consumption Emotions. Satisfaction and Positive Consumption Emotions also have a positive and significant effect on Loyalty Intentions. For indirect effect, the Dining Experience has a significant and positive influence on Loyalty Intentions through the mediating variables (namely Satisfaction and Positive Consumption Emotions). If The Coffee Bean & Tea Leaf wants to remain a top coffee shop, they must maintain customer Loyalty Intention with all related aspects, such as Dining Experience, Satisfaction, and Positive Consumption Emotions. For example, atmosphere of restaurant should be made as attractive as possible, quality of food and service should be kept and if possible can be improved. Also the friendliness of staff particularly who directly serve customers, as part of social connectedness, should be maintained or improved by always giving them routine coaching and briefing so that smile and polite always on them that in turn will make customer happy and satisfied.

LIMITATION AND SUGGESTION FOR FUTURE RESEARCH

As other research, however, there are several limitations that will be considerations in influencing the final outcome of this study. First, the total number of respondents collected was only 145. Future research should increase the number of respondents to provide more accurate and generalization of results. Second, the author only focuses on one coffeeshop. Future research should use other alternatives so that they can make comparisons between one another. Third, in this study there are only a few variables (Dining Experience, Satisfaction, and Positive Consumption Emotions) that explain Loyalty Intentions in the context of visiting and consuming a coffee shop. Future research is encouraged to add other variables that influence Loyalty Intentions in the context of visiting and consuming coffee shops. Fourth, in this study the author only focuses on one city which is used as the research area. Future research should expand the research area to obtain more accurate results and to make comprehensive comparisons between research areas.

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