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The Role of Customer Satisfaction in Forming Trust and Loyalty at Dua Putri Restaurant in Bungku Tengah Morowali

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Article Info	ABSTRACT
	The rapid development of the culinary business has made competition in the business world even higher. Starting from small scales such as stalls and angkringan, medium scales such as depots, restaurants and cafes, to large scales such as restaurants in star hotels. The rampant culinary business is often associated with the higher mobility of the community. In addition, it is also often associated with workers or someone who is busy doing activities outside the home, whether it is a woman or a man always looking for something practical in daily fulfillment, especially those related to food. The phenomenon of the proliferation of this culinary business has an impact on Morowali Regency, especially Central Bungku District. One of the most popular restaurants in the Morowali Regency area is the Dua Putri Restaurant. Rumah Makan Dua Putri is oriented towards how all its customers can become loyal customers. By making customers satisfied and trusting when they come to visit the Dua Putri Restaurant. In this study, the research team wanted to measure how the effect of Customer Satisfaction on Customer Trust and Loyalty using the Amos 16.0 software analysis tool. The results of this study indicate that customer satisfaction has a significant effect on customer trust and loyalty at the Dua Putri Restaurant in Morowali Regency.

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1. INTRODUCTION

Changes in the lifestyle of Indonesian people, which are more consumptive, accompanied by an increase in people's purchasing power, have caused a shift in consumption patterns which has led to people's intensity in buying food at eating places rather than cooking it themselves at home. According to Nonto's statement (2011), the growth of the food and beverage business is still recorded as high growth in various parts of the world. The rational reason for food outlets to grow is because this business promises big profits.

Royan in Remiasa and Lukman, (2007) stated that this change caused a shift in the function of a restaurant, which gave birth to a new social and cultural phenomenon. Apart from being a place to fulfill food and drink needs, restaurants or cafes are used as places to gather, exchange ideas and expand networks, so it can be concluded that eating and drinking outside the home has become an inseparable part of modern society's life and is becoming increasingly widespread. of its main function.

This phenomenon of the proliferation of culinary businesses also occurs in Morowali Regency, especially Bungku Tengah District. This indicates that business actors in Bungku Tengah District are increasingly enthusiastic about investing in this field. The development of busness types is increasing , in 2020 there were 14 restaurants and this will increase to 26 restaurants in 2022. One of them is Dua Putri Restaurant.

Dua Putri Restaurant has a unique food taste compared to similar restaurants in Morowali Regency. Fish-based food menus are the restaurant's mainstay menu, especially grilled fish and fish in sour sauce which are the mainstay menus at Dua Putri restaurant. With secret spices and professional cooking/grilling methods, this food menu is a very favorite among customers who come to Rumah Makan Dua Putri. From the results of interviews with several customers of Dua Putri Restaurant, Bungku Tengah District, Morowali Regency on January 8-10 2023, several customer responses were found in accordance with the variables of satisfaction, trust and loyal customers. According

to ER, he is very satisfied and trusts Rumah Makan Dua Putri because the food is delicious and in accordance with the prices offered. Meanwhile, according to DN, he is very satisfied and believes that because the food suits his taste, the processed fish-based food menu has a distinctive taste. According to HA, he is satisfied and trusts Dua Putri Restaurant because the food is very delicious, the grilled fish and fish in sour sauce served are very fresh. These three customers have also repeatedly visited Dua Putri Restaurant and always recommend the Restaurant to others.

The management of Dua Putri Restaurant always pays attention to the satisfaction of customers who visit the restaurant. providing comfort to customers when waiting for food orders or when enjoying the menu that has been ordered, being quick to respond to complaints from customers and making customers feel very satisfied with what Dua Putri Restaurant has provided which makes customers trust and loyal. According to Burhanudin (2018) Customer satisfaction is a collection of a person's mental conditions that arise when expectations do not match reality and is formed from experience after use.

Apart from that, Rumah Makan Dua Putri always instills confidence in customers that the food and drink products sold at Rumah Makan Dua Putri are quality food and drink products. Apart from quality products, Dua Putri Restaurant also guarantees the freshness of the food served and the safety of the food when consumed. This aims to increase customers' sense of trust when visiting Dua Putri Restaurant, Bungku Tengah District, Morowali Regency. According to (Jogiyanto, 2019) Trust is an individual's assessment after obtaining, processing and collecting information which will then produce various judgments and assumptions. Creating and building customer trust is one of the most important factors in creating customer loyalty. If customers have placed their trust, customers will usually not look at competitors and continue to buy products from that company because for customers the quality of that company is the best and comfortable to use.

Basically, the method that Dua Putri Restaurant has implemented is to create customer loyalty. According to Kotler and Keller (PI Produk et al, 2017) customer loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future even though situational influences and marketing efforts have the potential to cause customers to switch. According to Fatihudin and Firmansyah (2019), customer loyalty is included in customer retention where customers make repeat purchases of a particular brand's current products, rather than choosing products from competing brands instead or choosing to use their current services rather than other services. Sometimes loyal customers will come back again to visit with the services offered, this is what Dua Putri Restaurant does for its customers where Dua Putri Restaurant always provides the best which makes customers feel satisfied and confident with the food and drink menu served by Rumah Eating Two Princesses.

2. METHODOLOGY

2.1 Explanation of Research Stages

The research carried out by the author has three (3) stages, namely the preliminary stage, data processing and conclusions. Each stage has systematic steps that the research team must take in analyzing the case study and creating a solution to solve it. The following is a more detailed explanation of each research stage.

2.1.1 Preliminary Stages

The observation stage is related to the topic to be researched and the phenomena that occur on the research topic. Conduct literature studies, both book sources and previous research. At this stage the researcher reviews the literature to obtain a theoretical basis regarding the topic to be researched. From the results of the study, solutions to research problem topics are obtained in the form of methods that will be used to solve the problem.

2.1.2 Data Processing Stages

Data processing is the core process of this research. At this stage, research indicators are determined which will then be used as data collection parameters. The end of this stage is analyzing the data that has been collected to be able to interpret the research results.

2.2 Formulation of the Problem and Research Objectives

In a study, the background is used as an introduction that describes the theoretical reasons the research team conducted the research. Based on this background, problems can be formulated that will be resolved through this research

A research carried out is certainly based on a goal. The research objective is an end point or target that the researcher wants to achieve through the research conducted.

2.2.1 Conceptual Model Formulation

The conceptual model was built with the aim of knowing the influence of customer satisfaction variables on customer trust and loyalty. Apart from that, it is also to find out how customer satisfaction moderates trust in customer loyalty, as well as knowing customer satisfaction towards customer loyalty. The basis for determining these variables is based on existing theory through previous journal literature studies. The relationship between these variables becomes the basis for determining research hypotheses.

2.2.2 Preparing the Questionnaire

The questionnaire uses a survey method to obtain information related to opinions from respondents. This research uses a quantitative approach by measuring indicators for each research variable using a data collection tool in

the form of a questionnaire. The questionnaire consists of 2 parts, namely respondent characteristics, namely collecting respondent identity data (gender, age, marital status, employment status and income level). Measuring groups of questionnaire questions uses a Likert scale with five levels, namely 1 (not important), 2 (less important), 3 (neutral), 4 (important) and 5 (very important). The results of the questionnaire are in the form of numbers on a Likert scale and analyzed using statistical methods

2.2.3 Validity and Reliability Testing

A research instrument is said to be good based on its validity and reliability. The validity test was carried out before distributing formal questionnaires to research subjects. Validity is carried out to determine the extent to which the research instrument can accurately measure what it wants to measure (Sugiyono, 2013). Validity and reliability tests were carried out using SPSS

2.2.4 Distribution of Questionnaires

Customers of Dua Putri Restaurant, Bungku Tengah District, Morowali Regency are the population in this research. The total population of customers of Dua Putri Restaurant, Bungku Tengah District, Morowali Regency is not known with certainty, so the (size) number of samples in this study was determined based on the opinions expressed. According to Hair et al., (in Zahara, 2007) stated that the minimum sample size is five observations for each parameter being estimated, then the sample that must be fulfilled in this research is 10 X indicators or 10 X 12 = 120 samples.

2.3 Data Analysis

Quantitative analysis is a data analysis method carried out by looking at Structural Equation Modeling (SEM) assumptions as well as suitability tests and statistical tests, all of which are carried out with the AMOS 16.0 and SPSS 16.0 programs. Structural Equation Modeling makes it possible to test several dependent variables at once with several independent variables. The advantage of this model in management research is its ability to inform variables or factors from the concept through indicators that theoretically exist. The advantages of this SEM analysis technique include allowing the testing of a relatively complex circuit simultaneously, thereby providing statistical efficiency (Ferdinand, 2002).

2.4 Conclusion Stages

This stage is the final stage in this research. At this stage, provide input regarding customer satisfaction regarding customer trust and loyalty. Conclusions and solutions are also provided regarding the results of the data processing that has been carried out. It is hoped that drawing conclusions and suggestions can become a reference for further research development.

3.   RESULTS

3.1 Description of Respondent Characteristics

In this section, the characteristics of respondents will be explained based on the results of a survey conducted on 120 respondents to customers of Dua Putri Restaurant, Bungku Tengah District in Morowali Regency. These general characteristics are based on gender, age/age, occupation, monthly income and number of times visited.

3.1.1 Gender

The results of research conducted on 120 respondents spread across Morowali Regency, obtained the characteristics of respondents based on gender, which can be seen in Table 4.1. below this:

Table 1. Characteristics of Respondents Based on Gender

No.	Age	Frequency	Percent
1.	Man	57	47.5
2.	Woman	63	52.5
Total		120	100.0

From the table in From above it can be concluded that the customers of Dua Putri Restaurant are dominated by women with a total of 63 (52.5%) respondents, while 57 (47.5%) of the customers are men. This indicates that more women visit the Dua Putri restaurant than men. Some women may have taste preferences and lifestyles that suit grilled fish. This could be because they prefer seafood, like healthier foods, or have a preference for foods prepared in a certain way.

3.1.2 Age

The results of research conducted on 120 respondents spread across Morowali Regency, obtained the characteristics of respondents based on age, which can be seen in Table 4.2. below this:

Table 2. Characteristics of Respondents Based on Age

No.	Age	Frequency	Percent
1.	17-30	12	10
2.	31-40	25	20.83
3.	41-50	69	57.5
4.	>50	14	11.67
Total		120	100.0

From the table in above , shows that the respondents who most often make purchases at Dua Putri Restaurant, Bungku Tengah District, Morowali Regency are dominated by those aged 41-50 years with a frequency of 69 respondents at a percentage of 57.5% and those aged 17-30 years are the age with the lowest level of purchase. purchases at Dua Putri Restaurant, Bungku Tengah District, Morowali Regency with a frequency of 12 respondents at a percentage of 10%. This shows that people in the 31-40 year age range are often at a stage in life where career and work can become the main focus. Busy professional lives may mean they have limited time to cook at home, so they are more likely to choose eating at a restaurant as a convenient solution.

3.1.3 Work

The results of research conducted on 120 respondents spread across Morowali Regency, obtained characteristics of respondents based on occupation as shown in Table 4.3. below this:

Table 3. Characteristics of Respondents Based on Occupation

No.	Work	Frequency	Percent
1.	Student / Students	4	3.33
2.	Private	19	15.83
3	Civil servant / Honorary	82	68.33
4	Self-employed	9	7.5
5	Other	6	5
Total		120	100.0

From the table in From above it can be concluded that the largest number of respondents in this study were respondents with civil servant/honorary status with a frequency of 82 respondents or 68.33 % and the lowest had student status with a frequency of 4 respondents or 3.33 %. Work habits and culture in government agencies may have an influence on the trend of eating at restaurants. If eating out is common among fellow civil servants, it could be a factor influencing individuals to follow this trend.

3.1.4 Monthly Income

The results of research conducted on 120 respondents spread across Morowali Regency, obtained the characteristics of respondents based on the monthly income of Dua Putri Restaurant customers as shown in Table 4.4 below:

Table 4. Characteristics of Respondents Based on Income

No.	Work	Frequency	Percent
1.	<Rp 1,000,000	5	4.17
2.	IDR 1,000,001-IDR 3,000,000	10	8.33
3	IDR 3,100,000-IDR 5,000,000	88	73.33
4	>Rp 5,000,000	17	11.67
Total		120	100.0

From the table in above, it can be concluded that the majority of respondents in this study were respondents with a monthly income of IDR 3,100,000 -IDR 5,000,000 with a frequency of 88 respondents or

73.33% and the lowest was <Rp 1,000,000 with a frequency of 5 respondents or 73.33%. 4.17%.

3.1.5 Number of Times Visited

The results of research conducted on 120 respondents spread across Morowali Regency, obtained the characteristics of respondents based on the number of visits from Dua Putri Restaurant customers as shown in Table 4.5 below:

Table 5. Characteristics of Respondents Based on Number of Visits

No.	Number of Visits	Frequency	Percent
1.	3 times	13	2.5
2.	4-5 Times	21	17.5
3	6-7 Times	26	21.67
4	≥ 7 Times	60	50
Total		120	100.0

From the table in From above it can be concluded that the majority of respondents in this study were respondents who visited ≥ 7 times with a frequency of 60 respondents or 50% and the lowest was 3 times. with a frequency of 13 respondents or 2.5%.

According to Sugiyono (2019: 156) a research instrument is a tool used to measure observed natural and social phenomena. Instrument trials are carried out to test whether the measuring instruments used are valid and reliable. The consumer instrument test in this research was the distribution of questionnaires to visitors to Tanjung Karang Beach, Donggala Regency, totaling 30 respondents.

3.2 Test Research Instruments

According to Sugiyono (2019: 156) a research instrument is a tool used to measure observed natural and social phenomena. Instrument trials are carried out to test whether the measuring instruments used are valid and reliable. The consumer instrument test in this research was the distribution of questionnaires to visitors to the SAS Restaurant, Morowali Regency, as many as 30 respondents.

Validity test

The validity test shows the extent to which a measuring instrument measures what is being measured. So the validity test is used to determine the speed of the statement indicators submitted in a research questionnaire. A measuring instrument with high validity will have a small error variance or in other words the test carries out its measurement by providing results that are in accordance with the purpose of the test. Validity testing can be done by measuring the correlation between the question item scores and the total variable scores. Usually the minimum requirement to be considered eligible is if r = 0.3. So if the correlation between the items and the total score is less than 0.3 then the items in the instrument are declared invalid (Sugiyono, 2019: 189-190). To test the reliability of the measuring instruments used, the researchers distributed questionnaires to 30 respondents at the SAS Restaurant, Morowali Regency. Measuring the validity of each dimension uses *product moment correlation* . For more details, see Table 4.6 below:

Table 6. Validity Test Results

No.	Research variable	Indicator	Corrected Item- Total Correlation	r-critical	Note
1.	Customer satisfaction (X)	Satisfied with the food served	0.597	0.30	Valid
		Satisfied with the drinks served	0.417		
		Satisfied with service	0.663		
		Overall satisfied	0.707		
2.	Trust (Y1)	Good reputation	0.839	0.30	Valid
		Honest service	0.872		
		Trust the food served	0.843		
		Trust the drinks served	0.874		
3.	Customer loyalty (Y2)	Intend to visit again	0.889	0.30	Valid
		Recommend	0.776		
		Become the main choice	0.895		
		Has no effect on others	0.817		

Source: Appendix 3

□

Based on the results of the validity test as outlined in Table 4.6, it is proven that all statement items outlined in the research questionnaire are declared valid. This is because the *Corrected Item* - Total *Correlation value* for all research indicators is greater and has a positive value towards *r-critical* of 0.30 at the 95% confidence level or α 0.05.

Reliability Test

Reliability testing measures the extent to which a measuring instrument can be trusted or relied upon. This means showing the extent to which the measurement tool is said to be consistent. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2019: 176).

To test the accuracy of the data in the questionnaire, the researchers distributed questionnaires to 30 respondents who were customers of the SAS Restaurant, Morowali Regency. Reliability measurement can be done in two ways, namely: Re-measurement: Here someone will be asked the same question at different times and then see whether he remains consistent with the question the answer. One-time measurement: Here the measurement is only once and then the results are compared with other questions or measure the correlation between answers to questions. According to Nunnally in Ghozali (2021: 62) a construct or variable is said to be reliable if it provides a *Cronbach alpha value >* 0.70

Table 7. Reliability Test Results

No	Research variable	*Cronbach's Alpha*	Alpha Tolerance	Item Status
1.	Customer satisfaction (X)	0.783	0.70	Reliable
2.	Trust (Y1)	0.939	0.70	Reliable
3.	Customer loyalty (Y2)	0.932	0.70	Reliable

Source: Appendix 3

Based on the results of the reliability test above which was carried out using the SPSS version 26 program, it is known that this value shows the level of consistency of the measuring function of all variables (customer satisfaction, customer trust and customer loyalty) in this study has a *Cronbach's alpha value >* 0.70 so that a conclusion can be drawn that the statements on the questionnaire in this study have met the requirements and are considered accurate.
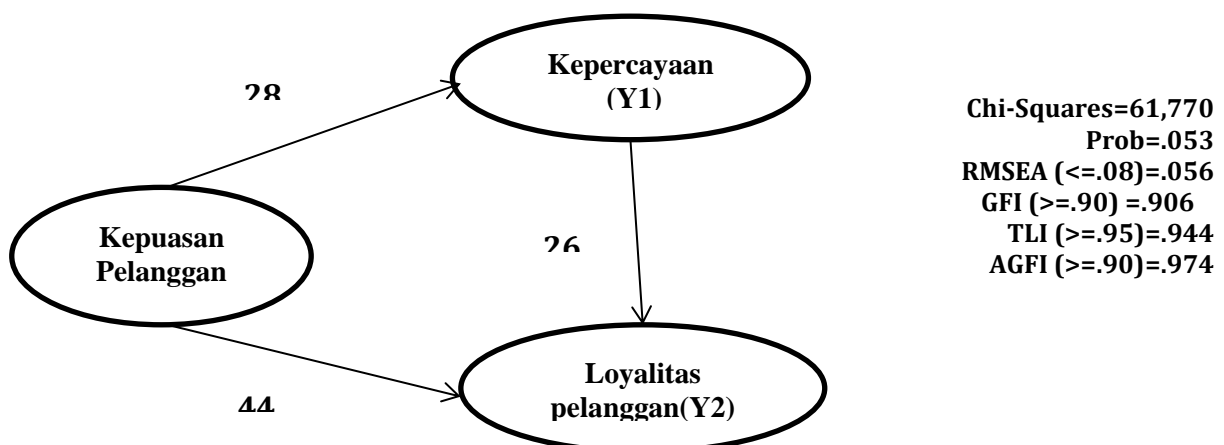
Discussion of Research Results

Figure 1. *Structure Equation Modelling*

Table 8. *Overall Model Goodness oFit Indices* Criteria

Criteria	*Cut Of Value*	Model Computation Results	Model Evaluation
Chi-Square	Expected to be Small	61,770	Good
Probability	≥ 0.05	0.053	Good
RMSEA	≤ 0.08	0.056	Good
GFI	≥ 0.90	0.906	Good
TLI	≥ 0.95	0.944	Good
AGFI	≥ 0.90	0.974	Good

Based on Table 8, it shows that the final model is acceptable. To test the influence of Customer Satisfaction on the Trust and Loyalty of Dua Putri Restaurant customers in Morowali Regency, the following is presented in the path coefficient which shows the causal relationship between these variables. This relationship is shown in Table 9.

Table 9. Hypothesis testing of the Customer Satisfaction variable on the Trust and Loyalty of Two Putri Restaurant customers in Morowali Regency

Track	Regression Weights	Critical Ratio	Probability (p)	Note
Customer satisfaction _X →Trust_Y1	0.283	2,210	0.027	Significant
Customer satisfaction _X →Customer Loyalty_Y2	0.411	3,300	0,000	Significant
Trust_Y1→ Customer Loyalty _Y2	0.252	2,229	0.026	Significant

Based on Table 9 above, it can be seen that all three paths show a significant relationship. This is indicated by the significance level α = 5% and the probability is smaller than that required (p ≤ 0.05). The evaluation of the proposed model shows that the construct as a whole has produced values above critical so that it is acceptable or in accordance with the data, because *the modification index instructions* no longer exist. Based on the table above, it can be seen that the three paths show different influences in terms of significance.

3.2.1 Customer Satisfaction has a significant effect on Trust.

The estimated parameters in Table 4.9 between the Customer Satisfaction and Trust variables show significant results because the P value is below the significance level of 5% or 0.05, namely 0.027 with a CR value greater than 2.00, namely 2,210. Estimated value between the Customer Satisfaction variables with Trust is 0.283 which means that Customer Satisfaction increases by 1, then Trust will also increase. Thus, hypothesis 1 (first) in this study is accepted.

The satisfaction that customers feel with product quality and service quality can encourage customer confidence to make repeat purchases at Dua Putri Restaurant in Morowali Regency. Apart from that, customer satisfaction can also encourage customer trust and loyalty. If customers feel confident and loyal to a product, both goods and services, then customers will not hesitate to consume the product. Indicators of satisfaction with the food and drink menu served, the service provided and overall satisfaction with what customers receive are benchmarks for customers to believe in what Dua Putri Restaurant offers in Morowali Regency. Trust is an important factor that is the basis for customer satisfaction. When customers have trust in a restaurant, they tend to feel comfortable, confident, and trust that the restaurant will meet their expectations. This trust forms the basis for customer satisfaction, so that strong trust can increase the chances of high customer satisfaction.

The results in this research can be said to be in line with research from Richard Chinomona, 2013 which states that Customer Satisfaction has a significant positive effect on Trust. Research conducted by Danesh, Nasab and Ling (2012) (in the International Journal of Business and Management) confirmed that customer satisfaction and customer trust are positively related to customer retention. Deng (2011) also found that customer satisfaction is a significant predictor of customer trust. The

results corroborate findings from a study of the Taiwanese fast food industry which showed that satisfied customers become loyal to the brand. This shows that to create and maintain customer loyalty, retailers must meet customer expectations. In a study conducted by Pavlou (2003, in Yung Shao and Yu Ming, 2008) it was proven that satisfaction has a positive influence on trust. which suggests that user trust can arise because of the positive impact provided by a company which creates trust in consumers, user satisfaction is something that can be said to be a positive attitude.

3.2.2 Customer satisfaction has a significant effect on Loyalty

The estimated parameters in Table 4.9 between the Customer Satisfaction variables with Customer Loyalty shows significant results because the P value is below the significance level of 5% or 0.05, namely 0.000 with a CR value greater than 2.00, namely 3,300. Estimated value between Customer Satisfaction variables with Customer Loyalty is 0.411 which means that Customer Satisfaction increases, then Customer Loyalty will also increase. Thus, hypothesis 2 (second) in this study is accepted.

Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity (Tjiptono, 2007).

Customer loyalty has an important impact that can make a good contribution to a restaurant business. With the contribution of loyal customers, the restaurant business can increase the quality and satisfaction of the community, especially customers, which has a positive impact on the restaurant business. Consumer loyalty cannot be separated from customer satisfaction. Even though there are still pros and cons, many practitioners and academics still agree that satisfaction and loyalty are closely related. The close relationship between satisfaction and loyalty means that if consumers have a high level of expectations for the services of a company, and hope that the facilities obtained and the services provided are in accordance with customer expectations, then these consumers or customers will be loyal to the company so they will not switching products or service requests.

Lupiyadi and Hamdani (2006) state that as customer satisfaction increases, customer retention also increases, while Fornell (in Lupiyadi and Hamdani, 2006) states that a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reducing the costs of marketing failures, reducing operating costs resulting from increasing the number of customers, increasing advertising effectiveness, and improving business reputation.

3.3.3 Trust has a significant effect on customer loyalty.

The estimated parameters in table 4.9 between the variables Trust and customer loyalty show significant results because the P value is below the significance level of 5% or 0.05, namely 0.026 with a CR value greater than 2.00, namely 2.229. The estimated value between the Trust variable and customer loyalty is 0.252, which means that if Trust increases by 1, then customer loyalty will also experience an increase. Thus, hypothesis 3 (third) in this study is accepted.

Strong trust in a restaurant business can encourage customers to make repeat purchases consistently. Customers who have confidence that a restaurant will provide a satisfying experience and meet their expectations will tend to return for another visit. This trust reduces uncertainty in purchasing decisions and provides motivation for customers to remain loyal. Customer trust in restaurants is an important factor in forming customer loyalty. When customers have strong trust in a restaurant, they tend to feel confident and trust that the restaurant will continue to provide a satisfying experience. This trust is the basis for building long-term relationships between restaurants and customers, which in turn contributes to customer loyalty.

In line with the theory of Swan and Nolan (1985) which states that long-term customer loyalty will be realized if customers have a high level of trust in the product or company. This is in line with the results of research conducted by Laely (2016) showing that customer trust has a positive and significant effect on customer loyalty.

4. CONCLUSION

The customer satisfaction variable has a positive and significant effect on the trustworthiness of Dua Putri Restaurant in Morowali Regency.

Customer satisfaction variable has a positive and significant effect on Customer Loyalty at Dua Putri Restaurant in Morowali Regency.

The trust variable has a positive and significant effect on Customer Loyalty at Dua Putri Restaurant in Morowali Regency.

□   180

5.   CONFESSION

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