



Determining Factors Affecting Young Customers Loyalty in xyz Japanese Restaurant

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Abstract

During the last few decades, young customers has become an important segment market for marketers. Young customers have the potential to be loyal customers. Customers' loyalty is important for the success of business organization such as restaurants for its competitiveness. Customer service quality is a crucial source of distinctive competence and often considered a key success factor in sustaining competitive advantage in service industries (Palmer, 2001). There are several factors affecting customer loyalty such as perceived service quality, food quality, atmosphere, trust, reputation. High service quality, food quality, and atmosphere will have an impact to customer satisfaction and at the end affects young customer's loyalty. Based on an exploration study from 75 young customers (college students of private university in Tangerang Indonesia) it is known that 47,3 % respondent chose Japanese restaurant XYZ in Tangerang Indonesia as visited restaurant. There is the need to determine factors affecting young customers loyalty on Japanese restaurant XYZ. The aim of this study is to investigate perceived service quality, food quality, atmosphere, trust, reputation on customers loyalty with customers satisfaction as intervening variable of Japanese restaurant XYZ. The research model investigates the relevant relationship among the construct by using Partial Least Square (PLS) method by computational assistance program SmartPLS was used to process the data. Service quality, food quality and atmosphere is positively significant to customer satisfaction. Whereas, trust and customer satisfaction is positively significant to loyalty, on the other hand reputation is not positively significant to loyalty. In practical contributions, this study can be used as a reference for quality restaurant services policies in Indonesia especially for retaining young customers.

Keywords: young customers, perceived service quality, food quality, atmosphere, trust, reputation, customer satisfaction, customer loyalty

INTRODUCTION

One of the successful key for business is maintaining or retaining customer. Restaurants service have older customers and young customers. Market



segmentation is good if they have considerable potential in terms of its market (Kasali, 2005). During the last few decades, young customers has become an important segment market for marketers. Young customers have been rising faster than that of each segment of the age of the population because of its size, homogeneity and growing purchasing power.

Young customers have the potential to be loyal customers. Customers' loyalty is important for the success of business organization such as restaurants for competitiveness. Customer service quality is a crucial source of distinctive competence and often considered a key to success factor in sustaining competitive advantage in service industries (Palmer, 2001). Indeed assessment of service quality from customer perception is important information for service provider that need to improve business competencies, and position in market share (Cronin and Taylor 1992). In other ways, restaurant is provider of both products and services that need to find ways to maintain their core competencies and to continuously improve service quality. Heskett et al. (1997) stated that service quality and customer satisfaction have been identified as key elements of the service-profit chain. Studies on customer satisfaction and perceived service-quality in the foodservice industry shows that there are important factors certain, such as service quality, atmosphere, trust, and brand reputation (Johns and Howard, 1998; Chow et al., 2006).

Based on an exploration study from 75 young customers (college students of Private University in Tangerang, Indonesia), it is known that 37.3 % of the respondents chose Japanese restaurant XYZ in Tangerang as visited restaurant. Then 62.7% chose any restaurants. Therefore, the aim of this study is to investigate perceived service quality, food quality, atmosphere, trust, reputation on young customers loyalty with customers satisfaction as intervening variable of Japanese restaurant XYZ. Sub subject research are as follows: (1) is perceived service quality positively related to young customers satisfaction?; (2) is food quality positively related to young customers satisfaction?; (3) is atmosphere positively related to young customers satisfaction?; (4) is young customers satisfaction positively related to young customers loyalty?; (5) is trust positively related to young customers loyalty?; (6) is reputation positively related to young customers loyalty?

In practical contributions, this study can be used as a reference for quality restaurant services policies in Indonesia especially for retaining young customers.

II. LITERATURE REVIEW, HYPOTHESIS AND RESEARCH MODEL

Young Customers

Marketers should treat young customers based on the concepts of their wants and needs. Young customers need to be empowered to give them the



confidence to take control, provide them with a sense of belonging and to stand out as a trend setter. It is an important drive for young customers to behave in certain ways online and in the market place that is so unique to their group's demographics. The young customers will tend to be loyal to the brand that can be consistent and trustworthy (Lange, 2010). There is 1.8 billion youth in the world and 1 billion (61%) lives in Asia (city university of Hong Kong, 2010). In Indonesia the number of youth in 2011 is 62.92 million people (BPS, 2011). Based on the law of youth UU No. 40/ 2009, it stated that young person is around 16 until 30 years of age.

Studies show that young customers keeping up with styles has recently become intense, logos and brands of particular products are seemingly crucial to young customers as great potential market (Torlack et al., 2011). There are five major social trends that have accounted significantly for the growth of the youth market (Grant & Graeme, 2006): (a) Couples with fewer children, born later in life, typically have accumulated more money; (b) Higher divorce rate can cause separated parents to feel emotionally obligated to give their children more material possessions they otherwise would; (c) Two-income-families give parents more money and less time and attention for their children; The guilt felt for this absence of time and attention translates into more money for the offspring; (d) Emotionally and intellectually, these young people have progress to make in their development, but they are always striving towards "fitting in" or "being cool." Products for this target market are perceived as "being a cool" brand. The market continues to become more significant as younger customers mimic older customers. In this study young customers is referring to college students on those ages.

Relation Between Perceived Service Quality and Young Customers Satisfaction

There is a consensus among these numerous quality service models that the dimensions of perception, expectation, and satisfaction are defined by the customer and not by the service provider (Parasuraman, Zeithaml and Berry, 1988). Service quality and customer satisfaction have been identified as key elements of the service-profit chain, means higher levels of service quality produce higher levels of customer satisfaction. Service quality is one of the important aspects of customer satisfaction (Chow et al., 2006). Furthermore, recovery dimension was added to the construct of service quality. Qin and Prybutok (2009) explains that the dimensions of recovery needed to restore service does not match the expectations. Subsequent studies showed that the quality of service in the restaurant was positively related to customer satisfaction (Qin & Prybutok, 2009; Hyun, 2010; Haghghi et al., 2012). Service quality will positively impact the degree of customer satisfaction, the research result shows that minimum purchase gift cards and lottery draws in customer loyalty programs have a positive significant impact on customer satisfaction (Ou et al., 2011).



Furthermore, the results of other studies related to education suggest that service quality is positively related to satisfaction (Sultan and Wong, 2012). In this study for measuring the service quality, the SERVPERF concept by Cronin and Taylor (1992) that improved five service quality construct of SERVQUAL (tangibles, reliability, responsiveness, assurance, empathy) was adopted. Based on the literature review, the first hypothesis proposed is:

H1: Perceived service quality is positively affecting to young customers satisfaction

Relation Between Food Quality and Young Customers Satisfaction

Food quality is one aspects that directly and positively influences customer satisfaction. Improvement of food quality will be related higher to customer satisfaction. Which is food characteristics such as providing fresh, tasty, variety of food and beverages are still influential factors for customer revisit because they feel satisfied (Qin & Prybutok, 2009). The research result shows that the significant relationship between food quality and satisfaction supports the contention that food characteristics are still influential factors when customers make their decision. Other study showed that the quality of the food was also positively related to customer satisfaction (Hyun, 2010; Haghighi et al., 2012). The hypothesis proposed by this study is:

H2: Food quality is positively affecting to young customers satisfaction

Relation Between Atmosphere and Young Customers Satisfaction

Rust and Oliver's (1994) showed conceptualization of service quality offers a three-factor model comprising three dimensions (i.e., interaction quality, physical environment quality, and outcome quality), physical environment quality is measured by ambient conditions, design, and social factors. Hyun (2010) said that atmosphere has positive effect on satisfaction. In his research Hyun (2010) found that atmosphere influence loyalty formation but its impact is mediated by relationship quality. Related to Haghighi et al. (2012) that analyzed patrons' satisfaction found environmental (atmosphere) factors such as lighting, music and space were important in satisfaction. Study of Han and Ryu (2009) showed that if the condition of the restaurant environment is better, then more and more customers are satisfied.

The hypothesis proposed by this study is:

H3: Atmosphere is positively affecting young customers satisfaction

Relation Between Young Customers Satisfaction and Young Customers Loyalty

Profit and growth are stimulated primarily by customers loyalty, which is a commitment to patronize preferred products or services consistently in the future



(Oliver,1997). While customer satisfaction and repeat patronage are important indicators of restaurant performance, Satisfaction is considered to act as an antecedent to loyalty, it means higher motivation will impact to higher loyalty (Bitner, 1990). Chow et al. (2006) stated age of the customer showed a higher tendency for repeat patronage. Older customers tend to be more loyal as a result of inertia or habit, while the younger generations in China have much more diverse activities other than gatherings in restaurants. But when they feel satisfied the younger generation tends to be loyal and would be recommended to their friends. The results of studies related to the restaurant industry shows that satisfaction has a positive effect on loyalty (Han and Ryu, 2009; Qin and Prybutok, 2009; Hyun, 2010; Haghighi et al, 2012; Everson, Dagger, Elliot, 2013). Another study related to internet banking (Yee and Faziharudean, 2010), and airline industry (Pi and Huang, 2011) showed that customer satisfaction is positively related to loyalty.

The hypothesis proposed by this study is:

H4: Young Customers Satisfaction is positively affecting to young customers loyalty

Relation Between Trust and Young Customers Loyalty

Refer to studies that defined trust is a set of specific beliefs among integrity (trustee honesty and promise keeping), benevolence (trustee caring and motivation), ability of trustee to do what trustee's needs dealing primarily (Gefen et al, 2003; Lin and Wang, 2006). This study looks at young customers' trust. Results of previous studies showed that trust had direct and positive Affect upon loyalty of customers (Chiou, 2004; Well, Alam, and Nor, 2011, Haghighi et al., 2012). Results of other studies in the restaurant industry shows that trust is positively related to customer satisfaction (Hyun, 2010; Bowden-Everson, Dagger and Elliott, 2013). Previous study from Yee and Faziharudean (2010) in Internet banking showed that trust is positively related to satisfaction

The hypothesis proposed by this study is:

H5: Trust is positively affecting to young customers loyalty

Relation Between Reputation and Young Customers Loyalty

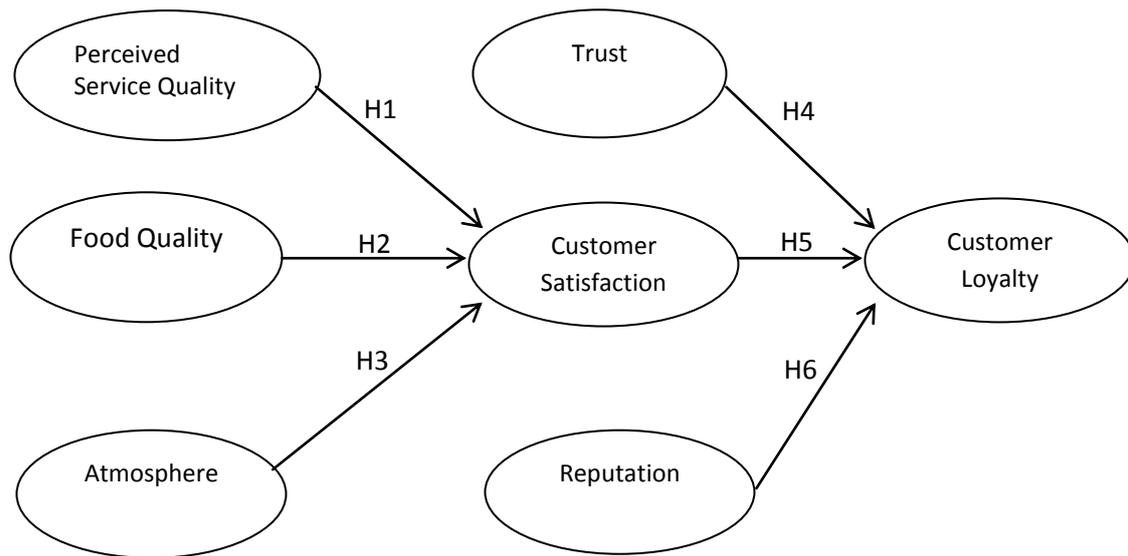
Positive reputation tends to develop sales and market share and establish customer loyalty, good reputations are the ones with healthiest profits and a loyal client base. In addition, a good reputation give sassuranceto customers that the services received are free of functional risk, physical risk, sensory riskand soforth (Wirtz, ChewandLovelock, 2013). Thereby reputation can reduce perceived risk, which has shown to be particularly in the customer decision making process. Meaning that



the reputation exercises a positive influence on loyalty (Loureiro and Kastenholtz, 2010). Results of previous studies showed that reputation is positively related to loyalty (Yee and Faziharudean, 2010). The hypothesis proposed by this study is:

H6: Reputation is positively affecting young customers loyalty.

Figure 2. Research Model



III. RESEARCH METHOD

The target population are students in a private university. Survey method was used to get the data. Samples were taken by going from one class to another, requesting permission to distribute the questionnaires to lecturers in the classroom. Questionnaires were distributed to students who had visited the Japanese restaurant XYZ. Number of samples taken at 100, in accordance with the recommendations of Ghazali that the sample size for PLS rate is 30 to 100 samples (Ghozali, 2008). Number of items on the questionnaire were 62 items. Likert scale with 5 scales was used to measure the seven (7) constructs. Statistical analysis used in this study is partial least square. SmartPLS program used to run a partial least square in the data processing (Ringle, Wende, and Will, 2005). Partial least squares consists of two phases: the outer and inner models. Outer measurement model was used to measure the validity and reliability of measurement. Furthermore inner model is used to test the relationship between the constructs.



Then measure the construct of service quality using SERVQUAL measurement and recovery (Qin and Prybutok, 2009). SERVQUAL measurement consists of measuring expectations and performance measurement. In this study, the measurement of the SERVQUAL expectation is not used. Therefore, SERVPERF is the right instrument to measure service quality (Cronin and Taylor, 1992) and the dimensions of SERVPERF keep using the dimensions of SERVQUAL.

The items used to measure service quality including recovery adapted from Qin and Prybutok (2009) and Wirtz, Chew and Lovelock (2013). Then the item to the dimensions recovery, food quality and customer satisfaction adapted from Qin and Prybutok (2009). So reputation and loyalty and Faziharudean adapted from Yee (2010). Trust construct items adapted from Sultan & Wong (2012). The next item was adapted from the atmosphere Hyun (2010). All measures used in this study were estimated on five point Likert scales: 1-strongly disagree to 5-strongly agree.

IV. FINDING AND DISCUSSION

Based on samples obtained from some characteristic respondents, number of male respondents is 57%, 43% of the respondents are female. Then 17-19 year of age is 29%, 20-22 years of age is 65%, 23-25 years of age is 5%, more than 25 years of age is 1%. Frequency per month visit to Japanese restaurant XYZ for 1-2 times is 74%; 3-4 times per month is 18%; more than 4 times is 8%. While those who most recently visited Japanese restaurant XYZ in less than a week is 12%; last week is 9%; last two weeks is 12%; last three weeks is 15%; more than three weeks is 52%.

Model of Measurement (Outer Model)

In the outer model is a confirmatory factor analysis consisting of measurement validity and reliability. Measurements consisted of validity convergent validity and discriminant validity. Measurement convergent validity done with regard to the value and the value of the items loading AVE. The value of items that must be met should be greater than 0.7, but the value of the item loading of 0.5-0.6 still be allowed (Ghozali, 2008). Furthermore the value of AVE that must be met is 0.5 (Ghozali, 2008). Convergent validity of the measurement result can be seen in table 1. as well as the reliability results of the measurement. There are two kinds of reliability measurements which are composite reliability and Cronbach's alpha reliability. In this study, reliability is measured by composite reliability. Ghozali (2008) stated that composite reliability value must be greater than 0.6. The results of measurement reliability for all constructs which have been met for each construct reliability value is between 0.8 to 0.9.



Table 1. Measurement results for the constructs

Constructs and Scale Item	Mean	Item Loading
<i>Service Quality (CR=0.88, AVE=0.52, CA=0.84)</i>		
SQ1 XYZ restaurant employees respect their customers	3.98	0.72
SQ2 XYZ restaurant employees are honest	3.81	0.66
SQ3 I feel safe to consume products in XYZ restaurant	4.24	0.69
SQ4 I do not have stomach upset after consuming products in the restaurant XYZ	4.34	0.71
SQ5 Restaurant employees are always willing to be asked	4.34	0.79
SQ6 Restaurant employees are willing to help	4.21	0.75
SQ7 Restaurant employees deft serve me	3.98	0.68
<i>Food Quality (CR=0.86, AVE=0.67, CA=0.76)</i>		
FQ1 Food quality is hygienic	4.21	0.86
FQ2 Attractive food appearance is served	4.18	0.89
FQ3 Offer variety of food on menu	4.17	0.70
<i>Atmosphere (CR=0.84, AVE=0.64, CA=0.73)</i>		
ATM1 Restaurant interior design is interesting	4.07	0.85
ATM2 The layout of restaurant XYZ is good	3.96	0.72
ATM3 Cozy atmosphere in XYZ restaurant	4.15	0.82
<i>Satisfaction (CR=0.90, AVE=0.68, CA=0.84)</i>		
SAT1 Had a satisfying meal at XYZ restaurant	4.2	0.83
SAT2 XYZ restaurant is the right choice for me	3.91	0.86
SAT3 I get a pleasant experience at restaurant XYZ	3.85	0.81
SAT4 I would say good things about XYZ restaurant to my friends	3.93	0.80
<i>Trust (CR=0.89, AVE=0.62, CA=0.85)</i>		
TR1 I trust restaurant XYZ	3.99	0.84
TR2 In general, the restaurant XYZ has been honest to me	3.88	0.83
TR3 I feel safe when dining in restaurant XYZ	4.11	0.81
TR4 Restaurant XYZ provide good quality services	4.06	0.78
TR5 I get what I want in restaurant XYZ	3.96	0.69
<i>Reputation (CR=0.87, AVE=0.63, CA=0.80)</i>		
REP1 Pictures of food on the menu in accordance with reality	3.86	0.77
REP2 Restaurant has a better reputation than other Japanese restaurants	3.86	0.78
REP3 Restaurant XYZ has a good reputation in service	4.07	0.82
REP4 XYZ Restaurant has a good reputation in the quality of food	3.74	0.79
<i>Loyalty (CR=0.88, AVE=0.60, CA=0.84)</i>		
LOY1 Even though my friend suggested another restaurant I'd choose to eat at restaurant XYZ	3.53	0.78
LOY2 I will be dining in restaurant XYZ again given the next opportunity	3.98	0.77



LOY3 I would recommend XYZ restaurant to my friends	3.89	0.81
LOY4 Even though there is no shortage of restaurants, I remained loyal to XYZ restaurant	3.43	0.79
LOY5 Despite the price increase, I would still choose restaurant XYZ	3.16	0.73

Notes: CR=composite reliability; AVE=average variance extracted; R2= R square, CA=cronbach's alpha.
All items are significant at $\alpha=0.1\%$ ($t>3.29$)

Further measurements discriminant validity can be seen in table2. Discrimination analysis is measured by comparing the root AVE values to correlation values. The root AVE values should be greater than correlation values. Measurement of discriminant analysis has been met.

Table 2. Discriminant Analysis.

	Atmosphere	Food Quality	Loyalty	Reputation	Satisfaction	Service Quality	Trust
Atmosphere	0.80						
Food Quality	0,37	0.82					
Loyalty	0.14	0.29	0.78				
Reputation	0.26	0.58	0.38	0.79			
Satisfaction	0.38	0.59	0.63	0.49	0.83		
Service Quality	0.35	0.66	0.32	0.53	0.60	0.72	
Trust	0.29	0.59	0.49	0.55	0.53	0.65	0.79

Structural Model (Inner Model)

To test the structural relationships, the hypothesized paths were estimated. The results are reported in Table 3. The fit of the model is acceptable because all hypotheses result t-statistic significant at alpha 2.5%.



Table 3. Results of hypotheses testing

Hypotheses	Path	Standardized Coefficient	t-statistic	Results
H1	Service Quality → Satisfaction	0.34	3.48*	Supported
H2	Food Quality → Satisfaction	0.32	2.79*	Supported
H3	Atmosphere → Satisfaction	0.14	2.04*	Supported
H4	Satisfaction → Loyalty	0.51	6.20*	Supported
H5	Trust → Loyalty	0.22	2.16*	Supported
H6	Reputation → Loyalty	0.01	0.14	Not Supported

Notes: *=significant at $\alpha=2.5\%$ ($t>1.96$, *one-tailed test*).

Hypotheses 1 stated that perceived service quality has positively affect young customers satisfaction supported, with t-statistic significant 3.48 ($t > 1.96$), standardized coefficient 0.34. Hypothesis 2 stated that food quality has positively affect young customers satisfaction supported, with t-statistic 2.79 ($t > 1.96$) and standardized coefficient is 0.32. Hypotheses 3 stated that atmosphere positively affect young customers satisfaction supported with significant t-statistic 2.04 ($t > 1.96$) and standardized coefficient is 0.14. Hypotheses 4 stated that young customers satisfaction positively affect young customers loyalty supported with t-statistics significant 6.2 ($t > 1.96$) and standardized coefficient is 0.51. Hypotheses 5 stated that trust positively affect young customers loyalty supported with t-statistics significant 2.16 ($t > 1.96$) and standardized coefficient significant is 0.22. But hypotheses 6 stated that reputation positively affect young customers loyalty is not supported because, with t-statistic 0.14 ($t < 1.96$) and standardized coefficient is 0.01.

Table 4. Measurement R²

Constructs	R ² (%)
Satisfaction	45
Loyalty	43

Based on this measurement satisfaction can be explained by service quality, food quality and atmosphere 45% of the remaining 55% is explained by other factors. Furthermore, to loyalty explained by satisfaction, trust and reputation of 43%.



DISCUSSION

According to research analysis findings that hypotheses five to six are supported. While Hypotheses 6 is not supported. Among the independent variables such as perceived service quality, food quality and atmosphere are the best predictors of young customer satisfaction in Japanese Restaurant XYZ. In addition the study further proves the mediating effect of satisfaction between perceived service quality, food quality, atmosphere and loyalty.

Firstly, the result verifies that the higher perceived service quality will lead to higher young customer satisfaction. It can be explained that perceived service quality are fundamental factors to gain young customer to visit Japanese restaurant. For example, the restaurant employees can be honest and respect customer. The findings supported also previous studies from Chow et al. (2006); Ou et al. (2011); Haghghi et al. (2012); Hyun (2010); Qin & Prybutok (2009); Sultan & Wong (2012).

Secondly, the higher food quality exercise the higher young customer satisfaction which means that the food qualities are still important factors when young customer make decision in choosing Japanese Restaurant. Consistent with this findings are the variety of foods, hygienic, attractive food appearance will give more satisfaction to young customers. This study supported the previous research from Qin & Prybutok (2009); Haghghi et al. (2012); Hyun (2010).

Thirdly, better atmosphere of the restaurant will impact the higher young customer satisfaction. This study confirmed some previous studies of Rust and Oliver's (1994); Hyun (2010); Haghghi et al. (2012); Han & Ryu (2009). Findings of cozy atmosphere, lay out and interesting interior design can attract young customer and lead to their satisfaction.

Fourthly, it was also confirmed that more young customer satisfaction give more young customer loyalty. Meaning young customer satisfaction about satisfying meal, pleasant experience will lead to customer behavioral intention for the right choice of restaurant XYZ that can build customer loyalty. Even young customer can give positive recommendation to their friends. This finding confirmed previous study by Hyun (2010); Han and Ryu (2009); Eversen, Dagger, Elliot (2013); Haghghi et al. (2012); Loureiro & Kastenholtz (2010); Qin & Prybutok (2009); Pi & Huang (2011).

Fifthly, increase trust will lead customer loyalty. Trust is a key variable to enhance good relationship to be loyal customer. Because customers feel that what they wanted are provided, so they trusted, feel safe and tend to be loyal. This study proves that the contributing effect of trust toward loyalty increase as well. Several research such as Eversen et al. (2013); Hyun (2010); Chiou (2004); Well, Alam, and Nor



(2011), Haghghi et al. (2012); Yee & Faziharudean (2010); Pi & Huang (2011) is supported by this study.

Interestingly, hypotheses 6 revealed that stated reputation which positively affect young customers loyalty is not supported. Although it is not consistent with most previous studies

(Loureiro and Kastenholz, 2010; Yee & Faziharudean, 2010), it can be explained based on the findings of this research:

- Respondents (young customers) who are actually that actually college students want to get along with friends (hang out) rather than visit a restaurant just to eat, so they do not give more attention to reputation of XYZ restaurant.
- Respondents are more satisfied with the quality of food, quality of service, atmosphere of restaurant.
- There are many Japanese restaurant in Tangerang (Indonesia) that the respondents are aware of and XYZ restaurant is not the only with a good reputation.
- Related to respondent profile that shown 74% of respondent only visited 1-2 times per month, because the price of food at XYZ restaurant is relatively expensive for college students.

V. CONCLUSION AND FUTURE DIRECTION

This study is basically intended to determine the factors affecting young customers loyalty in a Japanese restaurant. Findings and showed that perceived service quality, food quality, and atmosphere influence loyalty formation that their impact is mediated by satisfaction. The empirical results of this study provide reasonable evidence that the proposed model designed to consider simultaneously is acceptable. To improve customer satisfaction, XYZ restaurant must give appropriate attention to service quality. Based on statistical results obtained that the value of the standardized coefficient service quality(0.34) is higher than the standardized coefficient of quality food(0.32) and atmosphere(0.14).

As an overall conclusion, the empirical results of this study provide reasonable evidence that the proposed model designed to consider perceived of service quality, food quality, atmosphere, satisfaction, trust, reputation in young customer loyalty simultaneously is acceptable. A good perceived of service quality, food quality and atmosphere will buildsatisfaction to young customer when choosing restaurant. And then satisfaction and trustwill build young customer loyalty. Then, the main concerns



should be done by XYZ restaurant is to maintain and improve customer satisfaction. It can be seen due to standardized coefficient of satisfaction (0.51) higher than standardized coefficient of trust (0.22). Therefore these variables must be maintained by XYZ restaurant in order to enhance the loyalty of the young customer. Because understanding loyalty can be maintained in long term relationship by restaurant provider and customer. Even if the reputation does not affect the loyalty, Japanese restaurant XYZ should pay attention to restaurant reputation consistently by maintain good services and food quality. Based on the findings of this study, it is believed that a further study is needed in order to determine the factors affecting young customers loyalty in a Japanese restaurant. It will help restaurant provider to have good insight of young customer loyalty especially in Indonesia. Finally the restaurant provider can define good marketing strategies to increase customer loyalty.

It is also essential to examine the limitation of this research:

- Respondents are only limited to young customers derived from one private university and cannot be generalized to all young customers of Japanese restaurant. Next study should consider using wider demographics not only college students, but also young employees, and young couples.
- the sample size is only 100, based on statistical test a large number of samples are needed to be representative of the population.
- Data analysis using PLS was not able to test the feasibility of the model. Next study need to consider using Structural Equation Modeling (SEM) which is able to test feasibility of the model.
- Convenience sampling used in this study has limitations in generalizing the results. For Next study it should consider using probability sampling such as random sampling.

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