

Creation Of Consumer Satisfaction and Loyalty Intention Through Restaurant Environmental Sustainability with The Mediating Role of Value Theory

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Abstract: - The research aims to test and analyze the influence of environmental sustainability on service satisfaction with the mediating role of hedonic values and utilitarian values. This research is explanatory research intended to identify the level and characteristic of effect relationships. The research population is all McDonald's consumers in Jember City. Samples were taken using purposive sampling and accidental sampling methods and the number of samples was determined as 160 respondents. Data analysis and hypothesis testing were carried out using Structural Equation Modeling (SEM-PLS). The research results show that environmental sustainability has significant effect on hedonic value, utilitarian value, and service satisfaction. Hedonic value has significant effect on the service satisfaction and loyalty intention. Utilitarian value has insignificant effect on service satisfaction and loyalty intention. Service satisfaction has significant effect on loyalty intention. The test results indirectly show that hedonic value is able to mediate the influence of environmental sustainability on service satisfaction and loyalty intention, while utilitarian value do not role as mediator in the influence of environmental sustainability on service satisfaction and loyalty intention.

Key-Words: - Environmental Sustainability, Hedonic Value, Utilitarian Value, Service Satisfaction, Loyalty Intention

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1 Introduction

Consumer behavior related to providing food product needs has changed, where people not only eat at home but most of them eat out with varying intensity. The reasons for being busy so that you don't have time to cook and prepare your own food as well as the taste factor where many restaurants and food stalls offer a variety of menus and choices make it easy and interesting for people to buy food products as an option for serving their food needs. The food service and restaurant industry have an important role in increasing economic growth, this is the reason this sector continues to strive for innovation to attract consumers.

The fast food restaurant industry, as has become the attention of researchers and a global demand, must promote environmentally friendly and responsible business practices to support sustainability, because the hotel sector, including

restaurants, contributes greatly to climate change by producing pollution and wasting energy, and the use of plastics as well as detergents and other harmful chemicals (Parsa et al., 2015). Environmentally conscious consumers are calling on the hospitality and restaurant sector to adopt and promote sustainable and responsible business strategies. The Restaurant Environmental Sustainability program has become relevant as consumers increasingly rely on food eaten outside the home, along with the need for more environmentally friendly operations. One of the main issues this decade is environmental security because it has a vital connection with human life, pollution is often detrimental to humans, so safe human life always requires an atmosphere that is free from pollution (T. Kim & Yun, 2019). Environmental security is the main prerequisite for stable human life. The issue of environmental sustainability has become a major issue in every country and many

organizations have made efforts to protect the environment.

Corporate environmental sustainability is defined as company-level activities that conserve resources and protect the environment, while steadily improving the living standards of people inside and outside the company (van Marrewijk, 2002). In the context of the restaurant industry, Restaurant Environmental Sustainability describes a restaurant company's efforts to mitigate negative impacts on the environment by, for example, serving sustainable food, encouraging energy efficiency and conservation, encouraging water efficiency and conservation, reducing waste, reusing and recycling, and supporting efforts society to improve environmental sustainability. The restaurant industry and environmental sustainability issues are currently a strategic business phenomenon, where survey data confirms that at least 60% of consumers tend to choose restaurants that offer food locally sourced or friendly (National Restaurant Association, 2018). Consumers today are willing to pay a premium to restaurant companies that implement environmental sustainability practices. With ecological damage and worsening global warming, awareness of environmental sustainability has increased, and environmentally friendly consumption patterns have become increasingly popular. As consumer preference for environmentally friendly products has increased in recent years, consumer interest in sustainability management when eating out has increased. Teng & Wu (2019) emphasized that the hotel industry has an impact on the environment and has been recognized as a significant producer of greenhouse gases, especially carbon dioxide. Action is needed to reduce environmental pollution. Restaurants have a cumulative impact on the economy, society and the environment.

Following this trend, restaurant companies are adopting initiatives related to environmental sustainability. Competent managers now realize that there can be no long-term financial growth without considering social and environmental responsibility. But top managers, who are key players in advancing environmental sustainability, often do not know how to improve environmental performance. Many hospitality studies have sought to explore the factors that drive the adoption of Restaurant Environmental Sustainability practices (Dangelico & Pujari, 2010; Liu et al., 2023; Martínez-Navalón et al., 2019; Nicholls & Kang, 2012; Tian & Kamran, 2021). An organization is defined as practicing environmental sustainability when it actively seeks to conserve natural resources, minimize the harmful impacts of actions on the environment, and contribute to

improving the overall quality of human life (Jang & Zheng, 2020). The benefits of implementing environmental sustainability practices have been reported in previous hotel industry studies, which found that when hotel companies adopt environmentally friendly measures, this increases customer satisfaction and company reputation (DiPietro et al., 2013; Kang et al., 2012; Martínez, 2015). Specifically, researchers have identified the impact or results of corporate environmental programs (environmental sustainability), including cost savings, increased profits, and increased market share as well as consumer purchasing behavior (satisfaction and loyalty) (Han et al., 2018; Huang & Liu, 2017; M. J. Kim & Hall, 2020; T. Kim & Yun, 2019).

Every business entity always focuses on creating customer satisfaction as the ultimate goal of the production process. It cannot be denied that the existence of satisfied consumers will contribute to creating customer loyalty. Creating customer satisfaction refers to the fact that attracting new customers is much more expensive than retaining existing customers. Oliver (2014) states that satisfaction is an assessment of product or service features or the product or service itself which provides a level of fulfillment related to enjoyable consumption, including levels of under-fulfillment and over-fulfillment. Tjiptono (2016) said that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets or even behavioral patterns and the market as a whole. This emotional response is related to the process of comparing perceptions of objects with individual values.

The company's orientation in the 2000s was to retain customers through creating customer satisfaction which led to the creation of customer loyalty. The loyal attitude of customers has the potential to become word of mouth advertisers for the company. Customer loyalty is a customer's commitment to a brand, store or supplier based on a very positive attitude and is reflected in consistent repeat purchases (Sheth & Mittal, 2004). Berry & Bendapudi (1997) berpendapat bahwa loyalitas pelanggan dalam pemasaran jasa merupakan respon argue that customer loyalty in service marketing is a response related to promises to uphold commitments that underlie relationship continuity and is usually reflected in continued purchases from the same service provider on the basis of dedication or pragmatic constraints. Customer loyalty can be reflected through continuous repeat purchase behavior and brand defense against attacks from competitors. Empirical research that examines the

relationship between satisfaction and loyalty includes Hajar et al. (2022); Rahman et al. (2022); Wonganawat et al. (2022); Ayinaddis (2022); Francioni et al. (2018); Kursunluoglu (2014); Carranza et al. (2018); Ing et al. (2020); Atsnawiyah et al. (2021); and Y. J. Kim et al. (2021).

Recent marketing research suggests perceived value has been recognized as a key construct for understanding consumer behavior because consumers refer to products with higher perceived value in the marketplace. Therefore, to maintain market competitiveness, companies must strive to provide higher net value to customers than their competitors (Ravald & Grönroos, 1996). A large number of theoretical studies have been conducted to gain a better understanding of consumer perceived value (Gallarza & Saura, 2006). In this study, hedonic value and utilitarian value reflect two contrasting paradigms in perceived value research in consumer behavior theory (Chaudhuri & Holbrook, 2001).

In the context of a green restaurant environment, hedonic value reflects customer emotions where customers tend to maximize feelings of pleasure, joy, etc. In contrast, utilitarian value refers to green restaurant customers who view products or services as more practical and necessary. In simple terms, when customers use a service or product, it can be said that hedonistic and utilitarian value refers to the rational or emotional manifestation of the value of a service or product (Teng & Wu, 2019). Ritzer (2001) argues that although fast food restaurants are not as efficient and cheap as eating at home, the fast food industry has achieved success marked by high consumption interest throughout the world. This can be attributed to the illusion of people being efficient and frugal, coupled with the fun and entertainment of dining at restaurants. Because consumption behavior is driven by utilitarian and hedonic considerations, this can influence consumer choices. According to utilitarian values, consumption is oriented towards goals and completing functional or practical tasks, hedonic consumption behavior is oriented towards pleasure and is related to multisensory aspects, fantasy and emotions a person's experience with a product/service (Nejati & Moghaddam, 2013). This research is an answer to the marketing phenomenon, namely by examining the role of hedonic and utilitarian values on customers' intentions and behavior to eat at fast food restaurants. This cannot be separated from the need to determine the impact of hedonic and utilitarian values on the behavioral intentions of restaurant customers which are related to environmental sustainability issues.

The limitations and inconsistent findings from empirical research are the reason for the need for further research and become a research gap. Based on this background, this research was carried out with the aim of testing and analyzing the influence of environmental sustainability on the service satisfaction with the mediating role of hedonic value and utilitarian value.

2 Literature review

2.1 Environmental Sustainability

Sustainability refers to a verb that can be interpreted as sustaining, maintaining, or encouraging a phenomenon, and/or strengthening or improving it (Sumner, 2007). The most widely accepted definition of sustainability focuses on improving the quality of human life without destroying the environment and the capabilities of natural systems (Brundtland, 1987). The sustainability approach helps companies achieve economic, social and environmental sustainability goals, and emphasizes three pillars, which are the triple-bottom line in a company (Jang et al., 2017). Experts who try to explain corporate sustainability – emphasize that people inside and outside the company (stakeholders) must be considered and treated ethically, and in a responsible manner when working towards the three dimensions of sustainability. Corporate sustainability covers all company activities related to efforts to achieve economic, social and environmental health with the aim of improving the living standards of shareholders, employees, customers, pressure groups and communities (van Marrewijk, 2002).

Environmental sustainability refers to a variety of timeless approaches to production and engineering processes, with a focus on reducing negative impacts or at least fostering neutral effects on all environmental systems. Corporate environmental sustainability is defined as company-level activities that conserve resources and protect the environment, while steadily improving the living standards of people inside and outside the company (van Marrewijk, 2002). The Green Restaurant Association has attempted to improve the environmental sustainability performance of restaurants by providing environmental guidelines that mention seven environmental sustainability indicators: energy, water, waste, single-use materials, chemical and pollution reduction, sustainable food, and sustainable furniture and building materials (National Restaurant Association, 2018). Parsa et al. (2015) proposed three domains of sustainability practices in the restaurant industry including serving organic or

local food, engaging in environmentally friendly practices, and donating money and time to the community. In this study, environmental sustainability describes restaurant companies' efforts to mitigate negative impacts on the environment by, for example, serving sustainable food, encouraging energy efficiency and conservation, encouraging water efficiency and conservation, reducing waste, reusing and recycling, and supporting community efforts in protecting the environment.

2.2 Hedonic Value and Utilitarian Value

Hedonic value relates to obtaining emotional/affective benefits (e.g. joy, pleasure, and excitement) when consuming a particular product/service and experiencing its attributes, while utilitarian value relates to obtaining functional benefits during product/service consumption. Hedonic value is considered more subjective and personal compared to utilitarian value (Holbrook & Hirschman, 1982). It was further stated that hedonic value and utilitarian value reflect two contrasting paradigms in research on perceived value in consumer behavior theory. Chaudhuri & Holbrook (2001) define utilitarian value as the ability to carry out functions in consumers' daily lives.

In contrast, hedonic value is defined as the pleasure potential of a product class. Utilitarian value indicates the usefulness of a product or service in an efficient, task-specific, and economical manner, while hedonic value represents the overall emotional feeling caused by the product or service's uniqueness, symbolic meaning, or emotional arousal and the images it evokes. In short, utilitarian value represents a practical exchange, in contrast to hedonic value, which represents an experiential trade-off between the benefits and sacrifices involved in the exchange of offers (Holbrook & Hirschman, 1982).

The hedonic and utilitarian motive perspectives increase in complexity depending on the individual, as it may take one person to experience happiness in one way while it takes several others. In general, the hedonic perspective is more difficult to investigate without actual defining characteristics. Existing studies in the literature show that customers consider hedonic and utilitarian aspects of products/services and their attributes in the pre/post purchase decision making process (Gallarza & Saura, 2006; Nejati & Moghaddam, 2013; Ozturk et al., 2016; Ryu et al., 2010). Ryu et al. (2010) show that hedonic and utilitarian values significantly increase customers' intentions to repurchase products and recommend them to others. Their findings also revealed that

utilitarian values had a greater influence on intentions than hedonic values.

2.3 Satisfaction

Satisfaction comes from the Latin words *satis* (meaning good enough, adequate) and *faction* (doing or making) (Tjiptono, 2011). Satisfaction can be interpreted as an effort to fulfill something adequately. Tjiptono (2011) defines consumer satisfaction as an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioral patterns and the market as a whole. Satisfaction is related to feelings and emotional responses triggered by a number of cognitive processes by comparing individual perceptions and values. (Cadotte et al., 1987) said that consumer satisfaction is a feeling that arises as a result of evaluating the experience of using a product or service. This is in line with the opinion of Tjiptono (2011) who states that consumer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Furthermore, Mowen (1995) conceptualized consumer satisfaction as the overall

Satisfaction is a measure of how the products and services provided by a company meet or exceed customer expectations. Customer satisfaction is also based on customer expectations (Gallarza & Saura, 2006). Customers' positive expectations can be approached with the help of providing better quality services and products. Empirical research that examines the relationship between satisfaction and loyalty includes Hajar et al. (2022); Rahman et al. (2022); Wonganawat et al. (2022); Ayinaddis (2022); Francioni et al. (2018); Kursunluoglu (2014); Carranza et al. (2018); Ing et al. (2020); Atsnawiyah et al. (2021); and Y. J. Kim et al. (2021).

2.4 Loyalty Intention

Loyalty relates to repeat purchasing activity, regardless of any internal attitudes or preferences. Loyalty intention is when a customer continues to buy/use a particular product, service or brand. Loyalty intention is based on continuously purchasing products from a particular company (Wilkie, 1994). Loyal customers always visit the same company to use different products, but customers who have a low level of loyalty may not want to repurchase products from the same company. So, customer loyalty can be defined as people who buy, especially buying consistently and repeatedly.

Increasing customer loyalty can be considered a fundamental goal of every business. Both researchers and practitioners in the business and marketing fields have attempted to find more effective ways to

generate customer loyalty and uncover the factors that contribute to increasing loyalty (Tian & Kamran, 2021). Although customer loyalty has been conceptualized/assessed in various ways, most researchers agree that customer loyalty includes intentional and behavioral dimensions (Oliver, 1980).

The intentional dimension focuses on customers' willingness to repurchase and recommend, and the behavioral dimension focuses on repeated purchases of products/services and frequency of use (Baldinger & Robinson, 1996). Guenzi & Pelloni (2004) describe the intention to repurchase and recommend as loyalty intention. Regarding a customer's decision to repurchase a product/service for convenience, repeat purchases may not always be a sufficient indicator of loyalty. Entering the new millennium era, a number of dimensions of customer satisfaction, efficiency, determining market share, conducting market research, customer loyalty, customer retention, zero defections, and lifelong customers need to be the main focus for companies to pay attention to. Loyal customers are an important asset for the company. Therefore, companies need to have a number of strategies to create consumer loyalty.

3 Research Method

This research is explanatory research conducted to identify the level and characteristic of cause-and-effect relationships (Zikmund et al., 2012). The population of this research is Mc Donald's consumers in Jember City, East Java, so the research population is all Mc Donald's consumers in Jember City, East Java. In this research, the sampling techniques used were purposive sampling and accidental sampling methods. The sample size was determined as 160 respondents.

This research involves five research variables, namely environmental sustainability, hedonic value, utilitarian value, service satisfaction, and consumer loyalty which are further classified as exogenous variables and endogenous variables. The analysis used to test the hypothesis in this research uses Structural Equation Modeling (SEM), using the Smart PLS version 3 program package.

4 Result

Analysis and hypothesis testing for this study uses PLS with WarpPLS software. The results of data analysis can be seen in Figure 1 as follows.

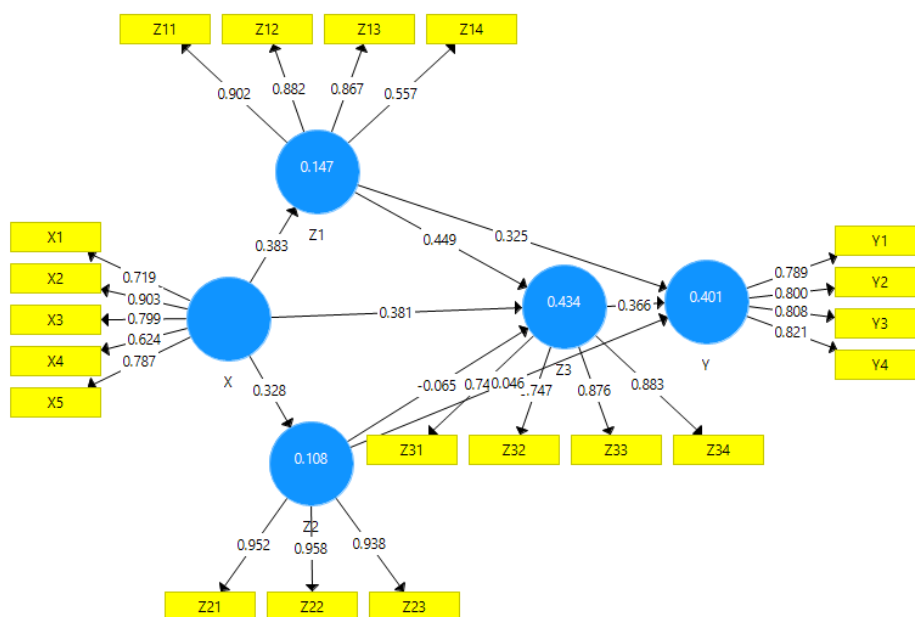


Figure 1. Full Model PLS

4.1 Hypothesis Test Result

Hypothesis testing is carried out using probability values (p values) as well as the t test in regression

analysis. In this case the calculated p values will be compared with the alpha value of 5%. In summary, the results of hypothesis testing can be presented in Table 1.

Table 1. Summary of Hypothesis Test Result

	Regression Coefficient	SE	t Statistic	P Values	Remarks
X → Z1	0,383	0,066	5,763	0,000	H1 accepted
X → Z2	0,328	0,071	4,653	0,000	H2 accepted
X → Z3	0,381	0,079	4,826	0,000	H3 accepted
Z1 → Z3	0,449	0,100	4,483	0,000	H4 accepted

Z2 -> Z3	-0,065	0,089	0,738	0,461	H5 rejected
Z1 -> Y	0,325	0,108	3,007	0,003	H6 accepted
Z2 -> Y	0,046	0,100	0,460	0,646	H7 rejected
Z3 -> Y	0,366	0,093	3,920	0,000	H8 accepted

Source: Processed Data, 2024

The results shown in Table 1 and Figure 1 are the results of PLS analysis which is used as a reference in testing the proposed hypothesis. Variables that have a calculated t value > 1.96 and a p value < 0.05 indicate the hypothesis is accepted, whereas variables that have a calculated t value ≤ 1.96 and a p value ≥ 0.05 indicate the hypothesis is rejected. Referring to these results, there are six hypotheses that are accepted, and two hypotheses that are rejected.

4.2 Discussion

This research is intended to test and analyze the influence of environmental sustainability on the service satisfaction with the mediating role of hedonic value and utilitarian value. It is hoped that this research can become a reference and material for making marketing strategy policies, especially those related to efforts to create company competitiveness while still paying attention to environmental sustainability issues.

The research results show that environmental sustainability has a positive and significant influence on hedonic value and utilitarian value. Environmental sustainability refers to a variety of timeless approaches to production and engineering processes, with a focus on reducing negative impacts or at least fostering neutral effects on all environmental systems. Environmental sustainability focuses on upholding or improving the integrity of the earth's life support systems (Helm et al., 2018). Corporate environmental sustainability is defined as company-level activities that conserve resources and protect the environment, while considering improving the living standards of people inside and outside the company (van Marrewijk, 2002). Human consumption is a function of everyday life, both for pleasure and based solely on need. Consumption implies that the two are a joint function, that is, providing these needs is suggested to obtain the desired pleasure-seeking emotion in fulfilling those needs. Identifying between the two consumption perspectives is more difficult to determine, where utilitarian motives are usually assessed with more conscious intentions, while hedonic motives are more spontaneous (Babin et al., 1994). These findings are consistent with studies (Gallarza & Saura, 2006; Nejati & Moghaddam, 2013; Ozturk et al., 2016; Ryu et al., 2010) which show that customers consider the hedonic and utilitarian aspects of products/services

and their attributes in the process pre/post purchase decision making.

The research results also show that environmental sustainability has a positive and significant influence on Service Satisfaction and Loyalty Intention. Parsa et al. (2015) proposed three domains of sustainability practices in the restaurant industry including serving organic or local food, engaging in environmentally friendly practices, and donating money and time to the community. In this study, environmental sustainability describes restaurant companies' efforts to mitigate negative impacts on the environment by, for example, serving sustainable food, encouraging energy efficiency and conservation, encouraging water efficiency and conservation, reducing waste, reusing and recycling, and supporting community efforts in protecting the environment.

Satisfaction is a measure of how the products and services provided by a company meet or exceed customer expectations. Customer satisfaction is also based on customer expectations (Gallarza & Saura, 2006). Loyalty intention is based on continuously purchasing products from a particular company (Wilkie, 1994). Loyal customers always visit the same company to use different products, but customers who have a low level of loyalty may not want to repurchase products from the same company.

The Restaurant Environmental Sustainability program has become relevant as consumers increasingly rely on food eaten outside the home, along with the need for more environmentally friendly operations. One of the main issues this decade is environmental security because it has a vital connection with human life, pollution is often detrimental to humans, so safe human life always requires an atmosphere that is free from pollution (T. Kim & Yun, 2019). The benefits of implementing environmental sustainability practices have been reported in previous hotel industry studies, which found that when hotel companies adopt environmentally friendly measures, this increases customer satisfaction and company reputation (DiPietro et al., 2013; Kang et al., 2012; Martínez, 2015). Specifically, researchers have identified the impact or results of corporate environmental programs (environmental sustainability), including cost savings, increased profits, and increased market share as well as consumer purchasing behavior (satisfaction and loyalty) (Han et al., 2018; Huang &

Liu, 2017; M. J. Kim & Hall, 2020; T. Kim & Yun, 2019).

The research results show that Service satisfaction has a positive and significant influence on Loyalty Intention. Customer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude and is reflected in consistent repeat purchases (Sheth & Mittal, 2004). Berry & Bendapudi (1997) argue that customer loyalty in service marketing is a response related to promises to uphold commitments that underlie relationship continuity and is usually reflected in continued purchases from the same service provider on the basis of dedication or pragmatic constraints. Customer loyalty can be reflected through continuous repeat purchase behavior and brand defense against attacks from competitors. Empirical research that examines the relationship between satisfaction and loyalty includes Hajar et al. (2022); Rahman et al. (2022); Wonganawat et al. (2022); Ayinaddis (2022); Francioni et al. (2018); Kursunluoglu (2014); Carranza et al. (2018); Ing et al. (2020); Atsnawiyah et al. (2021); and Y. J. Kim et al. (2021).

5 Conclusion

Based on the results of the analysis, several conclusions can be drawn that environmental sustainability implemented by restaurant industry management has implications for perceived value from consumers which is proxied through hedonic value and utilitarian value. The better the implementation of environmental sustainability, the better the hedonic value and utilitarian value. The implementation of environmental sustainability will also determine consumer behavior which is realized through the service satisfaction and loyalty intentions.

The test results indirectly show that hedonic value is able to mediate the influence of environmental sustainability on service satisfaction and loyalty intention, while utilitarian value does not play a mediating role in the influence of environmental sustainability on service satisfaction and loyalty intention. This research has any limitations. First, there is the problem of the size and number of samples which were only taken from one city, namely Jember City. Second, the limitation of the research focus is that it only examines Environmental Sustainability and hedonic and utilitarian values as antecedents for service satisfaction and loyalty intention. Thus, for future research agendas it is recommended to examine other factors outside the model studied that are able to explain consumer

loyalty. Therefore, it is recommended for further research to add other variables such as product and service innovation, service quality, experiential marketing, and others. So that we can obtain better and useful findings for the development of science, especially marketing management.

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