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INFLUENCE OF DINESERV TOWARD E-WOM, MEDIATED BY SATISFACTION AND REVISIT INTENTION AT LOCAL COFFEE SHOP IN SOUTH JAKARTA

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ABSTRACT

Local coffee shop in Indonesia is growing, especially in Jakarta. In 2018, in Jakarta, there are predicted there will be 1.500 local coffee shops. They are rivalry among the coffee shop to satisfy their customer. Therefore, the tangible aspect is a must because, nowadays, people come to the coffee shop to hang out with their friends, and responsiveness because some of the coffee shops have a complaint from google reviews or E-WOM about the satisfaction. This research uses using a quantitative method to examine the influence of DINESERV on satisfaction at a local coffee shop in South Jakarta. The sample for this research is the customer who drinks coffee at a coffee shop in South Jakarta, and the sampling method uses purposive sampling with a minimum of 100 respondents. This questionnaire spread and got 314 respondents. This study reveals that E-WoM is influenced by tangibles, empathy, customer satisfaction, and revisit intentions. However, reliability, responsiveness, and assurance were found to be rejected. Discussion in this research for an entrepreneur that wants to make a coffee shop, to focus on the layout and ambiance of the coffee shop. The conclusion of this research is from 314 respondents who have visited a local coffee shop, dominate of a teenager, and in a week, they are visiting 1-2 times and buying behavior with a focus on local peers.

Keywords: *E-WOM, Revisit Intention, DINESERV, Satisfaction, Local Coffee Shop, South Jakarta*

1. Introduction

Coffee consumption has increased worldwide due to drinking coffee (Sofia et al., 2019). Indonesia supports the global coffee consumption pattern by becoming the world's fourth-largest coffee producer after Brazil, Vietnam, and Colombia, with a total production of 639,305 tons in 2016 and a land area of 1,228,512 hectares (BPS Indonesia, 2019). The province of Lampung, which is the most productive and has the highest production of Robusta Coffee, followed by the province of South Sumatra, which has the second-highest production of coffee in Indonesia (Adhi, 2021).

As one of the world's coffee producers, Indonesia also faces the same trend of steadily rising coffee consumption. In the last five years, developing countries with more than 261.1 million people have reported growing coffee consumption (Sofia et al., 2019). According to data from the International Coffee Organization (ICO) (2021), domestic coffee consumption in Indonesia has rapidly increased since 1990, reaching the equivalent of 4.8 million 60-kilogram bags of coffee in 2019/2020. The younger generation's switch drives this market growth from tea to coffee and a renewed enthusiasm for locally produced coffee (Nurhayati-Wolff, 2021).

According to Ali et al. (2021), consumer satisfaction is a significant challenge for businesses to measure the level of expectation between products and customer expectations. However, many complaints are written as online reviews about several local coffee shops regarding the quality of service and customer experiences when they visit several local coffee shops in South Jakarta.

In 2018, there will be 1,500 local coffee shops, which increases 10% each year, which makes the competition more fierce (Wartakota, 2018). However, there are complaints, for example, the local coffee shop, the weird taste of coffee, too crowded, lousy service, and lousy ambiance, are the most complaints from most the

local coffee shop. Therefore, the need to improve is a must and needs to be delivered as quickly as it is. This research is to help entrepreneurship in a local coffee shop in South Jakarta to improve in what area they need to do to increase satisfaction from the customer perspective.

2. Literature Review

2.1 DINESERV

Nowadays, companies all around the world are putting a priority on service quality (Ali et al., 2021). Companies do this because the global economy has evolved into a service-driven economy, and customers increasingly rely on the quality of service they receive (Abezie, 2019). Measuring service quality is problematic because it requires the result of the service and the method of execution (Nguyen et al., 2018). Organizations should be mindful that good service performance can be a success factor that affects the business's growth and development while still providing a long-term and strategic edge (Pakurár et al., 2019).

  Stevens et al. (1995) created DINESERV, a 29-item measure in response to the absence of SERVQUAL. Stevens et al. (1995) developed DINESERV to measure customer perceptions of restaurant service quality. According to Suharyono & Bafadhal (2018), DINESERV is highly trustworthy in measuring a restaurant's service quality because the evaluation includes all aspects that are within the scope of the restaurant. The DINESERV instrument has been utilized in much prior research to look at ways to improve restaurant quality and customer satisfaction affecting revisit intentions and possible recommendations (Abezie, 2019). Dimension of DINESERV are tangible, reliability, responsiveness, assurance, and empathy.

2.2 Customer Satisfaction

The movement and scope of business currently need a wide range of customers to examine customer satisfaction and trust (Ali et al., 2021). According to S. Chun & Nyam-Ochir (2020), customer satisfaction measures the gap between customer expectations and perceived restaurant performance. Customers will effectively rate their satisfaction or dissatisfaction with the goods and services they get as expected by customers (Carranza et al., 2018; Mensah & Mensah, 2018; Saulina & Syah, 2018). Therefore, to widen the market segment in the scope of the business, customer satisfaction is a significant predictor of consumer intention to repurchase or revisit (Azlan & Shamsudin, 2020). As shown in the previous theory, customer satisfaction can measure the gap between customer expectations and customers' perceived service quality performance. Satisfied customers will help businesses gain more customers by recommending their products and services to their family and friends. They will also influence the repurchase intention of a product or service and become loyal customers because they trust the company.

2.3 Revisit Intention

Azzahra et al. (2020) explain they revisit intention as a type of behavior (behavioral intention) in which customers express a desire to return to a place or destination, notwithstanding the lack of an emotional connection. It becomes the buyer's initiative to continue the relationship with the store (Sofia et al., 2019). Revisit intention can be concluded as a type of behavior in which customers express a desire to return to a place or destination, even though there is no emotional connection. Some previous studies have shown several determinants of customer revisit intentions that affect repeat visits, one of which is customer satisfaction.

2.4 E-WOM

Positive consumer recommendations that lead to customer satisfaction have become an essential and inevitable source of word of mouth for business owners (Eresia et al., 2019; Line et al., 2020). Customers that have a pleasant experience at a restaurant and café will suggest it to others, convey positive information about it, or become loyal customers (S. Chun & Nyam-Ochir, 2020; Padungyos et al., 2020a). Word of mouth is a way for people to communicate between customers in which one customer is the sender and another is the receiver (Padungyos et al., 2020a). WoM communication, as interpersonal interaction, is more trustworthy than mass media advertising because customers rely more on the individual opinions of other consumers regarding particular goods or services (Konuk, 2019). The continuing growth of social media and user-generated content (UGC) has empowered customers, allowing them to be a part of the marketing strategies of the enterprises with whom they interact (Line et al., 2020).

2.5 Relationship Among Variabels

Among these variables, service quality becomes important in measuring customer satisfaction in the food and beverage industry (Abezie, 2019). Tangible is a DINESERV dimension that can be an independent variable, positively influencing customers (Abezie, 2019; Lau et al., 2019; Nguyen et al., 2018). Nguyen et al. (2018) stated that Tangibles play a key role in driving customer satisfaction in the UK fast food industry as a dimension of

service quality. More specifically, according to Abezie's (2019) findings, the tangibility dimension in the context of fast-food pizza restaurants in Sweden received a positive result. A quantitative study conducted by Hossain (2019) based on 150 questionnaires distributed to customers of Chittagong (Bangladesh) city restaurants, showed that reliability in service quality, specifically "Maintaining speed with quality during peak hour," "Providing fast service," and "Adding effort in handling special requests," can influence customer satisfaction. According to several studies, responsiveness does not influence customer satisfaction (Abezie, 2019; Hossain, 2019). In contrast to earlier studies, Nguyen et al. (2018) showed a significant relationship between responsiveness in service quality and customer satisfaction in the case of UK fast-food restaurants.

This implies that more staff are provided to help speed and accuracy of service might influence customer satisfaction during peak hours to maintain service quality (Nguyen et al., 2018). Several previous studies have found a positive correlation between assurance and customer satisfaction. According to Mensah & Mensah (2018), assurance is an important dimension of service quality in restaurants since consumers want to feel comfortable, secure, and confident that the staff can provide excellent service. This statement is supported by Abezie (2019), who researched how assurance could affect Pizza Hut customer satisfaction in Sweden. The next variable is empathy. Empathy has a positive influence on customer satisfaction since it is an indication in determining customer satisfaction, which is defined by the feeling of service performance (Abezie, 2019; Hossain, 2019; Lau et al., 2019; Nguyen et al., 2018).

Empathy focuses on delivering service by responding to the customer's needs or caring and sympathy for the customer's difficulties (Abezie, 2019). According to Hossain's (2019) findings, the highest weighted perceptual variable in a local restaurant in Bangladesh was 'empathy,' implying that consumers place more importance on employees' feelings by service providers than on exteriors only. The presentation of methods and information interrelates customer satisfaction and revisit intention.

According to Konuk (2019), customers who were highly satisfied as an outcome of their internal evaluation were more likely to provide positive reviews via WOM than those who were less satisfied. Previous studies have shown that customer satisfaction significantly influences WOM (Konuk, 2019; Padungyos et al., 2020a; Usman et al., 2020). Konuk (2019) stated a positive influence in the context of research on the relationship between customer satisfaction and word-of-mouth at an organic food restaurant in Istanbul, Turkey. Then, (Padungyos et al., 2020a) conducted a study on 400 respondents from coffee shop customers in Bangkok, Thailand, to identify how they felt about the service provided by the coffee shop's personnel. According to his research findings, customer satisfaction significantly impacts word-of-mouth.

Several studies have found that customer satisfaction influences word-of-mouth. Sofia et al. (2019) researched at Coffee Smith in Jakarta on influencing customer satisfaction, revisiting intentions, and WOM. According to the study, there is a positive relationship between customer revisit intention and WOM; thus, satisfied consumers are more likely to revisit and recommend others. This hypothesis is then supported by Mualim et al. (2020) research at coffee shops in Greater Jakarta. One of the hypotheses examined was the influence of revisit intention on word-of-mouth, which was found to have a significant influence. It is possible to conclude that satisfied customers will be willing to suggest the firm and invite others, either personally or through electronic media (Line et al., 2020). Herewith the hypothesis (Figure 1):

H1: Tangible significantly influences customer satisfaction.
H2: Reliability significantly influences customer satisfaction
H3: Responsiveness significantly influences customer satisfaction
H4: Assurance significantly influences customer satisfaction.
H5: Empathy significantly influences customer satisfaction.
H6: Customer satisfaction significantly influences customers to revisit intention.
H7: Customer satisfaction significantly influences E-WOM
H8: Customer revisit intention significantly influences E-WOM

The newest in this research is the local coffee shop in South Jakarta; based on the previous research, most of the research was outside Indonesia, and the need to do because there was a complaint in google reviews, and the local coffee shop needed to improve based on the google reviews. However, improvement needs to be done in many areas. To help the local coffee shop entrepreneur, they need to focus on a specific area.
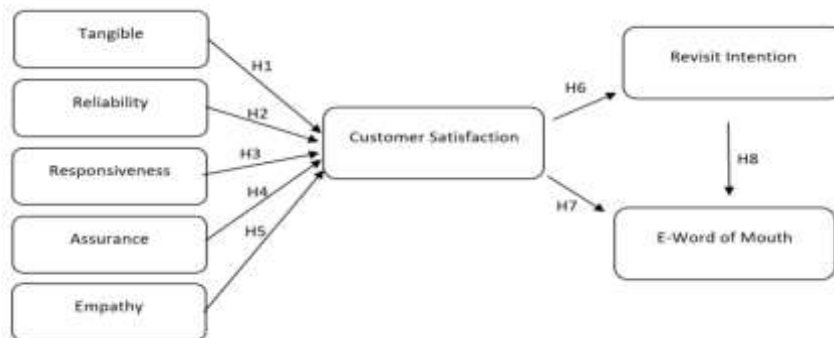
Figure 1. Theoretical Framework
(Source: adaptation from Abezie, 2019; Nguyen et al., 2018; Konuk, 2019; Sofia et al. (2019)

There is also a gap in previous research for local industries focused on food and beverage service. Sofia et al. (2019) studied menu variations, atmosphere, and service quality as variables influencing customer satisfaction at a coffee shop in Jakarta. Then, Dhisasmito & Kumar (2020) identified the indicators of the loyalty model in the coffee shop industry in greater Jakarta based on SERVQUAL, store atmosphere, and price fairness mediated by customer satisfaction. Saulina & Syah (2018) conducted another study on the influence of service quality, satisfaction, and trust on consumer loyalty at Starbucks Coffee Indonesia. According to the previous studies, no in-depth research was found on the dimensions of DINESERV as an independent variable and the proposed research topic in the context of a local coffee shop in South Jakarta. This various contextual research gap encourages the study of "The Influence of DINESERV towards Customer Satisfaction (Survey at Local Coffee Shops in South Jakarta)." Therefore, the emphasis of this study will be on the effect of DINESERV, on customer satisfaction in local coffee shops in South Jakarta.

3. Research Method

This study was conducted using a quantitative research design. According to Schilderman (2012), the quantitative method is a type of research that uses operations on numbers to represent variations for precise observations, measurements, and comparisons of constructs deduced from theories and forms hypotheses that can be proven or disproven when confronted with empirical reality. This study used questionnaires to collect the data. There are nine variables in this study which consist of five independent variables (Tangible, Reliability, Responsiveness, Assurance, and Empathy), one dependent variable (E-WOM), and two mediated variables (Customer Satisfaction and Revisit Intention). The population may be described as all people or things that a person wishes to understand to measure people's characteristics, opinions, and attitudes (Rahi, 2017). According to Abezie (2019), a quantitative method of research can involve selecting a large sample of a population, measuring the behavior and characteristics of that sample, and then attempting to generalize about the demography as a whole. In this study, the population is customers who have visited coffee shops in South Jakarta.

Purposive sampling from non-probability sampling was used for this study. According to Campbell et al. (2020), the purpose of purposive sampling is to match better the sample with the study's aims and objectives, as different types of people may have different and relevant perspectives on the theories and concepts in question, thus enhancing the research accuracy and reliability of the data and results. For the purposive sampling technique, a statement used for screening was "are you familiar with local coffee shops?" and "have you ever visited a local coffee shop in South Jakarta?". The sample size for this study was chosen by the most important recommendations provided in academic literature. Choi et al. (2021) stated that a sufficient sample size is given the usual "rule of thumb" of a minimum of five respondents per item used in the scale. Furthermore, since there were 32 statement items in this study, the minimum number of samples needed was a minimum of 160 (32 x 5) respondents; this research used 314 respondents.

This research will use data analysis using statistical software to support mediated variables, which is AMOS, and in the result will be respondent profile, inferential analysis, which include normality, construct

validity and reliability, and structural equation modeling (SEM). To approach SEM, this research will use Goodness of Fit, Hypothesis Testing, and R-Square.

4. Results and Discussion

4.1 Respondent Profile

Based on table 1, majority of respondent is from range age 21 – 25 years old, female, high school, students, income monthly below Rp. 1.000.000, and one to two times visited local coffee shop, and majority domicile inside the South Jakarta.

Table 1. Respondent Profile

Demographic Characteristics	Category	Frequency	%
Age	≤ 20 years old	137	43.6%
	21 - 25 years old	172	54.8%
	26 - 30 years old	4	1.3%
	31 - 35 years old	1	0.3%
	36 - 41 years old	0	0%
	Total	314	100%
Gender	Male	89	28.3%
	Female	225	71.7%
	Total	314	100%
Education	High School	149	47.5%
	Diploma	18	5.7%
	Undergraduate	145	46.2%
	Postgraduate	2	0.6%
	Total	314	100%
Occupation	Student	249	79.3%
	Government Employee	7	2.2%
	Private Employee	34	10.8%
	Entrepreneur	9	2.9%
	Housewife	2	0.6%
	Freelancer	10	3.2%
	Others	3	1.0%
	Total	314	100%
Monthly expenses for coffee	≤ Rp.1.000.000	277	88.2%
	Rp.1.000.001 - Rp.5.000.000	27	8.6%
	Rp.5.000.001 - Rp.10.000.000	8	2.5%
	> Rp.10.000.000	2	0.6%
	Total	314	100%
Monthly frequency visit	1 - 2 times	140	44.6%
	3 - 5 times	133	42.4%
	6 - 8 times	29	9.2%
	9 - 11 times	4	1.3%
	> 11 times	8	3%
	Total	314	100%
Domicile	Greater JABODETABEK	239	76.1%
	Outside JABODETABEK	75	23.9%
	Total	314	100%

Source: Calculation from Ms. Excel.

Cronbach's alpha (α) and composite reliability (CR) were used to assess the construct's reliability, with the both value must >0.7 (Joe F Hair et al., 2020). Meanwhile, the average variance extracted (AVE) was utilized to test convergent validity, with the value >0.5 (Joseph F Hair & Sarstedt, 2019). The researcher then obtained the

results after testing the validity and reliability for tangibles (CR=1.13; AVE=0.52; α=0.892), reliability (CR=1.17; AVE=0.58; α=0.868), responsiveness (CR=1.22; AVE=0.65; α=0,848), assurance (CR=1.13; AVE=0.59; α=0.897), empathy (CR=1.13; AVE=0.64; α=0.896), customer satisfaction (CR= 1.1; AVE=0.68; α=0.915), revisit intention (CR=1.22; AVE=0.65; α=0.846), and the last E-Word of Mouth (CR=1.16; AVE=0.65; α=0.878). Table 4.13 shows the composite reliability (CR), AVE, and Cronbach's alpha results (see table 2 and 3), Discriminant Validity can be defined as a construct's distinctiveness. Discriminant validity is shown when the shared variance within a construct (AVE) exceeds the shared variance between the constructs (Joe F Hair et al., 2020) (see table 4).

Table 2. Validity

	SUM (E5)	(SUM E5)^2	SUM ERROR	CR	AVE
Tangibles	5.74	32.96	3.86	1.13	0.52
Realibility	3.80	14.41	2.10	1.17	0.58
Responsiveness	2.42	5.86	1.04	1.22	0.65
Assurance	4.62	21.34	2.43	1.13	0.59
Emphaty	3.99	15.90	1.81	1.13	0.64
Customer Satisfaction	4.13	17.02	1.59	1.10	0.68
Revisit Intention	2.42	5.84	1.05	1.22	0.65
E-Word of Mouth	3.22	10.34	1.41	1.16	0.65

Source: Calculation from Statistical Software.

Table 3. Reliabiltiy

	CR	AVE	Cronbach α
Tangibility	1.13	0.52	0.892
Realibility	1.17	0.58	0.868
Responsiveness	1.22	0.65	0.848
Assurance	1.13	0.59	0.897
Emphaty	1.13	0.64	0.896
Customer Satisfaction	1.1	0.68	0.915
Revisit Intention	1.22	0.65	0.846
E-Word of Mouth	1.16	0.65	0.878

Source: Calculation from Statistical Software

Table 4. Discriminant Validity

	Tangibility	Realibility	Responsiveness	Assurance	Emphaty	Customer Satisfaction	Revisit Intention	E-Word of Mouth
Tangibility	**0.721**							
Realibility	0.879	**0.762**						
Responsiveness	0.876	0.933	**0.806**					
Assurance	0.898	0.873	0.935	**0.768**				
Emphaty	0.837	0.816	0.874	0.915	**0.800**			
Customer Satisfaction	0.856	0.792	0.823	0.839	0.864	**0.825**		
Revisit Intention	0.719	0.648	0.722	0.705	0.739	0.794	**0.806**	
E-Word of Mouth	0.774	0.729	0.793	0.791	0.830	0.842	0.804	**0.806**

Source: Calculation from Statistical Software

The structural fit shows that the data were found to be fit with CMIN/DF=1.842, GFI=0.829, AGFI=0.802, CFI=0.938, TLI=0.932, IFI=0.939, and RMSEA=0.052. However, the GFI and AGFI values are not passed the criteria. Furthermore, the structural model was determined to be a good fit since Sun (2005) said that five of seven criteria were deemed to be a fit (see table 5).

Table 5. Goodness of Fit

Indicators	Standard	Result	Status
CMIN/DF	CMIN<5	1.842	Good Fit
GFI	GFI ≥ 0,9	0.829	**Less Fit**
AGFI	AGFI ≥ 0,9	0.802	**Less Fit**
CFI	CFI ≥ 0,9	0.938	Good Fit
TLI	TLI ≥ 0,9	0.932	Good Fit
IFI	IFI ≥ 0,9	0.939	Good Fit
RMSEA	0,05 ≤ RMSEA ≤ 0,08	0.052	Good Fit

Source: Calculation from Statistical Software

The first objective of this hypothesis is to find the relationship between tangibles and customer satisfaction. The study results obtained a CR value of 3.544 and a P-value <0.05, which indicates that tangible has a significant effect on customer satisfaction with an estimated result of 0.515.

Second, the aim is to find the relationship between reliability and customer satisfaction. The results showed that the CR value is -0.582, the P-value is 0.56, and the estimate is -0.106, confirming that reliability does not affect customer satisfaction.

Third, the purpose of this hypothesis is to find the relationship between responsiveness and customer satisfaction. The study results obtained a CR value of 0.851 and a P-value of 0.389, which means that responsiveness has no effect on customer satisfaction with an estimated result of 0.205.

The fourth objective of the hypothesis is to test whether assurance affects customer satisfaction or not. Then it was found that the CR value was -1.044, the P-value was 0.297 or >0.05, and the estimated value was -0.242, which found no significant effect between assurance and customer satisfaction.

The fifth hypothesis states that empathy has a significant effect on customer satisfaction. In addition, these results show a CR value of 4.167 and a P-value of <0.05, which proves that empathy has a significant effect on customer satisfaction, with an estimated result of 0.566.

The purpose of the sixth hypothesis is to test whether customer satisfaction affects revisit intention or not. Then the results obtained that the CR value is 13.856, the P-value is <0.05, and the estimate is 1.007, which finds a significant influence between customer satisfaction and revisit intention.

The seventh hypothesis states that customer satisfaction affects E-WOM. At the same time, the results of this study found that customer satisfaction had a significant effect on E-WOM because the CR value was 8.694 and P-value <0.05, and the estimation result was 0.700.

Finally, the eighth hypothesis aims to find the relationship between revisit intention and E-WOM. The results showed that the CR value was 3.574, the P-value was <0.05, and the estimate was 0.203, which indicates that revisit intention has asignificant effect on E-WOM.

Table 6. Hypothesis Testing

Hypothesis	Latent construct	Estimate	C.R.	P-value	Result
H1	Tangibility → Customer Satisfaction	0.515	3.544	***	**ACCEPTED**
H2	Reliability → Customer Satisfaction	-0.106	-0.582	0.56	REJECTED
H3	Responsiveness → Customer Satisfaction	0.205	0.851	0.389	REJECTED
H4	Assurance → Customer Satisfaction	-0.242	-1.044	0.297	REJECTED
H5	Empathy → Customer Satisfaction	0.566	4.167	***	**ACCEPTED**
H6	Customer Satisfaction → Revisit Intention	1.007	13.856	***	**ACCEPTED**
H7	Customer Satisfaction → E-Word of Mouth	0.700	8.694	***	**ACCEPTED**
H8	Revisit Intention → E-Word of Mouth	0.203	3.574	***	**ACCEPTED**

Source: Calculation from Statistical Software

The results of the R-square (R2) show that the value of customer satisfaction is 0.843 (84.3%), revisit intention 0.609 (60.9%), and Word-of-Mouth 0.777 (77.7%). The result explains that 77.7% of word-of-mouth is influenced by customer satisfaction and revisit intention. Table 7 shows the R-square result.

Table 7. R-Square

Variable	Squared Multiple Correlation
Customer Satisfaction	0.843
Revisit Intention	0.609
Word-of-Mouth	0.777

Source: Calculation from Statistical Software

In this research, there will be a discussion, first is, respondents who had visited local coffee shops in the South Jakarta area are dominated by young people aged under 20 to 25 years, with female respondents outnumbering male respondents. Furthermore, most respondents had 39 high school and undergraduate education, which is compatible with the type of their occupation. Students represent more than half of all the respondents, followed by private employees, freelancers, entrepreneurs, government employees, and others. The current state of the respondents' age, education, and employment align with the majority of respondents spending less than Rp.1,000,000 per month on coffee, which is still reasonable for students. Meanwhile, some respondents spend more than Rp.1,000,000 on coffee per month, up to Rp.10,000,000. This can be caused by lifestyle, which is a compilation of habits in social relations, consumption of things, entertainment, and other intentional activity (Azzahra et al., 2020).

Then there are seven hypotheses tested in this study. The first hypothesis is the influence of tangibles on customer satisfaction, was accepted. This is in line with the findings of a recent study (Abezie, 2019; Lau et al., 2019). Tangible is physical facilities, equipment, and personnel appearance (Abezie, 2019). Local coffee shops with visually appealing dining areas that reflect the coffee shop's image and have easy-to-read menus get the highest average customer satisfaction. Then, facilities like a large parking lot and clean restrooms positively influence customer satisfaction for coffee shops in the South Jakarta area. Similarly, Nguyen et al. (2018) maintained that tangibles play a key role in driving customer satisfaction in the UK fast food industry.

The second hypothesis is reliability towards customer satisfaction, was rejected. The findings of this study contradict previous results that reliability has a positive influence on customer satisfaction (Hossain et al., 2018). In contrast, the findings of this study show that reliability does not influence customer satisfaction, and it was even negative. This is possible due to the characteristics of the respondents, the majority of whom are students (79.3%) with an age range of ≤20 years (43.6%) and 21-25 years (54.8%). Late adolescent conformity is strong (Pradipta & Kustanti, 2021); they frequently go to coffee shops to spend time with friends and follow the crowd to be accepted in their sociocultural environment. However, the result of this study is also evidenced by previous research; Lau et al. (2019) found that reliability had no influence on customer satisfaction with a study of the sommelier service of upscale Chinese restaurants in Hong Kong.

The third hypothesis is responsiveness towards customer satisfaction, was rejected. This study's findings contradict earlier findings that responsiveness is one of the important roles in driving customer satisfaction (Nguyen et al., 2018). Therefore, this result of the study follows Abezie's (2019) research, which states that responsiveness had non-significant results toward customer satisfaction. According to Hossain (2019), in his study of customer satisfaction at restaurants in Chittagong, the lowest perceived weight was given to responsiveness. Nonsignificant findings might be caused by differences in respondent characteristics. Consumer satisfaction is unaffected by service quickness, and accuracy since customers in this age group tend to spend time with peers and are influenced by strong conformity (Chierchia et al., 2020; Hampert, 2021; Pradipta & Kustanti, 2021).

The fourth hypothesis is the assurance towards customer satisfaction was rejected. The result contradicts a recent study by Abezie (2019) and Mensah & Mensah (2018), which found that assurance significantly influenced customer satisfaction. According to the study's findings, the contrary may occur owing to differences in respondents' demographic characteristics such as age, education, occupation, and frequency of coffee shop monthly visits. Late adolescents in this age range have significant peer influence and conformity (Chierchia et al.,

2020; Pradipta & Kustanti, 2021); therefore, most customers come because they desire social recognition from their peers and are unaffected by how equitable information may be conveyed by coffee shop personnel (Hampert, 2021).

The fifth hypothesis, which is empathy towards customer satisfaction, was accepted. This is in line with the findings of a recent study (Abezie, 2019; Lau et al., 2019; Nguyen et al., 2018). The result of this study is supported by the findings of a previous study by (Hossain et al., 2018), which states that perceived empathy is the most important predictor in this study because it has the strongest influence on customer satisfaction Chittagong city restaurants. Customers are satisfied when a local coffee shop is able to put the customer's interests first and have employees who are sympathetic and can calm down if something goes wrong. This shows that service providers still place a high value on feelings apart from focusing only on external factors.

The sixth hypothesis is customer satisfaction towards revisit intention was accepted. This is in line with the findings of a recent study (Cakici et al., 2019b; S. H. Chun & Nyam-Ochir, 2020; Konuk, 2019; Lamai et al., 2020; Sofia et al., 2019; Usman et al., 2020), which found that customer satisfaction significantly influenced revisit intentions. Furthermore, (Mannan et al., 2019) also stated in their study that customer satisfaction was proven to influence customer return visit intentions for restaurant dining positively. Customers who are satisfied with the services of a local coffee shop in South Jakarta have a strong intention to revisit with friends and family. The seventh hypothesis, which is customer satisfaction towards E-WOM, was accepted. This result is similar to previous research that indicates a positive influence between customer satisfaction and word-of-mouth (Konuk, 2019; Padungyos et al., 2020b; Usman et al., 2020). In his study, Duarte et al. (2018) stated that customer satisfaction influences E-WOM in an online service context. Meanwhile, this study shows that immediate customer satisfaction at a coffee shop can also influence E-WOM. Customers tend to say or write positive reviews when they are satisfied with the services of a local coffee shop in South Jakarta on their social media and recommend them to people. The eighth hypothesis is revisiting intention towards E-WOM was accepted. According to a previous study conducted by Sofia et al. (2019), revisit intention has some relationship with word-of-mouth. Then, Mualim et al. (2020) also stated that revisit intention positively affected word-of-mouth in local coffee shops in greater Jakarta. However, this study found that customers who return to local coffee shops in the South Jakarta area will freely recommend through E-WOM by recommending to others in the electronic media. Customers will also be pleased to inform their social media followers that they are customers of a local coffee shop in the South Jakarta area.

5. Conclusion and Implications

This study examines the relationship between tangible, reliability, responsiveness, assurance, and empathy on Customer Satisfaction, Revisit Intention, and E-WOM. From the data of 314 respondents who have visited local coffee shops in the South Jakarta area, it is dominated by young people aged under 20 to 25 years. The majority of respondents visit local coffee shops 1-2 times per month, but there are 3-5 times, 6-8 times, and even more than 11 times per month, with varying amounts of money spent every month to buy coffee. This behavior can be caused by lifestyle and strong peer social conformity. Based on the research discussed in chapter 4, Tangible and Empathy have a significant influence on Customer Satisfaction. The visual appearance of an attractive coffee shop and services that prioritize customer needs can make customers feel satisfied. The other DINESERV dimensions, including Reliability, Responsiveness, and Assurance, do not influence Customer Satisfaction. In this case, customers prefer the comfort of the place and the friendliness of service provided by local coffee shops in the South Jakarta area more than how fast and accurately the coffee shop responds to customer orders. This study also found that customer satisfaction influences Revisit Intention. Furthermore, Customer Satisfaction followed by Revisit Intention has a significant impact on E-WOM. As a result, it can be concluded that customer satisfaction plays an important role in their desire to get back to local coffee shops and provide recommendations via electronic media.

This study examined the impact of tangible, reliability, responsiveness, assurance, and empathy on E-WOM mediated by customer satisfaction and revisit intention. The DINESERV dimension (tangible, reliability, responsiveness, assurance, and empathy) is discussed as a tool for assessing consumer perceptions of the service quality of South Jakarta's local coffee shops. The findings of the hypotheses given in this study thus have the

following theoretical implications. First, previous research has shown that tangible has a positive impact on customer satisfaction (Abezie, 2019; Lau et al., 2019; Nguyen et al., 2018). Having a pleasing physical look and convenient place of a local coffee shop significantly influence customer satisfaction. Second, contrary to previous studies (Hossain et al., 2018), reliability has no significant impact on customer satisfaction. This study found that service accuracy to customer requests at local coffee shops does not affect customer satisfaction. Third, the study's findings revealed that responsiveness did not affect customer satisfaction, contradicting earlier research (Nguyen et al., 2018). Customer satisfaction at local coffee shops in South Jakarta is not influenced by the quickness service provided. Fourth, according to the findings of this study, assurance does not influence customer satisfaction, which contradicts earlier research (Abezie, 2019; Mensah & Mensah, 2018). Assurance includes the knowledge and courtesy of employees, and their ability to convey trust and confidence does not affect customer satisfaction. 46 Fifth, empathy has been shown in studies that may influence customer satisfaction. Previous research revealed similar results (Abezie, 2019; Hossain et al., 2018; Lau et al., 2019; Nguyen et al., 2018), implying that customers are satisfied when they are well provided by paying attention to customer needs. Sixth, this is similar to the results of previous research (Cakici et al., 2019; Chun & Nyam-Ochir, 2020; Konuk, 2019; Lamai et al., 2020; Mannan et al., 2019; Sofia et al., 2019; Usman et al., 2020). Customer satisfaction was shown in this study to influence customers to revisit intentions for a local coffee shop positively. Seventh, this study found that customer satisfaction most influences EWOM. These results are the same as previous studies (Duarte et al., 2018; Konuk, 2019; Usman et al., 2020). Customers' satisfaction at the local coffee shop can influence customers to make positive recommendations via electronic media or social media. Eighth, according to prior studies (Mualim et al., 2020; Sofia et al., 2019), customer repeat visits impact E-WOM. Customers are likely to make positive recommendations when they revisit the local coffee shop.

Tangible, reliability, responsiveness, assurance, and empathy were utilized to measure customer satisfaction in this study. Then it was found that tangible and empathy had a positive influence on customer satisfaction. Tangibles refer to physical appearance, cleanliness, and comfort (Abezie, 2019; Nguyen et al., 2018). The local coffee shop management should pay attention to the appearance of the facility by investing in the visual appearance of the dining room and improving the appearance of the personnel, which is important for the whole enjoyment experience. When the interior design cannot be modified regularly, a thorough toilet and dining room cleanliness is less expensive for running a local coffee shop. Furthermore, empathy has a positive influence on customer satisfaction. Local coffee shop business owners should be empathetic and responsive to the demands of their customers. Local coffee shop managers must ensure that their personnel are well-informed about serving their customers properly and know their roles, responsibilities, and customer expectations since this is where special attention and service to their customers may occur. Then, customer satisfaction influences consumers' intentions to revisit a local coffee shop. Customer satisfaction and Intention to revisit might influence customer recommendations via E-WOM. More potential long-term loyal customers will be more if local coffee shop managers pay attention to factors that might positively influence E-WOM

Despite its usefulness, this study has some limitations. First, this study was limited to local coffee shops in the South Jakarta area. As a result, generalizing the analysis in predicting customer loyalty for all types of coffee shops in Jakarta is difficult. Further study might include customers of other coffee shops or by geographic location, as Jakarta is divided into five municipalities. Furthermore, this study's findings are based on a total of 314 respondents ranging in age from under 20 to 35 years. The following research is expected to collect more research samples for better results because it does not adequately represent public opinion. Additionally, Indonesia has over 300 ethnic groups, and Jakarta is the country's capital city, attracts many people from other places to come and live there. Further study is needed to include cultural differences into the loyalty model. In addition, the DINESERV was proved to be a valid and reliable instrument. Moreover, the number of customers who visit local coffee shops in a particular age range reveals the influence of conformity and peer groups (Chierchia et al., 2020; Pradipta & Kustanti, 2021). Thus, future researchers can accompany these attributes with the DINESERV instrument to bring new insight to the studies.

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