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## Analysis of the Influence of Price Fairness, Service Quality, and Food Quality on Customer Satisfaction with Restaurant Image as a Mediating Variable at Martinique Sky Lounge Restaurant

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**Abstract:** The food and beverage (F&B) industry in Indonesia, including the Yogyakarta region, continues to demonstrate a positive growth trajectory, particularly following the pandemic period. Martinique Sky Lounge stands as one of the prominent enterprises within this sector. Despite experiencing annual revenue growth, the establishment still encounters difficulties in reaching its Customer Satisfaction Index (CSI) objectives. This research aims to investigate the influence of price fairness, service quality, and food quality on customer satisfaction, with the restaurant's image serving as a mediating variable at Martinique Sky Lounge. Employing a quantitative approach, data were gathered through a survey involving 418 restaurant patrons. The data analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. The findings indicate that price fairness, service quality, and food quality significantly and positively affect customer satisfaction. Moreover, the restaurant's image has been demonstrated to play a significant mediating role in the relationship between service quality and food quality with customer satisfaction. These results contribute to the body of knowledge in service marketing and offer strategic insights for practitioners in the F&B industry to improve customer experience and enhance competitiveness in a highly competitive market environment.

**Keyword:** Price Fairness, Service Quality, Food Quality, Restaurant Image, Customer Satisfaction, Martinique Sky Lounge

### INTRODUCTION

The food and beverage (F&B) industry plays a critical role in fulfilling basic human needs and supporting national economic growth. As defined by Kotler (2016), this industry encompasses the provision of food and drinks for daily consumption, involving a wide range of activities from production to service delivery. In the context of Indonesia, the F&B industry is not only essential for nutritional and energy needs (Kementerian Perindustrian, 2020) but also acts as a significant economic driver, contributing to job creation and Gross Domestic Product (GDP) growth.

In recent years, the F&B industry in Indonesia has demonstrated a strong upward trajectory. Data from GoodStats (2024) projects a 7% growth rate in 2024, supported by demographic factors such as a large population, a rising middle class of approximately 53 million people, and shifting consumption patterns driven by convenience and sustainability trends. These developments are reflected in national consumption statistics, with nearly half of household expenditures allocated to food and beverages. According to BPS, the sector's GDP at constant prices rose from IDR 209.51 trillion in Q2 2023 to IDR 221.11 trillion in Q2 2024—a 5.53% increase.

Yogyakarta, one of Indonesia's major tourism cities, exemplifies these national trends at the regional level. The city's F&B and hospitality sectors have experienced post-pandemic revitalization, contributing 10.18% to the regional economic structure in 2023 (BPS DIY, 2024). The economic rebound, driven by increased tourism and event activities, led to a sectoral growth rate of 5.07% in Q4 2023. Moreover, according to the Komisi Pengawas Persaingan Usaha (2023), the hospitality sector in Yogyakarta exhibits the highest competition index in the region, reflecting a saturated and highly competitive market.

Within this dynamic landscape, Martinique Sky Lounge emerges as a prominent case study. Located in the heart of Yogyakarta, the lounge combines upscale ambiance, diverse menu offerings, and professional service, making it a competitive player in the premium dining segment. Financial data indicates a consistent revenue increase over the past three years—from IDR 1.17 billion in 2022 to IDR 1.58 billion in 2024 signaling successful business strategies and market appeal.

However, an emerging paradox underlies this growth. Despite rising revenues, the restaurant's Customer Satisfaction Index (CSI) remains below its targeted Key Performance Indicator (KPI) of 4.0, reaching only 3.78 in 2024. This discrepancy between financial performance and customer satisfaction raises important managerial concerns. According to Oliver (1999), customer satisfaction is shaped by the gap between expectations and perceived service performance, while Soriano (2002) identifies food quality, service, atmosphere, and pricing as its primary drivers.

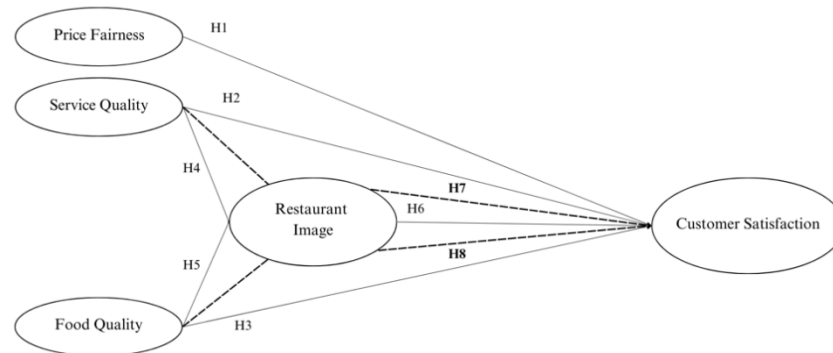
Given the increasingly competitive F&B landscape, maintaining high levels of customer satisfaction is imperative for long-term sustainability. The apparent CSI-performance gap at Martinique Sky Lounge highlights the need for empirical investigation into the determinants of customer satisfaction. If left unaddressed, the misalignment may undermine customer loyalty and eventually impact financial outcomes.

This study aims to identify the key factors influencing customer satisfaction at Martinique Sky Lounge and to offer strategic recommendations for enhancing service quality and customer experience. The findings are expected to contribute not only to the academic discourse on consumer behavior in hospitality management but also to provide actionable insights for practitioners in the F&B industry striving to align operational success with customer-centric excellence.

## METHOD

This study was conducted at Martinique Sky Lounge in Yogyakarta, Indonesia, from March to May 2025, with research subjects consisting of customers who had previously visited the restaurant. A purposive sampling method was used based on customers' prior experience, resulting in a sample size of 418 respondents, which met the minimum requirement according to the PLS-SEM rule of thumb—10 times the number of indicators (37 indicators). The respondents represented diverse ages, genders, and occupations, ensuring a representative sample. Data were collected using an online questionnaire in Indonesian, measuring six main variables on a 5-point Likert scale: Price Fairness, Service Quality, Food Quality, Restaurant Image, and Customer Satisfaction. The questionnaire was validated and tested for reliability in

a pre-test with 40 respondents, meeting the required standards (Cronbach's  $\alpha > 0.7$  and AVE  $> 0.5$ ). The research procedures included pilot testing, digital data collection with respondents' informed consent, and maintaining data anonymity. Data analysis was performed using PLS-SEM with SmartPLS 4.1.1.2, assessing convergent and discriminant validity, reliability, and hypothesis testing through bootstrapping with 5,000 subsamples at a significance level of  $p < 0.05$ . Additional analysis using Importance-Performance Map Analysis (IPMA) identified priority areas for enhancing customer satisfaction. The study employed a non-contrived, cross-sectional design grounded in service marketing and equity theory, examining the mediating role of restaurant image in the influence of service quality and food quality on overall customer satisfaction.



**Figure 1. Research Model**

## RESULT AND DISCUSSION

### Profil Responden

**Table 1. Respondent Profile**

No	Profile	Category	Frequency	Percentage	Total
1	Gender	Male	170	40.7%	418
		Female	248	59.3%	
2	Age	12 - 27 years	109	26.1%	418
		28 - 43 years	183	43.8%	
		44 - 59 years	126	30.1%	
3	Marital Status	Married	205	49%	418
		Not Married	213	51%	
4	Occupation	Student	35	8.4%	418
		Employee	160	38.3%	
		Entrepreneur	113	27%	
		Civil Servant	8	1.9%	
		Freelancer	57	13.6%	
		Healthcare Worker	7	1.7%	
		Educator	5	1.2%	
		Housewife	28	6.7%	
5	Residence	Retired / Unemployed	5	1.2%	418
		Yogyakarta	418	100%	

Source: Data Processing Results, 2025

The questionnaire was distributed online via Google Forms, successfully collecting responses from 418 participants who met the criteria of having visited Martinique Sky Lounge. Respondents' data were categorized to represent their detailed characteristics, enhancing the robustness of data analysis and research presentation. Categories included gender, age range, marital status, occupation, and residence. The sample was predominantly female (59.3%), with males comprising 40.7%. Most respondents were aged 28-43 years (43.8%), followed by 44-

59 years (30.1%) and 12-27 years (26.1%), indicating that 73.9% of participants were within the productive age group. Marital status was fairly balanced, with 49% married and 51% unmarried. Occupation distribution showed a majority of employees (38.3%) and entrepreneurs (27%), with smaller proportions of freelancers, students, homemakers, civil servants, healthcare workers, educators, and retirees. All respondents resided in Yogyakarta. Overall, the typical respondent was an unmarried female aged 28-43, working as an employee, and living in Yogyakarta.

## Validitas Konvergen

**Table 2. Convergent Validity**

Variable	Code	Outer Loading	AVE	Description
Customer Satisfaction	CS 1	0.945	0.862	Valid
	CS 2	0.941		
	CS 3	0.941		
	CS 4	0.919		
	CS 5	0.916		
	CS 6	0.908		
Food Quality	FQ 1	0.910	0.862	Valid
	FQ 2	0.937		
	FQ 3	0.948		
	FQ 4	0.931		
	FQ 5	0.911		
	FQ 6	0.932		
Price Fairness	PF 1	0.974	0.922	Valid
	PF 2	0.965		
	PF 3	0.980		
	PF 4	0.962		
	PF 5	0.957		
	PF 6	0.923		
Restaurant Image	RI 1	0.948	0.841	Valid
	RI 2	0.962		
	RI 3	0.943		
	RI 4	0.925		
	RI 5	0.960		
	RI 6	0.764		
	RI 7	0.903		
Service Quality	SQ 1	0.934	0.877	Valid
	SQ 2	0.969		
	SQ 3	0.951		
	SQ 4	0.970		
	SQ 5	0.854		

Source: Data Processing Results, 2025

Based on the analysis in Table 2, the convergent validity test results show that all constructs have outer loading values exceeding the critical threshold of 0.7. Specifically, Customer Satisfaction indicators (CS1–CS6) have outer loadings ranging from 0.908 to 0.945, with an Average Variance Extracted (AVE) of 0.862. Food Quality indicators (FQ1–FQ6) range from 0.910 to 0.948, with an AVE of 0.862. Price Fairness indicators (PF1–PF6) show values between 0.923 and 0.980, and an AVE of 0.922. Restaurant Image indicators (RI1–RI7) range from 0.764 to 0.962, with an AVE of 0.841. Lastly, Service Quality indicators (SQ1–SQ5) vary from 0.854 to 0.970, with an AVE of 0.877. These results confirm that all indicators and constructs meet the criteria for convergent validity, as their outer loadings exceed 0.7 and AVE values surpass the 0.5 threshold. Thus, the measurement model demonstrates satisfactory convergent validity.

## Validitas diskriminan

**Table 3. Discriminant Validity**

Variable	CS	FQ	PF	RI	SQ
Customer Satisfaction					
Food Quality	0.621				
Price Fairness	0.581	0.338			
Restaurant Image	0.691	0.589	0.467		
Service Quality	0.720	0.461	0.468	0.593	

Source: Data Processing Results, 2025

Based on the analysis results in Table 3, all HTMT values are below 0.9. This finding indicates that all constructs in this study have met the requirements for discriminant validity. Therefore, it can be concluded that each indicator used in this study specifically measures only the intended construct and does not measure other constructs.

## Reliabilitas

**Table 4. Reliability**

Variable	Cronbach's Alpha	Composite Reliability	Description
Customer Satisfaction	0.968	0.974	Reliable
Food Quality	0.968	0.974	Reliable
Price Fairness	0.983	0.986	Reliable
Restaurant Image	0.968	0.974	Reliable
Service Quality	0.965	0.973	Reliable

Source: Data Processing Results, 2025

Based on the analysis results in Table 4, the reliability test, which includes the analysis of Cronbach's alpha and composite reliability values, shows that all constructs have adequate reliability levels. The Cronbach's alpha values for the constructs are as follows: Customer Satisfaction at 0.968; Food Quality at 0.968; Price Fairness at 0.983; Restaurant Image at 0.968; and Service Quality at 0.965. Meanwhile, the composite reliability values for each construct are: Customer Satisfaction at 0.974; Food Quality at 0.974; Price Fairness at 0.986; Restaurant Image at 0.974; and Service Quality at 0.973. Therefore, all research constructs have Cronbach's alpha and composite reliability values exceeding the minimum threshold of 0.7, which leads to the conclusion that all constructs in this study meet the established reliability requirements and are suitable for further analysis.

## Multikolinearitas

**Table 5. Multicollinearity**

Variable	CS	FQ	PF	RI	SQ
Customer Satisfaction					
Food Quality	1.535			1.249	
Price Fairness	1.362				
Restaurant Image	1.942				
Service Quality	1.657			1.249	

Source: Data Processing Results, 2025

Based on the analysis results in Table 5, all research constructs have Variance Inflation Factor (VIF) values below the criterion threshold of 5.0. Therefore, it can be concluded that there is no indication of multicollinearity or reciprocal interdependence among the constructs in the research model, as all constructs meet the established requirements. VIF values below 5.0 indicate that the relationships between constructs are unidirectional and fully consistent with the developed research model.

## R-Square

Table 6. R-Square

Variable	R-Square	Description
Customer Satisfaction	0.672	Large
Restaurant Image	0.458	Moderate

Source: Data Processing Results, 2025

This study examines two dependent constructs, customer satisfaction and restaurant image, influenced by several independent constructs. According to the analysis in Table 6, the R-square value for customer satisfaction is 0.672, indicating a high (substantial) level of accuracy. This means that the independent constructs—food quality, price fairness, and service quality explain 67.2% of the variance in customer satisfaction, while the remaining 32.8% is influenced by other factors outside the research model. Meanwhile, the restaurant image construct has an R-square value of 0.458, reflecting a moderate level of accuracy. This suggests that the independent constructs—food quality and service quality—account for 45.8% of the variance in restaurant image, with the remaining 54.2% influenced by external factors beyond the study's scope.

## F-Square

Table 7. F-Square

Path	F-Square	Description
Food Quality > Customer Satisfaction	0.113	Small
Food Quality > Restaurant Image	0.226	Moderate
Price Fairness > Customer Satisfaction	0.109	Small
Restaurant Image > Customer Satisfaction	0.080	Small
Service Quality > Customer Satisfaction	0.239	Moderate
Service Quality > Restaurant Image	0.242	Moderate

Source: Data Processing Results, 2025

Based on the analysis in Table 7, it is shown that the exogenous constructs in this study have effects categorized as small and moderate on the endogenous constructs. The F-square value for the effect of **Food Quality** on **Customer Satisfaction** is 0.113, **Food Quality** on **Restaurant Image** is 0.226, **Price Fairness** on **Customer Satisfaction** is 0.109, and **Restaurant Image** on **Customer Satisfaction** is 0.080, all of which fall into the small effect category, indicating a small influence.

Meanwhile, several constructs exhibit a moderate effect, including **Service Quality** on **Customer Satisfaction** with an F-square value of 0.239, and **Service Quality** on **Restaurant Image** with an F-square value of 0.242. These findings indicate that most constructs contribute relatively small changes in the R-square value if these constructs were removed from the research model. However, despite generally small contributions, certain constructs particularly **Service Quality** and **Food Quality** play a more significant role in influencing the related endogenous constructs. Therefore, it can be concluded that removing constructs with moderate



effects from the model would have a more noticeable impact on the R-square values compared to those constructs with small effects.

## Uji Hipotesis

**Table 8. Hypothesis Test**

Hyphotesis	Path Coefficient	Standardized Path Coefficient	T-Statistics	P-Values	Description
H1	Price Fairness > Customer Satisfaction	0.221	6.434	0.000	Supported
H2	Service Quality > Customer Satisfaction	0.360	10.055	0.000	Supported
H3	Food Quality > Customer Satisfaction	0.239	6.654	0.000	Supported
H4	Service Quality > Restaurant Image	0.405	9.704	0.000	Supported
H5	Food Quality > Restaurant Image	0.391	8.949	0.000	Supported
H6	Restaurant Image > Customer Satisfaction	0.226	5.368	0.000	Supported

Source: Data Processing Results, 2025

Based on the analysis in Table 8, the hypothesis testing results indicate that the first hypothesis (H1) shows that Price Fairness has a positive and significant effect on Customer Satisfaction, with a standardized path coefficient of 0.221, a t-statistic value of 6.434 (which exceeds the critical value of 1.65), and a p-value of 0.000 (which is less than the significance level of 0.05). Therefore, hypothesis H1 is accepted. This result suggests that the more customers perceive the pricing as fair, the higher their satisfaction with the restaurant. The second hypothesis (H2) shows that Service Quality has a positive and significant effect on Customer Satisfaction, with a standardized path coefficient of 0.360, a t-statistic of 10.055, and a p-value of 0.000. Thus, H2 is accepted, indicating that higher service quality leads to increased customer satisfaction. The third hypothesis (H3) demonstrates that Food Quality positively and significantly influences Customer Satisfaction, with a standardized path coefficient of 0.239, a t-statistic of 6.654, and a p-value of 0.000. Hence, H3 is accepted, meaning that better food quality increases customer satisfaction. The fourth hypothesis (H4) shows that Service Quality positively and significantly affects Restaurant Image, with a standardized path coefficient of 0.405, a t-statistic of 9.704, and a p-value of 0.000. Therefore, H4 is accepted, suggesting that better service quality enhances the restaurant's image. The fifth hypothesis (H5) indicates that Food Quality has a positive and significant effect on Restaurant Image, with a standardized path coefficient of 0.391, a t-statistic of 8.949, and a p-value of 0.000. Thus, H5 is accepted, showing that higher food quality improves the restaurant's image. The sixth hypothesis (H6) reveals that Restaurant Image positively and significantly impacts Customer Satisfaction, with a standardized path coefficient of 0.226, a t-statistic of 5.368, and a p-value of 0.000. Hence, H6 is accepted, meaning that a better perception of the restaurant's image increases customer satisfaction.

## Uji Indirect Effect

**Table 9. Indirect Effect Test**

Hyphotesis	Path Coefficient	Standardized Path Coefficient	T-Statistics	P-Values	Description
H7	Service Quality > Restaurant Image > Customer Satisfaction	0.091	4.529	0.000	Supported

Hyphotesi s	Path Coefficient	Standardized Path Coefficient	T- Statistics	P- Values	Descriptio n
H8	Food Quality > Restaurant Image > Customer Satisfaction	0.088	4.688	0.000	Supported

Source: Data Processing Results, 2025

Based on the analysis in Table 9, it is shown that Restaurant Image significantly mediates the relationship between Service Quality and Customer Satisfaction, as indicated by a standardized path coefficient of 0.091, a t-statistic value of 4.529 (which exceeds the critical value of 1.65), and a p-value of 0.000 (which is less than the significance level of 0.05). Therefore, hypothesis H7 is accepted. This finding suggests that high-quality service strengthens the restaurant's image, which in turn positively impacts customer satisfaction. Furthermore, Restaurant Image also significantly mediates the relationship between Food Quality and Customer Satisfaction, with a standardized path coefficient of 0.088, a t-statistic of 4.688, and a p-value of 0.000. Hence, hypothesis H8 is accepted. This result indicates that the higher the consumers' perception of food quality, the better the restaurant image formed. This image then positively contributes to the level of customer satisfaction. Therefore, it can be concluded that Restaurant Image is a significant mediator in the relationship between Food Quality, Service Quality, and Customer Satisfaction. The implication is that restaurant management should prioritize improving product and service quality to build a positive restaurant image, thereby achieving optimal customer satisfaction.

## Discussion

This study investigates the influence of price fairness, service quality, and food quality on customer satisfaction, with restaurant image acting as a mediator at Martinique Sky Lounge in Yogyakarta. The results demonstrate that all three factors significantly contribute to customer satisfaction. When customers perceive prices as fair in relation to food quality, their satisfaction levels increase, supporting previous findings by Jin et al. (2012) and Kotler and Keller (2012). Service quality, particularly in terms of order accuracy and staff responsiveness, plays an equally important role, as evidenced by research from Al Tit (2015) and Liu et al. (2016).

Food quality emerges as another critical factor, where both taste and presentation significantly impact customer satisfaction, consistent with the work of Namkung and Jang (2007) and Ryu et al. (2012). Beyond these direct effects, restaurant image serves as a key mediator, strengthening the relationship between service quality, food quality, and customer satisfaction. This finding aligns with research by Ryu et al. (2012) and Namkung and Jang (2007), highlighting how a strong brand image enhances the positive effects of other service attributes.

For Martinique Sky Lounge, these findings suggest several practical applications. Maintaining fair pricing relative to food quality should remain a priority, along with consistent service excellence, particularly in order accuracy. The restaurant should continue focusing on high-quality food preparation and presentation. Additionally, cultivating a positive restaurant image through branding and customer experience will help reinforce customer satisfaction and loyalty. These strategies, grounded in empirical research, provide a clear pathway for the restaurant to maintain its competitive edge and ensure long-term success in the hospitality industry.

## CONCLUSION

This study examines the influence of various factors in enhancing customer satisfaction at Martinique Sky Lounge. This study provides a deeper understanding of the variables price



fairness, service quality, food quality, and restaurant image, revealing that price fairness, service quality, and food quality each have a positive and significant impact on customer satisfaction. The results show that service quality has the most significant impact on improving customer satisfaction. Service quality includes aspects such as staff friendliness, responsiveness, speed of service, order accuracy, and the comfort customers feel from the service provided, making it the primary factor in enhancing satisfaction. Additionally, restaurant image acts as a mediating variable that positively influences the relationship between service quality and food quality on customer satisfaction. The findings indicate that service quality not only directly affects satisfaction but also shapes a positive perception of the restaurant's image, which further increases customer satisfaction. The study also reveals a discrepancy between rising revenue and customer satisfaction levels that have yet to meet targets, indicating the need to adjust management strategies to focus on the most influential factors affecting customer satisfaction. Therefore, resource allocation and investment should be directed toward improving service quality to provide a pleasant and memorable dining experience for Martinique Sky Lounge customers.

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