

The Effect of Consumer Experience and Food Quality on Customer Satisfaction of Culinary MSMEs in Jakarta moderated by Entrepreneurial Character

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Abstract

The purpose of this study was to examine and determine the effect of customer experience and food quality on customer satisfaction of culinary SMEs in Jakarta moderated by entrepreneurial character. The sampling technique used was accidental sampling and the samples used in this study were 210 MSME customers in Jakarta. The data collection technique uses a questionnaire instrument and then the data that has been collected is processed by data analysis methods in the form of SEM-PLS and Smart PLS Version 03 software. The results of this study indicate that customer experience and food quality have a positive and significant effect on customer satisfaction, while entrepreneurial character has an effect on positive on customer satisfaction. Based on the moderating variable, the entrepreneurial character has not been able to strengthen the influence of customer experience on customer satisfaction, while the entrepreneurial character is able to strengthen the influence of food quality on customer satisfaction.

Keywords

customer experience; food quality; customer satisfaction; entrepreneurial character



I. Introduction

Small and Medium Enterprises (SMEs) have a strong enough role in Indonesia's economic development and are considered as the driving force of the economy of a region. The current development of the culinary business is nothing but the demand from an increasingly diverse society. So that many businesses are required to provide quality food or drinks that they sell according to the tastes of the community and consumers will feel satisfied (Nurul & Paiton, 2020). Customer satisfaction is a condition that is being experienced by someone or the result of actions to meet expectations. So satisfaction is a combination of expectations and perceptions of the action or outcome of the action (Wulur et al., 2020). The definition of customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result) (Kotler, 2014). From this definition it can be said that if the performance of a product does not match the expectations of visitors, then there will be a sense of dissatisfaction and lead to disappointment. Customer recommendations are often more influential than seller recommendations because they are often perceived to be more authentic and trustworthy (Konuk, 2019). According to Ali et al., (2019) Word of mouth is also considered to be a form of loyalty attitude, which is perceived to be superior to loyalty behavior because it can strengthen the effect on customer loyalty behavior and purchase a product repeatedly. Customers will be increasingly aware of the importance of the quality of food and beverages and will not be able to satisfy customers without the support of employees. According to Zhao et al., (2019), maintaining customer satisfaction is very important for companies, especially in e-

commerce, which can easily affect any business. To date, reviews, ratings and surveys are the most common ways to measure satisfaction.

Another study was conducted by (Pranoto, 2016) Analysis of the Effect *Customer Experience* on *Customer Satisfaction* on consumers at Rosetta's Cafe & Resto Surabaya. This study aims to analyze the effect of Customer Experience on customer satisfaction to consumers at Rosetta's Cafe & Resto Surabaya. T test, the value of feel experience is 0.001 and the value is smaller than 0.05. In other words, experience has a significant effect on customer satisfaction. Customer experience has a positive effect on customer satisfaction at Rosetta's Cafe & Resto Surabaya. These results indicate that the inner experience and emotions felt by customers can provide satisfaction values, such as speed of service, friendliness of employees at Rosetta's Cafe & Resto Surabaya.

Several previous studies regarding the Analysis of Food Quality and Service Quality on Customer Satisfaction and Their Impact on the *Behavior Intention* Top Yammie Restaurants. According to (Liliani, 2020), food quality is proven to significantly affect customer satisfaction. So when the quality of food increases, customer satisfaction will also increase. Food quality has a relationship with customer satisfaction with a "quite strong" effect of 54.6%. The quality of service is proven to significantly affect customer satisfaction. Therefore, Top Yammie restaurants should need to improve the quality of services provided in order to increase customer satisfaction. Service quality has a relationship with customer satisfaction with a "low" effect of 35.4%. Customer satisfaction has also been shown to significantly affect behavioral intention. So to increase consumer behavioral intention, eating at the Top Yammie restaurant can improve it by increasing customer satisfaction. Customer satisfaction has a relationship with behavioral intention with a "strong" effect of 77.6%.

Another study conducted by Ginting (2017) which aims to determine and analyze the influence of Entrepreneurial Characteristics on Small and Medium Enterprises in Karang Berombak Village. The type of data used consists of primary data, namely data obtained directly from research respondents through questionnaires. This study used a sample of 43 traders in Karang Berombak Village. The results obtained from this study indicate that the characteristics have a positive and significant effect on the success of Small and Medium Enterprises in Karang Berombak Village. So it can be concluded that the entrepreneurial character determines whether the customer is satisfied or not with the cuisine served. If the customer is satisfied, the customer will repurchase and the culinary MSMEs are successful in building and advancing their business.

Culinary MSMEs have become widely cultivated by the community because the opportunity to survive and earn is quite large. This is because eating and drinking activities are basic needs in daily life. Currently, UMKM Culinary has drastically increased due to the existence of *food vloggers* and *food bloggers* who make videos or uploads in the form of reviews of food or drinks that they like and are satisfied with the product. This can influence people to buy the product being reviewed. Thus, the existence of *food vloggers* and *food bloggers* is one of the promotional media that can increase sales of a product by SMEs today. Satisfaction with a product reviewed by a *food vlogger* or *food blogger* can build the trust of others who see it. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

It is important for an entrepreneur, both small and large, to pay attention to customer satisfaction. This is in order to maintain customer trust to make a repeat purchase. Therefore, this research is entitled The Effect of Experience and Food Quality on Customer Satisfaction of Culinary MSMEs in Jakarta moderated by Entrepreneurial Character.

The formulation of the problem in this study is 1. Does customer experience affect customer satisfaction? 2. Does food quality affect customer satisfaction? 3. Does the entrepreneurial character affect customer satisfaction? 4. Is the entrepreneurial character able to moderate the influence of customer experience on customer satisfaction? 5. Is the entrepreneurial character able to moderate the effect of food quality on customer satisfaction.

The objectives of this study include 1. To find out how much customer experience affects customer satisfaction, 2. To find out how much food quality affects customer satisfaction, 3. To find out how much entrepreneurial character affects customer satisfaction, 4. To find out how much entrepreneurial character is able to strengthen the influence of customer experience on customer satisfaction, 5. To find out how much entrepreneurial character is able to strengthen the influence of food quality on customer satisfaction.

II. Review of Literature

2.1 Grand Theory

Contrast *theory* is one theory that explains the phenomenon of customer satisfaction. According to Tjiptono, (2012) this theory explains that if the product's performance exceeds expectations, the consumer will be very satisfied, but if the product's performance is below expectations, he will be very dissatisfied. This implies that consumers are very sensitive to unmet expectations and may overreact.

2.2 Hypothesis Development

a. Customer Experience Affects Customer Satisfaction

According to Meyer and Schwager (2007) customer experience is the customer's response internally and subjectively as a result of direct or indirect interactions with the company. Furthermore, Shaw and Ivens (2007) stated that there are two elements in customer experience, namely physical and emotional. In addition, the customer experience is not influenced by one element/aspect, but a combination of various aspects, so that these components can be grouped into 5 dimensions of customer experience as a form of application of approaches that companies can take to provide experiences to their customers. As stated by Schmitt (1999) that the dimensions of customer experience consist of *Sense, Feel, Think, Act, and Relate*.

Research conducted by Hendra, et al (2017) who wants to know and analyze the effect of customer experience on customer satisfaction and customer loyalty to Giant Supermarket customers in Malang City with 120 respondents. The results of the study stated that customer experience has an influence on customer satisfaction. Research conducted by Dewi & Hasibuan (2016) who also conducted research to determine and analyze the effect of customer experience on customer satisfaction at Javanese Culinary Restaurants. The results showed that customer experience had a positive and significant effect on customer satisfaction. Based on the theoretical explanation and previous research, the first hypothesis can be drawn (**H1**): **Customer Experience has an effect on Customer Satisfaction**

b. Food Quality has an effect on Customer Satisfaction

Satisfied customers tend to repurchase products and become loyal customers, and they are positively involved in providing recommendations to other customers and less sensitive to price (Khadka & Maharjan, 2017). According to Luo et al., (2020) food is very important in monitoring food quality for risk assessment related to public health. It is therefore important to better understand the effect of food odors on subsequent behavioral responses. In addition, appetite appears to be triggered by taste quality rather than food macronutrient information, as indicated by olfactory cues (Morquecho-Campos et al., 2020). Assessment of food quality consists of 9 indicators, namely color, appearance, portion, shape, temperature, texture, aroma, maturity level, taste (Davis et al., 2018).

Research conducted by Wijaya (2020) to analyze the effect of food quality on consumer satisfaction at Yoshinoya Galaxy Mall Surabaya. The results of this study indicate that food quality has a positive and significant effect on consumer satisfaction. Another similar study was conducted by Anjarsari, et al (2018) who wanted to see the effect of food quality on customer satisfaction at Nanny's Pavillon restaurant. The results of the study stated that food quality had a positive and significant effect on customer satisfaction. Based on the theoretical explanation and previous research, a second hypothesis can be drawn **(H2): Food Quality Affects Customer Satisfaction**

c. Entrepreneurial Character Affects Customer Satisfaction

According to Napitupulu, (2017) an entrepreneur who has abilities and hobbies will usually be more skilled and better equipped to start his business because he is equipped with certain knowledge and skills. According to Abbas, (2018). Business performance can be assessed from the success in managing sales by identifying the needs and desires of consumers through the creation of customer satisfaction. Entrepreneurial character is an important entrepreneurial strategy to promote the long-term growth and viability of small and medium-sized enterprises (Alayo et al., 2019). The entrepreneurial character assessment consists of 6 indicators, namely long-term commitment, has many ideas, dares to take risks, is able to see opportunities, has competence, and has confidence in success (Abdullah & Mansor, 2018).

The business capital has an effect on the performance of the Makassar City Food and Beverage Industry SMEs. Market orientation was also found to have an effect on the performance of the Makassar City Food and Beverage Industry SMEs. and the entrepreneurial orientation has an effect on the performance of the Makassar City Food and Beverage Industry SMEs. According to Barrett et al., (2021) our knowledge of the human role of SMEs in open innovation. To achieve this, we explore how SME leaders, i.e. managerial characteristics of founders/CEOs, influence the dynamics of open innovation adoption and have positive and negative effects that strengthen the relationship between open innovation and entrepreneurial theory. (Boon et al., 2022). According to Yang et al., (2022) although content sharing on the Internet was once free, more and more customers are willing to pay for shared online content. examines the effect of content pricing on content sales and customer satisfaction. The results show that the price of the content has a different impact on sales and customer satisfaction. Based on the theoretical explanation and previous research, a third hypothesis can be drawn **(H3): Entrepreneurial character influences customer satisfaction**

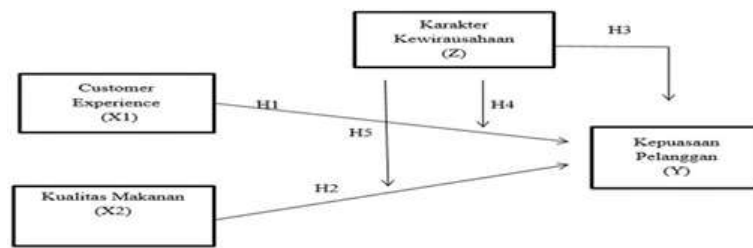
d. Entrepreneurial Character is able to Moderate the Effect of Customer Experience on Customer Satisfaction

According to Suchánek et al., (2017) consumer satisfaction can be defined as consumer assessment of certain attributes then measuring consumer satisfaction is only relevant for people who have made a purchase or have felt the performance of the product, service, or company. That is why customer satisfaction can reflect the quality of a product, service, or company. Online Customer Behavior for online wholesale retail in a digital scenario. The results showed that comfort, recovery, and antecedent delivery experience significantly affected attitudes. Thus, suggesting that involving customers from time to time in creating a pleasant Online Customer Experience can be a good strategy for online wholesale retailers to improve online customer attitudes and repurchase intentions (Anshu et al., 2022). According to Gandrasula, (2018)) that a quality customer experience with a company can influence customers to tell positive things about the company to others and can influence customers to return to buy. Customer experience is able to moderate customer satisfaction with purchase intentions so that MSME business actors must have a competitive advantage in an effort to increase customer satisfaction in order to improve and maintain MSME businesses. Companies can establish a focus on human experience, using systematic knowledge. This effort aligns with the critical need for companies to develop their approach to customer experience, by moving beyond addressing how customers respond to their offerings and toward thinking about human experience about how companies respond to customer ambitions, beliefs, values and feelings. (Roggeveen & Rosengren, 2022). Entrepreneurship education in higher education is related to the formation of entrepreneurial personality, entrepreneurial mindset, and entrepreneurship habits that are always creative and innovative, create good benefits or added value, take advantage of opportunities, and take risks. (Maydiantoro et al., 2021). Based on the theoretical explanation and previous research, a fourth hypothesis can be drawn (**H4**): **Entrepreneurial character is able to moderate the influence of customer experience on customer satisfaction.**

e. Moderation of Entrepreneurial Character is able to strengthen the Influence of Food Quality on Customer Satisfaction

Entrepreneurship phenomenon does not only occur in someone who does not get a job, but also starting from an employee who has worked in an organization and decided to leave and become an entrepreneur, MSMEs are an alternative for entrepreneurs in running their business (Darmawan, 2020). Delicious and fresh food plays an important role in the effort to surpass the competitors. If the quality of the food is felt in accordance with consumer tastes, consumers tend to be satisfied and even repurchase the product (Dikdik Harjadi & Iqbal Arraniri, 2021). The quality of food is very important for both producers and consumers to know whether the quality of the food ingredients is suitable for consumption or not to ensure the health and safety of consumers and the continuity of the producers' business (Stefen, 2018). According to Ngo et al., (2020) the relationship between employee empathy and customer satisfaction. Building on the theory of social exchange, we developed a model of employee-customer empathy. focused on the central role of customer-oriented behavior in explaining the empathy-satisfaction relationship, predicting that employee empathy positively influences customer-oriented behavior, which in turn increases customer satisfaction. Entrepreneurial readiness is the confidence owned by business actors in running their business. Thus, an entrepreneur with strong self-confidence will increase his confidence in the success of the business being run (Maisaroh,

2019). Based on the explanation of the theory and previous research, the fifth hypothesis (H5) can be drawn able **to moderate the effect of food quality on customer satisfaction**



III. Research Method

3.1 Sample

Samples are also taken from a truly representative and valid population that is able to measure something that should be measured. According to Wiratna, (2015) the sample is part of a number of characteristics possessed by the population used for research. The sampling technique used in this research is *accidental sampling*. According to Sugiono (2016) *accidental sampling* is a data collection technique by determining the sample based on chance, meaning that when collecting random data it can be used as a sample, if it is seen that the person who happened to be met is suitable as a source of the data he needs. By using the *accidental sampling*, 210 culinary SMEs customers were obtained which were used as samples in this study. The time needed by researchers to collect the data is 7 days (1 week).

3.2 Definition and Measurement of Variables

Variable is a definition given to a variable by giving meaning or specifying activities or justifying an operation needed to measure the variable (Sugiono, 2016). In this study, the variables used were customer experience and food quality as independent variables, customer satisfaction as the dependent variable, and entrepreneurial character as a moderating variable. The following is the definition and measurement of each variable.

Table 1. Definition and Measurement of Research

Variables	Definition	Indicators
(X1)	Customer Experience is the result of a combination of emotional or rational customer perceptions during or indirect interactions with the business. The customer experience includes all aspects of offering, quality customer service, as well as advertising, packaging, product and service features, ease of use and reliability (Zare & Mahmoudi, 2007). 2020).	Hasibuan (2019) : 1. Sense 2. Feel 3. Think 4. Act 5. Relate
Food Quality (X2)	Food quality is eating quality from a taste that matches or exceeds customer expectations by means of a hygienic process and the food fulfills nutrition that the body needs, and is labeled halal (Mega, 2020)	Davis et al., (2018) 1. Color, 2. Appearance 3. Portion 4. Shape 5. Temperature 6. Texture 7. Aroma 8. Maturity Level 9.
Satisfaction Customer (Y)	Customer satisfaction is the relationship between service quality and the relationship	Tjiptono, (2019) 1. Overall customer satisfaction 2.

	between customer perceived value is a contributing factor to customer satisfaction (Uzir et al., 2021).	Dimensions of customer satisfaction 3. Confirmation of expectations 4. Intention to repurchase 5. Willingness to recommend
Entrepreneurial Character (Z)	Entrepreneurial character is an important entrepreneurial strategy to promote long-term growth and business viability of small and medium-sized enterprises (Alayo et al., 2019).	Abdullah & Mansor (2018) 1. Long-term commitment 2. Have lots of ideas 3. Dare to take risks 4. Able to see opportunities 5. Have competence 6. Have confidence in success

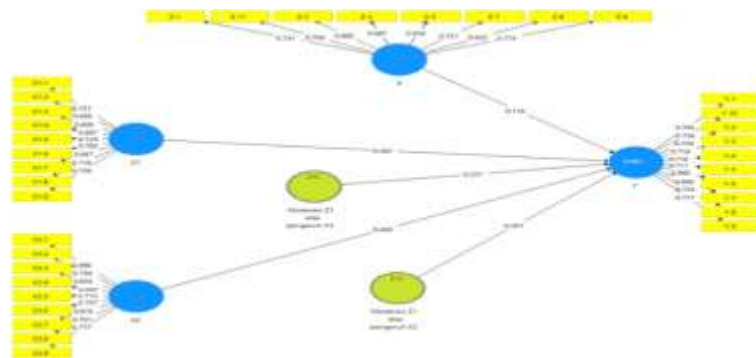
3.3 Data Analysis Techniques

Data collection uses research instruments in the form of questionnaires. The results of data collection obtained a number of data that will provide answers to research problems. The data that has been collected is then analyzed using the SEM-PLS analysis method with the help of Smart PLS software Version 03.

IV. Results and Discussion

4.1 Structural Model (Outer Model)

The Outer Model is a measurement model consisting of indicators and paths that connect them for each factor.



Source: Results of SmartPLS 3.0 Processing

Figure 1. Structural model (Outer Model)

4.2 Validity and Reliability

a. Test Validity

Test Convergent Validity testing can be done by looking at the loading factor value of each indicator. An indicator is said to be valid if its value is greater than 0.70, but if the value is above 0.6 it can still be said to be valid because it is moderate (Hair et al., 2014).

Table 2. Convergent Validity Test Results

Indicator	Indicator	Outer Loadings	Description
Customer Experience	X1.1	0.757	Valid
	X1.2	X1.3	Valid
	0.699	X1.4	Valid
	X1.5	0.667	Valid
	X1.6	0.725	Valid
	X1.7	0.700	Valid
	X1.8	0.687	Valid
	0.716	0.665	Valid
	X1.9	0.758	Valid
Food Quality	X2.1	0.698	Valid
	X2.2	0.744	Valid
	X2.3	0.655	Valid
	X2.4	0.697	Valid
	X2.5	0.710	Valid
	X2.6	0.767	Valid
	X2.7	0.674	Valid
	X2.8	0.701	Valid
	X2.9	0.777	Valid
Customer Satisfaction	Y.1	0.795	Valid
	Y.2	0.703	Valid
	Y.3	0.718	Valid
	Y.4	0.710	Valid
	Y.5	0.711	Valid
	Y.6	0.680	Valid
	Y.7	0.688	Valid
	Y.8	0.725	Valid
	Y.9	0.777	Valid
	Y.10	0.736	Valid
Characteristics Entrepreneurial	Z.1	0.737	Valid
	Z.2	Z.3	Valid
	Z.5	0.687	Valid
	0.834	Z.7	Valid
	Z.8	0.737	Valid
	Z.9	0.625	Valid
	Z.11	0.773	Valid
	0.704	Valid	Source

Source: Results SmartPLS 3.0 Processing

Based on the table above, it shows that all indicators have a value of outer loadings above 0.6 so that all indicators are declared valid.

b. Reliability Test

To ensure that there are no problems related to measurement, the last step in evaluating the outer model is to test the reliability of the model. The reliability test is carried out using the Composite Reliability and Cronbach's Alpha indicators. Composite Reliability and Cronbach's Alpha testing aims to test the reliability of the instrument in a research model. If all latent variable values have Composite Reliability and Cronbach's Alpha 0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

Table 3. Test Results Composite Reliability and Cronbach's Alpha

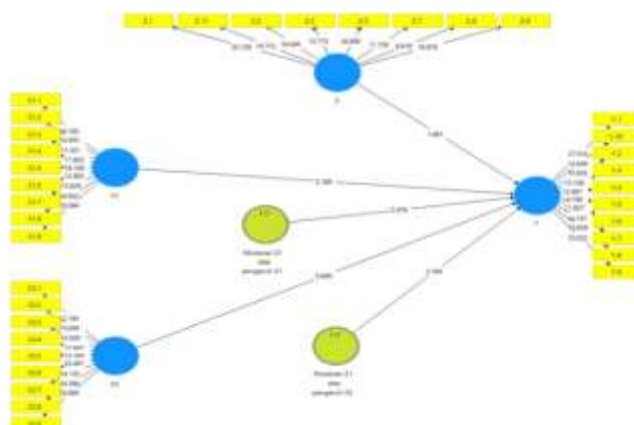
Variable	Cronbach's Alpha	Composite Reliability	Description
Moderation Z1 on the effect of X1 on Y	1,000	1,000	Reliable
Moderation Z1 on the effect of X2 on Y	1,000	1,000	Reliable
X1	0.876	0.901	Reliable
X2	0.88	0.903	Reliable
Y	0.899	0.917	Reliable
Z	0	,87	0.898
			Reliable

Source: SmartPLS 3.0 Processing Results

Based on Table 3 it can be seen that the results of the composite reliability and Cronbach's alpha test show a satisfactory value, i.e. all latent variables are reliable because all latent variable values have composite reliability values and Cronbach's alpha 0, 70. So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

4.3 Structural Model (Inner Model)

After the estimated model meets the criteria of the Outer Model, the next step is to test the structural model (Inner Model). Inner model testing is the development of concept and theory-based models in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. Evaluation of this model is carried out using R-Square, *Goodness of Fit*, and Hypothesis Testing (Ghozali & Latan, 2014). The following is a schematic of the proposed PLS program model:



Source: Primary Smartpls 3.0

4.4 Coefficient Determinant (R²)-

Square value is a value that will indicate how much influence the independent variable simultaneously used inside and outside of this research has on a dependent variable.

Table 4. Test Results for the Coefficient of Determination of Variables

of Variables	R Square
X1, X2, Z -> Y	0.881

Source: SmartPLS 3.0 Processing Results

The results of the r-square test of the customer satisfaction variable (Y) showed the results of 0.881 or 86.6%, which means that customer satisfaction (Y) can be explained by the variables Customer Experience (X1), Food Quality (X2), Entrepreneurial Characteristics (Z), of 0.881 % and the rest (100 – 0.881) 11.9% are explained in variables outside this research model.

4.5 Hypothesis

Hypothesis testing can be obtained by bootstrapping procedure. Looking at the significance of the hypothesis by looking at the parameter coefficient values and the t-statistical significance value in the bootstrapping report algorithm. To find out whether it is significant or not, it can be seen from the t-table at alpha 0.05 (5%) = 1.96 (Hair et al., 2014). Then the t-table is compared with the t-count (t-statistics). Hypothesis testing can be seen in the results of the Path Coefficients values, following the results of the path coefficients:

Table 5. Research Hypothesis Testing Results

Hypothesis	Original Sample	T Statistics	P Values	Information
X1 -> Y	0.381 5.189	1.881	0.000	Positive and significant
X2 -> Y	0.42	5,646	0.000	Positive and significant
Z -> Y	0.118	0.061	Z1	Positive and insignificant
moderation on the influence of X1 -> Y	-0.231 2.478	0.014	Negative	and significant
Moderation Z1 on the influence of X2 -> Y	0.201	2.184	0.029	Positive and significant

Source: Smartpls data processing

Based on table 5 above it can be seen that the t-statistic value of:

a. Customer Experience has an effect on Customer Satisfaction

Effect of Experience Customer (X1) on Customer Satisfaction (Y) is greater than t-table (1.967) which is 5.189 with a large effect of 0.381 and p-value <0.05 of 0.000. So it can be concluded that the influence of Customer Experience (X1) on Customer Satisfaction

(Y) is positive and significant. The results of previous research conducted by Salim & Catherine, (2013) The customer experience variable has a significant influence on consumer satisfaction of TX Travel Klampis. This can be seen from the significance value on the t-test of the *customer experience* (X1) of 0.000 or less than *the level of significance* (α) of 0.05. The results of the analysis show that there is an influence of customer experience on consumer satisfaction, this means that the higher the customer experience formed by TX Travel Klampis, the higher the customer satisfaction. Therefore, if TX Travel Klampis wants to increase customer satisfaction, it is necessary to pay attention to the extent to which consumers can create a positive experience in using TX Travel Klampis services.

b. Food Quality Affects Customer Satisfaction

The t-statistical value of the influence of food quality (X2) on Customer Satisfaction (Y) is greater than t-table (1.967) which is 5.646 with a large effect of 0.420 and p-value <0.05 of 0.000. So it can be concluded that the direct effect of food quality (X2) on customer satisfaction (Y) is positive and significant. The results of previous research conducted by Anjarsari et al., (2018) stated that the results of the influence of food quality had a positive and significant effect on customer satisfaction. This result is supported by a probability value of 0.002 (<0.05) and a coefficient value of 0.36. Nanny's Pavillon in order to maintain the quality of its food because it is one of the variables that most influence customer satisfaction. Preserves the taste of food, keeps the temperature of the food as it should be, and gives the food a more attractive appearance.

c. Entrepreneurial Character Affects Customer Satisfaction

The t-statistical value of the influence of Entrepreneurial Characteristics (Z) on Customer Satisfaction (Y) is smaller than t-table (1.967) which is 1.881 with a large influence of 0.118 and p-value > 0.05 of 0.061. So that entrepreneurship (Z) on Customer Satisfaction (Y) has a positive effect, it can be concluded that the direct effect of Characteristics is not significant. The results of previous studies with research conducted by Ismanto & Irawan, (2018) The results of the calculation of the t-statistics of the owner's characteristics on business orientation are 30,902 with a t-table value of 1.96 having a significance value of less than 0.05 indicating that the owner's characteristic hypothesis is influential positive attitude towards business orientation is acceptable. The characteristics of business owners who have ambitions to move forward, are aggressive in capturing market opportunities, imaginative in developing their products and high self-confidence affect the increase in the ability to innovate, dare to take risks, and are proactive in the market will have the ability to develop their business well, so that business existence can be maintained awake.

d. Moderation of Entrepreneurial Character is able to strengthen or weaken the influence of Customer Experience on Customer Satisfaction

The t-statistic value of the moderating effect of entrepreneurial characteristics (Z) on the influence of customer experience (X1) on Customer Satisfaction (Y) is greater than t-table (1.967) which is 2.478 with a large effect of -0.231 and a p-value <0.05 of 0.014. So it can be concluded that entrepreneurial characteristics (Z) weaken the influence of customer experience (X1) on customer satisfaction (Y). The results of previous research with research conducted by Syarifudin, (2020) Based on the results of the Phase 2 Moderation Regression Test data analysis as shown in table 4.12 the effect of Variable M on Y at the first output is 0.000 < 0.05 (significant) and the effect of interaction M (multiplied) X2 on the second output of 0.053 > 0.05 (not significant) M is not a moderator variable. And it is necessary for the Cooperative to maintain or even increase

the level of satisfaction felt by members as it is currently at the Cooperative. because the experience felt by members later based on satisfaction will lead to a behavior, when getting services and other aspects of member loyalty, members will do or repeat the use of services from the cooperative.

e. Moderation of Entrepreneurial Character is able to strengthen or weaken the influence of Food Quality on Customer Satisfaction

The t-statistic value of moderating effect of Entrepreneurial Characteristics (Z) on the influence of Food Quality (X2) on Customer Satisfaction (Y) is greater than t-table (1,967) which is 2.184 with a large influence of 0.201 and p-value <0.05 of 0.029. So it can be concluded that entrepreneurial characteristics (Z) strengthen the effect of quality (Z) strengthen the effect of food quality (X2) on customer satisfaction (Y). The results of previous studies with research conducted by Binaraesa et al., (2021) The results of the regression coefficient of the interaction variable between food quality and a positive store atmosphere are 0.027 and the significance level of the interaction variable between food quality and store atmosphere is 0.327, the significance value shows no effect. significant with the significance level of the interaction variable between food quality and Store Atmosphere greater than 0.05. should be more effective so that the Store Atmosphere can moderate the influence of food quality and cafe service quality which is already good so that it is easier to achieve consumer satisfaction.

V. Conclusion

Based on the research, the following conclusions can be drawn:

1. Customer experience has a positive and significant effect on customer satisfaction. So that customers who get a pleasant experience will purchase the product and recommend the product to their friends and family.
2. Food quality has a positive and significant effect on customer satisfaction. So the better the quality of food served to customers, the higher the satisfaction felt by customers.
3. Entrepreneurial character has a positive and insignificant effect on customer satisfaction. Business actors must maintain new products and continue to develop new ideas by introducing products and exploring new raw materials in business
4. Entrepreneurial character has not been able to strengthen the influence of Customer Experience on Customer Satisfaction. The development of a business that is run is very dependent on the customers. Customer experience can be felt through the interactions they do in their place of business, so business actors need to understand how important Customer Experience is and what can be done to increase customer satisfaction.
5. Entrepreneurial character is able to strengthen the influence of Food Quality on Customer Satisfaction. Businesses have made sure that the food they sell meets the same and consistent standards, so consistency in taste and texture is very important

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