

# Satisfied, but Will They Spread a Word? The Role of Customer Satisfaction at Jamu Café

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## ABSTRACT

This research aimed to investigate consumers' intention to repurchase jamu at *Jamu Café*. Service quality, customer satisfaction, and Word-of-Mouth (WOM) were selected as the predictor variables. In total, 200 participants who purchased jamu at the café were selected conveniently. Data were analyzed using exploratory and confirmatory factor analyses as well as Structural Equation Model (SEM). As a result, service quality influences customer satisfaction significantly. As customers are satisfied, they do word-of-mouth and repurchase. On the other hand, WOM has an insignificant impact on repurchase intention.

**Keywords:** *jamu*, service quality, word-of-mouth, consumer satisfaction, repurchase intention

## INTRODUCTION

*Jamu* or herbal medicine has been known as the indigenous medical art and consumed by Indonesians since centuries ago for healing certain diseases and maintaining health (Afdhal & Welsch, 1988; Pols, 2016). *Jamu* is produced, marketed, and sold by individuals or corporates in a conventional and modern way. Besides, *jamu* is commercially produced by micro-scale business such as a family business and even a big industry (Rademakers, 1998). Furthermore, *jamu* is consumed by urban people and modern societies (Torri, 2013).

Martopo (2015), and Maryani, Kristiana, and Lestari (2017) explored consumer behavior related to *jamu* products. These researchers employed variables such as attitude, purchase decision, product quality, and brand image. Another research focused on customer loyalty of a *Jamu Café* by Puspitasari (2014). All these researches took place in Indonesia. However, there is lack of attention on research regarding revisiting intention in *Jamu Café*.

This research aims to measure the factors that can impact customers' repurchase intention in *Jamu Café*. The researchers use predictor variables such as service quality, customer satisfaction, and Word-of-Mouth (WOM).

Service quality has extensively been explored (Parasuraman, Zeithaml, & Berry, 1985, 2002). According to them, service quality has five dimensions. Those are tangibles, reliability, responsiveness, assurance, and empathy. Service quality leads to customer satisfaction, retention, and loyalty (Ennew & Binks, 1996; Hapsari, Clemes, & Dean, 2017).

Hapsari *et al.* (2017) invited airline passengers to participate in their research. To measure their loyalty, the scholars utilized service quality, brand image, perceived value, customer satisfaction, and customer engagement. One of the results that they documented was that service quality had a significant impact on customer satisfaction.

Taking place in Turkey, Kitapci, Akdogan, and Dortyol (2014) investigated the impact of service quality on satisfaction. The dimensions included

responsiveness, empathy, assurance, reliability, and tangible. They found that only empathy and assurance had a significant impact on service quality.

Furthermore, Kant, Jaiswal, and Mishra (2017) used service quality to be linked directly to customer satisfaction. Using Structural Equation Model (SEM) for data analysis, they found that these dimensions, including tangibility, assurance, reliability, responsiveness, and empathy, had a positive and significant effect on customer satisfaction.

Moreover, in the banking industry, Ali and Raza (2017) measured customer satisfaction of Islamic banks in Pakistan. They chose assurance, responsiveness, tangible, empathy and reliability as the dimensions of service quality to predict customer satisfaction. They also added compliance as another predictor. They found that all predictor variables significantly affected customer satisfaction.

Saleem and Raja (2014) studied antecedent that affected the brand image in the hotel industry. They used service quality, customer satisfaction, and customer loyalty. They suggested that service quality significantly influenced customer satisfaction. Based on the previous research, the first hypothesis is as follows.

H1 : Service quality will have a significant impact on customer satisfaction.

Customer satisfaction leads to behavioral intention, WOM, and loyalty (Fakharyan *et al.*, 2014; Taghizadeh, Taghipourian, & Khazaei, 2013). In this research, customer satisfaction is linked to purchase intention as well as WOM. According to Sweeney, Soutar, and Mazzarol (2005), there are two types of WOM, positive and negative. The positive WOM stimulates consumers' willingness to use a product. Meanwhile, according to Arndt (1967), the negative WOM will affect consumers' decision making. Both positive and negative WOM take place in the marketing field of research, particularly of consumer behaviour.

Some researchers showed a significant impact on customer satisfaction on WOM. For example, Eisingerich, Auh, and Merlo (2014) measured customer participation and sales performance in service firms. One of the hypotheses that they examined was about the influence of customer satisfaction on WOM. They said that satisfaction significantly affected WOM. Furthermore, Fakharyan *et al.* (2014) did research on customer loyalty in the hotel industry. They included service Customer-to-Customer Interaction (CCI), atmospherics, customer satisfaction, personal interaction quality, and WOM as predictors. One of the findings they presented was that satisfaction had a significant effect on WOM.

In the restaurant industry, Jalilvand *et al.* (2017) predicted WOM intention by using customer satisfaction, trust, and commitment as well as food quality, personal interaction quality, physical environment quality, and perceived value. They

found that satisfaction was an important key to affect WOM intention. Additionally, at the public healthcare industry, Kitapci *et al.* (2014) linked customer satisfaction on repurchase intention and WOM. They proved that these links were significant.

Similarly, Srivastava and Sharma (2013) investigated switching behaviour of customers in the telecommunication service industry. They used corporate image, perceived service quality, customer satisfaction, and repurchase intention as predictors directly and indirectly. They argued that customer service had a significant impact on repurchase intention.

Furthermore, Elbeltagi and Agag (2016) examined repurchase intention of e-retail customers. They employed Consumers' Perceptions of Online Retailing Ethics (CPORE), trust, commitment, and satisfaction as the predictor variables. One of the results they mentioned was that customer satisfaction significantly influenced repurchase intention. Therefore, the second and third hypothesis are as follows.

H2 : Customer satisfaction will have a significant impact on WOM.

H3 : Customer satisfaction will have a significant impact on repurchase intention.

It is mentioned that WOM is affected by attitude, trust, and satisfaction (Lien & Cao, 2014). The other research shows the impact of WOM on repurchase intention and brand evaluation (Kitapci *et al.*, 2014; Liang, Choi, & Joppe, 2017; Sundaram & Webster, 1999). In this research, WOM is linked to repurchase intention. Moreover, Liang *et al.* (2017) used eWOM to predict perceived value, perceived risk, and repurchase intention. That research was focused on Airbnb users in North America. They agreed that eWOM had a significant effect on repurchase intention, perceived value, and perceived risk. Meanwhile, Cho (2009) investigated repatronage intention of the customers in beauty salons. Perceptions of store, price, employee, hairstylist, and customer satisfaction were used. By using regression analysis, it showed the significant impact of WOM on repatronage intention.

Davidow (2003) applied two different WOM variables (WOM valence and WOM dissemination) and linked them directly to repurchase intention. Other variables used were procedural fairness, distributive fairness, and interactional fairness. There was also customer satisfaction as a mediator variable. Participants of this research were university students who had an experience of addressing a complaint to a shop. The research found a significant effect of WOM valence and WOM dissemination on repurchase intention. Furthermore, Kitapci *et al.* (2014) focused on repurchase intention related to a public healthcare product. In that research, service quality was linked to customer satisfaction, customer satisfaction to WOM and repurchase intention, and WOM to repurchase intention. They found a significant influence of

customer satisfaction on WOM and repurchase intention, and WOM on repurchase intention. Therefore, the fourth hypothesis is as follows.

H4: WOM will have a significant impact on repurchase intention

In total, there are four links to be tested. They are the link between service quality and customer satisfaction (H1), customer satisfaction and WOM (H2), customer satisfaction and repurchase intention (H3), and WOM on repurchase intention (H4). All the links tend to be positive. Moreover, based on the hypotheses, the proposed research model to be examined in this research is illustrated in Figure 1.

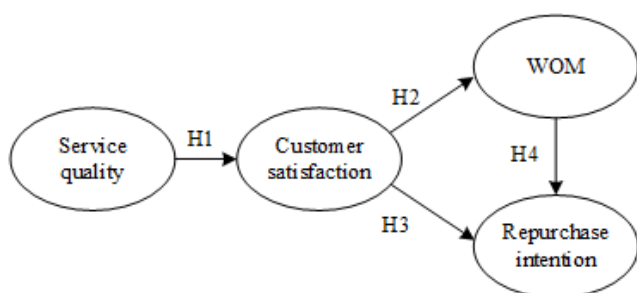


Figure 1 The Proposed Research Model

## METHODS

This quantitative research is conducted by reviewing literature related to intention to revisit or repurchase in the food industry, particularly those with a quantitative approach. The researchers identify all variables and pick service quality, customer satisfaction, and WOM variables to predict purchase intention.

The data is collected at Jamu Café in Jakarta. The researchers have obtained permission from the café owners to distribute questionnaires. The participants are those who have visited the café once or more, and they are approached conveniently. To measure all variables, the researchers choose indicators that have been tested and validated by previous studies. Service quality indicators are adapted from Parasuraman *et al.* (2002). Moreover, customer satisfaction variable is measured using indicators adapted from Khazaei, Manjiri, Samiey, and Najafi (2014), Davidow (2003), and Hennig-Thurau, Gwinner, and Gremler (2002). Indicators of WOM are adapted from Davidow (2003), Goyette *et al.* (2010), and Khazaei *et al.* (2014). In addition, indicators of intention to repurchase jamu products at Jamu Café are adapted from Davidow (2003), Grewal *et al.* (1998), and Maxham (2001).

The first instrument is tested by involving 50 participants in the same venue where the survey is conducted. The results of the pilot research suggest the researchers revise the wording of some indicators and put them back into the instrument.

All collected data are analyzed using factor analysis to develop dimensions, if it happens, each variable and filter indicators have factors with loading scores of 0,4 or higher. Furthermore, the researchers examine the dimensions and variables using SEM based on the results of the factor analyzed. After achieving the first model, the researchers modify the model to obtain the other fitted models. All these tests and modifications are conducted using SPSS and AMOS statistic soft-wares.

Data are analyzed in two stages. The first stage is Exploratory Factor Analysis (EFA) for establishing dimensions and retaining only indicators with factor loadings of 0,4 and greater. Since the factor loading is stated about 0,4 at least, the number of participants needed are 200 and larger. The next step is conducting a reliability test. This research is only constructed with a score of 0,7. Meanwhile, score greater than that is counted in for future analysis (Hair *et al.*, 2006).

The second stage is confirmatory factor analysis to measure the proposed research framework. A fitting framework will be considered if it has a probability of 0,05 (Schermelleh-Engel, Moosbrugger, & Müller, 2003), CMIN/DF of  $\leq 2$  (Tabachnick & Fidell, 2007), CFI of  $\geq 0,97$  (Hu & Bentler, 1995), and RMSEA of  $\leq 0,05$  (Hu & Bentler, 1999).

## RESULTS AND DISCUSSIONS

In total, 200 participants are involved. It consists of 78 males (39%) and 122 females (61%). Based on the researchers' observation, some customers who buy jamu drink it at the café and some takes it away. As indicated in Table 1, predominant participants are between 31 to 40 years old (41 participants or 20,5%) and working at a private company (91 participants or 45,5%). Furthermore, majority of them is married (129 participants or 64,5%) and has a bachelor degree (76 participants or 38%). The results are in Table 1.

Other than that, most of the customers claim that they have visited the Jamu Café more than four times. It is shown in Table 2.

EFA has resulted in five factors including service quality (two dimensions), customer satisfaction, repurchase intention, and WOM. Service quality has two dimensions, assurance and reliability. Assurance dimension retains six indicators with factor loadings ranging from 0,447 to 0,801 and a Cronbach's alpha score of 0,898. Furthermore, reliability dimension has three indicators with factor loadings ranging from 0,787 to 0,969 and a Cronbach's alpha of 0,869.

Customer satisfaction is represented by three indicators with factor loadings ranging from 0,657 to 0,932 and a Cronbach's alpha score of 0,709. Additionally, repurchase intention is measured by five indicators with factor loadings ranging from -0,423 to -0,843 and a Cronbach's alpha score of 0,924. Lastly, WOM uses five indicators with factor loadings ranging from -0,430 to -0,907 and a Cronbach's alpha score of 0,898. All components are considered reliable as the

scores are higher than 0,7 (Hair *et al.*, 2006). The EFA result is in Table 3.

As presented in Figure 2, the proposed research model is tested using SEM. This model obtains a fitness probability score of 0,061; CMIN/DF score of 1,503; CFI score of 0,989; and RMSEA score of 0,050. Moreover, in Table 4, three hypotheses (H1, H2, and H3) are accepted with C.R. scores of 8,219, 7,872, and 5,084 respectively. Another hypothesis (H4) is rejected with C.R. score of 0,242. A C.R. score indicates a significance with a rule of thumb of 0,96 (Holmes-Smith, 2010).

In Table 5, the path of service quality and customer satisfaction has a score of 0,994. It is the strongest path among others. In contrast, the path of WOM and repurchase intention has a standardized total effect score of 0,031. It is the weakest path among others.

In total, this research has examined four hypotheses. The first hypothesis predicts the impact of service quality on customer satisfaction. This finding supports previous researches by Ali and Raza (2017), Hapsari *et al.* (2017), Kant *et al.* (2017), Saleem and Raja (2014), and Srivastava and Sharma (2013). In many cases, customer satisfaction may not be affected only by service quality but also by other factors like trust (Sun *et al.*, 2014).

The second hypothesis is about the impact of customer satisfaction on WOM. The hypothesis is accepted. As a result, those who are satisfied with this Jamu Café apparently have an intention to spread WOM. This finding is in line with previous research by Eisingerich *et al.*, (2014), Fakharyan *et al.* (2014), Jalilvand *et al.*, (2017), and Kitapci *et al.* (2014). Many things related to the café that may be WOM topics lifted by customers. It includes quality of products and services, promotional materials, prices, customer experiences, range of products, and café atmospherics.

The third hypothesis predicts the impact of customer satisfaction on repurchase intention. This finding is significant with existing research by Elbeltagi and Agag (2016), Kitapci *et al.* (2014), and Srivastava and Sharma (2013). In general, it makes sense for satisfied customers to repurchase. Based on the descriptive analysis, more than 70% of the customers have visited the café for more than four times. This shows that the participants are loyal customers.

The fourth hypothesis is about the effect of WOM on repurchase intention. This hypothesis is rejected as the path has a less C.R. score than 1,96. The finding is insignificant with existing research by Cho (2009), Davidow (2003), Kitapci *et al.* (2014), and Liang *et al.* (2017). Participants' intention to repurchase and their considering to visit and purchase jamu at the Jamu Café are not influenced by WOM. Predominant participants have purchased more than four times. In their level of acceptance, WOM is not necessary to be a predictor of their revisit as they have experienced and proved the products and services. WOM may work for predicting those without an experience of purchasing jamu products at that café.

Table 1 Profile of Participants

	Frequency	Percent
Male	78	39,0
Female	122	61,0
Total	200	100,0
	Frequency	Percent
17 - 30 years old	66	33,0
31 - 40 years old	84	42,0
41 - 50 years old	41	20,5
51 - 60 years old	9	4,5
Total	200	100,0
	Frequency	Percent
Students	16	8,0
Employed at a private sector	91	45,5
Self-employed	56	28,0
Public servant	29	14,5
Others	8	4,0
Total	200	100,0
	Frequency	Percent
Unmarried	62	31,0
Married	129	64,5
Separated	3	1,5
Widow/widower	6	3,0
Total	200	100,0
	Frequency	Percent
Less than high school	6	3,0
High school	50	25,0
Diploma	51	25,5
Undergraduate	76	38,0
Postgraduate	17	8,5
Total	200	100,0

Table 2 Frequency of Visiting the Jamu Café

	Frequency	Percent
< 3 times	8	4,0
3 times	12	6,0
4 times	38	19,0
> 4 times	142	71,0
Total	200	100,0

Table 3 EFA Result

<b>Service Quality –Assurance</b>		<b><math>\alpha= 0,898</math></b>
Q8	The employees of this Jamu Café show a sincere interest in response to complaints and questions	0,801
Q4	The employees of this Jamu Café always perform a good service right the first time	0,791
Q12	The employees of this Jamu Café are polite with the customers	0,772
Q1	The physical environment of this Jamu Café is clean	0,736
Q13	The employees of this Jamu Café give customers individual attention	0,534
Q5	The service of Jamu Café is dependable	0,447
<b>Customer Satisfaction</b>		<b><math>\alpha= 0,709</math></b>
S3	Overall, I am satisfied with this Jamu Café	0,932
S4	I think I do the right thing when I decide to buy <i>jamu</i> at this Jamu Café	0,803
S2	I am always delighted with this firm’s service	0,657
<b>Repurchase Intention</b>		<b><math>\alpha= 0,924</math></b>
P5	I will probably not switch to another Jamu Café in the future	-0,843
P1	I intend to visit this Jamu Café if I want to consume <i>jamu</i>	-0,766
P4	I intend to buy <i>jamu</i> from this Jamu Café more in the future	-0,713
P3	I will consider buying <i>jamu</i> at this Jamu Café at the stated price	-0,503
P2	I intend to buy <i>jamu</i> at this Jamu Café in the future	-0,423
<b>Word-of-Mouth</b>		<b><math>\alpha= 0,870</math></b>
W4	I strongly recommend people to buy <i>jamu</i> at this Jamu Café	-0,907
W6	I often discuss the quality of <i>jamu</i> at this Jamu Café to others on many occasions	-0,859
W3	I love to tell others that I am a customer of this Jamu Café	-0,839
W5	I often discuss with others about the variety of <i>jamu</i> provided at this Jamu Café	-0,430
W2	I love to speak relating to my experience of this Jamu Café to many individuals	
<b>Service Quality –Reliability</b>		<b><math>\alpha= 0,869</math></b>
Q11	I feel safe in my consumption of this Jamu Café products	0,903
Q2	The employees of this Jamu Café are well-dressed and neat in appearance	0,812
Q9	The employees of this Jamu Café are willing to help customers	0,787

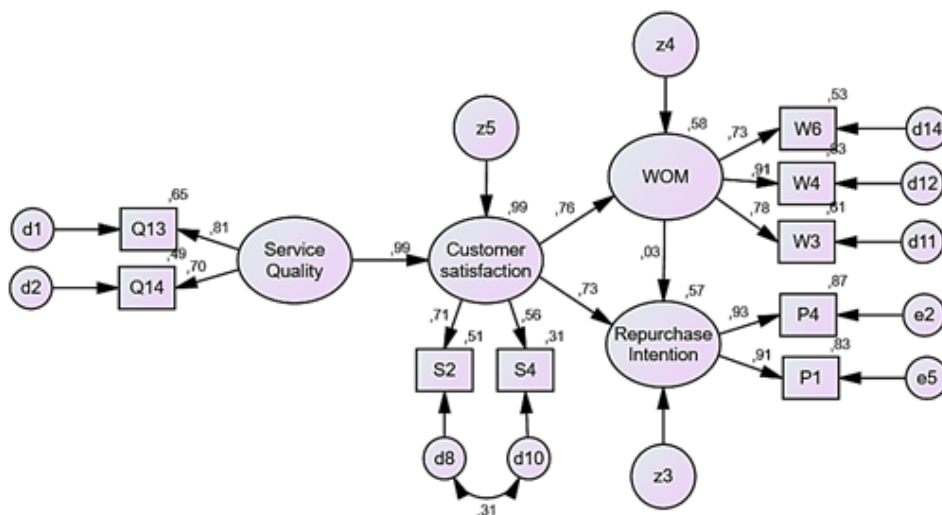


Figure 2 Structural Model of the Hypotheses Testing

Table 4 Summary of Hypotheses Testing

				C.R.	P	Results
H1	Service quality	→	Customer satisfaction	8,219	***	Accepted
H2	Customer satisfaction	→	WOM	7,872	***	Accepted
H3	Customer satisfaction	→	Repurchase intention	5,084	***	Accepted
H4	WOM	→	Repurchase intention	0,242	0,809	Rejected

Table 5 Total, Indirect, and Direct Effect Scores

				Standardised direct effect	Standardised indirect effect	Standardised total effect	Interpretation
H1	Service quality	→	Customer satisfaction	0,994		0,994	Extremely strong
H2	Customer satisfaction	→	WOM	0,764		0,764	Strong
H3	Customer satisfaction	→	Repurchase intention	0,732		0,755	Strong
H4	WOM	→	Repurchase intention	0,031		0,031	Weak
	Service quality	→	WOM		0,760		Strong
	Service quality	→	Repurchase intention		0,751		Strong

## CONCLUSIONS

This research aims to measure the impact of service quality on customer satisfaction, and the impact of customer satisfaction on WOM and repurchase intention. The findings show a significant impact of service quality on customer satisfaction as well as customer satisfaction on WOM and repurchase intention.

This research has managerial implications. First, service quality is always important in the service industry. Thus, Jamu Café owners and managers should put more concerns on this part as this research suggests that they have been ignoring it. In the meantime, customers do not require the service quality as an urgent matter. Therefore, the owners are calm. Besides that, there is no sharp competition for this kind of amenities in Jakarta. However, once other investors are interested in investing their money in similar business, the owners should change their strategy in facing competition.

Second, promotional tools are not tested in this research. However, based on the researchers' observation, Jamu Café owners have no other used promotional tools so far, except WOM. In nature, business owners have no control over words spread by customers, whether it is positive or negative. Hence, they should create another format to obtain more positive impacts from other promotional tools.

This research has some limitations. Firstly, as the data are collected in a specific Jamu Café, the findings of this research may not generalize other

cafés which sell *jamu*. Future researches can consider collecting data in several cafés to obtain more various backgrounds of participants to make the findings more applicable for any *jamu* businesses. Secondly, customers who have purchased a product at Jamu Café apparently also consider its quality. Therefore, for future research, the researchers recommend product quality and product judgment variables to be included.

Additionally, predominant participants in this current research are female (61%). It will be intriguing if the researcher also sees a gender perspective as the highlighted research problem. For instance, whether female customers are more loyal, satisfied, or willing to repurchase and spread WOM. Another important point is that research on consumer behaviour of *jamu* is still very limited. Therefore, the researchers suggest that this research should be replicated. It is because the results of academic research can be used as a reference for the *jamu* industry to retain consumers and create new customers. In the end, *jamu* will continue to awaken sustainability.

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