ANTESEDEN ATTITUDINAL LOYALTY, COGNITIVE LOYALTY AND BEHAVIORAL LOYALTY ON CULINARY ENTERPRISES IN SURAKARTA

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ABSTRACT

The city of Solo is one of the cities in the country which famous with a variety of delicious food. The diversity of food is spread in various corners of Solo, which presents a rare and exotic flavor and distinct taste elsewhere. The are lots of culinary business in the city of Solo, but only a few which become the culinary icon in the city of Solo. Restaurants or food stalls that become an icon of this Solo city has been successful in running its business in a long time, this is because the business has a loyal customer. To create loyal customers is not easy, it takes effort or how to retain customers. The purpose of this study is to determine the factors that affect attitudinal loyalty, cognitive loyalty and behavioral loyalty at restaurants or food stalls that become the culinary icon of the city of Solo.

The populations in this study are consumers at restaurants or food stalls that become the icon of culinary city of Solo. Sampling method uses purposive sampling. Methods of data collection uses questionnaires and methods of data analysis uses Structural Equation Modeling. The dependent variable in this study are attitudinal loyalty, cognitive loyalty and behavioral loyalty. The mediation variables are customer satisfaction and the independent variables are service quality, image, location and product quality.

The results of this study indicate that the service quality, location and quality of products have a positive and significant impact on customer satisfaction. Satisfaction has positive and significant effect on attitudinal loyalty, cognitive loyalty and behavioral loyalty. Service quality has a positive and significant effect on attitudinal loyalty, but no significant effect on behavioral loyalty. Location and product quality have no significant effect on behavioral loyalty.

Keywords: attitudinal loyalty, cognitive loyalty, behavioral loyalty, customer satisfaction, service quality, image, location, product quality

A. Background

Surakarta city or better known as the city of Solo is one of the cities in the country which famous with a variety of delicious food. A variety of food beverages and typical snacks can easily be found in Solo. The diversity of food is spread in various corners of Solo, which presents a rare and exotic flavor and distinct taste elsewhere. Several restaurants or food stalls have become the icon of culinary tourism destinations in Solo city, among others is a food stall of Nasi Liwet Wongso Lemu in Keprabon. This stall serves liwet rice which is the most famous food in Solo. In addition to liwet rice stalls liwet icon culinary tourism destinations in other cities of Solo are Timlo Sastro Pasar Gede, Warung Tengkleng Bu Ediyem Pasar Klewer, Gudeng Ceker Bu Kasno, Selat Seger Mba Lies, Soto Gading, and Pecel Ndeso Tempoe Doeloe.

In Solo the food stalls serving menus or food similar to the food stalls that become the icon of culinary tourism destinations in the city of Solo are a lot, but the success of the business that has been achieved by the food stalls that become the culinary icon in Solo is important to be studied, because the effort has a very good consumer loyalty, this is evident from the existence of these businesses that have been running for decades and until now have consumers who remain loyal to the food stalls. Consumer loyalty is a very important thing for the culinary business because by having a loyal consumer means the business income will be better maintained.

This research will examine the factors that influence consumer loyalty at food stalls that become the icon of culinary tourism destination in Solo city. In the culinary business which is a combination of service and product business, many factors that influence it are quality of service, product quality, image and location. These results are based on the results of research that has been conducted among others are the results of research conducted by Chang, Chen, Hsu and Kuo (2010); Dimitriades (2006); Polyorat & Soponshiri (2010); Yang (2009) concluded that the quality of service has a significant effect on consumer loyalty. Research conducted by Yang (2009) concluded that the quality of food or product has a significant effect on consumer loyalty. The results of research conducted by Brunner, Stocklin and Opwis (2007) showed that the image has a significant effect on consumer loyalty and research conducted by Yang (2009) concluded that the location has a significant effect on consumer desire to buy back.

Consumer satisfaction is a key word in marketing. To form customer satisfaction the company must be able to provide good service quality, develop high quality product, build positive image of company and closer to consumer. The results of research conducted by Dimitriades (2006); Cater & Cater (2009); Chang and Wang (2011); Chang, Shen, Hsu and Kuo (2010); Kassim & Abdullah (2010); Polyorat & Soponshiri (2010); Yang (2009); Quintal & Polczynski (2010) and Tam (2012) conclude that consumer satisfaction is influenced by service

quality, product quality, image, and location.

Consumer loyalty will be formed if the consumer is satisfied with the company's service. This shows that consumer satisfaction directly affects consumer loyalty and consumer satisfaction as well as mediation variables that affect the quality of service to customer loyalty. The results of research conducted by Dimitriades (2006); Cater & Cater (2009); Yang (2009); Chang & Wang (2011); Chang, et.al (2010); Kassim & Abdullah (2010); Polyorat & Soponshiri (2010); Quintal & Polczynski (2010) and Tam (2012) indicate that service quality, product quality, location have an indirect effect on consumer loyalty.

Based on the background of the problems and the results of the research mentioned above, then in this research will be studied about the influence of service quality, product quality, image and location to customer loyalty with customer satisfaction as mediation variable. Consumer loyalty is measured from the attitudinal construct of loyalty, cognitive loyalty and behavioral loyalty. This refers to research conducted by Jones and Taylor (2007).

Research Questions:

1. Does the quality of service affect customer satisfaction on the culinary business icon in the city of Surakarta?
2. Does the image affect customer satisfaction on the culinary business icon in the city of Surakarta?
3. Does the location affect customer satisfaction on the culinary business icon in the city of Surakarta?
4. Does the quality of the product affect customer satisfaction on the culinary business icon in the city of Surakarta?
5. Does customer satisfaction affect the attitudinal loyalty on the culinary business icon in the city of Surakarta?
6. Does customer satisfaction affect cognitive loyalty on the culinary business icon in the city of Surakarta?
7. Does customer satisfaction affect the behavioral loyalty on the culinary business icon in the city of Surakarta?
8. Does the quality of service affect the attitudinal loyalty on the culinary business icon in the city of Surakarta?
9. Does the quality of service affect the behavioral loyalty on the culinary business icon in the city of Surakarta?
10. Does the location affect the behavioral loyalty on the culinary business icon in the city of Surakarta?
11. Does the quality of the product affect the behavioral loyalty on the culinary business icon in the city of Surakarta?

B. Literature Review

Based on a literature review conducted by Jones and Taylor (2007), the construct of consumer loyalty consists of three different dimensions: behavioral loyalty, attitudinal loyalty, and cognitive loyalty. Explanations for each dimension are outlined below. Behavioral Loyalty. The initial definition of loyalty focuses almost entirely on the behavioral dimension. In particular, loyalty is interpreted as a form of consumer behavior (as well as repeat purchases) directly to a particular brand over time. Attitudinal loyalty, in

particular, criticizes the behavioral conceptualization of loyalty, and argues brand loyalty is built as a result of conscious effort to evaluate competing brands. Some others add this dimension of attitude to consumer preferences or intentions.

Cognitive Loyalty. In addition to the behavioral and attitudinal dimensions, some experts add so-called "cognitive" forms of loyalty. Some studies suggest that loyalty to a brand or store comes first in the minds of consumers when the need to make decisions about what to buy or where to buy appears (Jones & Taylor, 2007). Although loyalty has been defined in various ways, but there are two main approaches to evolving behavioral and attitudinal approaches (Yi and La, 2004). Behavioral approach defines loyal customers as those who buy back brands, consider only those brands, and do not search for related brand information. Researchers learn about the construct of loyalty, research is growing not only in the behavioral dimension, but also the dimensions of that attitude. Oliver (1999) describes four successive loyalty stages. First, cognitive loyalty, based on brand trust, attribute information available to customers indicates that one brand is better than an alternative. The second stage is affective loyalty, the desire or attitudes toward the brand needed, based on some satisfying experience. The next stage, the loyalty connectivity, implies a commitment to repurchase and, therefore, binds more loyal customers to the company rather than affective loyalty. The fourth stage is Action Loyalty. At this stage motivated intentions are transformed into readiness for action, accompanied by a desire to overcome obstacles that may prevent such action.

Loyalty in the sense of behavior is measured by the possibility of repurchase, possible long-term options, or move behavior. In terms of attitude, loyalty is operated as a brand preference or emotional commitment and therefore, measured by repurchase intentions, rejection of better alternatives, price tolerance and intent to recommend products or services (Yi and La, 2004).

The results of research conducted by Pong, et.al (2001); Dimitriades (2006); Cater & Cater (2009); Yang (2009); Chang & Wang (2011); Chang, et.al (2010); Kassim & Abdullah (2010); Polyorat & Soponshiri (2010); Quintal & Polczynski (2010) and Tam (2012) indicate that service quality, image, product quality, location directly and indirectly influence consumer loyalty through customer satisfaction. This shows that consumer loyalty will be formed if the consumer is satisfied with the service company. This means that consumer satisfaction directly affects consumer loyalty and consumer satisfaction as well as mediation variables affecting service quality, image, location and quality to customer loyalty. Below will be explained about the variables that make up customer loyalty used in this research, namely: customer satisfaction, service quality, image, location and product quality.

Based on the results of research conducted by Johnny and Ester (2001), Hellier, Geursen, Carr and Rickard (2003), Dimitriades (2006), Chang, Chen,
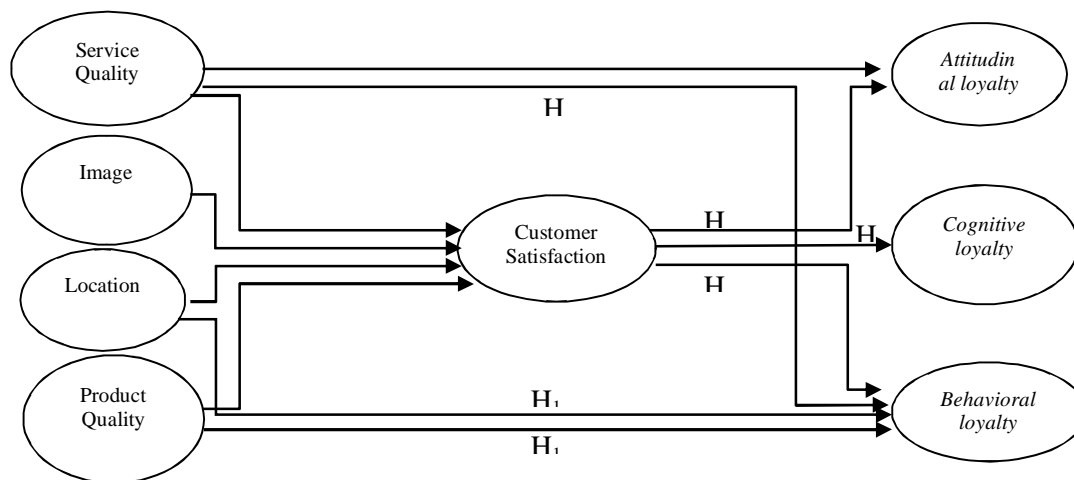
Hsu and Kuo (2010), Polyorat and Sophonsiri (2010), Kassim and Abdullah (2010), Mr. Chang and Wang (2011), Stocklin and Opwis (2008), Tung (2010), Yang (2009), Hui and Zhao (2004), Cater and Cater (2009), Andersen 2006) and Chen and Chen (2007) resulted in the development of the proposed research model as shown in the figure below.

Based on the results of the study can be formulated hypothesis as follows:

H_1 = Quality of service has a positive and significant impact on customer satisfaction

H_2 = Image has a positive and significant effect on customer satisfaction

Figure 1. Framework

Hypothesis

Perceived service quality according to Zeithaml (2003) is the basis of a quality and can be used to measure customer satisfaction. The results of research conducted by Dimitriades (2006), Chang, Chen, Hsu and Kuo (2010), Polyorat and Sophonsiri (2010), Kassim and Abdullah (2010), Feng Cheng (2010), and Chang and Wang (2011) concluded that the quality of service has a positive and significant impact on customer satisfaction. The results of research conducted by Brunner et al (2008) and Tung (2010) show that the image has a positive effect on customer satisfaction

The location of the restaurant in a strategic place leads to customer satisfaction, this is related to cost efficiency. The results of research conducted by Yang (2010) and Suprihanti (2011) indicate that the location of services have a significant effect on customer satisfaction. Consumer satisfaction at the restaurant is strongly influenced by the taste or quality of the products from the food or drinks offered by the restaurant. The results of research conducted by Yang (2009) and Suprihanti (2011) concluded that product quality has a positive and significant impact on

customer satisfaction. Based on these results can be formulated hypothesis as follows:

H_3 = Location has a positive and significant impact on customer satisfaction

H_4 = Product quality has a positive and significant effect on customer satisfaction

The importance of consumer satisfaction for marketing can be attributed to the fact that customer satisfaction will encourage repeat purchases and give the advantage of "word of mouth" publicity. There are several studies that show that consumer satisfaction has a positive effect on customer loyalty such as Dimitriades (2006); Cater & Cater (2009); Yang (2009); Chang & Wang (2011); Chang, et.al (2010); Kassim & Abdullah (2010); Polyorat & Soponshiri (2010); Quintal & Polczynski (2010) and Tam (2012). A study that specifically examines the effect of consumer satisfaction on WOM is performed by Kassim & Abdullah (2010) and Dimitriadis (2010), the result concludes that customer satisfaction has a positive effect on attitudinal loyalty or word of mouth. The results of research conducted by Chen & Chen (2007) concluded that customer satisfaction has a positive effect on cognitive loyalty with Price Tolerance proxy. Based on the above research results can be formulated hypothesis as follows:

H_5 = Satisfaction has positive and significant effect on attitudinal loyalty

H_6 = Satisfaction has positive and significant effect on cognitive loyalty

The results of research conducted by Yang (2009) and Cater & Cater (2009), concluded that consumer satisfaction has a positive effect on behavioral loyalty with repurchase intention proxy. Based on these results can be formulated hypothesis as follows:

H_7 = Satisfaction has positive and significant effect on behavioral loyalty

Research conducted by Pong, Johnny, Yee, Dimitriades (2006); Chang, Chen, Hsu and Kuo (2010); Polyorat & Soponshiri (2010); Yang (2009) concluded that service quality positively affects attitudinal loyalty (word of mouth), price sensitivity and behavioral loyalty (repurchase intention). Based on the above research results can be formulated hypothesis as follows:

H_8 = Service quality has positive and significant effect on positive attitudinal loyalty

H_9 = Service quality has positive and significant effect to positive behavioral loyalty

An affordable location makes it easy for consumers to come back to a shopping or restaurant to buy back the product they want. The results of research conducted by Yang (2009) and Suprihanti (2011) concluded that the location of services have a positive effect on behavioral loyalty or customer loyalty. The results of research conducted by Yang (2009) and Cater & Cater (2009) showed that product quality positively affect behavioral loyalty (purchase intention). Based on these results can be formulated hypothesis as follows:

H_{10} = Location has positive and significant effect on behavioral loyalty

H_{11} = Product quality has a positive and significant effect on behavioral loyalty

C. Research Methods

1. Population, Sample and Sampling Technique

Population in this research is all consumers of food stalls which become icon of culinary business in Surakarta city. The samples in this study are the restaurant consumers or food stalls that become the culinary icon of the city of Surakarta namely Warung Nasi Liwet Wongso Lemu Keprabon, Timlo Sastro, Warung Tengkleng Ibu Ediyem market Klewer, Gudeg Ceker bu Kasno, Seger Strait Lies, Soto Gading and Pecel Ndeso Tempoe Doeloe. The sampling technique using purposive sampling is the sampling based on the criteria that is the customers of food stalls as the culinary icon of the city of Surakarta.

2. Operational Definition and Variable Measurement
a. Quality of Service

Quality of service is the perception of the consumers of the quality of food service stalls that became the culinary icon in Solo. Indicators of service quality in this study refers to the instrument developed Polyorat and Sophonsori (2010) that includes dimensions tangible, assurance and empathy. Service quality indicators are measured by 6 question items.

b. Image

Image is a consumer perception on the food stalls that become the culinary icon in Solo which is associated with the consumer's memory at the food stall. The image value indicator refers to the instrument developed by Tung (2010) which includes reliable and trustworthy dimensions, consumer oriented, providing valuable service, and always innovating. Corporate image indicator is measured by 4 question items.

c. Service location

The location of services in this study refers to the ease of access and environmental conditions of the food stalls. The service location indicators in this study include: access to location, visibility, parking area, traffic conditions and environment (Suprihanti, 2011). The service location indicator is measured by 5 question items.

d. Product quality

Product quality is the quality of products offered by food stalls. Indicator of product quality include: Taste of food, flavor of sambal / sauce, aroma of food and completeness of menu offered (Suprihanti, 2011). Product quality indicators are measured by 4 question items.

e. Consumer Satisfaction

Satisfaction is defined as a cognitive and affective response to the experience of consuming food and drink at a food stall. The indicators of consumer satisfaction in this study adopted from Yi and Suna in Junaedi (2012) include: the level of satisfaction and happiness level. Indicator

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of consumer satisfaction is measured by 2 question items.

f. Customer loyalty

Customer loyalty is a condition where consumers have a positive attitude towards a food stall, have a commitment to the food stall, and forward the purchase in the future. Measuring consumer loyalty using the following constructs: attitudinal loyalty with word of mouth proxy (Akin & Demirel, 2011) measured by 8 questions, behavioral loyalty with repurchase intention proxies (Junaedi, 2012). The repurchase intention indicator is measured by 2 question items and cognitive loyalty with Price Tolerance proxy (Junaedi, 2012), Price tolerance indicator is measured by 3 question items.

Alternative answers using the interval scale made into seven alternative answers are: Strongly agree, Agree, Simply agree, Neutral, Less agree, Disagree, Strongly Disagree.

This study used a multivariate statistical technique that allowed the testing of a tiered causal relationship. Structural Equation Modeling (SEM) is a multivariate statistic technique that allows testing of a series of causality relationships between variables.

D. Research Results
1. Structural Equation Modeling Test

To test the hypothesis used Structural Equation Modeling (SEM) with Amos 4. The processing result can be seen in Table 2.

Tabel 2. SEM Result

Regression Weight	Stand, Estimate	Estimate	S,E,	C,R,	P
KP <----- KL	0.435	0.456	0.111	4.096	0,000**
KP <----- CP	0.062	0.074	0.090	0.819	0,413
KP <----- LO	0.185	0.218	0.090	2.409	0,016*
KP <----- PO	0.349	0.428	0.104	4.102	0,000**
WOM <----- KL	0.528	0.439	0.132	3.333	0,000**
PI <----- KL	0.208	0.191	0.150	1.273	0,203
PT <----- KP	0.736	0.708	0.061	11.614	0,000**
WOM <----- KP	0.519	0.411	0.121	3.398	0.000**

E. Conclusion

Based on the results of analysis and discussion can be concluded as follows:

1. Quality of service has a positive and significant impact on restaurant customer satisfaction.
2. The image has a positive and significant impact on restaurant customer satisfaction
3. Location has a positive and significant effect on restaurant customer satisfaction.
4. Product quality has positive and significant effect to restaurant customer satisfaction.
5. Satisfaction has positive and significant effect on attitudinal loyalty of restaurant.
6. Satisfaction has a positive and significant effect on the behavioral of restaurant loyalty.
7. Satisfaction has a positive and significant effect on cognitive loyalty restaurant.
8. Quality of service has positive and significant effect to attitudinal loyalty of restaurant.
9. Quality of service has a positive, but not significant effect on the behavioral loyalty of restaurant.

10. Location has a positive, but not significant effect on the behavioral loyalty of restaurant.
11. The quality of the product has a positive and significant effect on the behavioral loyalty of restaurant.

F. Limitations of Research

This study has several limitations, namely:

1. Sampling is purposive to make the power of generalization is weak, and generalization must be done carefully. Yet this research has at least been generalized into two different types of restaurants.
2. This study rests on a limited set of scope those impacts on the generalization of models that are in condition. Therefore, in order to apply the study to different settings, care should be taken to observe the background profile of the variables underlying the test. This is necessary to avoid problems with test results that have an error in formulating the suggested marketing policy.

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