

## **CHAPTER II LITERATURE REVIEW**

### **2.1 Theoretical Background**

#### **2.1.1 Narcissism**

According to Couplings and Campbell (2008) narcissistic tendencies as a preoccupation to herself and a lack of concern for others. Narcissists are addicted to self-esteem (Baumeister and Vohs, 2001) and to striving towards self-enhancement (Sedikides and Gregg, 2001). They manifest exhibitionism, vanity, and a relentless need to validate their overly favorable self-beliefs in the presence of others (Wallace and Baumeister, 2002). With the development of technology, specifically in social media content, narcissists holds a more effective media while maintaining the self-image they create. Therefore, every achievement, event, and various matters related to social status, will be posted immediately for their online followers to see.

Narcissists show higher public selfconsciousness and a more other-directed self-monitoring style (Emmons, 1984) and are strongly motivated to make a good impression on their peers because of their constant need for admiration (Morf and Rhodewalt, 2001). Specifically, narcissists are characterized by a desire for self-aggrandizement and self enhancement, with agentic self-beliefs (e.g., dominance, uniqueness, status, and autonomy) standing at the center of their self-identity (Campbell and Foster 2007). Normal narcissism has three basic ingredients as follows:

1. Positive self, the narcissistic self is positive, inflated, agentic, special, selfish and oriented toward success (Campbell et al., 2002)
2. Lack of interest in warm and caring interpersonal relationships, Narcissism is negatively correlated to agreeableness, responsibility, empathy, gratitude,

affiliation, concern for others and need for intimacy, whereas it is positively correlated to exploitativeness, anger, hostility and cynical mistrust of others (Campbell et al., 2000)

3. Self-regulatory strategies, Narcissists spend a good deal of effort to make themselves look and feel positive, special, successful and important (Campbell and Foster, 2007).

The self-regulatory tactics used by narcissists include efforts to be noticed, look good, surpass others and defend the self against perceived threats. Attention-seeking, showing-off and bragging are all standard narcissistic strategies (Campbell and Foster, 2007).

### **2.1.2 Food and Beverage Quality**

Ferree (1973) said that the quality of food includes all the advantages that make the food acceptable and desirable to the buyer. Wen et al. (2012) include food quality as a separate construct rather than making it a dimension of service quality. According to Ha and Jang (2012) food quality has been recognized as a substantial component that can attract customers to choose to visit and eat at certain restaurants and is an element that affects customer loyalty. According to Ryu and Han (2010), food quality is the most important attribute of overall service quality and has a positive relationship with customer satisfaction and loyalty. Qin et al. (2009) stated that product quality in the food and beverage sector has 4 dimensions which are derived from the results of research conducted by Johns and Howard (1998) and Kivela et al. (1999), namely:

1. Freshness

Food freshness is usually defined as a statement of freshness from food that is associated with the texture, taste, and aroma of the food.

2. Presentation

Food presentation is a way to serve food to consumers to be eaten as a whole which contains a composition that has been arranged and adapted to the color game that is arranged in an interesting way in order to increase appetite.

### 3. Well cooked

Food that will be served to consumers should be cooked or processed first properly and hygienically so that it is safe for consumption by consumers or customers.

### 4. Variety of Food

The variety of food in a restaurant describes the number of different menu items offered by the restaurant to customers or consumers.

Namkung & Jang (2007) stated that the quality of food is deemed to be evaluated on the taste, freshness, and how the food is being presented to customers. Food quality is a quality and food characteristic that is acceptable to consumers, including external factors such as size, shape, color, consistency, texture, and taste (Potter and Hotchkiss, 1995). According to West, Wood, and Harger (1965) stated that food quality standards, although difficult to define and cannot be measured mechanically, can still be evaluated through their nutritional value, the level of ingredients used, the taste, and the appearance of the product.

#### **2.1.3 Customer Satisfaction**

Building customer satisfaction is considered to be a key priority for business success (Hanaysha, 2016). Customer satisfaction defines as post-purchase attitude determinant reflecting positive or negative result based on consumers' private experience (Canny, 2014). Oliver (1997) differentiated two forms of customer satisfaction in the service industry. The first is the customer's preference for the product or service and intention to repurchasing it. Second, suggest that the customer not to repurchasing it. When customer's expectations match with the product or service provided, satisfaction occurs and otherwise, dissatisfaction will occur (Namkung & Jang, 2007).

Consumer satisfaction is the result of a product that provides good benefits in accordance with the needs and expectations or positive feelings about the use of a product or service (Farooq et al., 2018). The desire of consumers today is not only the

quality of the product or service, but also the value of the goods and services themselves (Whalley, 2010). Satisfaction has a relationship with consumer answers when buying a product and believe that the product is in accordance with the expectations and quality they feel (Lien, Cao and Zhou, 2017). Engel in Tjiptono (2014) states that Customer satisfaction is a afterpurchase evaluation where the alternatives chosen are at least the same or exceeding customer expectations, while dissatisfaction arises when the results do not meet expectations - feelings formed about the experience of consumption. Customer satisfaction in this research will measure by three indicators according to Canny (2014), namely:

1. Overall satisfaction is when a product or service offers to meet the customer's expectations.
2. Pleasure is a feeling or emotional state of satisfaction from being in one situation or event.
3. Ambivalence is a unique feeling that customer feels that a customer feels regarding the service they consume.

#### **2.1.4 Revisit Intention**

Revisit intention is described as the willingness of customer to come back to the same place or probability of them to repurchase a product from the same place (Forgas-Coll et al. 2012). Teng and Kuo (2011) defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information for a service provide. Revisit Intention is very important in increasing the number of consumers to a place and controlling future consumer visits, because satisfied consumers tend to make return visits (Pai et al., 2020). High repurchase interest reflects a high level of satisfaction from consumers when deciding to consume a product or service.

Revisit intention arises after consumers get satisfaction with certain products or services, so that consumers have a desire to consume or repurchase. According to Baker and Crompton in Lin (2012) Revisit intention is repeating activities to revisit a

destination. The experience that consumers get from a product with a certain brand will give rise to a positive impression of the product and consumers will make repeat purchases (Hellier et al, 2003). Interest in revisiting is an intention that refers to the willingness of tourists to visit the same destination (Um et al., 2006). Butcher (2005) argues that consumer interest in repurchasing is one measure of the success of a company, especially a service company. Revisit intention expresses the concept close to loyalty, referring to repurchase intention in the dimensions of attitude and intention in loyalty theory. The dimensions for measuring Revisit Intention according to Baker and Crompton in Lin (2012) are as follows:

1. Intention to recommend, wish to recommend to others.
2. Intention to revisit, desire to return.

## 2.2 Empirical Study

No	Research Title	Variable	Researcher	Result
1	The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants)	Food Quality, Service Quality, Customer Satisfaction, Repurchase Intention	Desman Hidayat, Aryo Bismo, Amelia Ruwaida Basri	The results of this study show significant and positive effects, both individually and simultaneously, between food quality and service quality to customer satisfaction and its impact on repurchase intention.
2	Theoretical Interdisciplinarity between Psychological Marketing Practice and Woman's Narcissism in Distribution Channels	Narcissism, Distribution Channel, Psychological Marketing, Customer Satisfaction	Soomin Han	These study found that narcissistic women insist on having the best things but still have the inability to acknowledge other people's feelings. Therefore, psychological

				marketing can utilize such traits to ensure that the quality of their commodities matches their promises during marketing and that their customer's needs are not infringed at the expense of another customer's needs.
3	Factors Affecting Customer Satisfaction and Repurchase Intention: A Study of Full-Service Trendy Restaurants in Vietnam	Social Media, Food Quality, Narcissism, Customer Satisfaction, Repurchase Intention	Chen Ho, Huei-Sheng Tu, Nguyen Ngoc Anh, Pham Minh Tuan, Nguyen Thi Ngoc Anh, Phan Thi Minh Ha	These study found that food quality, service quality and narcissism personality traits have significant impacts on customer satisfaction and repurchase intention. Customer satisfaction mediates the relationships between predictors and repurchase intention.
4	The Effect of Cafe Atmosphere and Food Quality on Revisit Intention with Customer Satisfaction as a Mediating Variable at Cafe in Medan City	Store Atmosphere, Food Quality, Revisit Intention, Customer Satisfaction	Cendikia Taqwim , Bunga Aditi ,Sopi Pentana	These study found that cafe atmosphere had a significant effect on customer satisfaction, food quality had a significant effect on customer satisfaction, cafe atmosphere had a significant effect on revisit intention, food quality had a significant effect on revisit intention, customer satisfaction had a significant effect

				on revisit intention, cafe atmosphere and food quality had a significant effect on customer satisfaction, cafe atmosphere and food quality have a significant effect on revisit intention, cafe atmosphere has a significant effect on revisit intention through customer satisfaction, and food quality has a considerable effect on revisit intention through customer satisfaction.
5	The Effect of Cafe Atmosphere and Food Quality on Revisit Intention with Customer Satisfaction as a Mediating Variable at Cafe in Medan City	Café Atmosphere, Food Quality, Revisit Intention, Customer Satisfaction	Cendikia Taqwim, Bunga Aditi, Sopi Pentana	These study found that cafe atmosphere had a significant effect on customer satisfaction, food quality had a significant effect on customer satisfaction, cafe atmosphere had a significant effect on revisit intention, food quality had a significant effect on revisit intention, customer satisfaction had a significant effect on revisit intention, cafe atmosphere and food quality had a significant effect on customer satisfaction,

				cafe atmosphere and food quality have a significant effect on revisit intention, cafe atmosphere has a significant effect on revisit intention through customer satisfaction, and food quality has a considerable effect on revisit intention through customer satisfaction.
6	Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen Di Yoshinoya Galaxy Mall Surabaya	Food Quality, Customer Satisfaction	Willy Wijaya	These finding shows that the four variables of food quality partially and simultaneously have a positive and significant influence on consumer satisfaction. While presentation is the most dominant factor in influencing customer satisfaction.
7	The Influence of Food & Beverage Quality, Service Quality, Place, and Perceived	Food and Beverage Quality, Place,	REZHA ARLANDA, AGUS SUROSO	These study found that Food and beverage quality has positive effect on customer



	Price to Customer Satisfaction and Repurchase Intention	Perceived Price, Customer Satisfaction, Repurchase Intention		satisfaction, Service quality has positive effect on customer satisfaction, Place has a positive but no significant effect on customer satisfaction, erceived price has a positive effect on customer satisfaction, Customer satisfaction has a positive effect on repurchase intention.
8	Factors Influencing Dining Experience On Customer Satisfaction And Revisit Intention Among Undergraduates Towards Fast Food Restaurants	Food Quality, Service Quality, Restaurant Environment, Customer Satisfaction, Revisit Intention	CHOW KENG YONG, DICKSON ONG CHEE SIANG, THAM WAI LOK, WONG YIN KUAN	These findings that food quality, service quality and restaurant environment have positive significant relationship with the customer satisfaction and customer satisfaction towards revisit intention also had positive significant relationship.
9	Factors Of Coffee Shop Revisit Intention And Word-Ofmouth Mediated By Customer Satisfaction	Atmosphere, Service Quality, Customer Satisfaction, Revisit Intention, Word of Mouth	Christian Haposan Pangaribuan, Ayya Sofia, Martinus Fieser Sitinjak	These study found that atmosphere and service quality factors had positive effects on customer satisfaction, while the variety of menu was not significant to the satisfaction, the fact that the satisfied customers would likely have the

				intention to revisit and spread word-of-mouth.
--	--	--	--	--

## 2.3. Relationship Among Variable

### 2.3.1 Narcissism and Customer Satisfaction

People (mostly young generation) are continually posting their emotion, location, pictures online to ostentatious their fancy lifestyle, from which help them gaining satisfaction from the attention and admiration of others. Someone who has a narcissistic personality tends to want to look better than the other people, therefore they feel satisfied if the photos they post on social media get good feedback from other people. In marketing decisions, the impact of self-related motivations is expected to increase. With that being said, various personality traits such as self-esteem and self-conceptual clarity manipulated the effect of self-associated motivations on consumer behavior. Therefore, based on the explanation above, the following hypothesis is formulated:

H1: Narcissism has a significant influence on Customer Satisfaction

### 2.3.2 Narcissism and Revisit Intention

Revisit intention arises after consumers get satisfaction with certain products or services, so that consumers have a desire to consume or repurchase. Narcissists show higher public selfconsciousness and a more other-directed self-monitoring style (Emmons, 1984) and are strongly motivated to make a good impression on their peers because of their constant need for admiration (Morf and Rhodewalt, 2001). When customers satisfied by visiting a place that gave them a good reaction from others, it will arise the intention revisit.

H2: Narcissism has a significant influence on Revisit Intention

### **2.3.3 Food and Beverage Quality and Customer Satisfaction**

According to Mattila (2001) food quality was the most important attribute of overall restaurant elements and its expected to have a positive relationship with customer satisfaction and loyalty. Food quality is one of the factors that can affect the value or image of a store especially in food and beverage industry. According to Ha and Jang (2010), there has a positive relationship exists between food quality and customers' satisfaction. Food quality is deemed related to satisfaction (Law et al., 2004) and is tested in this study as a potential determinant of customer satisfaction. According to Dita (2010) food quality has an influence on customer satisfaction, so it would be better if it could improve and maintain the quality of food products as a basis for marketing strategies. Therefore, based on the explanation above, the following hypothesis is formulated:

H3: Food and Beverage Quality has a significant influence on Customer Satisfaction

### **2.3.4 Food Quality and Revisit Intention**

Other researchers also described that a direct relationship between food quality and revisit intention such as, Bujisic et al., (2014) highlighting that in fast food restaurants and upper class, the focus is on food quality which influences to customer behavioral intentions. Food quality is positively related to customer behavioral intentions (revisit intention and word of mouth). Research by Cheah et al., (2018) shown that customers have made food quality as one of the main attributes, which is most important in influence to their behavioral intentions towards the coffee and also to be visited. For most customers or visitors, a key element of a restaurant is food quality (Namkung and Jang, 2007). Customers who experienced that quality of the food they consumed at a restaurant is high, were more willing to give positive word-of-mouth and revisit the restaurant. The memorable and delicious taste of the food is the main reason motivating customers to revisit the restaurant. Therefore, based on the explanation above, the following hypothesis is formulated:

H4: Food and Beverage Quality has a significant influence on Revisit Intention

### **2.3.5 Customer Satisfaction and Revisit Intention**

According to Syafi'i & Aditi (2017) Customer Satisfaction is a changing target, each consumer enters a buying and selling situation with a series of needs at different levels. Han and Ryu (2007) found that improving customer satisfaction level is essential to increase revisit and recommendation intentions. A satisfied customer has higher possibility to reject competitive offers and will return to the same restaurant that offers them great experience. According to Saintz (2018) revisit intention is a customer who has made a previous purchase that turns out to be very fulfilled by the customer's expectations. A sense of customer satisfaction arises for the cafe, this sense of customer satisfaction is the basis for future revisit intention. Satisfaction is considered as an excellent factor in influence the customer's intention to revisit the restaurant (Choi & Chu, 2011) since the higher the satisfaction, the higher the chance of the customer to perform a revisit (Oh, 2000 and Han et al., 2009). Therefore, based on the explanation above, the following hypothesis is formulated:

H5: Customer Satisfaction has a significant influence on Revisit Intention

### **2.3.6 Customer Satisfaction as a mediation variable**

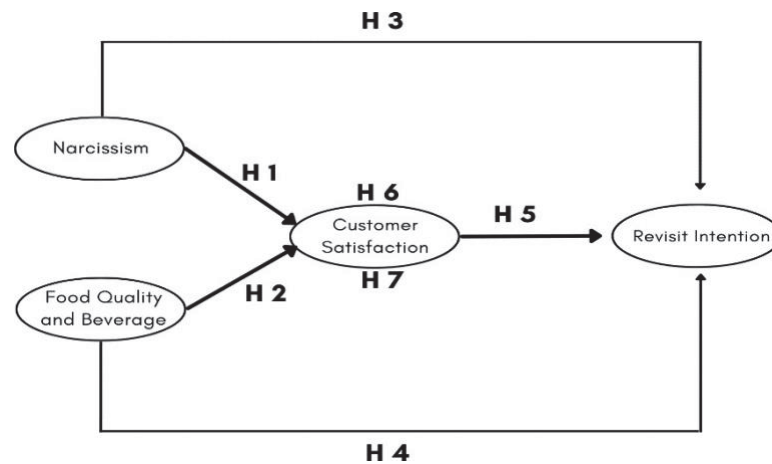
When customers are satisfied with the food quality or the feedback they got from other people (Narcissism Trait) of the coffee shop, it will provide a boost to the intention of the consumer to revisit the coffee shop. Most importantly, the greater the customer satisfaction, the stronger the consumer's revisit intention (Chavan & Ahmad, 2013). If the food quality and narcissism are at a significant level of satisfaction and the consumers are more satisfied, it resulting that repeated purchase and revisit intention to the coffee shop.

H6: Customer Satisfaction mediates the significant influence between Narcissism and Revisit Intention.

H7: Customer Satisfaction mediates the significant influence between Food and Beverage Quality and Revisit Intention.

## 2.4 Conceptual Framework

Based on the explanation above, there is a relationship among variables that are considered important to the research. This research uses Food Quality, Narcissism Personality, Customer Satisfaction, and Revisit Intention as the variable.



**Figure 2.1: Conceptual Framework**

## 2.5 Hypotheses

The hypothesis is defined as a temporary answer to the research problem, explained from a theoretical basis or empirical study that needs to be proven (Sudaryono, 2019). Based on the theoretical framework and description of the relationships among variables, the hypotheses are used in this research to answer the research problems is as follows:

*H1: Narcissism has a significant influence on Customer Satisfaction.*

*H2: Food and Beverage Quality has a significant influence on Customer Satisfaction.*

*H3: Narcissism has a significant influence on Revisit Intention.*

*H4: Food and Beverage Quality has a significant influence on Revisit Intention.*

*H5: Customer Satisfaction has a significant influence on Revisit Intention.*

*H6: Customer Satisfaction mediates the significant influence between Narcissism and Revisit Intention.*

*H7: Customer Satisfaction mediates the significant influence between Food and Beverage Quality and Revisit Intention.*