

## **The Effect of Food Quality and Perceived Value on Behavioral Intention Using Customer Satisfaction as A Mediation Variable (Study On Gacoan Noodle Restaurant in Surabaya)**

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### **Abstract**

*The development of the food & beverage industry has recorded quite good growth in recent years due to the presence of the digital world. The purpose of this analysis is to determine the direct and indirect effects of food quality and perceived value on behavioral intentions through customer satisfaction at Mie Gacoan restaurants in Surabaya. The quantitative research model uses a sample of 273 respondents, with the main characteristics being consumers who make purchases at the Mie Gacoan restaurant in Surabaya using Online Food Delivery (OFD). This study uses descriptive analysis techniques, SEM-PLS and mediation tests. The research results show that food quality (X1) has a positive and significant effect on customer satisfaction (Z). Perceived value (X2) has a positive and significant effect on customer satisfaction (Z). Food quality (X1) has a positive and insignificant effect on behavioral intentions (Y). Perceived value (X2) has a positive and significant effect on behavioral intentions (Y). Customer satisfaction (Z) has a positive and significant effect on behavioral intentions (Y). Customer satisfaction (Z) has a positive and significant effect mediating food quality (X1) on behavioral intentions (Y). Customer satisfaction (Z) has a positive and significant effect mediating Perceived value (X2) on behavioral intentions (Y).*

**Keywords:** *Restaurant, Food Quality, Perceived Value, Behavioral Intentions, Customer Satisfaction*

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## **INTRODUCTION**

The development of the food & beverage (F&B) industry has recorded quite good growth in the last few years. This increase in growth has led to changes in lifestyle behavior and consumption patterns of people in goods and services. The food and beverage industry is an important sector that supports the performance of the non-oil and gas processing industry. The existence of people's needs and demands for food and beverages that continue to increase, has resulted in the food and beverage business in various regions experiencing significant growth, one of which is in East Java. Industrial Revolution 4.0 to become Society 5.0 requires business people to utilize and solve digital social problems. The digital society environment from the realm of business economics is the shift from conventional marketing to modern e-market marketing. The phenomenon that is happening right now is the survival of society which is very easy and the rise of the digital world in buying and selling transactions.

Based on RedSeer's analysis, according to databooks.co.id, the Indonesian e-commerce market will increase to US\$137.5 billion in 2025. One restaurant that utilizes the digital world and collaborates with online food delivery services, in developing the marketing strategy is the Mie Gacoan restaurant which was founded by Anton Kurniawan. Gacoan noodles are spicy noodles in general which have advantages in spicy flavors and concept dining arrangements. The Mie Gacoan restaurant was first established in 2016 in Malang, East Java and in 2021 the Mie Gacoan restaurant has 54 branches spread across Indonesia, including in Surabaya, East Java. This Gacoan Noodle Restaurant is somewhat unique for the community because it provides affordable prices with a comfortable and concept dining atmosphere. Consumer interest in Mie Gacoan restaurant lies in how for the first time the consumer knows the product and knows the quality of the food served so that consumers carry out behavioral intentions.

Behavioral intentions are a proportion that relates itself to future actions where consumers feel a service or product is offered (Mindari 2022).

In determining behavioral intentions, Mie Gacoan restaurants must consider the impact of food quality and perceived value provided to cause consumer satisfaction in making purchases, especially online food purchases. Food quality is a condition of food and plays an important role in the restaurant business in creating a customer image (Nam, Shim, and Jeong 2017).

In the restaurant industry, fulfilling customer desires and providing quality food is a challenge for restaurants (Ramaraj 2017). Perceived value is a marketing element that needs attention because it refers to the previous experience of various types of services and consumer expectations of an object (Habibah Muharmi and Dessy Kurnia Sari 2019). Perceived value is the benefit that consumers receive from sacrifices made to an object (Devi and Aksari 2020). This is related to consumer perceptions of Mie Gacoan restaurants which provide affordable prices and quality products, giving rise to behavioral intentions in the future. The impact of the existence of food quality and perceived value is customer satisfaction with a product or service received. Customer perceptions about the lack of balance between the services provided and the costs incurred will create barriers for customers to have a high level of satisfaction with restaurants and will limit customers in having a positive attitude towards restaurants. (Tuncer, Unusan, and Cobanoglu 2020). So the writer is interested in researching this problem in his thesis research entitled "The Effect of Food Quality and Perceived Value on Behavioral Intention with Customer Satisfaction as a Mediation Variable (Study at Gacoan Noodle Restaurant in Surabaya)"

### **Food Quality**

Food quality is everything that producers offer to consumers to buy as a basis for meeting consumer needs (Kotler and Keller 2014). Quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono 2016). Food quality in the restaurant industry means that restaurants consistently represent food with appropriate freshness, temperature, taste, and presentation (Canny 2013). Product quality is a set of characteristics and characteristics of goods and services that can meet needs, which is a combined understanding of the reliability, accuracy, convenience, and other attributes of a product.

H1: Food Quality has a positive and significant effect on customer satisfaction

H3: Food Quality has a positive and significant effect on behavioral intentions

### **Perceived Value**

Perceived value is the difference between the prospect's evaluation of all the benefits and costs of an offer and the perceived alternative (Adelia and Prasastyo 2019). Perceived value is a consumer's overall assessment of a utility product based on perceptions of what is received and what is given (Huang, Zhang, and Quan 2019). Perceived value is an action and strategy to increase perceived benefits or reduce perceived sacrifices, so it can be said that perceived value is the same as service quality which is subjective where as a perception of benefits received by consumers and sacrifices are required for each customer (Tuncer, Unusan, and Cobanoglu 2020). Perceived value is the consumer's perception of the benefits and value received in a product or service, which is usually in the form of quality and price offered by the company to consumers.

H2: Perceived Value has a positive and significant effect on customer satisfaction

H4: Perceived Value has a positive and significant effect on behavioral intentions

### **Customer Satisfaction**

Customer satisfaction is the essence of achieving long-term profitability for the company, where satisfaction is a picture of the difference between expectations and performance. Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance of the product offered (Kotler and Keller 2014). Consumer satisfaction

is a central concept in business and management discourse. The consequences of satisfied or dissatisfied consumers are crucial for businesses, governments, and consumers (Tjiptono and Chandra 2017). Customer satisfaction can be explained based on positive, accepted, relieved, happy and happy feelings (Hanaysha 2016). Customer satisfaction or customer satisfaction is a positive attitude or feeling that arises in a person about the experience after using or using a product or service. This is important that must be raised and even maintained by business people because it has a big impact on the company.

H5: Customer satisfaction has a positive and significant effect on behavioral intentions

### Behavioral Intentions

Behavioral intention is the ultimate goal of a product, if the product received is profitable then the company will be able to survive and win the competition (Purwianti and Tio 2017). Intention to behave as a consumer's desire to act and make decisions in a certain way to have, dispose of, and use certain products or services (Indrata, Susanti, and Kristanti 2017). Customer satisfaction is formed based on cognitive processes in determining commitment directly or indirectly in determining to repurchase (Wulandari and Widodo 2021).

H6: Customer satisfaction has a positive and significant effect on mediating food quality on behavioral intentions.

H7: Customer satisfaction has a positive and significant effect on mediating perceived value on behavioral intentions.

## RESEARCH METHODS

This research uses quantitative research with descriptive and explanatory research methods. The research location is in Surabaya City, East Java. The population in this study were consumers of Mie Gacoan restaurants in Surabaya who made purchases using Online Food Delivery (OFD). This study used a non-probability sampling technique, with a purposive sampling method. The sample measurement used is infinite by conducting a previous survey of 26 respondents to determine the population and found 77% of the population used. The samples were processed using a sample size calculator with an error of 5% so that the number of samples used was 273 respondents.

The research design can be seen in the image below :

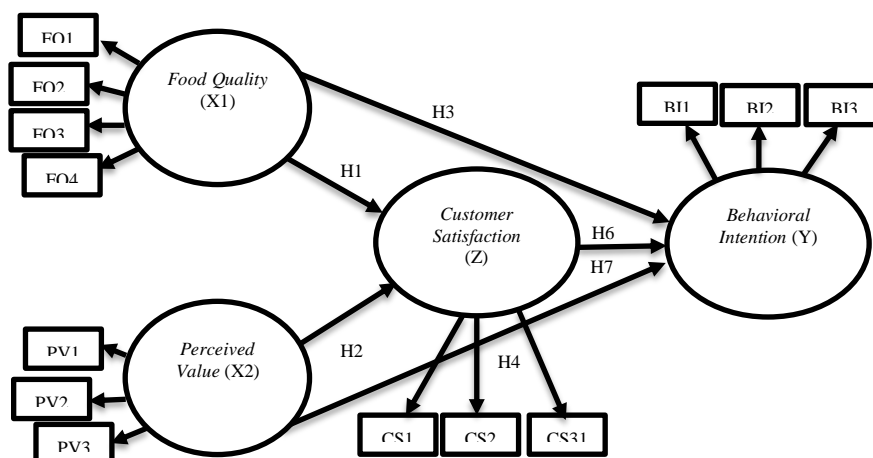


Figure 1. Research Design

The research data was obtained from distributing questionnaires through the Google form. Statements given to respondents totaled 38 items with 11 items related to food quality, 9 items

related to perceived value, 9 items related to behavioral intentions and 9 other items related to customer satisfaction. The analytical techniques used in this research are descriptive analysis, SEM-PLS and mediation tests by measuring the outer model and inner model which are processed using smartPLS 4.0.

## RESULT AND DISCUSSION

### Result

Respondents in this study were consumers of Mie Gacoan restaurants in Surabaya who made purchases using online food delivery such as Go Food, Grab Food, and Shopee Food. Based on calculations using the Size Calculator, the distribution of research questionnaires was carried out to 273 respondents with predetermined criteria. The number of statements used in distributing the research questionnaire is 38 items. After the questionnaire was distributed to consumers at Mie Gacoan restaurants in Surabaya and the respondents' answers were collected, data analysis was carried out using smart pls.

**Tabel. 1** Respondents' Answers

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Male	70	25,7%
Female	203	74,6%
<b>Age</b>		
15 – 20 Old	76	27,8%
21 – 25 Old	143	52,4%
26 – 30 Old	34	12,5%
31 – 35 Old	13	4,8%
> 36 Old	7	2,6%
<b>Job</b>		
Student	28	10,3%
Student College	91	33,3%
Private Employee	81	29,7%
Government Employees	25	9,2%
Entrepreneur	25	9,2%
Others	22	8,1%
<b>Monthly Needed</b>		
< 1.000.000	91	33,3%
1.010.000 – 2.000.000	75	27,5%
2.010.000 – 3.000.000	39	14,3%
3.010.000 – 4.000.000	30	11,0%
4.010.000 – 5.000.000	16	5,9%
> 5.010.000	22	8,1%
<b>Online Platforms Used</b>		
Go Food	83	30,4%
Grab Food	55	20,1%
Shopee Food	135	49,5%
<b>Purchase Frequency</b>		
2 Times	27	9,9%
More Than 2 Times	85	31,1%
Several times	91	33,3%
Countless (frequently)	70	25,6%
<b>Selected Restaurants in The Surabaya Region</b>		
Mie Gacoan Ambengan	32	8,6%
Mie Gacoan Wiyung	81	21,7%
Mie Gacoan Manyar	57	15,2%
Mie Gacoan Margorejo	38	10,2%
Mie Gacoan Mayjen Sungkono	26	7,0%
Mie Gacoan Kenjeran	24	6,4%
Mie Gacoan Ahmad Yani	85	22,7%

Descriptive analysis is the respondents' answers from the questionnaire that was distributed to 273 Mie Gacoan respondents in Surabaya who made purchases using online food delivery. The data collection criteria specified in the research questionnaire used a Likert scale of 1 to 5.

**Table 2.** Respondent Using Likert Scale

Construct/Associated items	Mean	Standard deviation	Skewness	Kurtosis
<b>Food Quality (X1)</b>				
Flavor	4,057	0.651	-0,497	0,342
Portion	4,120	0.645	-0,456	0,291
Temperature	3,790	0.778	-0,531	0,458
Menu Variations	4,221	0.732	-0,802	0,512
<b>Perceived Value (X2)</b>				
Benefit	3,944	0.728	-0,590	0,135
Quality/Performance Value	4,028	0.663	-0,534	0,592
Price/Value of Money	4,107	0.722	-0,909	1,855
<b>Behavior Intention (Y)</b>				
Loyalty to the company	3,863	0.831	-0,857	0,833
Return Intention	4,080	0.709	-0,686	0,552
Word of Mouth	4,046	0.782	-0,717	0,322
<b>Customer Satisfaction (Z)</b>				
Expectation Conformity	4,038	0.696	-0,716	1,570
Quality of Service	4,130	0.646	-0,626	1,050
Emotional Factor	3,850	0.759	-0,490	0,363

Analysis of the measurement model (outer model) is carried out to prove that the measurement used is feasible to be used as a measurement.

**Table 3.** Respondents of Outer Model

Item Variable	Outer Loadings	Outer Weight	P-value	VIF	AVE	CR	Cronbach's alpha
<b>Food Quality (X1)</b>					0,689	0,853	0,849
Flavor	0.842	0.324	0.000	1.925			
Portion	0.871	0.313	0.000	2.299			
Temperature	0.815	0.289	0.000	1.860			
Menu Variations	0.791	0.277	0.000	1.739			
<b>Perceived Value (X2)</b>					0,762	0,844	0,844
Benefit	0.864	0.386	0.000	1.928			
Quality/Performance Value	0.889	0.379	0.000	2.247			
Price/Value of Money	0.865	0.381	0.000	1.961			
<b>Behavior Intention (Y)</b>					0,852	0,915	0,913
Loyalty to the company	0.912	0.343	0.000	3.000			
Return Intention	0.940	0.376	0.000	3.709			
Word of Mouth	0.917	0.364	0.000	2.967			
<b>Customer Satisfaction (Z)</b>					0,823	0,893	0,892
Expectation Conformity	0.933	0.373	0.000	3.573			
Quality of Service	0.914	0.373	0.000	3.106			
Emotional Factor	0.873	0.357	0.000	2.154			

Overall the food quality variables, perceived value, behavioral intentions, and customer satisfaction have a loading factor value of  $> 0.7$  and each indicator is declared valid (Ghozali and Latan 2015). The overall significance value is indicated by a p-value  $< 0.05$  which proves that the research instrument is significant. Next is the formative measurement model (outer

VIF) where the estimation results for the entire instrument show an outer VIF value  $<5$  which proves that there is no multicollinearity between measurement items. The Average Variant Extracted (AVE) value states that all constructs show an AVE value greater than 0.50 or 50% with the smallest value of 0.689 or 68.9% for the food quality variable (FQ) and the highest AVE value of 0.852 or 85.2%. for behavioral intention (BI) variables. So that the indicator measurement items are said to be discriminantly valid. The composite reliability value for the food quality variable is 0.853, the perceived value variable is 0.844, the behavioral intention variable is 0.915 and the customer satisfaction variable is 0.893. Composite reliability testing is declared reliable because composite reliability is  $> 0.70$ . Meanwhile, the value of Cronbach's alpha on the food quality variable is 0.849, the perceived value variable is 0.844, the behavioral intention variable is 0.913 and the customer satisfaction variable is 0.892 with a value  $> 0.60$ , the questionnaire is declared to produce stable measurement results (Ghozali and Latan 2015).

### Determinant Coefficient (R2)

The R Square value in this study is to determine the predictive power of the structural model of each endogenous latent variable.

**Tabel. 4** Determinant Coefficient (R2)

Variable	R-square	R-square adjusted	Explanation
<i>Behavioral Intention</i>	0.727	0.716	Moderate
<i>Customer Satisfaction</i>	0.718	0.716	Moderate

The results of the r-square test variable behavioral intention (Y) of 0.727 or 72.7%, which means behavioral intention (Y) can be explained by the variable food quality, perceived value, and customer satisfaction of 72.7%, and the remaining 27.3% is explained by other constructs that are not described in this study. Furthermore, the R Square value on the customer satisfaction variable is 0.718 or 71.8%, which means that customer satisfaction (Z) can be explained by the food quality variable, perceived value, and behavioral intention of 71.8% and the remaining 28.2% is explained by other constructs which were not described in this study.

**Table 5.** R-Square Test Results

hypothesis	relationship	Path Coefficient	p-value	95%CI	F square	Support
H1	FQ – CS	0,358	0.000	0.578	0,147	Accepted
H2	PV – CS	0.529	0.000	0.724	0,321	Accepted
H3	FQ – BI	0.117	0.057	0.251	0,014	Rejected
H4	PV – BI	0.450	0.000	0.639	0,177	Accepted
H5	CS – BI	0.332	0.002	0.559	0,111	Accepted
H6	FQ – CS – BI	0.119	0.000	0.190	0,014	Accepted
H7	FQ – CS – BI	0.175	0.048	0.368	0,031	Accepted

### H1: Effect of Food Quality (X1) on Customer Satisfaction (Z) at Gacoan Noodle Restaurants in Surabaya

Based on the results of the analysis that has been carried out, the path coefficient value is 0.354 with a p-value of 0.001. The test results show that the path coefficient is positive and the P value  $<$  level of significance ( $\alpha=5\%$ ), which means that the food quality variable (X1) has a positive and significant effect on customer satisfaction (Z) for Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by research (Basuki and Marliyana 2022; Zhong and Moon 2020) which proves that food quality has a positive and significant effect on customer satisfaction. Food quality has been generally accepted as the main factor influencing customer satisfaction and post-meal behavioral intentions (Shariff et al. 2015). Mie Gacoan Restaurant is a culinary business that collaborates with online food delivery platforms such as Go Food, Grab Food, and Shopee Food. Mie Gacoan Restaurant continues to maintain the quality of taste and variants of its food menu by

providing the best according to consumer expectations. Therefore, if the quality of the meaning of Mie Gacoan is further improved, then customer satisfaction will increase to the highest limit of 0.578.

## **H2: Effect of Perceived Value (X2) on Customer Satisfaction (Z) at Mie Gacoan Restaurants in Surabaya**

Based on the results of the analysis that has been done, the path coefficient value is 0.549 with a p-value of 0.000. The test results show that the path coefficient is positive and the P value < level of significance ( $\alpha = 5\%$ ), which means that the perceived value variable (X2) has a positive and significant effect on customer satisfaction (Z) for Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by research (Habibah Muharmi dan Dessy Kurnia Sari 2019; Slack et al. 2021) which proves that perceived value has a positive and significant effect on customer satisfaction. Perceived value is the consumer's overall assessment of a utility product based on the perception of something received (Huang, Zhang, and Quan 2019). Mie Gacoan Restaurant can provide the best service and experience for consumers to lead to consumer satisfaction in making purchases using online food delivery. Sales of Gacoan noodles through online food delivery have succeeded in making consumers feel satisfied with the price they offer, with the right level of spiciness, the right portion of noodle food, and the price offered is also suitable for a type of snack. Therefore, if the perceived value of Mie Gacoan restaurant is further enhanced, customer satisfaction will increase to the highest limit of 0.724.

## **H3: Effect of Food Quality (X1) on Behavioral Intention (Y) at Mie Gacoan Restaurants in Surabaya**

Based on the results of the analysis that has been carried out, the path coefficient value is 0.118 with a p-value of 0.063. The test results show that the path coefficient is positive and P Value > level of significance ( $\alpha = 5\%$ ), which means that the food quality variable (X1) has a positive and not significant effect on behavioral intention (Y) for Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by research (Chen, Huang, and Hou 2020; Nam, Shim, and Jeong 2017) which proves that food quality does not significantly affect behavioral intention. Mie Gacoan restaurant consumers who make purchases using online food delivery can feel satisfied with the quality of the food and drinks they offer, but not for repeat purchases. The temperature offered by the Mie Gacoan restaurant may be very good, but it is unable to meet the expectations of some consumers when receiving orders via online food delivery. So that when consumers make purchases through online food delivery, these consumers will not engage in positive behavior such as making repeated purchases or recommending. Therefore, if the food quality of Mie Gacoan is further improved, the behavioral intention will increase to its highest limit, which is 0.251.

## **H4: Effect of Perceived Value (X2) on Behavioral Intention (Y) at Mie Gacoan Restaurant in Surabaya**

Based on the results of the analysis that has been carried out, the path coefficient value is 0.486 with a p-value of 0.000. The test results show that the path coefficient is positive and the P value < level of significance ( $\alpha=5\%$ ), which means that the perceived value variable (X2) has a positive and significant influence on the behavioral intention (Y) of Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by research (Christian 2020; Erkmén and Hancer 2018) which proves that perceived value has a positive and significant effect on behavioral intention. The perceived value of consumers has an important role in influencing consumer behavioral intentions. This is related to consumer perceptions of Mie Gacoan restaurants which provide affordable prices and quality products in online food delivery, giving rise to behavioral intentions in the future. Mie Gacoan Restaurant maintains superiority over the price and quality that consumers get concerning the quality of its

products, both in direct and indirect (online) sales. Therefore, if the perceived value of Mie Gacoan is further enhanced, the behavioral intention will increase to the highest limit of 0.639.

#### **H5: Effect of Customer Satisfaction (Z) on Behavioral Intention (Y) at Mie Gacoan Restaurant in Surabaya**

Based on the results of the analysis that has been carried out, the path coefficient value is 0.308 with a p-value of 0.004. The test results show that the path coefficient is positive and the P value <level of significance ( $\alpha=5\%$ ) that the variable customer satisfaction (Z) has a positive and significant effect on the behavioral intention (Y) of Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by research (Dwaikat et al. 2019; Khoiriyana and Untoro 2018) which proves that customer satisfaction has a positive and significant effect on behavioral intention. Mie Gacoan restaurant consumers who make purchases using online food delivery can feel satisfied with the product quality, service quality, and suitability of expectations received. The quality of service performed by Mie Gacoan restaurant on online food delivery, is the quality of service in the form of estimated delivery time, good packaging so that it is not damaged, and product quality that is not much different from purchasing in person. Service quality can make consumers feel satisfied and carry out behavioral intentions after purchase. Therefore, if Mie Gacoan's customer satisfaction is further enhanced, the behavioral intention will increase to the highest limit of 0.559.

#### **H6: Effect of Food Quality (X1) on Behavioral Intention (Y) through Customer Satisfaction (Z) at Mie Gacoan Restaurant in Surabaya**

Based on the results of the analysis that has been carried out, the path coefficient value is 0.119 with a p-value of 0.000. The test results show that the path coefficient is positive and the P value <level of significance ( $\alpha=5\%$ ) that the variable customer satisfaction (Z) has a positive and significant influence mediating food quality (X1) on behavioral intention (Y) in Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by (Dwaikat et al. 2019; Habibah Muharmi dan Dessy Kurnia Sari 2019) which proves that there is a significant effect of customer satisfaction mediating food quality on behavioral intention. Customer satisfaction has an important role in considering consumers to have a positive attitude and make repeat purchases. Mie Gacoan Restaurant still maintains the quality of its food by providing the right taste and menu variants. One of the achievements that must be made by businessmen is to make consumers feel satisfied with the products they sell. Apart from food quality being a factor in consumer satisfaction, service quality is also a factor in consumer satisfaction in making repeated purchases. Therefore, if customer satisfaction increases, this mediation role will increase to 0.190.

#### **H7: Effect of Perceived Value (X2) on Behavioral Intention (Y) through Customer Satisfaction (Z) at Mie Gacoan Restaurant in Surabaya**

Based on the results of the analysis that has been carried out, the path coefficient value is 0.175 with a p-value of 0.048. The test results show that the path coefficient is positive and the P value <level of significance ( $\alpha=5\%$ ) that the variable customer satisfaction (Z) has a positive and significant influence mediating food quality (X1) on behavioral intention (Y) in Mie Gacoan restaurants in Surabaya through online food delivery. Thus, the results of this study are supported by (Habibah Muharmi dan Dessy Kurnia Sari 2019; Indrata, Susanti, and Kristanti 2017) which proves that customer satisfaction indirectly influences the partial mediation of perceived value on behavioral intention. Consumers with high perceived value as a result of their experience will tend to show positive behavioral intentions (Erkmen and Hancer 2018). Sales of Gacoan Noodles through online food delivery have succeeded in making consumers feel satisfied with prices that are very economical and in line with consumer expectations. Consumer satisfaction is not only from prices that match consumer expectations but also the quality of services provided related to information conveyed through online food delivery

following the products received by consumers. Therefore, if customer satisfaction increases, then this mediation role will increase to 0.368.

## CONCLUSION

There is a positive and significant influence between food quality (X1) on customer satisfaction (Z). That is, if the quality of food through online food delivery at Mie Gacoan restaurants in Surabaya in terms of taste, portions, temperature, and menu variants matches consumer expectations, it can increase customer satisfaction at Mie Gacoan restaurants in Surabaya. There is a positive and significant influence between perceived value (X2) on customer satisfaction (Z). This means that if the perceived value through online food delivery at Mie Gacoan restaurants in Surabaya regarding benefits, quality/performance value, and price/value of money is in line with consumer expectations, it can increase customer satisfaction at Mie Gacoan restaurants in Surabaya. There is a positive and insignificant influence between food quality (X1) on behavioral intention (Y). This means that food quality through online food delivery at Mie Gacoan restaurants in Surabaya is a consumer's taste that cannot be assessed directly, so it may not necessarily increase behavioral intention at Mie Gacoan restaurants in Surabaya. There is a positive and significant influence between perceived value (X2) on behavior intention (Y). This means that if the perceived value through online food delivery at Mie Gacoan restaurants in Surabaya is related to product quality which is not much different from direct purchases, then it can increase behavioral intention at Mie Gacoan restaurants in Surabaya.

There is a positive and significant influence between customer satisfaction (Z) on behavioral intention (Y). This means that if customer satisfaction for Mie Gacoan restaurants in Surabaya through online food delivery is fulfilled according to consumer expectations, it can increase behavioral intention at Mie Gacoan restaurants in Surabaya. Food quality (X1) has a positive and significant effect on behavioral intention (Y) through customer satisfaction (Z). That is, the better the food quality of Mie Gacoan restaurants in creating customer satisfaction in online food delivery, the better the behavioral intention of consumers towards Mie Gacoan restaurants in Surabaya. Perceived value (X2) has a positive and significant effect on behavioral intention (Y) through customer satisfaction (Z). That is, the better the perceived value of Mie Gacoan restaurants in creating customer satisfaction in online food delivery, the better the behavioral intention of consumers towards Mie Gacoan restaurants in Surabaya. Based on these results, it is hoped that this research can contribute to the development of a theory about the factors that influence food quality and perceived value on behavioral intentions through customer satisfaction at Mie Gacoan restaurants in Surabaya. In this study, the variables described, namely food quality, perceived value, behavioral intention, and customer satisfaction can be considered as internal factors that can affect the survival of businesses, especially in the food and beverage sector. The existence of direct and indirect influences between variables shows the result that food quality does not significantly influence behavioral intentions. This proves that the temperature of food through online food delivery cannot meet consumer expectations. So that it can be used as a reference for food and beverage businesses in considering the quality of their products so that consumers continue to carry out behavioral intentions after making a purchase.

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