Effect between Service Quality and Restaurant Image and Perceived Value on Customer Satisfaction and Behavioral Intention
(Case Study at Etam Fried Chicken Restaurant in Tenggarong)

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ABSTRACT: *Business is one of the options that are of great interest, especially in the type of food business of course whose development feels very fast and of course has very promising potential. This study aims to obtain empirical evidence of the effect between service quality and restaurant Image and Perceived Value on Customer Satisfaction and Behavioral Intention. The population in this study was the Tenggarong General Public, and the samples taken by respondents were located at Etam Fried Chicken Restaurant in Tenggarong. The sampling technique used in this study is a non-probability sampling technique with the snowball sampling method, namely sampling based on certain characteristics with a total sample size of 100 respondents. This study uses the SmartPLS analysis tool. It was found that Service Quality, Perceived Value have a positive direction and have a significant effect on Customer satisfaction but Restaurant Image has a positive direction but has no significant effect on Customer satisfaction, besides that, Service Quality, Restaurant Image, Customer satisfaction are positive and have a significant effect on Behavioral Intention, while Perceived Value direction is positive but has no significant effect on Behavioral Intention.*
KEY WORD: *Service Quality, Restaurant Image, Perceived Value,Customer Satisfaction, Behavioral Intention*

I.   INTRODUCTION AND LITERATURE REVIEW

It is no longer a secret that business is one of the most popular choices, especially in the type of food business (culinary), of course the development feels very fast and of course has very promising potential. There have been many successful entrepreneurs and made profits in this culinary business, but it also needs to be admitted that there are not as many culinary entrepreneurs who are bankrupt or out of business, of course some of the factors or strategies taken in running a business are less precise and the quality in terms of service is not optimal so that bad impact for the business being run. which means that the main strategy taken in running this business must be appropriate and good relationships with consumers need to be maintained.

Of course this cannot be separated from the times where it is a challenge for culinary entrepreneurs to adapt to changing lifestyles that are increasingly developing by providing an unusual eating experience and ultimately creating consumer loyalty itself. According to Olson and Peter (2008,331) behavioral intention is a proportion that connects oneself with future actions. The behavior of customer intentions towards products and services is the result of the satisfaction process that customers feel about the products and services that have been provided by product and service providers. The satisfaction felt by customers with the products and services that have been provided can influence the behavior of high or low customer intentions depending on how much satisfaction the customer feels.

Understanding consumer behavior will facilitate management in an effort to develop a product or service according to consumer needs and desires. The desire to behave consumers is often based on the possibility of action to be taken. In the culinary business world, the things that make success one of them are how the behavior of repurchase intentions or how the attitude of consumers when they have received services or benefits, satisfaction with products or services, other people using WOM (Word of Mouth) to influence visiting or buying a product or service offered by saying positive things about the product or company, and recommending it to others.

Then price sensitivity is a sensitivity of the customer to price changes that occur by seeing whether the customer will remain loyal to be a consumer even though there has been an increase in price and whether the customer will not move even though there are other restaurants that offer cheaper prices.

According to Kotler and Keller (2008,16) satisfaction is the feeling of being happy or disappointed by someone that comes after comparing their perceptions or impressions of the performance or results of a product or service and their expectations. Customer satisfaction can be built through the quality of service and value contained in the core of the service. (Tjiptono 2007) provides a definition or understanding of customer satisfaction (customer satisfaction) as a conscious evaluation or cognitive assessment of whether the performance of the product is relatively good or bad or whether the product is suitable or not suitable for its intended use.

Customer satisfaction can only be achieved by providing quality services to consumers. Good service is often assessed by consumers directly, therefore efforts are needed to improve the quality of the service system provided in order to fulfill the desires and increase customer satisfaction. Consumers who feel proud and get the belief that other people will be amazed by him when using a product with a certain brand will tend to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product or service but self-esteem or social value which makes customers satisfied with certain product brands and of course when they are satisfied they will become loyal to that brand.

Although this brand has been well-known by the majority of Tenggarong people in particular, the increasing competition in the culinary business has resulted in the increasing consumer demands for service. This needs to be anticipated with the right strategy, including by improving service quality.

Restaurant image is a description of a place where food and drinks are sold in the minds of consumers, because it has functional qualities and about the atmosphere from its physical attributes. Each restaurant has its own restaurant image. The image or image of the restaurant can be seen from the consumer's impression of the products offered, the price, the location of the restaurant and the services provided by the restaurant itself.

The image of a restaurant can be viewed as something that becomes the mind of consumers about a restaurant, including perceptions and attitudes based on stimuli related to the restaurant received through the five human senses. Stimuli can be described as stimuli that are received through our sensory organs, namely those which can be seen, heard, smelled, touched and felt which can influence our response.

Moreover, currently the majority of Tenggarong people are Office Workers and many are Civil Servants so that business in the culinary field is very suitable and promising, but by looking at the market potential and consumer demand, many MSMEs are starting to open culinary tourism businesses so of course this is becoming a competitive and a threat to Etam Fried Chicken Restaurant Business, so it is necessary to do maximum service quality to customers and innovations in flavor variants as well as in terms of restaurant image. Based on this description, the authors are interested in testing whether the theory that discusses Behavioral Intention and Customer Satisfaction can be confirmed by the phenomenon currently occurring at the Etam Fried Chicken restaurant.

This study aims to analyze the influence of the variables studied, namely service quality, restaurant image, value of merit, satisfaction customers, behavioral intention, it is hoped that this research can be a reference especially for the management of Etam Fried Chicken Restaurant to manage human resources and maximize service to customers in order to have loyalty to Etam Fried Chicken Restaurant.

1.2 Literatur Review

Quality of Service : Parasuraman et al., (1994) Based on the research that has been done to understand the construct of service quality and its determinants, it defines that service quality is the level of difference between customer expectations for service and their perceptions of service performance.(Gantara & Yulianto, 2013) Service is centered on meeting customer needs and wants. states that service quality is the level of excellence expected and control over this level of excellence to meet customer desires.Service quality also encourages customers to maintain commitment to products and services to the company so that it has an impact on increasing the market share of a product.

E. Haryanto (2013) There are 10 main dimensions that determine the quality of services or services later in further developments, namely in 1988, Parasuraman in his book entitled: Concepts and techniques for measuring the quality of service products, business and management studies stated that the ten existing dimensions can be summarized into only five dimensions. principal, namely:
1. Tangibles (Direct Evidence): The first component refers to physical facilities, personnel appearance, equipment and technology used in providing services.
2. Reliability: The second component refers to the organization's ability to provide services correctly (accurately), reliably, the ability to provide the promised service appropriately and reliably.
3. Responsiveness: The third component and service quality refers to goodwill or goodwill to provide services to customers.
4. Assurance: The fourth component of service quality refers to the knowledge, abilities, and courtesy of employees in providing services to consumers.
5. Emphaty (Empathy): The last component of service quality refers to employee concern or concern.

Image of a restaurant : Made & Rani, (2014)in his research, store image is the personality of a shop. Consumers tend to shop at shops that match the image they build. This is confirmed by research Preez and Vyver (2010) which states that store image is a vital part of marketing communication and the delivery of corporate identity, because store image is able to influence consumer perceptions. A store image can be formed by presenting and combining several elements of the retail mix.Armed with a positive store image, a retailer will be able to create satisfaction after consumers experience the shopping experience at the store. Research on customer satisfaction has been widely researched, among others Beneke *et al*. (2011), Martisiute (2010), Solvang (2007), and Bloemer and Schroder (2002).

Profit Value : Perceived value is consumers' overall assessment of the benefits of a product based on what they receive and what they provide Lai (2004).Perceived customer value or delivered value, according to Kotler (2000: 34) is the difference between total customer value (total value for customers) and total customer cost (total cost for customers). Total customer value (the amount of value for customers) is a collection of benefits that customers are expected to obtain from a particular product or service. Total customer cost (total cost for customers) is a collection of sacrifices that customers estimate will occur in evaluating, obtaining, and using the product or service.

According to Kotler (2003) states that "the perceived value what is the perceived monetary value of the bundle of the economic, functional, and psychological benefits customers expect from a given market offering". Value is a set of benefits that customers are expected to get from a particular product or service. The total value for this customer can be in the form of product value, service value, employee value, and image value. Product value, for example, the enjoyment of the menu offered. Service values, for example, accuracy in serving, hospitality. Employee values are for example experience, how to dress, how to talk, while the value of image is the same as image. So that perceived value is important in understanding consumer behavior, because consumer perceptions of value affect their purchasing decisions which in turn are able to create brand loyalty Parasuraman (1997).

Customer satisfaction : Consumer satisfaction is an individual's perception of the performance of a product or service in relation to expectations Henny, (2014:25). Customer satisfaction is the result felt by buyers who experience the performance of a company that matches their expectations. Consumers are satisfied when their expectations are met and feel very happy when their expectations are exceeded.According to Rangkuti (2003), consumer satisfaction is the consumer's response to the mismatch between the level of importance before and the actual performance that is felt after use. Consumer satisfaction is influenced by product quality, price and personal factors. Customer satisfaction goes hand in hand with dissatisfaction. This means that customer responses to evaluations and perceived discrepancies between previous expectations and the actual performance of the product are felt after use. So satisfaction is an emotional response felt by customers when they enjoy the experience of using or consuming a product or service.

Behavioral Intent : Schiffman & Kanuk (2010) states that behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. The behavior of customer intentions towards products and services is the result of the satisfaction process that customers feel about the products and services that have been provided by product and service providers. The satisfaction felt by customers with the products and services that have been provided can influence the behavior of high or low customer intentions depending on how much satisfaction the customer feels.Based on the theory above, it can be concluded that behavioral intentions are an indication of how people are willing to try and instill customer trust in the company so that it creates its own satisfaction.

According to Parasuraman, Zeithaml, and Berry found dimensions for behavioral intention, namely:

1. WOM (*Word of Mouth*)

   Informal communication about a product or service differs from formal communication because in informal communication the sender does not speak in the capacity of a professional or commercial communicator, but tends to be a friend. This communication is also called word of mouth communication which tends to be more persuasive because the sender of the message has no importance at all for the actions of the recipient. Sebagian besar proses komunikasi antar manusia dilakukan melalui mulut ke mulut. Every day someone talks to others, exchange ideas, exchange information, share opinions and other communication processes. Maybe in fact the consumer's knowledge of various kinds of products is due to word of mouth communication. This happens because information from friends will be more reliable than information obtained from advertisements.

2. Price Sensitivity

   Price sensitivity is the attitude or feelings of customers in paying for a product at a certain price that companies offer for the product they want. The customer's reaction is in the form of a transfer to another product / brand, delaying a purchase or they do not make a purchase of the product or service. Customers have a higher sensitivity to prices for products or services that have a high price or that customers

frequently buy. Customers are less sensitive to prices for products or services that are low priced or that they rarely buy. They are also less sensitive to price when price is considered only a fraction of the total cost of acquiring, using and repairing a product over its lifetime (Kottler, 2005).

3. Repeat purchasing

Purchase intention is defined as the possibility for a consumer to be interested in buying a certain product that he sees, if someone wants a product and feels interested in owning the product then they try to buy that product, besides other factors, recommendations from other parties are very important because they can affect someone for the buying process to occur. Purchase interest is a consumer's impulse to make a purchase or an impulse that someone has to make a repeat purchase.

The theoretical framework in this study can be explained as follows:

Figure 1. Conceptual Framework
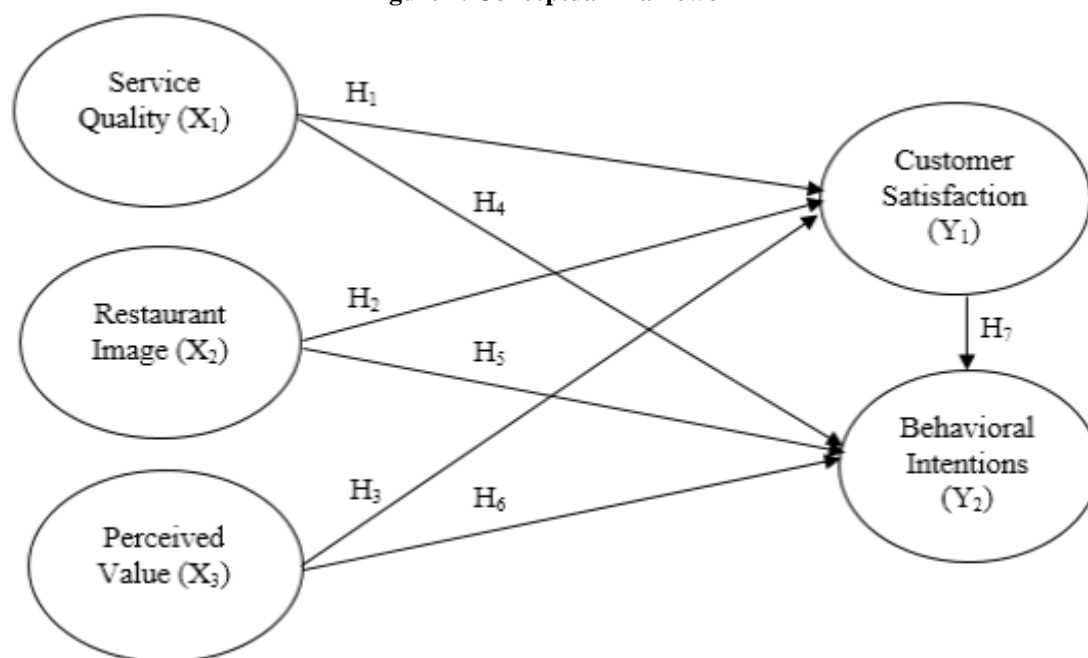
Based on the background and conceptual framework described, the hypothesis proposed in this study is:

Effect of Service Quality on Customer Satisfaction

Kheng et al (2010) with their research entitled The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. The results of research findings that aim to determine the relationship between Service Quality and Customer Satisfaction, improving service quality can increase customer loyalty. The dimensions of service quality that play an important role in this equation are reliability, empathy, and assurance. The findings indicate that overall respondents evaluate the bank positively, but there is still room for improvement.

The results showed that service quality, facilities and prices simultaneously had a positive and significant effect on service user satisfaction. Service quality, facilities, and prices partially have a significant effect on service user satisfaction at the Manado Samsat office.

Several previous studies that have been described and used as a reference in this study explain that the attractiveness of advertising has a positive effect on purchase intention.

H1: Service quality has a significant effect on customer satisfaction

Effect of Restaurant Image on Customer Satisfaction

The concept of restaurant image was introduced by Martineau since 1958. Restaurant image is a description of a place where food and drinks are sold in the minds of consumers, because it has functional qualities and is about the atmosphere from its physical attributes. Restaurant image includes the characteristic attributes of a restaurant and makes consumers feel that the restaurant is different from other restaurants, so that if consumers feel the atmosphere or characteristics of the restaurant can make customers comfortable or consumers will certainly make customer satisfaction at the restaurant.

Ryu et al (2012) in their research entitled The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. The aim of this study is to propose an integrated model that examines the impact of the three dimensional elements of food service quality (physical environment, food, and service) on restaurant image, perceived customer value, customer satisfaction, and behavioral intention.

Made & Rani, (2014) This research aims to determine the effect of store image on customer satisfaction, the effect of satisfaction on customer repurchase intentions, and the effect of store image on customer repurchase intentions. The technique used in this study is to use SEM with AMOS and SPSS software applications.

H2: Restaurant Image has a significant effect on Customer Satisfaction

Effect of Perceived Value on Customer Satisfaction

Aaker (1997: 124) perceived quality can be defined as the customer's perception of all the quality or superiority of a product or service with respect to the intended purpose. Creating value is the main goal of the marketing concept or marketing (Jantrania and Wilson 1999). Then perceived sacrifice is all about cost. Perceived Quality is defined by Zeithaml (1988) as an assessment (perception) of consumers towards the superiority of a product as a whole. Compared with its successor. From this definition it is also known that perceived quality is the ability of a product to be accepted in giving satisfaction when compared relatively with the available alternatives.

Research conducted by Sutanto A. Jeanne (2008) aims to be achieved in this study is to prove and analyze the effect of service quality and perceived value felt by apartment consumers in the city of Surabaya on their satisfaction and loyalty. Respondents analyzed were residents of nine apartments located in Surabaya.

H3: Perception value has a significant effect on consumer satisfaction

Effect of Service Quality on Behavioral Intention

Loanata et al. (2015) research entitled Analysis of the Effect of Service Quality on Behavioral Intentions with Customer Satisfaction as an Intervaning Variable at Amaris Hotel Surabaya. This research was conducted to determine whether Service Quality affects Customer Satisfaction and Behavioral Intentions at Amaris Hotel Surabaya. Amaris Hotel Surabaya is one of the budget hotels in Surabaya which is located in the middle of the city. This research is a quantitative research. The analysis technique used in this research is partial least square (PLS). The results show that service quality has a positive and significant effect on behavioral intentions with customer satisfaction as an intervening variable at Amaris Hotel Surabaya.

H4: Service Quality has a significant effect on Behavioral Intention

Effect of Restaurant Image on Behavioral Intention

Purwianti et al (2017) conducted a study entitled Factors that influence Behavioral Intention. The purpose of this research is to evaluate the influence of e-service elements such as e-service quality, customer satisfaction, attitudes towards web sites and behavioral intention to find out how important e-service factors are in the online store marketing strategy.

Respondents in this study were customers who had purchased from four Indonesian online shop websites. The sample criteria used in this study were non-probability with a purposive sampling method. The data analysis method is simple regression and multiple regression. The sample was collected by distributing 440 questionnaires in which the rate of return was 387.

Then the research conducted by (Jang et al., 2015) entitled The Impact Of Social Factors On Restaurant Image and Behavioral Intentions For the main study, an online survey with video clips was distributed to a consumer panel of a large and well-known market research firm. A total of 500 samples were taken from young adults in Seoul, Korea. This age-specific sample frame was chosen due to the fact that young adults are the main target market for casual restaurants in Korea. Among the sample, 51% were female and 47% of the respondents were married. The majority of respondents (85.8%) have undergraduate or postgraduate degrees. For employment, 43.6% of the respondents were office workers, followed by professionals (10.8%) and housewives (10.4%). the results of the study, based on a survey of 500 participants, suggest that social factors influence the image of a restaurant and, consequently, behavioral intentions.

H5: Restaurant image has a significant effect on Behavioral Intention

Effect of Perceived Value on Behavioral Intention

Sari P. Arum et al (2015) with a study entitled The Effect of Percieved Value on Behavioral Intentions through Consumer Satisfaction as a Mediation Variable in MR Restaurants. Pancake SOLO PARAGAN LIFE STYLE MALL. The purpose of this study was to analyze (1) the effect of perceived value on behavioral intention, (2) the effect of perceived value on customer satisfaction, (3) the effect of customer satisfaction on

behavioral intention, (4) the effect of perceived value on behavioral intention, through customer satisfaction as a mediating variable.

Based on the results of testing each hypothesis, it is concluded that perceived value has a significant effect on consumer behavioral intentions at the Mr. Pancake Solo Paragon Life Style Mall restaurant, thus hypothesis 1 is accepted or proven to be true. Perceived value has a significant effect on customer satisfaction at Mr.'s restaurant. Pancake Solo Paragon Life Style Mall, thus hypothesis 2 is accepted or proven to be true.

H6: Perception value has a significant effect on Behavioral Intention

The Effect of Customer Satisfaction on Behavioral Intention

Research conducted by Jemmi Kusuma (2019) entitled The Effect of Customer Perceived Value on Behavioral Intention with Customer Satisfaction as an Intervening Variable: a case study of Fast Food Restaurants in Tunjungan Plaza.

This type of research includes quantitative research. The data were collected by distributing questionnaires in Tunjungan Plaza which obtained 111 respondents using purposive sampling technique. Respondents are visitors to Tunjungan Plaza. The data is processed using the structural model equation approach with the Partial Least Square technique. This research resulted in the conclusion that Customer Perceived Value has a positive effect on Customer Satisfaction. Customer Satisfaction has a positive effect on Behavioral Intention; Customer Perceived Value has a positive effect on Behavioral Intention; Customer Satisfaction has a positive effect on the relationship between Customer Perceived Value and Behavioral Intention to consumers of fast food restaurants in Tunjungan Plaza.

H7: Consumer satisfaction has a significant effect on Behavioral Intention

1.3 Research Methodology and Data Analysis
Operational definition

The operational definition of each variable used in this study includes:

1. Service Quality (X_1), Service quality is an ability (ability) of a restaurant in providing everything that consumers want in achieving their needs.
2. Restaurant image (X_2), which is a perception and belief that exists in a person's mind when he hears the name Etam Fried Chicken.
3. Perceived Value (X_3) Is a comprehensive evaluation of the usefulness of a product based on consumer perceptions of a number of benefits to be received compared to the sacrifices made or in general in the minds of consumers, value is known as value for money products or services purchased.
4. Customer Satisfaction (Y_1), which is the difference between expectations and performance or perceived results that meet the expectations of consumers.
5. Behavioral Intentions (Y_2) refers to the level of awareness a person will exert others to do and can be measured by word of mouth, to switch shops, and future patronage.

Table 1: Indicators on Research Variables

No	Variable	Items	Author
1	Service Quality	*Tangibles* *Reliability* *Responsiveness* *Assurance* *Emphaty*	Parasuraman *et al.* (2000)
2	Restaurant Image	Produk Promosi Tempat	Ni Made (2014)
3	Perceived Value	Harga Kualitas Keuangulan Produk	Gholamreza Asadian (2015)
4	Costumer Satisfaction	*Fulfillment* *Pleasure* *Ambivalence*	Zeithaml (2006)
5	Behavioral intention	Rekomendasi Tanggapan Positif Ajakan Terhadap Orang Lain. Loyalitas	Hsu, dkk (2009)

Source: processed data

Population and Sample

According to Sugiyono,(2010:61) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to study and then draw conclusions. The population determined in this study are all people who live in Tenggarong Kutai Kartanegara.

The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example because of limited funds, energy and time, the researcher can use a sample taken from that population.

What is learned from the sample, the conclusions will be applied to the population. For this reason, the sample taken from the population must be truly representative (Sugiyono, 2010). The sampling technique used in this study is a non-probability sampling technique with the snowball sampling method, which is sampling based on certain characteristics.

The number of consumers who have eaten at the Etam Fried Chicken Restaurant in Tenggarong is very large and the exact number is not known, so several samples are taken that can represent the population Determination of the number of samples from the population that cannot be known with certainty is obtained from the formula Hair et al (1998) that the number of samples used is at least 100-200 samples and is calculated by multiplying the number of indicators on a scale of 5 to 10. In this study there are 18 research indicators and using the multiplier number is 5, so the number of research samples is 100 respondents who can represent consumers who have eaten or know about Etam Fried Chicken Restaurant in Tenggarong.

Instruments and Measurements

Measurement instruments used in this study using a Likert scale by filling out a questionnaire arranged in the form of questions and respondents are asked to fill in the list of questions by putting a cross (X) on the questionnaire answer sheet.

In this study the authors used an analytical tool in the form of a Structural Equation Model with a Partial Least Square (SEM-PLS) approach. According to Abdillah willy Jogiyanto,(2018:160) Partial Least Square (PLS) analysis is a multivariate statistical technique that makes comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data, such as small study sample size, missing data, and multicollinearity.

PLS regression aims to produce a model that transforms a set of correlated exploratory variables into a set of non-correlated variables. The PLS parameter coefficient is obtained from the direct correlation between the independent variable and the dependent variable.

1.4 Results and Discussion

Following are the results of the validity and reliability test of the research instrument using PLS with a total of 100 samples:

Table 2. Validity and Reliability Test Results

| Variable	Item	Validity			Reliability	
		Outer Loading	R-Table	Information	Cronbach's Alpha	Information
Behavioral Intention (X_1)	X1.1	0.828	,349	Valid	0.880	Reliable
	X1.2	0.856	,349	Valid		
	X1.3	0.875	,349	Valid		
	X1.4	0.871	,349	Valid		
Costumer Satisfaction (X_2)	X2.1	0.839	,349	Valid	0.820	Reliable
	X2.2	0.893	,349	Valid		
	X2.3	0.837	,349	Valid		
Perceived Value (X_3)	X3.1	0.804	,349	Valid	0.767	Reliable
	X3.2	0.870	,349	Valid		
	X3.3	0.804	,349	Valid		
Restaurant Image (Y_1)	Y1.1	0.835	,349	Valid	0.805	Reliable
	Y1.2	0.857	,349	Valid		
	Y1.3	0.852	,349	Valid		
Service Quality (Y_2)	Y2.1	0.809	,349	Valid	0.865	Reliable
	Y2.2	0.814	,349	Valid		
	Y2.3	0.827	,349	Valid		
	Y2.4	0.800	,349	Valid		
	Y2.5	0.772	,349	Valid		

Source: Smart-PLS Output, 2020

Based on the research results from the questionnaire distributed to 100 respondens, it can be seen that the PLS data processing results show that the r results of all variables are greater than r table. Thus it can be concluded that the questionnaire on each indicator is said to be valid and can then be used in research.

Meanwhile, based on the results of the reliability test, it is known that th Cronbach's alpha number is greater than the minimum value (0.60), therefore it can be concluded that the research instrument used to measure restaurant image and service quality can be said to be reliable and furthermore can be used in research.

Hypothesis Results

Hypothesis testing uses Partial Least Square (PLS) analysis technique with the SmartPLS 3.0 software application. The schematic of the PLS program model tested is in accordance with Figure 2.

Figure 2. Research Structural Model on SmartPLS 3.0
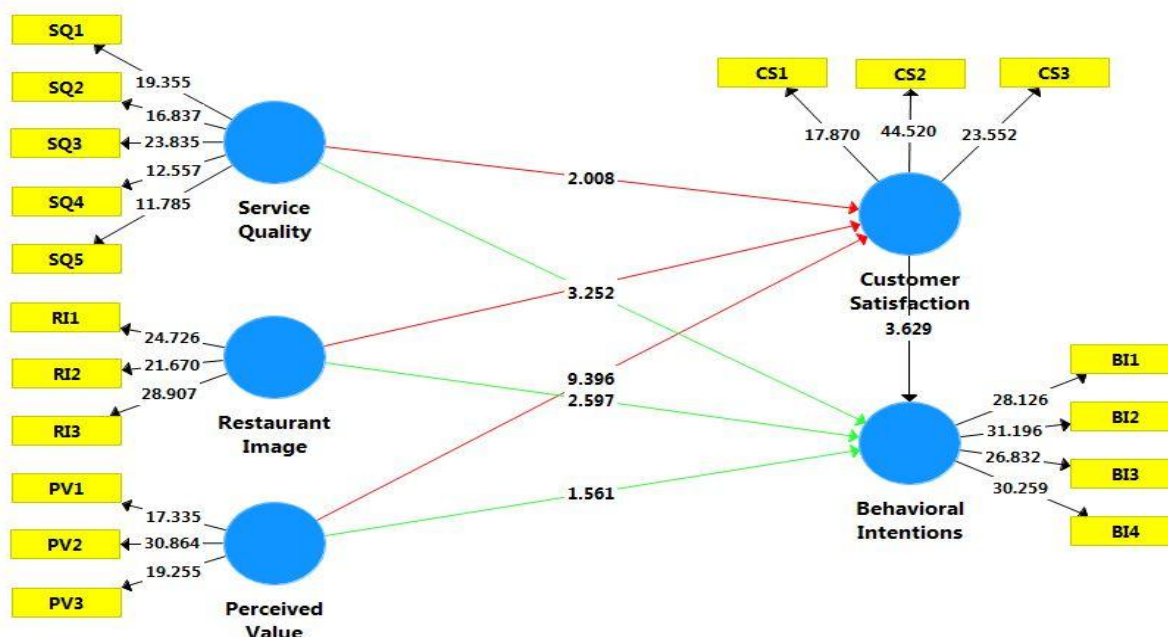
Source: Smart-PLS Output, 2020

Results of the Coefficient of Determination

This test is carried out to see how much the dependent latent variable is explained by the independent latent variable with a standard measurement of 0.67 which is said to be substantial (strong), 0.33 is said to be moderate (moderate) and below 0.19 is said to be weak. In this study, there are three independent latent variables, namely Service Quality (SQ), Restaurant Image (RI) and Perceived Value (PV). The two dependent variables Customer Satisfaction (CS) and Behavioral Intention (BI) are explained by the independent variables substantially (high) and moderate (moderate). The following is the R2 value for the two independent variables in this study:

Table 3. Results of the Coefficient of Determination

Dependent Variable	R^2	Information
Behavioral Intention (BI)	0.847	Very strong
Costumer Satisfaction (CS)	0.819	Very strong

Source: Smart-PLS Output, 2020

The highest R2 value is the value for Behavioral Intention (BI) is 0.847, which means that the Behavioral Intention (BI) variable explains the overall correlation results obtained from the Customer Satisfaction (CS), Service Quality (SQ), Restaurant Image (RI) and Perceived variables. Value (PV) with a very strong category is 84.7% while the remaining 15.3% is explained outside the variables of this study.

While the R2 value for Customer Satisfaction (CS) is 0.819, which means that the Customer Satisfaction (CS) variable explains the overall correlation results obtained from the Service Quality (SQ), Restaurant Image (RI) and Perceived Value (PV) variables with very strong categories, namely amounted to 81.9% while the remaining 18.1% is explained outside the variables of this study.

T-test

This test was conducted using the bootstrapping method with a two-tailed test with a significance level of 5% to test the research hypothesis. The hypothesis is accepted if the t-test value is greater than 1.96. Of the 7 hypotheses in this study, 2 hypotheses were rejected because the t-test value was below 1.96. The following is the t-test value for each hypothesis in this study.

Table 4. Result of t-test analysis

No	Variable	*Estimate*	*t-test*	*p-value*	Information
1	(SQ) → (CS)	0.165	2.008	0.047	Received
2	(RI) → (CS)	0.095	1.385	0.169	Rejected
3	(PV) → (CS)	0.734	9.396	0.000	Received
4	(SQ) → (BI)	0.202	3.252	0.002	Received
5	(RI) → (BI)	0.143	2.597	0.011	Received
6	(PV) → (BI)	0.209	1.561	0.122	Rejected
7	(CS) → (BI)	0.485	3.629	0.000	Received

Source: Smart-PLS Output, 2020

Based on Table 4 above, the following hypothesis testing results are obtained:

1. Hypothesis 1 shows that the influence between Service Quality and Customer Satisfaction is significant with a t-statistic value of (2.008> 1.96). The original sample estimate value is positive at 0.165 which indicates that the direction of the relationship between Service Quality and Customer Satisfaction is unidirectional. Thus, the hypothesis H1 in this study which states that "Service Quality has a significant effect on Customer Satisfaction" can be accepted.

2. Hypothesis 2 shows that the influence between Restaurant Image and Customer Satisfaction is not significant with a t-statistic value of (1.385 <1.96). The original sample estimate value is positive at 0.095 which indicates that the direction of the relationship between Restaurant Image and Customer Satisfaction is unidirectional. Thus the H2 hypothesis in this study which states that "Restaurant Image has a significant effect on Customer Satisfaction" can be rejected.

3. Hypothesis 3 shows that the influence between Percieved Value and Customer Satisfaction is significant with a t-statistic value of (9.396> 1.96). The original sample estimate value is positive at 0.734 which indicates that the direction of the relationship between Percieved Value and Customer Satisfaction is unidirectional. Thus the hypothesis H3 in this study which states that "Percieved Value has a significant effect on Customer Satisfaction" can be accepted.

4. Hypothesis 4 shows that the effect of Service Quality with Behavioral Intention is significant with a t-statistic value of (3.252> 1.96). The original sample estimate value is positive at 0.202 which indicates that the direction of the relationship between Service Quality and Behavioral Intention is unidirectional. Thus the hypothesis H4 in this study which states that "Service Quality has a significant effect on Behavioral Intention" can be accepted.

5. Hypothesis 5 shows that the effect of Restaurant Image with Behavioral Intention is significant with a t-statistic value of (2.597> 1.96). The original sample estimate value is positive at 0.143 which indicates that the direction of the relationship between Restaurant Image and Behavioral Intention is unidirectional. Thus the hypothesis H5 in this study which states that "Restaurant Image has a significant effect on Behavioral Intention" can be accepted.

6. Hypothesis 6 shows that the effect of Percieved Value and Behavioral Intention is not significant with a t-statistic value of (1.561 <1.96). The original sample estimate value is positive at 0.209 which indicates that the direction of the relationship between Percieved Value and Behavioral Intention is unidirectional. Thus the hypothesis H6 in this study which states that "Percieved Value has a significant effect on Behavioral Intention" can be rejected.

7. Hypothesis 7 shows that the effect of Customer Satisfaction with Behavioral Intention is significant with a t-statistic value of (3,629> 1.96). The original sample estimate value is positive at 0.485 which indicates that the direction of the relationship between Customer Satisfaction and Behavioral Intention is unidirectional. Thus the hypothesis H7 in this study which states that "Customer Satisfaction has a significant effect on Behavioral Intention" can be accepted.

Effect of Service Quality on Customer Satisfaction

Service Quality has a positive influence on Customer Satisfaction in the Etam Fried Chicken Restaurant in Tenggarong, this can be seen in the results of the analysis with a coefficient value of 0.165 which means that if Service Quality increases one unit, it will increase Customer Satisfaction by 0.165 units. The value of t-statistics in this construct is 2,008 or> t-table 1.96, this shows that the effect that occurs between Service Quality and Customer Satisfaction is a significant effect, this means that the higher the Service Quality, the higher the Customer Satisfaction at the Restaurant. Etam Fried Chicken in Tenggarong.

These results are supported by several studies including (Aryani & Rosinta, 2010) who conducted a study entitled The Effect of Service Quality on Customer Satisfaction in Forming Customer Loyalty, and the results showed a positive and significant relationship between Service Quality and Customer Satisfaction among FISIP UI students who eat at KFC Hidayat et al., (2009). The results of this study are supported by a theory which explains that customer satisfaction is the focus of assessment that reflects 5 (five) specific dimensions of service. Zeithaml and Bitner (1996: 123) argue that customer satisfaction is more exclusive which is influenced by service quality, product quality, price, situation factors and human factors.

Effect of Restaurant Image on Customer Satisfaction

Restaurant Image has a positive direction towards Customer Satisfaction in the Etam Fried Chicken Restaurant in Tenggarong, this can be seen in the results of the analysis with a coefficient value of 0.095 which means that if Restaurant Image increases one unit, it will increase Customer Satisfaction by 0.095 units. But the value of t-statistics in this construct is 1.385 or <t-table 1.96, this shows that the effect that occurs between Restaurant Image and Customer Satisfaction is an insignificant effect, this means that the influence between Restaurant Image and Customer Satisfaction at Etam Restaurant. Fried Chicken in Tenggarong has no significant effect.

Based on the information obtained in the field, respondents said that so far the promotions carried out by Etam Fried Chicken Restaurant were ineffective because they were only carried out at the restaurant, no promotional innovations such as making good branding and marketing on social media such as Instagram, Facebook and others, this causes only part of the Tenggarong community to know about the Etam Fried Chicken restaurant located in Tenggarong, this is why the Restaurant Image Variable has a significant impact on customer satisfaction.

Then the other indicator is the place, almost 98% of the complaints submitted when filling out the questionnaire are that the parking location of the visitors at the Etam Fried Chicken Restaurant is very small and very dangerous because it is directly on the road, so visitors are worried if another vehicle occurs from behind. could have grazed a visitor's car or motorcycle parked.

These results are supported by research conducted by (Gunardi & Erdiansyah, 2019) conducted a research entitled The Effect of Brand Image and Service Quality on Customer Satisfaction of Mangkok Ku Restaurant. Where the results of this study state that Restaurant Image has no significant effect on Customer Satisfaction.

The Effect of Percieved Value on Customer Satisfaction

Percieved Value memiliki arah positif terhadap *Costumer Satisfaction* di Restauran Etam Fried Chicken Tenggarong, hal ini dapat di lihat pada hasil analisis dengan nilai koefisien sebesar 0.734 yang di mana artinya apabila *Percieved Value* meningkat satu satuan, maka akan meningkatkan *Costumer Satisfaction* sebesar 0.734 satuan. Nilai t-statistics pada konstruk ini yaitu sebesar 9.396 atau > t-table 1.96, hal ini menunjukkan bahwa pengaruh yang terjadi antara *Percieved Value* dengan *Costumer Satisfaction* adalahpengaruhyangsignifikan,iniberarti semakin tinggi *Percieved Value* maka semakin tinggi pula *Costumer Satisfaction* pada Rumah Makan Etam Fried Chicken di Tenggarong.

These results are supported by research conducted by (Kassim & Asiah Abdullah, 2010) with his research entitled The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis which states that there is a positive and significant relationship to the effect of Percieved Value on Customer Satisfaction. The results of this study are consistent with the results of research conducted by (Putri & Santoso, 2018) with the research title Analysis of the Influence of Service Quality, Perceived Value, Brand Image Through Customer Satisfaction Against Customer Loyalty (Study at PT. Pos Indonesia (Persero) which states that perceived value has a positive and significant effect on Customer Satisfaction in PT.Pos Indonesia consumers (Persero).

Effect of Service Quality on Behavioral Intention

Service Quality has a positive direction towards Behavioral Intention in the Etam Fried Chicken Tenggarong Restaurant, this can be seen in the results of the analysis with a coefficient value of 0.202 which means that if Service Quality increases by one unit, it will increase Behavioral Intention by 0.202 units. The t-statistics value in this construct is 3.252 or> t-table 1.96, this shows that the effect that occurs between Service Quality and Behavioral Intention is a significant influence, this means that the higher the Service Quality, the higher the Behavioral Intention at the Restaurant. Etam Fried Chicken in Tenggarong. Through this research, it can be seen that the Service Quality possessed by the employees of Etam Fried Chicken Restaurant, if properly understood and implemented by all employees, will be able to increase Customer Behavioral Intention to stay loyal to eat again at Etam Fried Chicken Restaurant in Tenggarong.

These results are supported by research conducted by (Ismail et al., 2017) with his research entitled Relationship between Service Quality and Behavioral Intentions: The Mediating Effect of Customer Satisfaction

which states that the results of the Smart-PLS path model analysis confirms that the relationship between service quality features (tangible, reliability, responsiveness, assurance and empathy) and customer satisfaction is correlated positively and significantly with behavioral intentions. These results indicate that the influence of physical, reliability, responsiveness, assurance, and empathy on behavioral intention is mediated by customer satisfaction.

Effect of Restaurant Image on Behavioral Intention

Restaurant Image has a positive direction towards Behavioral Intention in the Etam Fried Chicken Tenggarong Restaurant, this can be seen in the results of the analysis with a coefficient value of 0.143 which means that if Restaurant Image increases by one unit, it will increase Behavioral Intention by 0.143 units. The t-statistics value in this construct is 2,597 or> t-table 1.96, this shows that the influence that occurs between Restaurant Image and Behavioral Intention is a significant influence, this means that the higher the Restaurant Image, the higher the Behavioral Intention at the Restaurant. Etam Fried Chicken in Tenggarong.

Through this research and supported by several previous studies, it can be seen that if the Restaurant Image owned by Etam Fried Chicken Restaurant is well understood and implemented, it will be able to increase the Behavioral Intention of Customers to remain loyal customers at Etam Fried Chicken Restaurant Tenggarong.

These results are supported by research conducted by (Ryu et al., 2008) with research entitled The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions with the results of the study which states that image significantly affects the perceived value, and the overall image of fast food restaurants and perceived value has a significant role. significantly affect customer satisfaction. In addition, the overall fast casual restaurant image, perceived value, and customer satisfaction are significant predictors of customer behavioral intentions.

The results of this study are consistent with the results of research conducted by (Pradhana et al., 2017) with his research entitled The Influence of Restaurant Image on Behavioral Intention with Customer Satisfaction as a Mediation Variable (Survey on Restaurant Customers in All Regions of Karanganyar Regency). The results showed that (1) the image of the restaurant has a significant effect on behavioral intention; (2) restaurant image has a significant effect on customer satisfaction; (3) customer satisfaction has a significance effect on behavioral intention; (4) the influence of restaurant image on behavioral intention is mediated by customer satisfaction. The conclusion of this study is that all hypotheses are supported.

The Effect of Percieved Value on Behavioral Intention

Perceived Value has a positive and insignificant direction towards Behavioral Intention in the Etam Fried Chicken Restaurant in Tenggarong, this can be seen in the results of the analysis with a coefficient value of 0.209 which means that if Perceived Value increases by one unit, it will increase Behavioral Intention by 0.209 units. . The t-statistics value in this construct is 1.561 or <t-table 1.96, this shows that the effect that occurs between Perceived Value and Behavioral Intention is an insignificant effect, this means that H6 (Hypothesis 6) in this study is rejected.

In the Perceived value variable against the Behavoral Intention variable, interesting facts are found and of course reject the hypothesis that is made, the indicators used in the Perceived value variable are Price, Quality and product superiority, and indicators on Behavioral Intention are recommendations, positive responses, invitations to others and loyalty, based on the facts and information obtained in the field, the respondents said they did not guarantee that they would continue to be loyal to the Etam Fried chicken Restaurant, this was because visitors would be bored if they kept eating at Etam Fried Chicken Restaurant, of course visitors would try to find options other if there is something new so that the results obtained are that perceived value has no significant effect on Behavioral Intention, so that the existing hypothesis is rejected.

These results are supported by research conducted by (Kibos et al., 2019) with his research entitled Perceived Value, Personality and Behavioral Intention of Electronic Brands Customers in Kenya. The results showed that there was no significant relationship between perceived value and correlation between customer perceptions of logistics value and behavioral intentions, logistics value, customer relationship values, electronic brands.

The Effect of Customer Satisfaction on Behavioral Intention

Customer Satisfaction has a positive direction towards Behavioral Intention in the Etam Fried Chicken Tenggarong Restaurant, this can be seen in the results of the analysis with a coefficient value of 0.485 which means that if Customer Satisfaction increases one unit, it will increase Behavioral Intention by 0.485 units. The t-statistics value in this construct is 3,629 or> t-table 1.96, this shows that the effect that occurs between Customer Satisfaction and Behavioral Intention is a significant influence, this means that the higher the Customer Satisfaction, the higher the Behavioral Intention at the Restaurant. Etam Fried Chicken in Tenggarong. The indicator used in this study is an indicator of positive responses from customers who have eaten at the Etam Fried Chicken Restaurant, which says that what they get is according to their expectations,

then besides that there is also a recommendation indicator, this can be seen when customer expectations already fulfilled the facts obtained, of course the customer will make recommendations to other people to try eating at the Etam Fried Chicken Restaurant in Tenggarong, then another indicator that makes customers recommend to other people is the Loyalty Indicator, when the customer has said positive things, then recommends To other people, customers will become Loyal, this is in accordance with the research questionnaire indicators used, namely loyalty, of course when customers feel loyal, customer behavior will remain loyal to return to eat at Etam Fried Chicken Restaurant in Tenggarong even though there are many choices of restaurants other.These results are supported by research conducted by (Wang, 2017) with his research entitled Expectation, Service Quality, Satisfaction, and Behavioral Intention - Evidence from Taiwan's Medical Tourism Industry.

II.   CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis stated in the previous chapter, the following conclusions can be drawn in this chapter:

1. Service Quality has a positive and significant influence on Customer Satisfaction at Etam Fried Chicken Restaurant in Tenggarong, the higher the Service Quality performed by employees, the higher the Customer Satisfaction at Etam Fried Chicken Restaurant in Tenggarong.
2. Restaurant Image has a positive direction towards Customer Satisfaction at Etam Fried Chicken Restaurant in Tenggarong. But Restaurant Image has an insignificant effect on Customer Satisfaction. This means that the Restaurant Image variable has not been able to become a variable that significantly increases Customer Satisfaction at Etam Fried Chicken Restaurant in Tenggarong.
3. Percieved Value has a positive and significant effect on Customer Satisfaction at Etam Fried Chicken Tenggarong Restaurant, the higher the value perceived by consumers will affect the higher the sense of satisfaction in consumers at Etam Fried Chicken Tengarong Restaurant.
4. Service Quality has a positive and significant influence on Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong, the higher the Service Quality performed by employees, the higher the Behavioral Intention that will be carried out by customers at Etam Fried Chicken Restaurant in Tenggarong.
5. Restaurant Image has a positive and significant influence on Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong, the higher the Restaurant Image is built, the higher the Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong.
6. Perceived Value has a positive and insignificant direction towards Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong, the perceived value obtained by visitors will not necessarily have a significant impact on Behavioral intention behavior shown by customers at Etam Fried Chicken Restaurant in Tenggarong.
7. Customer Satisfaction has a positive and significant impact on Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong, the higher Customer Satisfaction felt by customers, the higher the Behavioral Intention at Etam Fried Chicken Restaurant in Tenggarong.

Based on the results of the analysis that has been concluded, some suggestions that can be given based on the results of this study are as follows:

1. The results of the analysis obtained indicate that the service quality of the employees of the Etam Fried Chicken Restaurant has an effect on customer satisfaction, as well as the intention to repurchase behavior, so it is expected to continue to maintain the quality of the Restaurant's service to customers. Etam Fried Chicken Restaurant can conduct a Polling Survey on the quality of service found in other restaurants, especially restaurants in Tenggarong or restaurants outside Tenggarong that are considered good, and are expected to be able to apply it at Etam Fried Chicken Restaurant Tenggarong so that later the service quality at Etam Fried Chicken Tenggarong Restaurant is getting better.
2. Restaurant Image which is one indicator of customer satisfaction, this is expected to be able to be built by the Etam Fried Chicken Restaurant and should be re-evaluated using the customer survey method, because based on research findings which state that Restaurant Image has no significant effect on customer satisfaction, this needs to be evaluated so that later it can increase customer satisfaction with the etam Fried Chicken Restaurant.
3. The results of the analysis obtained show that Perceived Value on Behavioral Intention has no significant effect, this is contrary to the hypothesis which states that Perceived Value on Behavioral Intention has a significant effect. This is something that needs to be considered and evaluated by the owner of the Etam Fried Chicken Restaurant in order to continue to improve and improve the taste and innovation of the menu offered, so that customers continue to have the behavioral intention to return to being loyal customers at Etam Fried Chicken Restaurant.

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