Analysis of the effect of physical environment, food Quality, customer orientation, Communication, relationship benefits, & price fairness to customer loyalty through Relationship quality to roping consumers Plus plus in surabaya

Mikhael Agustinus, Ronald Ronald & Amelia Amelia

Abstract

The food restaurant sector in Indonesia is continuously expanding, and over time, many types of restaurants have emerged, one of which is a fast food restaurant, where customers do not have to wait long. As time passes, society's pattern begins to evolve, and people increasingly favor fast food outlets since they are more convenient. Warunk UpNormal Surabaya is one of the fast-food restaurants in Indonesia that has influenced the growth of the fast food sector. The purpose of this research is to see how the physical environment, food quality, customer orientation, communication, relationship benefits, and price fairness impact customer loyalty through Relationship Quality. The outcomes of this study include increased understanding in the field of management, particularly how much customer pleasure influences customer loyalty, with the final effect being an increase in Warunk UpNormal consumers in Surabaya. This study employs causal analysis. The approach utilized in this study was a quantitative one, with data processed using SPSS software. Data is collected using a distributed questionnaire with a total of 145 respondents, with the characteristics of male respondents and women aged 18-60 years, who reside in Surabaya and have dined at least twice in the previous six months on Warunk UpNormal Surabaya food and drink.

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1.Introduction

The development of the culinary industry in Surabaya is quite high, it cannot be separated because There are many young people today who tend to prefer being outside at home compared to at home, with school assignments that are often do in groups, make children work more often outside the home, by finding a comfortable place to work assignments. Due to the influence of the habit of children who often work assignments while cooking makes an improvement in the food and beverage sector which is quite significant, which is 20% make business people see this as a new opportunity.

In Surabaya there are many places where people gather to chat in a relaxed atmosphere with good service. With the number of new competitors, the competition is getting tougher. The cafe business has good business growth and contributes for 2016 alone according to the Chairman of the Association of Cafe and Restaurant Entrepreneurs Indonesia (Apkrindo) East Java, Tjahjono Haryono said the number of new entrepreneurs in the food and beverage sector, this continues to grow, especially in Surabaya and Poor. "If we observe during the first semester there are 30 new restaurant cafes open, or in one month can be 8 restaurants like in the MERR area of Surabaya east," he said on the sidelines of the Open Together Apkrindo

2.Literature Review
2.1 Physical Environment

The Physical Setting: Physical Environment, as opposed to environmental, natural, or social dimensions, is a dimension that focuses on delivering the quality of the building amenities, according to Bitner (1992). Physical Environment, essentially quality as a physical characteristic of the service production process, according to Elliot et al (1992). Wu (2013) discovered that in the hotel business, there is a positive association between perceptions of the physical environment and overall perceptions of the quality of the experience. Seven sub-dimensions of physical environment quality have been identified through research and focus group interviews: atmosphere and aesthetics, food and beverage, cleanliness, temperature/lighting, facilities, design, and location.

H1: The physical environment has a considerable impact on the quality of relationships.

2.2 Food Quality. Food quality is an extremely significant aspect of restaurant quality (Ha and Jang, 2010; Namkung and Jang, 2007; Ryu and Han, 2010). According to Mattila (2011), the most significant aspect of an excellent restaurant is food quality, which is also the key to customer loyalty. Food quality has a favorable impact on the consumer's experience of consuming the food and is crucial to a restaurant's success (Namkung and Jang, 2009; Sulek and Hansley, 2004). Gam Meanwhile, according to Kivela et al. (2014), dimension is acknowledged. Food quality is an extremely significant aspect of restaurant quality (Ha and Jang, 2010; Namkung and Jang, 2007; Ryu and Han, 2010). According to Mattila (2011), Food Quality is the most important attribute of quality restaurant and the key to customer loyalty. Food Quality is something that positively influences the consumer experience of consuming the product and is critical to the success of a restaurant (Namkung and Jang, 2009; Sulek and Hansley, 2004). Gam Meanwhile, according to Kivela et al. (2014, which recognized as dimension.

H2: Food Quality has a significant effect towards Relationship Quality.

2.3 Customer Orientation. Customer Orientation is defined as an effort to help customers to make the right purchasing decisions to satisfy needs customers (Saxe and Weitz 1982). Based on the Journal of Service Research, Vol. III, No. 3, p. 241-251, Brady and Cronin Jr. (2001), "Customer Orientation: Effects on Customer Service Perceptions and Outcome Behavior", managers should try to collect, analyze, act, and disseminate information about customer needs and wants. Customer-focused businesses do better in terms of productivity and staff performance. Customer Orientation, an individual level concept, is the cornerstone to a service organization's capacity to be market oriented, according to Brown et al. (2002). Customer Orientation is defined as the degree to which customer service representatives "use current marketing ideas in order to assist their clients in making purchase decisions that will suit their demands" (Saxe and Weitz, 1982). Customer Orientation is thought to be responsible for a variety of good marketing results. Customer Orientation is favorably associated to staff performance in general, according to studies (eg Boles et al., 2001; Brown et al., 2002; Swenson and Herche, 1994).

H3: Customer Orientation has a substantial impact on the quality of relationships.

2.4 Communication. Communication also include the disclosure or exchange of information. Mutual disclosure was mentioned by Derlega et al. (1987) as one of the behaviors that were commonly mentioned as vital in developing and maintaining interpersonal relationships. The seller's (banking service provider) attempts to maintain the communication channel open for customers and exhibit dedication to the relationship are reflected in the intensity of the interaction (Williamson, 1983). In wholesale banking, efforts to "stay in contact" with clients have been recognized as a crucial factor of relationship maintenance (Greenwich Associates, 1987; Crosby et al., 1990).

H4: Communication has a big impact on the quality of a relationship.

2.5 Relationship Benefits. Gwinner et al. (1998) defined Relationship Benefits as the benefits that customers obtain through long-term relationships that go beyond product core or service performance, and they were the first to propose a precise type of arranged benefits in the context of services. Based on the early typology of Gwinner et al. (1998), later research has applied and added various context-specific advantages throughout time. In the realm of branding, research has intermittently found several benefits that lead to the development of consumer-brand relationships (Keller, 1993; Orth et al., 2004), rather than investigating the specific typology as has been done in the field of relationship marketing.

H5: Relationship Benefits have a substantial impact on the quality of relationships.

2.6 Price Fairness. Price justice is a multifaceted concept that includes distributive, procedural, and interactional justice (Ruyter and Wetzels, 2000). Price fairness (price paid), procedural fairness (time spent), result fairness, and interactional justice (the way customers are handled) are all concepts used to describe service justice (Namkung et al., 2009). The buyer has no past transactional experience with the vendor when they first contact him. As a consequence, individuals may analyze the cost advantages of interacting with these sellers based on seller reputation and contextual signals, such as store displays and product selection, or stated vendor goodwill (e.g., calculus-based).

H6: Price Fairness has a huge impact on the quality of relationships.

2.7 Relationship Quality. The impact of relationship quality on customer loyalty and the development of good / negative word of mouth has raised the issue of the relationship's dark side (Ranaweera and Menon, 2013). Raimond et al. (2008), for example, discover that when equity rises, older customers are more loyal than newer customers, whereas satisfaction rises as older customers become less loyal. Homburg et al. (2003) found similar results for business customers when it came to the influence of relationship age on relationship satisfaction-loyalty.

H7: Customer Loyalty is influenced by the quality of relationships.

2.8 Customer Loyalty. Customers can show their allegiance to brands, services, shops, product categories (for example, cigarettes), and activities (e.g., swimming). We use the phrase "customer loyalty" rather than "brand loyalty" here to underline that loyalty is a characteristic of individuals, not something that is associated with a particular brand. Regrettably, no commonly accepted definition exists (Jacoby and Chestnut 1978; Dick and Basu 1994; Oliver 1999).

3.Hypothesis
Thus, the following hypothesis are used:
H1: The physical environment has a considerable impact on the quality of relationships.
H2: Food Quality has a significant effect towards Relationship Quality.
H3: Customer Orientation has a substantial impact on the quality of relationships.
H4: Communication has a big impact on the quality of a relationship.
H5: Relationship Benefits have a substantial impact on the quality of relationships.
H6: Price Fairness has a huge impact on the quality of relationships
H7: Customer Loyalty is influenced by the quality of relationships.

4.Method
The research approach employed in this study is a quantitative research method, which is based on the kind of data and analysis. Quantitative research methods rely on numerical data or numbers, as well as statistical analysis, to provide more thorough and clear information. The approach utilized in this study will refer to references that can perform a simultaneous analytic procedure for a multi-variable research model, namely the Structural Equation Model (SEM). This research model is expected to explain the relationship between variables in order to comprehend the factors that influence Ropang Plus Plus Customer Loyalty in Surabaya, as well as draw conclusions that are close to the requirements of a measurement that will be described through a research design. Because not all of the questionnaires gathered were in agreement with what was intended, the sample utilized was 145 respondents, hence the questionnaires given were 145 or more. In this study, non-probability sampling was chosen as the sample approach. Because the overall population of the thing to be researched is unknown, this approach is utilized. There are several approaches for picking samples in the non-probability sampling method. In this study, researchers used a snowball sampling technique. After filling is complete, the researcher will check and select whether it fits the criteria or not. The scale used in this study is the Likert Scale, where answers are provided with an interval of 1 to 5, namely from strongly disagree to strongly agree. After the data collected and sorted to fulfil the necessary requirements, the data will be tested to see if it can be used for this research.

Figure 1. Proposed Research Model
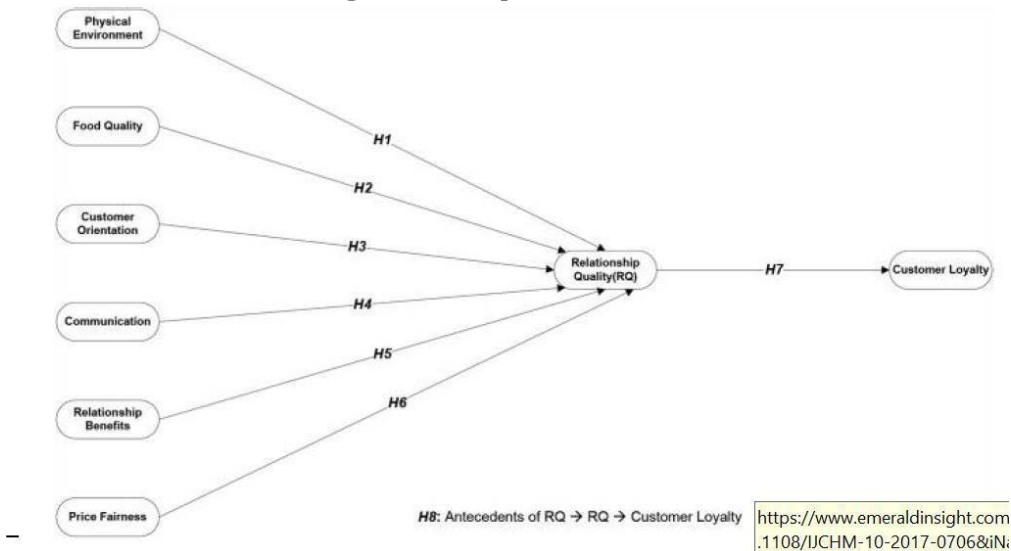
5.Result

Table 1 reveals that, based on the gender of the respondents, male respondents accounted for 62 percent of the total, while female respondents accounted for 38 percent. It is known that male respondents are greater than female respondents based on the percentage comparison between male and female respondents.

Table 1. Respondents Characteristics by Gender

	Gender	F	P
	Men	90	62%
	Women	55	38%
VALID	Total	145	100%

Source: Processed Data,2021

Table 2 indicates the age profile of research respondents. Respondents aged 18-35 years account for 81 percent of the total, followed by respondents aged 35-40 years, who account for 19 percent.

Table 2. Respondents Characteristics by Age

	Age	F	P
Valid	18-35 years	117	81%
	35-50 years	28	19%
	50-60 years	0	0%
	Total	145	100%

Source: Processed Data,2021

Table 3 reveals that the average score of the mean for the overall indicator is more than 3.61, indicating that all variables' indicators are considered as agreeable by all respondents. Furthermore, if the standard deviation is less than 2.0, the responses supplied by respondents are homogenous.

Table 3. Descriptive Statistics

	N	Mean	Std Deviation
X1	145	4.5241	.57834
X2	145	4.5103	.50163
X3	145	4.2276	1.02568
X4	145	4.5931	.49296
X5	145	4.4828	.64661
X6	145	4.5310	.52777
X7	145	4.5586	.51202
X8	145	4.4345	.52459
X9	145	4.4552	.53980
X10	145	4.4345	.52459
X11	145	4.4759	.51482
X12	145	4.4690	.76426
X13	145	4.6621	.55554
X14	145	4.6207	.48690
X15	145	4.6000	.58214
X16	145	4.1931	1.15046
X17	145	4.4345	.51118
X18	145	4.4207	.57335
X19	145	4.4552	.91271
X20	145	4.4897	.50163
X21	145	4.4897	.57876
X22	145	4.5103	.50163
X23	145	4.5241	.51482
X24	145	4.5103	.64676
X25	145	4.4828	.79148
X26	145	4.5310	.50077
X27	145	4.5172	.50143
X28	145	4.4690	.57801
X29	145	4.2207	1.24426
	145		

Source: Processed Data,2021

5.1.1   Reliability Test
Reliability test using Construct Reliability, and for each research variable. The construct reliability formula is as follows:

$$Construct\ Reliability = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum e_j}$$

λ = The known loading factor value in the research variable
e = Measurement error is calculated by the formula $(1- \lambda^2)$

Table 4. Reliability Test

Indicator	λ	Λ²	*Error*
Physical Environment			
PE1	0,49	0,24	0,76
PE2	0,43	0,18	0,82
PE3	0,50	0,25	0,75
Total (∑)	**1,42**		**2,33**
Food Quality			
FQ1	0,43	0,18	0,82
FQ2	0,69	0,48	0,52
FQ3	0,52	0,27	0,73
Total (∑)	**1,62**		**2,07**
Customer Orientation			
CO1	0,51	0,26	0,74
CO2	0,58	0,33	0,67
CO3	0,48	0,23	0,77
CO4	0,46	0,21	0,79
CO5	0,40	0,16	0,84
Total (∑)	**2,43**		**3,81**
Communication			
RB1	0,41	0,17	0,83
RB2	0,66	0,44	0,56
RB3	0,44	0,19	0,81
Total (∑)	**1,51**		**2,2**
Relationship Benefits			
RB1	0,41	0,16	0,84
RB2	0,68	0,46	0,54
RB3	0,46	0,21	0,79
Total (∑)	**1,55**		**2,17**
Price Fairness			
PF1	0,43	0,18	0,82
PF2	0,50	0,25	0,75
PF3	0,75	0,56	0,44
PF4	0,45	0,20	0,80
Total (∑)	**2,13**		**2,81**
Customer Loyalty			
PF1	0,88	0,77	0,23
PF2	0,62	0,38	0,62
PF3	0,78	0,60	0,40
PF4	0,40	0,16	0,84
Total (∑)	**2,68**		**2,09**

Source: Processed Data,2021

All variables in this study were declared reliable and acceptable, as evidenced by table 4 which shows all variables have a construct reliability value of ≥ 0.7.

5.1.2 Normality Test

The normalcy assumption must be met in order for the maximum likelihood estimation approach to work. The usage of a critical ratio (C.R.) value of 2.58 at a significance level of 1% is required to satisfy the normalcy assumption. This indicates that if the C.R. in the normalcy evaluation table is more than 2.58, normality is not satisfied (Ferdinand, 2002). The purpose of a normality test is to see if the data distribution fulfills the assumption of normality. If the data is judged to meet the normalcy standards, SEM modeling is used to further process it.

Table 5. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
x29	1,000	5,000	-1,835	-2,019	2,182	2,363
x22	4,000	5,000	-,041	-,203	-1,998	-1,912
x12	1,000	5,000	-2,518	-2,377	9,063	2,277
x11	3,000	5,000	-,057	-,278	-1,624	-1,992
x4	4,000	5,000	-,379	-1,863	-1,856	-2,563
x19	1,000	5,000	-2,232	-1,970	5,041	2,390
x20	4,000	5,000	,041	,203	-1,998	-1,912
x21	1,000	5,000	-1,469	-2,223	6,806	1,729
x16	1,000	5,000	-1,920	-2,437	2,928	2,197
x17	3,000	5,000	,108	,529	-1,604	-1,943
x18	1,000	5,000	-1,240	-2,096	6,488	1,947
x13	1,000	5,000	-2,372	-1,659	10,933	1,874
x14	4,000	5,000	-,497	-2,446	-1,753	-2,308
x15	1,000	5,000	-1,984	-1,752	8,178	2,101
x8	3,000	5,000	-,026	-,129	-1,348	-2,312
x9	3,000	5,000	-,220	-1,082	-1,133	-1,786
x10	3,000	5,000	-,026	-,129	-1,348	-2,312
x5	1,000	5,000	-2,101	-2,328	9,134	2,451
x6	3,000	5,000	-,408	-2,007	-1,206	-1,966
x7	3,000	5,000	-,392	-1,925	-1,469	-1,610
x26	4,000	5,000	-,124	-,611	-1,985	-1,878
x27	4,000	5,000	-,069	-,339	-1,995	-1,904
x28	3,000	5,000	-,528	-1,597	-,684	-1,682
x24	1,000	5,000	-2,202	-1,826	9,491	2,330
x23	3,000	5,000	-,250	-1,228	-1,566	-1,850
x1	1,000	5,000	-1,607	-1,901	7,200	1,699
x2	4,000	5,000	-,041	-,203	-1,998	-1,912
x3	1,000	5,000	-2,055	-2,100	4,160	2,224
Multivariate					17,328	1,986

Source: Processed Data,2021

Based on Ttble 5 states that all C.R values are in the range of -2.58 to 2.58. This shows that the data distribution meets the criteria for normality and is suitable for use in subsequent evaluations.

5.1.3   Goodness of Fit Index
Table 6. Goodness of Fit Index

Goodness-of-fit-index	Cut-off Value	Analyze Result	Evaluation
X^2-chi-square	Kecil, ≤888.6822	516,116	Fit
Significant Probability	≥0.005	0.000	Marginal
RMSEA	≤0.08	0.052	Fit
CMIN/DF	≤2.0	1.395	Fit
TLI	≥0.95	0.736	Marginal
CFI	≥0.95	0.759	Marginal

Source: Proc essed Data,2021

Table 7 demonstrates that all of the Goodness of Fit Index's measurements are good or fit. The CMIN/DF and RMSEA requirements have been approved. Chi-square, significant likelihood, TLI, and CFI, on the other hand, are only moderately accepted. With the fulfillment of RMSEA and CMIN/DF, however, this model may be deemed to suit the data utilized in this investigation.

Outliers Evaluation

Outliers are observations that deviate significantly from others and appear as extreme values of a single variable or a combination of variables (Hair et al., 1995 in Ferdinand, 2002). Outliers are treated in different ways based on how they emerge. The examination of outliers encompasses both univariate and multivariate outliers.

Univariate Outliers

Table 7. Statistic Z-Score Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(x1)	145	-3.09349	.82280	.0000000	1.00000000
Zscore(x2)	145	-1.01738	.97614	.0000000	1.00000000
Zscore(x3)	145	-3.14679	.75308	.0000000	1.00000000
Zscore(x4)	145	-1.20315	.82542	.0000000	1.00000000
Zscore(x5)	145	-3.38619	.79993	.0000000	1.00000000
Zscore(x6)	145	-2.90094	.88857	.0000000	1.00000000
Zscore(x7)	145	-3.04406	.86203	.0000000	1.00000000
Zscore(x8)	145	-2.73450	1.07802	.0000000	1.00000000
Zscore(x9)	145	-2.69578	1.00932	.0000000	1.00000000
Zscore(x10)	145	-2.73450	1.07802	.0000000	1.00000000
Zscore(x11)	145	-2.86676	1.01810	.0000000	1.00000000
Zscore(x12)	145	-3.53896	.69483	.0000000	1.00000000
Zscore(x13)	145	-3.59195	.60830	.0000000	1.00000000
Zscore(x14)	145	-1.27479	.77904	.0000000	1.00000000
Zscore(x15)	145	-3.18406	.68712	.0000000	1.00000000
Zscore(x16)	145	-2.77550	.70137	.0000000	1.00000000
Zscore(x17)	145	-2.80623	1.10630	.0000000	1.00000000
Zscore(x18)	145	-3.96610	1.01039	.0000000	1.00000000
Zscore(x19)	145	-3.78560	.59693	.0000000	1.00000000
Zscore(x20)	145	-.97614	1.01738	.0000000	1.00000000
Zscore(x21)	145	-3.02955	.88179	.0000000	1.00000000
Zscore(x22)	145	-1.01738	.97614	.0000000	1.00000000
Zscore(x23)	145	-2.96053	.92433	.0000000	1.00000000
Zscore(x24)	145	-3.42761	.75709	.0000000	1.00000000
Zscore(x25)	145	-3.40032	.65351	.0000000	1.00000000
Zscore(x26)	145	-1.06045	.93650	.0000000	1.00000000
Zscore(x27)	145	-1.03152	.96275	.0000000	1.00000000
Zscore(x28)	145	-2.54140	.91872	.0000000	1.00000000
Zscore(x29)	145	-2.58844	.62632	.0000000	1.00000000
Valid N (listwise)	145				

Source: Processed Data,2021

Based on the results of the conversion to the z-score value shown in table 4.22, it can be seen that the maximum and minimum values of all variables are in the range of -4 to 4, so there are no univariate outliers in the data of this study.

5.1.3.1   Multivariate Outliers

Although the studied data indicates no outliers at the univariate level, these observations might become outliers when paired with one other, hence multivariate outliers must be evaluated. The Mahalonobis Distance test is used to determine the distance between an observation and

the average of all variables in a multidimensional space (Hair et al., 1995; Norusis, 1994; Tabachnuck and Fidell, 1996 in Ferdinand 2002). The Mahalonobis Distance criteria were used in this test, and a threshold of p 0.001 was used. X2 is used to calculate Mahalonobis Distance to a degree equal to the number of indicators utilized in the research, which is 29.So in this study, if the Mahalonobis Distance is less than 58.3012, then the data is multivariate outliers.

Table 8. Mahalonbis Distance

Observation number	Mahalanobis d-squared
141	24,277
86	24,231
39	23,983
65	23,765
112	23,738
54	23,686

Observation number	Mahalanobis d-
90	23,596
113	23,542
135	23,509
45	23,507

Source: Processed Data,2021

5.1.4   Confirmatory Factor Analysis
5.1.4.1 CFA of Exogeneous Variables

Ferdinand (2002) explains that confirmatory factor analysis is aimed at estimating the measurement model, testing the unidimensionality of exogenous and endogenous constructs. At this stage the model will confirm whether the observed variables can reflect
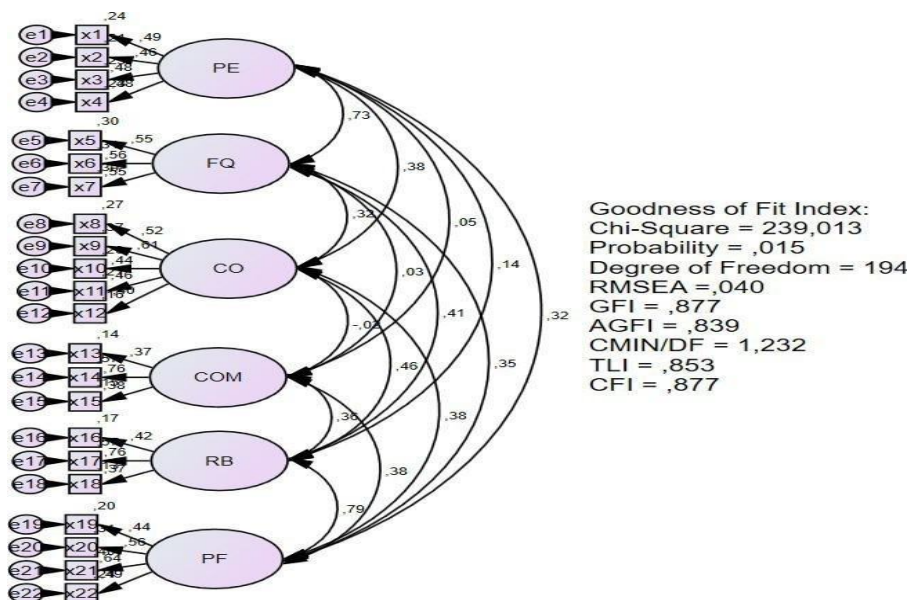
the analyzed factors.
Figure 2. Exogeneous Variable
Source: Processed Data,2021

The exogenous construct was examined in the confirmatory analysis step to see if the model was suitable and if the exogenous construct was unidimensional. Physical Environment, Food Quality, Customer Orientation, Communication, Relationship Benefits, and Price Fairness are

the six independent variables in the exogenous concept confirmatory analysis employed in this study.

Table 9. Value Test and Lamda Loading Weight of Exogeneous Variables

			Estimate	S.E.	C.R.	P	Label
x3	<---	PE	1,000				
x2	<---	PE	,461	,142	3,244	,001	par_1
x1	<---	PE	,567	,168	3,377	***	par_2
x7	<---	FQ	1,000				
x6	<---	FQ	1,048	,253	4,143	***	par_3
x5	<---	FQ	1,274	,366	3,478	***	par_4
x10	<---	CO	1,000				
x9	<---	CO	1,406	,372	3,783	***	par_5
x8	<---	CO	1,178	,343	3,435	***	par_6
x15	<---	COM	1,000				
x14	<---	COM	1,651	,681	2,423	,015	par_7
x13	<---	COM	,932	,347	2,684	,007	par_8
x18	<---	RB	1,000				
x17	<---	RB	1,838	,520	3,536	***	par_9
x16	<---	RB	2,279	,768	2,968	,003	par_10
x21	<---	PF	1,000				
x20	<---	PF	,764	,166	4,613	***	par_11
x19	<---	PF	1,103	,286	3,852	***	par_12
x4	<---	PE	,477	,142	3,365	***	par_13
x11	<---	CO	1,019	,322	3,170	,002	par_14
x12	<---	CO	1,317	,444	2,964	,003	par_15
x22	<---	PF	,665	,155	4,280	***	par_16

Source: Processed Data,2021

The value of the loading factor (lambda) for each variable is more than 0.40, according to table 9.
As a result, the latent variable has unidimensionality when these indications are combined.
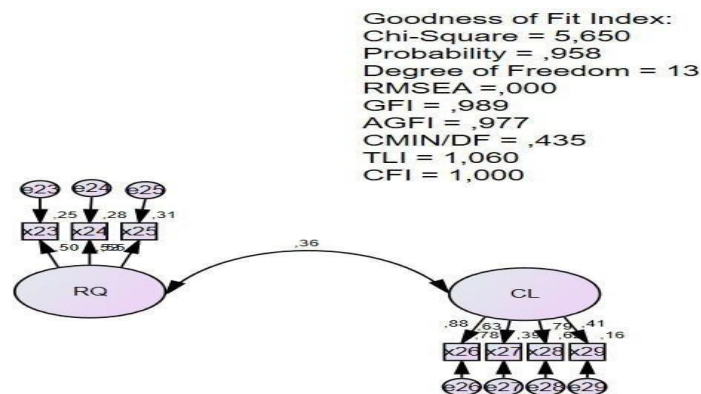### 5.1.4.2   CFA of Endogen Variables

Figure 3. Endogen Variable
Source: Processed Data,2021

The loading factor (lambda) value for each variable is more than 0.40, according to table 9.
As a result, when these indications are combined, the latent variable becomes unidimensional.

Table 10. Value Test and Lamda Loading Weight of Endogen Variables

	Estimate	S.E.	C.R.	P	Label
x23 <--- RQ	1,000				
x24 <--- RQ	1,320	,416	3,176	,001	par_1
x25 <--- RQ	1,697	,586	2,897	,004	par_2
x28 <--- CL	1,000				
x27 <--- CL	,690	,095	7,295	***	par_3
x26 <--- CL	,967	,112	8,672	***	par_4
x29 <--- CL	1,105	,242	4,570	***	par_5

Source: Processed Data,2021

The test findings of the Relationship Quality and Customer Loyalty construct model are shown in table 10. All C.R values for the Relationship Quality and Customer Loyalty variables are more than 2.00, according to the data. As a result, each of these indicators is a strong predictor of the hidden components they produce. As a result, all indications are satisfactory.

Table 4.24 shows the test findings for the Relationship Quality and Customer Loyalty construct model. The value of the loading factor (lamda) for each variable is more than 0.40, as shown in the table. As a result, when these indications are added together, the latent variable becomes unidimensional.

5.1.5   Measurement and Structural Model Analysis
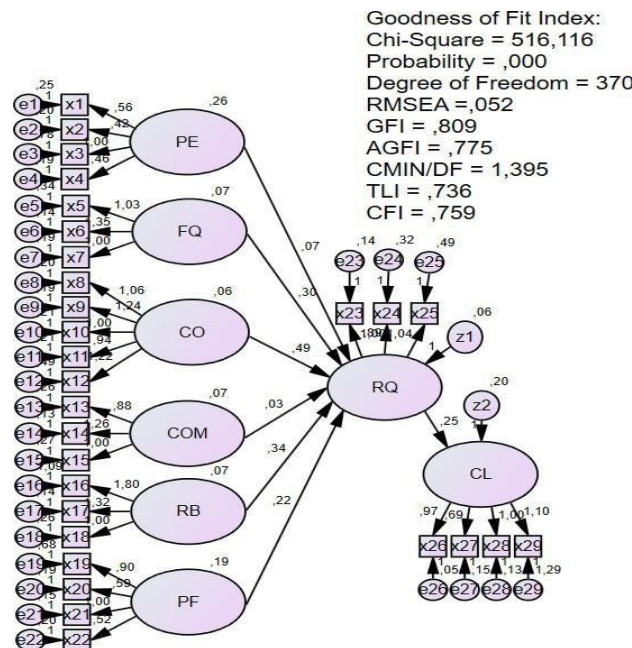
Figure 4. Full Structural Equation Model
Source: Processed Data,2021

After the model is analyzed through confirmatory factor analysis, each indicator in the fit model can be used to define latent constructs.

6.   Final Result

The model in this study may be accepted based on the results of calculations using confirmatory factor analysis and structural equation models, as illustrated in figure 4.5. The

measurements passed the goodness of fit requirements, with chi-square = 516,116; significant probability = 0.000; RMSEA = 0.052; CMIN/DF= 1.395; TLI = 0.736; and CFI = 0.759. The seven hypotheses provided in this study will also be examined using this fit model, as shown in table 11.

	Decision
H1: The physical environment has a considerable impact on the quality of relationships of Ropang Plus Plus Surabaya Customers	Rejected
H2 : Food Quality has a significant effect towards Relationship Quality of Ropang Plus Plus Surabaya Customers	Accepted
H3 : Customer Orientation has a substantial impact on the quality of relationships of Ropang Plus Plus Surabaya Customers	Rejected
H4 : Communication has a big impact on the quality of a relationship y of Ropang Plus Plus Surabaya Customers	Accepted
H5 : Relationship Benefits have a significant influence on the Relationship Quality of Ropang Plus Plus Surabaya Customers	Accepted
H6 : Price Fairness has a huge impact on the quality of relationships of Ropang Plus Plus, Surabaya	Accepted
H7 : Customer Loyalty is influenced by the quality of relationships of Ropang Plus Plus Surabaya	Accepted

Source: Processed Data,2021

H1: The physical environment has a considerable impact on the quality of relationships. Physical Environment is formed by information indicators regarding the environment about Ropang Plus Plus Surabaya which is quite extensive for customers. Because this facility is quite important because it is a supporting facility for visiting customers. An example of a large enough dining room and also a large parking area for consumers who use motorbikes or cars. While Relationship Quality is formed by user indicators who have advantages after getting to know Ropang Plus Plus Surabaya. The estimated parameter between Physical Environment and Relationship Quality shows insignificant results in a positive direction with a value of C.R = 0.745 and a regression coefficient of 0.121 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 1 (H1) is rejected.

H2: Food Quality has a significant effect towards Relationship Quality.
Food Quality is formed by indicators of consumer satisfaction because the taste provided by Ropang Plus Plus Surabaya, and the taste given is very suitable for today's millennial customers. With this, customers will not go anywhere else because they have felt the taste given by Ropang Plus Plus Surabaya. The estimated parameter between Food Quality and Relationship Quality shows insignificant results in a positive direction with a value of CR = 2.548 and a regression coefficient of 0.260 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 2 (H2) is accepted.

H3: Customer Orientation has a substantial impact on the quality of relationships.
Customer Orientation is formed by the Customer Orientation indicator from Ropang Plus Plus Surabaya, how is the experience felt by customers in trying new things like in Ropang Plus Plus Surabaya, with a unique menu that was not previously available on the market, so Ropang Plus Plus must provide services and a good experience for new customers, so that they have a good experience and want to come back to Ropang Plus Plus Surabaya. The estimated parameter between Customer Orientation and Relationship Quality shows insignificant results in a positive direction with a C.R value = 2.390 and a regression coefficient of 0.400 with an

acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 3 (H3) is accepted.

H4: Communication has a big impact on the quality of a relationship.
Communication formed by the Communication indicator from Ropang Plus Plus Surabaya customers who often visit Ropang Plus Plus Surabaya, so they often interact with the staff there. And with that there is a two-way communication called Communication. By communicating frequently, it will minimize misunderstandings with the opposing party. And also make it easier for customers to want something. The estimated parameter between Communication and Relationship Quality shows significant results in a positive direction with a C.R value = 0.152 and a regression coefficient of 0.024 <0.05 (5%), it can be said that hypothesis 4 (H4) is rejected.

H5: Relationship Benefits have a substantial impact on the quality of relationships.
Relationship benefits are formed by the customer indicators of Ropang Plus Plus Surabaya, where customers feel close to Ropang Plus Plus staff because they visit so often so that the staff recognizes the faces of the customers. And make the staff recognize what customers want when they come to visit. The estimated parameter between Relationship Benefits and Relationship Quality shows significant results in a positive direction with a value of C.R = 2.343 and a regression coefficient of 0.284 <0.05 (5%), it can be said that hypothesis 5 (H5) is accepted.

H6: Price Fairness has a huge impact on the quality of relationships
Price Fairness is formed by indicators that consumers who make transactions must feel the price given by Ropang Plus Plus Surabaya, with the price given by Ropang Plus Plus Surabaya makes customers feel happy, because the price offered by Ropang Plus Plus Surabaya makes customers feel happy, because the price offered by Ropang Plus Plus Surabaya provided is quite affordable, with that will make customers do not hesitate to buy products sold by Ropang Plus Plus Surabaya, because the prices are so affordable. The estimated parameter between Price Fairness and Relationship Quality shows significant results in a positive direction with a value of CR = 2.510 and a regression coefficient of 0.297 <0.05 (5%), so it can be said that hypothesis 5 (H5) is accepted.

H7: : Customer Loyalty is influenced by the quality of relationships
Relationship Quality is formed by the Ropang Plus Plus Surabaya indicator with efforts to maintain good relationships with customers so that they do not turn to other places and as much as possible Ropang Plus Plus Surabaya makes customers comfortable by providing services good and also promo price. The estimated parameter between Price Fairness and Relationship Quality shows significant results in a positive direction with a value of CR = 2.022 and a regression coefficient of 0.170 <0.05 (5%), so it can be said that hypothesis 7 (H7) is accepted.

7.Discussion
Based on findings from studies on Food Quality, Customer Orientation, Relationship Benefits, Price Fairness, and Relationship Quality. It should be mentioned that the goal is to entice clients to become loyal to Ropang Plus Plus Surabaya. As a result, the management implications for these factors should be more worried and focused. The outcomes of this study show that food quality has the biggest impact on customer loyalty to Ropang Plus Plus Surabaya. The regression weight of the causal link between Food Quality and Customer Loyalty demonstrates this. As a result, the idea that food quality influences consumer pleasure (Han and Hyun, 2017; Namkung and Jang, 2007) and trust is supported (Hyun, 2010). Based on the theory that has

been created, the following management implications of the findings of this study may be carried out:

To begin, one of the most essential aspects impacting the degree of Relationship Quality is the Physical Environment. The program ways to improve these indicators include expanding enough parking space for customers so that they don't worry about leaving the vehicle they are carrying, providing lighting or colors that are more in line with the room to make it more comfortable, arranging the table and chairs set in the room. according to the needs and also the photo aesthetics for the customer. Second, Food Quality is one of the important variables in influencing the level of customer Relationship Quality at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by providing delicious food and drinks such as being given a special taste that doesn't exist anywhere else, providing various levels of spicyness because each customer has different tastes, and also the secret recipe used. by Ropang Plus Plus Surabaya to entice customers' tongues to enjoy it. Third, Customer orientation is one of the important variables in influencing the level of Relationship Quality at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by giving a good response to the customer, always smiling and greeting, because it will make the customer feel appreciated and the staff feels very friendly, and the staff is always ready to help when the customer is having trouble. or a problem when placing an order. Fourth, Communication is one of the important variables in influencing the level of Relationship Quality at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by communicating politely with customers, always providing information about any applicable events or promos, giving greetings when customers come and go. Fifth. Relationship Benefits are one of the important variables in influencing the level of Relationship Quality at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by providing free meal coupons when more than 5 visits, providing more service because it includes members from Ropang Plus Plus Surabaya, being able to get special prices when there is a promo. Sixth, Price Fairness is one of the important variables in influencing the level of Relationship Quality at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by providing price discounts when making purchases above 50 RB, giving cashback to customers who make payments using applications that work with Ropang Plus Plus, special prices or flash sales on certain days according to what has been determined. Seventh, Relationship Quality is one of the important variables in influencing the level of Customer Loyalty at Ropang Plus Plus Surabaya. There are various ways to improve these indicators, among others, by providing special merchandise from Ropang Plus Plus Surabaya so that customers feel they are part of the big family of Ropang Plus Plus Surabaya, providing good service so that the relationship between customers and Ropang Plus Plus Surabaya is maintained properly. good. Eighth, Customer Loyalty is a very important variable in this study. There are various ways to improve these indicators, among others, by providing member cards because they have often made transactions at Ropang Plus Plus, giving special discounts for Ropang Plus Plus Surabaya member card holders, so customers will feel happy because they get special discount promos and feel more special because it has a member card that not all customers have it, so there is pride in itself, giving free food or additional food to customers.

8. Research Limitation

Looking at the findings of the study, where there are still many limits to the author's research, the following are the recommendations that the author may make: Given the limitations of the research object, which only included respondents, namely Ropang Plus Plus Surabaya customers, it is hoped that future research using the same or modified models can be applied to a variety of objects to obtain more general results on the factors that influence customer loyalty. Physical Environment, Food Quality, Customer Orientation, Communication,

Relationship Benefits, Price Fairness, and Relationship Quality are among the variables that are expected to be supplemented by additional research in order to further refine the understanding of the factors that influence Customer Loyalty. Connecting the aspects that impact Customer Loyalty based on income level might lead to more study. Future research might broaden the number of people who will be researched or focus on different topics than the current study. So that more research may be done to present a comprehensive picture of customer loyalty. In addition, it is predicted that future study will be able to employ the Structural Equational Model (SEM) but with the Lisrel program.

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