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THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION
(The Mediating Role of Consumer Preferences at Kedai Sudut Selatan Warung Aceh, South Jakarta)

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ABSTRACT

This study aims to analyze the effects of service quality and product quality on customer satisfaction, with consumer preferences as a mediating variable, at Kedai Sudut Selatan Warung Aceh, South Jakarta. This study employed a quantitative approach with an explanatory research method and a cross-sectional survey design. The sample consisted of 100 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that service quality and product quality have positive and significant effects on consumer preferences. Service quality and consumer preferences also have positive and significant effects on customer satisfaction, whereas product quality has no significant direct effect on customer satisfaction. Consumer preferences serve as a partial mediator in the relationship between service quality and customer satisfaction and as an indirect-only mediator in the relationship between product quality and customer satisfaction. The structural model explains 76.1% of the variance in consumer preferences and 69.9% of the variance in customer satisfaction. These findings highlight the strategic role of consumer preferences in explaining the relationships between service quality, product quality, and customer satisfaction. This study contributes empirical evidence to the literature on service marketing and consumer behavior in the context of ethnic restaurants. The practical implications emphasize the importance of improving service quality, maintaining consistent product quality, preserving culinary authenticity, and understanding consumer preferences as strategies for enhancing customer satisfaction.

Keyword: Service Quality, Product Quality, Consumer Preferences, Customer Satisfaction, Ethnic Restaurants.

INTRODUCTION

The culinary industry is one of the sectors that plays a strategic role in the development of the creative economy and tourism at both global and national levels. The growth of this industry is driven not only by consumers' demand for food and

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beverages but also by lifestyle changes that position dining as part of social, cultural, and recreational experiences. Restaurants and dining establishments no longer function merely as places to satisfy consumption needs but also offer experiences through food quality, service, atmosphere, and cultural identity. This phenomenon is increasingly evident in the development of traditional and ethnic culinary businesses that rely on distinctive product characteristics to differentiate themselves in a competitive market. Through a review of 111 research articles, Zanetta et al. (2024) identified 117 factors associated with restaurant choice and customer satisfaction, encompassing food, service, atmosphere, price, experience, and consumer behavior. These findings indicate that customer satisfaction is a multidimensional construct associated with various product and service attributes, as well as consumer characteristics. In Indonesia, a country characterized by diverse regional cuisines, ethnic restaurants also play an important role in introducing local cultural identity and heritage through dining experiences (Jokom et al., 2025). Therefore, restaurant operators' ability to provide products and services that align with consumer preferences is essential for enhancing customer satisfaction and maintaining business competitiveness.

Increasing competition in the culinary industry requires restaurant operators to understand the factors that influence customer satisfaction. Service quality and product quality are two essential attributes that form the basis of customers' evaluations of their consumption experiences. Parasuraman et al. (1988) explain that service quality refers to the ability of service providers to meet customer expectations through five dimensions: *tangibles, reliability, responsiveness, assurance,*and *empathy*. Meanwhile, Namkung and Jang (2007) identify food quality as an important attribute in determining restaurant customer satisfaction. However, products and services of relatively similar quality do not necessarily generate the same level of satisfaction because customers have different needs, tastes, expectations, and preferences. Urdianti et al. (2023), in their study of Japanese ethnic restaurants in Indonesia, demonstrate that food quality, employee service quality, and price fairness contribute to shaping customers' perceived value. Jokom et al. (2025) also identify relationships between the quality of local culinary experiences, satisfaction, and tourists' post-consumption behavioral intentions. In this context, consumer preferences represent a relevant construct because they reflect customers' tendencies to select products and services based on attributes that correspond to their needs and desires. The alignment of product and service quality with consumer preferences may serve as a mechanism for explaining how customer satisfaction develops. Therefore, examining the relationships among service quality, product quality, consumer preferences, and customer satisfaction is necessary to gain an empirical understanding of consumer behavior in the restaurant industry.

Kedai Sudut Selatan Warung Aceh, located in Kebayoran Baru, South Jakarta, is an ethnic culinary establishment that offers traditional Acehnese cuisine to an urban population with diverse social and cultural backgrounds. Acehnese cuisine possesses distinctive characteristics reflected in its use of spices, food preparation techniques, menu variety, aroma, and unique flavors. These characteristics constitute product attributes that may influence consumer preferences when selecting a restaurant. In addition to food quality, customers consider employee friendliness, service speed, serving accuracy, dining comfort, and the restaurant's

ability to meet their needs. Through their research on gastronomic experiences in Ubud, Bali, Ardika et al. (2026) explain that customers' attachment to culinary experiences is associated with cultural meaning, food narratives, sensory experiences, and social interactions. These findings suggest that culturally rooted culinary characteristics can play an important role in customers' evaluations of their consumption experiences. The managerial challenges faced by Kedai Sudut Selatan Warung Aceh involve not only maintaining product quality and authenticity but also ensuring that its products and services align with diverse consumer preferences. High food quality does not necessarily lead directly to customer satisfaction when product characteristics fail to match customers' tastes and expectations. This condition provides an important basis for empirically examining the effects of service quality and product quality on customer satisfaction, both directly and indirectly through consumer preferences as a mediating variable.

Although research on service quality, product quality, and customer satisfaction has developed extensively within the service marketing literature, opportunities remain to develop models that explain the underlying mechanisms connecting these variables. Zanetta et al. (2024) identified various attributes associated with restaurant choice and customer satisfaction through an integrative review of previous studies. Urdianti et al. (2023) examined the determinants of customer value in ethnic restaurants using a survey approach and Structural Equation Modeling (SEM), while Jokom et al. (2025) investigated the relationships between culinary experience quality, satisfaction, and tourists' behavioral intentions. Studies by Namkung and Jang (2007), Anwar (2023), and Basera et al. (2025) also provide empirical evidence regarding the relevance of product and service quality to customer satisfaction. However, these studies have not specifically examined consumer preferences as a mediating mechanism in the relationships between service quality, product quality, and customer satisfaction within the context of Acehnese ethnic restaurants in urban settings. Consumer preferences may provide an explanation of how customers' evaluations of product and service attributes relate to their perceived satisfaction following consumption. Based on this research gap, the present study develops an integrative model that positions service quality and product quality as independent variables, consumer preferences as a mediating variable, and customer satisfaction as a dependent variable. The contextual novelty of this study lies in simultaneously examining the mediating role of consumer preferences in explaining the relationships between service quality, product quality, and customer satisfaction in a restaurant specializing in traditional Acehnese cuisine.

Based on the aforementioned phenomena and research gap, this study aims to analyze the effects of service quality and product quality on customer satisfaction, with consumer preferences as a mediating variable, at Kedai Sudut Selatan Warung Aceh, Kebayoran Baru, South Jakarta. The study focuses on examining the effects of service quality and product quality on consumer preferences and customer satisfaction, the effect of consumer preferences on customer satisfaction, and the mediating role of consumer preferences in these relationships. This study employs a quantitative approach with an explanatory research method and a cross-sectional survey design. Hypothesis testing uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the direct and indirect effects among the research variables. Theoretically, this study is expected to enrich the literature on service

marketing and consumer behavior, particularly regarding the role of consumer preferences in explaining the relationships between service quality, product quality, and customer satisfaction. Practically, the findings are expected to provide an evaluative basis for the management of Kedai Sudut Selatan Warung Aceh to improve service quality, maintain the consistency and authenticity of food flavors, and develop marketing strategies aligned with consumer preferences. Accordingly, this study is expected to contribute to the development of ethnic restaurant management strategies aimed at enhancing customer satisfaction and business competitiveness.

LITERATUR REVIEW

Relationships Between Variables and Hypothesis Development

The Effect of Service Quality on Consumer Preferences

Service quality is an important factor influencing consumer behavior and preferences when selecting products or services. According to Parasuraman et al. (1988), service quality refers to the perceived level of service excellence based on a comparison between customer expectations and actual service performance. Service quality encompasses five dimensions: *tangibles, reliability, responsiveness, assurance,* and *empathy*, which collectively shape customers' perceptions of a company's service performance.

In the restaurant industry, service quality is an integral component of the customer dining experience. Customers evaluate not only the quality of the food served but also how services are delivered throughout the dining process. Prompt, friendly, and responsive service, accompanied by attention to customer needs, creates a pleasant dining experience. Such positive experiences foster favorable perceptions of the restaurant and encourage customers to prefer it over available alternatives.

From a theoretical perspective, consumer preferences develop through an evaluation of various product or service attributes. When customers receive high-quality service, they perceive that the restaurant can provide benefits that meet their needs and expectations. These positive evaluations subsequently develop into a tendency to select, favor, and recommend restaurants perceived as offering superior service experiences. In other words, service quality serves as a stimulus that influences the formation of consumer preferences.

Empirical findings support this relationship. Orpiano et al. (2025) demonstrate that service quality significantly influences restaurant customers' perceptions. Similarly, Eren et al. (2023) found that high-quality service enhances restaurant image and encourages customers to choose the same restaurant again. These findings indicate that service quality is an important factor in shaping consumer preferences.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, higher service quality is expected to strengthen consumer preferences toward a restaurant. Accordingly, the following hypothesis is proposed:

H1: Service quality has a positive and significant effect on consumer preferences.

The Effect of Product Quality on Consumer Preferences

Product quality is a fundamental factor influencing consumer decisions and preferences when selecting a product. Garvin (1987) explains that product quality reflects a product's ability to satisfy customer needs through its inherent attributes. In the culinary industry, customers generally evaluate product quality based on taste, aroma, texture, ingredient freshness, food presentation, and quality consistency.

Consumer preferences fundamentally develop through an evaluation of available alternatives. Customers tend to select products that they perceive as providing the greatest benefits and the most favorable consumption experiences. When food products match customers' taste preferences, contain fresh ingredients, and maintain consistent quality, customers develop favorable perceptions of those products. These perceptions subsequently shape their preferences for products considered superior to competing alternatives.

Steenkamp (1986) explains that perceived product quality is closely associated with the formation of consumer preferences because quality provides a fundamental basis for product evaluation and selection. Similarly, Wang et al. (2022) found that food quality attributes are among the most influential factors determining consumer preferences for food products.

In the restaurant industry, food quality is frequently a primary consideration in restaurant selection. Hatma et al. (2025) demonstrate that high-quality product attributes that meet customer expectations significantly influence consumer preferences. These findings suggest that product quality can create a competitive advantage by encouraging customers to favor a particular restaurant over available alternatives.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, higher perceived product quality is expected to strengthen consumer preferences toward a restaurant. Accordingly, the following hypothesis is proposed:

H2: Product quality has a positive and significant effect on consumer preferences.

The Effect of Service Quality on Customer Satisfaction

Customer satisfaction refers to customers' evaluations after comparing their initial expectations with their actual experiences. According to Oliver (1980), customer satisfaction occurs when perceived performance meets or exceeds customer expectations. In the service industry, service quality represents one of the primary factors influencing customer satisfaction.

Service quality plays an important role in shaping customer experiences throughout the consumption process. Prompt, accurate, friendly, and solution-oriented service enhances customer comfort and trust in the company. Conversely, poor service may result in customer dissatisfaction even when the products offered are of high quality.

According to Expectation Confirmation Theory (Oliver, 1980), customers experience satisfaction when the service they receive meets or exceeds their initial expectations. Higher service quality increases the likelihood of positive confirmation of customer expectations, thereby enhancing customer satisfaction.

Several previous studies support this relationship. Ahmed et al. (2023), Anwar (2023), Nareswari and Suryaningsih (2024), Kapiso and Andriana (2025), and

Basera et al. (2025) found that service quality has a positive and significant effect on customer satisfaction in the restaurant and service industries.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, improvements in service quality are expected to enhance customer satisfaction. Accordingly, the following hypothesis is proposed:

H3: Service quality has a positive and significant effect on customer satisfaction.

The Effect of Product Quality on Customer Satisfaction

Product quality is an important factor determining a company's success in achieving customer satisfaction. Kotler and Keller (2022) state that customers experience satisfaction when the products they receive meet their needs, desires, and expectations. Therefore, product quality constitutes a central component of perceived customer value.

In the restaurant industry, product quality is reflected in food taste, aroma, texture, ingredient freshness, food presentation, and quality consistency. Customers tend to evaluate their dining experiences based on the quality of the food served. When the food meets their quality expectations, customers are more likely to develop favorable evaluations of the restaurant.

Namkung and Jang (2007) explain that food quality is a major determinant of restaurant customer satisfaction because food represents the core product sought by customers. Higher perceived food quality is therefore expected to generate higher levels of customer satisfaction.

The empirical findings of Asmaemunah and Ariyanto (2024), Anggraini and Megawati (2023), Cahyadi and Fachri (2025), Kusuma Wandani and Nani (2025), and Basera et al. (2025) indicate that product quality has a positive and significant effect on customer satisfaction. These findings suggest that improvements in product quality are associated with increased customer satisfaction.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, product quality is expected to positively influence customer satisfaction. Accordingly, the following hypothesis is proposed:

H4: Product quality has a positive and significant effect on customer satisfaction.

The Effect of Consumer Preferences on Customer Satisfaction

Consumer preferences refer to customers' tendencies to select products or services based on their needs, desires, experiences, and evaluations of specific attributes. These preferences reflect the degree of alignment between product or service characteristics and the attributes that customers consider important.

From a theoretical perspective, customers are more likely to experience satisfaction when the products or services they receive align with their preferences. Such alignment reinforces customers' perceptions that they have made appropriate purchasing decisions, resulting in favorable evaluations of their consumption experiences. Conversely, when products and services do not correspond to consumer preferences, customer satisfaction tends to decline.

Kotler and Keller (2022) explain that customer satisfaction is strongly influenced by a company's ability to provide products and services that meet customer needs and preferences. Wang et al. (2022) also suggest that consumer preferences regarding

product attributes influence customers' evaluations of their consumption experiences.

In the restaurant industry, customers who receive food, service, pricing, and dining atmospheres that correspond to their preferences tend to experience higher levels of satisfaction. Hatma et al. (2025) demonstrate that alignment between product attributes and customer preferences significantly enhances customer satisfaction.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, consumer preferences are expected to contribute positively to customer satisfaction. Accordingly, the following hypothesis is proposed:

H5: Consumer preferences have a positive and significant effect on customer satisfaction.

This section may also contain the development of hypotheses (if any). This section can be omitted (optional) for articles devoted to presenting a literature review and included in the articles on the results of qualitative studies.

The Mediating Role of Consumer Preferences in the Relationship Between Service Quality and Customer Satisfaction

High-quality service may influence customer satisfaction not only directly but also indirectly through the formation of consumer preferences. Conceptually, customers who receive prompt, friendly, responsive, and professional service develop favourable perceptions of the restaurant. These perceptions subsequently encourage customers to Favor and select restaurants that they perceive as providing superior service experiences.

Preferences developed through service experiences subsequently influence how customers evaluate their dining experiences. When a restaurant provides services that align with customer preferences, customers are more likely to experience higher levels of satisfaction. Therefore, consumer preferences may serve as an underlying mechanism explaining how service quality contributes to customer satisfaction.

Kotler and Keller (2022) explain that positive service experiences can shape customer preferences toward a company. Orpiano et al. (2025) and Eren et al. (2023) demonstrate that service quality influences customer perceptions and selection tendencies. Meanwhile, Hatma et al. (2025) found that consumer preferences contribute to increased customer satisfaction.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, service quality may enhance customer satisfaction through the formation of consumer preferences. Therefore, consumer preferences are expected to mediate the relationship between service quality and customer satisfaction.

H6: Consumer preferences mediate the effect of service quality on customer satisfaction.

The Mediating Role of Consumer Preferences in the Relationship Between Product Quality and Customer Satisfaction

High product quality may enhance customer satisfaction both directly and indirectly through consumer preferences. Products characterized by appealing flavors, consistent quality, fresh ingredients, and attractive presentation encourage

customers to develop favorable perceptions. These perceptions subsequently motivate customers to develop preferences for products and restaurants perceived as offering superior quality.

The resulting preferences subsequently influence customers' evaluations of their consumption experiences. When the products consumed align with their preferences, customers are more likely to perceive that their purchasing decisions were appropriate and that the products met their expectations. This alignment contributes to higher levels of customer satisfaction.

Steenkamp (1986) and Wang et al. (2022) explain that product quality is a fundamental factor in shaping consumer preferences. Furthermore, Hatma et al. (2025) demonstrate that alignment between product characteristics and consumer preferences enhances customer satisfaction. Studies conducted by Namkung and Jang (2007), Asmaemunah and Ariyanto (2024), and Basera et al. (2025) also provide empirical evidence of the positive effect of product quality on customer satisfaction.

Based on the synthesis of relevant theoretical perspectives and previous empirical findings, product quality may enhance customer satisfaction through the formation of consumer preferences. Therefore, consumer preferences are expected to mediate the relationship between product quality and customer satisfaction.

H7: Consumer preferences mediate the effect of product quality on customer satisfaction.

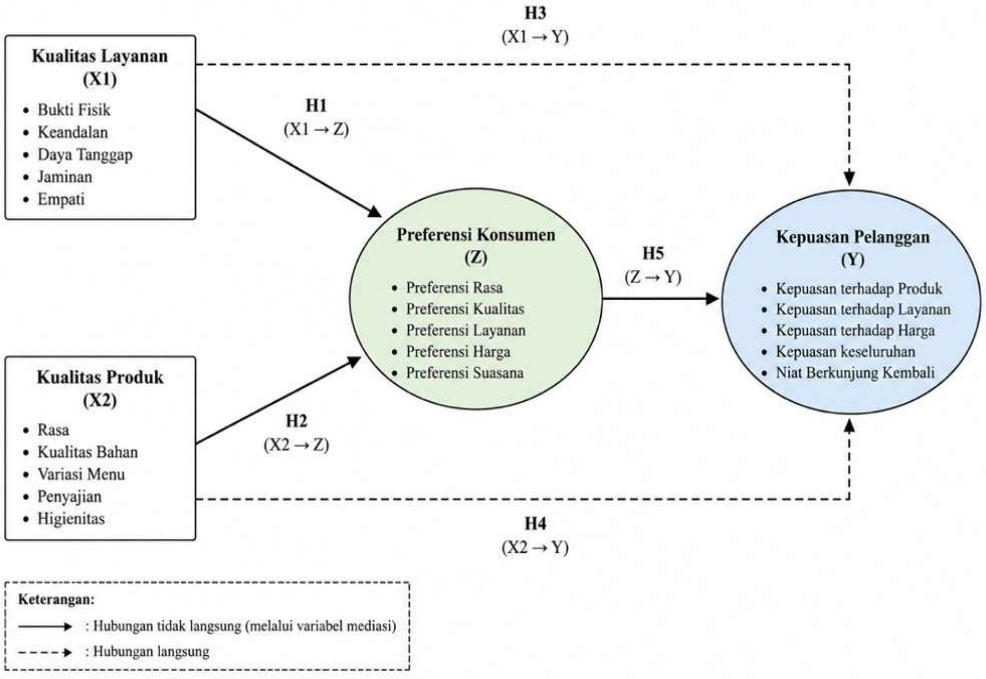

Figure 2.1. Conceptual Model
Source: Developed by the researcher based on Parasuraman et al. (1988), Namkung and Jang (2007), Oliver (2015), and Seo and Lee (2025, 2026).

METHOD

This study employed a quantitative approach with an explanatory research method and a cross-sectional survey design. This approach was selected because the study aimed to examine the relationships among variables and explain the effects of service quality and product quality on customer satisfaction through consumer preferences. The application of Partial Least Squares Structural Equation Modeling (PLS-SEM) enables the simultaneous examination of relationships among latent constructs, including both direct and indirect effects (Hair et al., 2022; Sarstedt et al., 2022).

The study was conducted at Kedai Sudut Selatan Warung Aceh, located at Jalan KH. Ahmad Dahlan No. 19, Kramat Pela, Kebayoran Baru, South Jakarta, from March 9 to May 25, 2026. The research population comprised customers who had previously made purchases at the restaurant. The sample consisted of 100 respondents selected through purposive sampling based on the following criteria: being at least 17 years old, having previously purchased and consumed the restaurant's products, and being willing to complete the questionnaire. This sampling technique was employed to ensure that respondents had relevant experiences aligned with the research objectives.

Primary data were collected through a structured questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree. Secondary data were obtained through documentation and a review of relevant literature. Data were collected directly from respondents who met the predetermined criteria. Given the quantitative nature of the study, semi-structured interviews and participant observation were not employed as primary data collection techniques.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The measurement model (*outer model*) assessment included convergent validity testing through outer loading values and average variance extracted (AVE), as well as reliability testing using composite reliability and Cronbach's alpha. Subsequently, the structural model (*inner model*) was evaluated using the coefficient of determination (R^2), predictive relevance (Q^2), path coefficients, and significance testing through the bootstrapping procedure. Mediation analysis was performed to examine the mediating role of consumer preferences in the relationships among the research variables. These analytical procedures followed the methodological recommendations for applying PLS-SEM in quantitative research (Hair et al., 2022).

Table 1. Operational Definitions and Measurement of Variables

Variables	Operational Definitions	Sources	Measurement Indicators	Scale
Service Quality (X1)	Customers' perceptions of the quality of service provided by Kedai Sudut Selatan Warung Aceh, South Jakarta, based on its ability to meet or exceed customer expectations.	Parasuraman et al. (1988); Putri & Nainggolan (2022); Eren et al. (2023); Kapiso & Andriana (2025).	1. Reliability 2. Tangibles 3. Responsiveness 4. Assurance 5. Empathy	Five-point Likert scale (1–5)
Product Quality (X2)	Customers' perceptions of the quality of food and beverages served at	Anwar (2023); Basera et al.	1. Taste and aroma	Five-point Likert scale (1–5)

	Kedai Sudut Selatan Warung Aceh, South Jakarta, encompassing product characteristics that meet customer needs and expectations.	(2025); Hatma et al. (2025).	2. Product consistency 3. Product presentation 4. Flavor authenticity 5. Price-quality alignment	
Consumer Preferences (Z)	Customers' tendencies to select and favor the products and services offered by Kedai Sudut Selatan Warung Aceh, South Jakarta, based on personal preferences, experiences, and perceived value.	Saputra et al. (2021); Wang et al. (2022); Kotler & Keller (2022); Putri et al. (2024); Hatma et al. (2025).	1. Taste preference 2. Menu selection 3. Price preference 4. Dining atmosphere preference 5. Previous dining experience	Five-point Likert scale (1–5)
Customer Satisfaction (Y)	The level of customer satisfaction after consuming products and receiving services at Kedai Sudut Selatan Warung Aceh, South Jakarta, based on a comparison between customer expectations and perceived performance.	Oliver (1980); Tuncer et al. (2021); Kotler & Keller (2022); Ahmed et al. (2023); Basera et al. (2025).	1. Overall satisfaction 2. Expectation fulfillment 3. Revisit intention 4. Willingness to recommend	Five-point Likert scale (1–5)

Source: Developed by the researcher based on a review of relevant literature and previous studies, 2026.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 100 respondents who were customers of Kedai Sudut Selatan Warung Aceh, Kebayoran Baru, South Jakarta. All respondents met the predetermined research criteria and completed the questionnaire in full, ensuring that the collected data were suitable for further analysis. Respondent characteristics were classified according to gender, age, educational level, and frequency of visits. The distribution of respondent characteristics is presented in Table 2.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	45	45.0
	Female	55	55.0
	Total	100	100.0
Age	17–22 years	20	20.0
	23–28 years	35	35.0
	29–34 years	25	25.0
	35–40 years	12	12.0
	Over 40 years	8	8.0
	Total	100	100.0

Educational Level	Senior High School/Vocational High School	20	20.0
	Diploma	25	25.0
	Bachelor's Degree	45	45.0
	Master's Degree	10	10.0
	Total	100	100.0
Frequency of Visits	Once	10	10.0
	2–3 times	25	25.0
	4–5 times	50	50.0
	More than 5 times	15	15.0
	Total	100	100.0
Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	45	45.0
	Female	55	55.0
	Total	100	100.0

Source: Primary data processed by the researcher, 2026.

As shown in Table 2, female respondents accounted for a larger proportion of the sample (55%), while male respondents represented 45%. Regarding age distribution, the largest group of respondents was aged 23–28 years (35%), followed by those aged 29–34 years (25%) and 17–22 years (20%). This distribution indicates that 80% of respondents were between 17 and 34 years old. In terms of educational level, respondents holding a bachelor's degree represented the largest proportion (45%), followed by those with a diploma (25%), senior high school or vocational high school qualifications (20%), and a master's degree (10%).

Regarding visit frequency, 50% of respondents had visited the restaurant four to five times, while 25% had visited two to three times, 15% had visited more than five times, and 10% had visited only once. These findings indicate that 90% of respondents had visited the restaurant more than once. This distribution provides a relevant empirical basis for analyzing customers' evaluations of service quality, product quality, consumer preferences, and customer satisfaction based on their actual dining experiences at Kedai Sudut Selatan Warung Aceh.

Measurement Model Evaluation (*Outer Model*)

The measurement model (*outer model*) was evaluated to ensure that the research indicators adequately represent their respective latent constructs in a valid and reliable manner. The assessment was conducted using SmartPLS and encompassed convergent validity, discriminant validity, and construct reliability. According to Hair et al. (2022), a reflective measurement model satisfies the convergent validity criteria when the outer loading values exceed 0.70 and the Average Variance Extracted (AVE) values exceed 0.50.

Tabel 3. Outer Loading Test Results

Construct	Indicator	Outer Loading	Remarks
Service Quality (X1)	X1.1	0,865	Valid
	X1.2	0,821	Valid
	X1.3	0,858	Valid
	X1.4	0,830	Valid
	X1.5	0,769	Valid
Product Quality (X2)	X2.1	0,794	Valid
	X2.2	0,787	Valid
	X2.3	0,806	Valid

	X2.4	0,833	Valid
	X2.5	0,844	Valid
	X2.6	0,726	Valid
Consumer Preferences (Z)	Z1	0,840	Valid
	Z2	0,850	Valid
	Z3	0,845	Valid
	Z4	0,803	Valid
	Z5	0,815	Valid
Customer Satisfaction (Y)	Y1	0,823	Valid
	Y2	0,855	Valid
	Y3	0,819	Valid
	Y4	0,781	Valid

Source: SmartPLS output processed by the researcher, 2026.

As shown in Table 3, all indicators have outer loading values ranging from 0.726 to 0.865. The highest value is observed for indicator X1.1 (0.865), while the lowest value is recorded for indicator X2.6 (0.726). All indicators exceed the minimum threshold of 0.70, thereby satisfying the convergent validity criterion based on outer loading values. Accordingly, all indicators can be retained in the measurement model based on this criterion.

Tabel 4. Convergent Validity and Construct Reliability Test Results

Konstruk	Cronbach's Alpha	rho_A	CR	AVE
Service Quality (X1)	0,886	0,886	0,917	0,688
Product Quality (X2)	0,886	0,888	0,914	0,639
Consumer Preferences (Z)	0,888	0,891	0,918	0,691
Customer Satisfaction (Y)	0,837	0,838	0,891	0,673

Source: SmartPLS output processed by the researcher, 2026.

The results presented in Table 3 show that the Average Variance Extracted (AVE) values for all constructs range from 0.639 to 0.691, thereby satisfying the convergent validity criterion. Meanwhile, Cronbach's alpha values range from 0.837 to 0.888, rho_A values range from 0.838 to 0.891, and Composite Reliability (CR) values range from 0.891 to 0.918. All reliability coefficients exceed the minimum threshold of 0.70 recommended by Hair et al. (2022). These findings indicate that all constructs demonstrate adequate internal consistency reliability in measuring their respective research variables.

Tabel 5. Hasil Pengujian Fornell-Larcker Criterion

Construct	**X1**	**X2**	**Z**	**Y**
Service Quality (X1)	**0.829**			
Product Quality (X2)	0.753	**0.799**		
Consumer Preferences (Z)	0.750	0.858	**0.831**	
Customer Satisfaction (Y)	0.745	0.777	0.798	**0.820**

Source: SmartPLS output processed by the researcher, 2026.

The discriminant validity assessment using the Fornell-Larcker criterion indicates that most constructs satisfy the measurement criteria. However, the correlation between product quality and consumer preferences (0.858) exceeds the square root of the AVE values for both constructs, which are 0.799 and 0.831, respectively. This finding indicates that the two constructs are not sufficiently distinct from each other empirically.

Table 6. HTMT Test Results for Construct Pairs with Discriminant Validity Concerns

Construct Pair	HTMT	Remarks
Product Quality and Customer Satisfaction	0.900	At the threshold
Consumer Preferences and Customer Satisfaction	0.921	Criterion not met
Product Quality and Consumer Preferences	0.962	Criterion not met

Source: SmartPLS test results, 2026.

The Heterotrait-Monotrait Ratio (HTMT) assessment further supports these findings. Two construct pairs exhibit HTMT values exceeding the threshold of 0.90, while one pair reaches the threshold. Overall, the measurement model satisfies the convergent validity and construct reliability criteria but does not fully establish discriminant validity. Therefore, the interpretation of structural relationships, particularly the mediating role of consumer preferences, should take this limitation into account. The measurement model (*outer model*) evaluation is illustrated in the following figure.

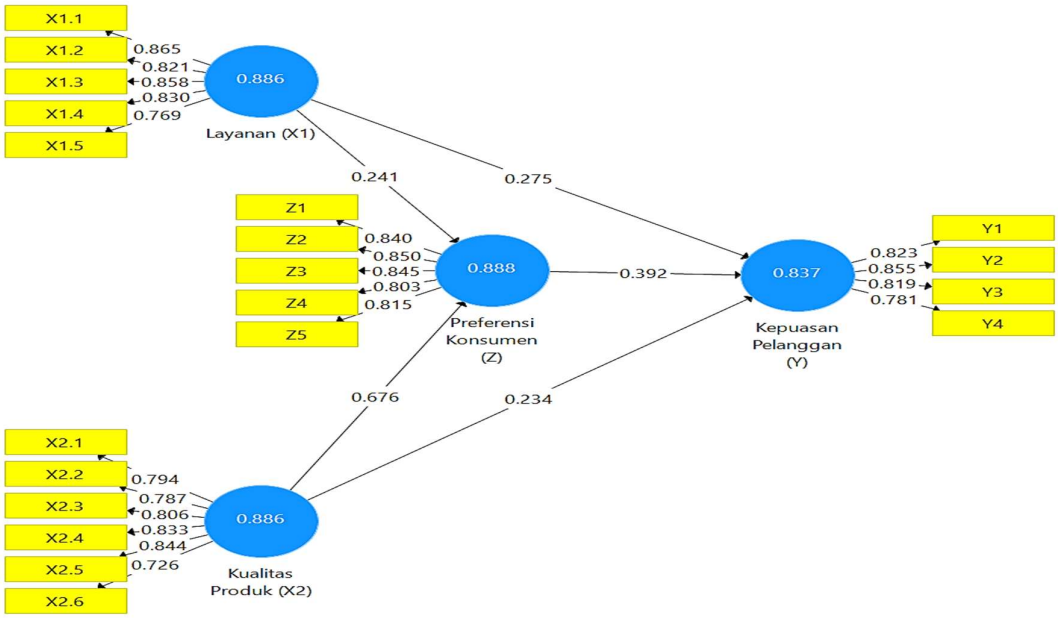

Figure 1. Measurement Model (*Outer Model*) Evaluation Results
Source: SmartPLS output processed by the researcher, 2026.

Structural Model Evaluation (*Inner Model*)

The structural model (*inner model*) was evaluated to determine the model's ability to explain the relationships among the research constructs. The assessment included the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and model fit. According to Hair et al. (2022), structural model evaluation aims to assess the explanatory power of the model, the contribution of each predictor construct, and the predictive relevance of the model for endogenous constructs.

Table 7. Coefficient of Determination (R^2) and Predictive Relevance (Q^2) Test Results

Endogenous Construct	R^2	Adjusted R^2	Q^2
Consumer Preferences (Z)	0.761	0.756	0.514
Customer Satisfaction (Y)	0.699	0.689	0.452

Source: SmartPLS output processed by the researcher (2026).

As shown in Table 7, consumer preferences have an R^2 value of 0.761, indicating that service quality and product quality explain 76.1% of the variance in consumer preferences, while the remaining 23.9% is not explained by the model. Meanwhile, customer satisfaction has an R^2 value of 0.699, indicating that service quality, product quality, and consumer preferences explain 69.9% of the variance in customer satisfaction. Based on the criteria proposed by Hair et al. (2022), the explanatory power of the model for consumer preferences is classified as substantial, whereas its explanatory power for customer satisfaction is classified as moderate, approaching the substantial category. The Q^2 values for the two endogenous constructs are 0.514 and 0.452, respectively. Both values exceed zero, indicating that the model demonstrates predictive relevance.

Table 8. Effect Size (f^2) Test Results

Relationships Between Constructs	f^2	Category
Service Quality → Consumer Preferences	0.105	Small
Product Quality → Consumer Preferences	0.829	Large
Service Quality → Customer Satisfaction	0.098	Small
Product Quality → Customer Satisfaction	0.043	Small
Consumer Preferences → Customer Satisfaction	0.122	Small

Source: SmartPLS output processed by the researcher (2026).

The effect size assessment indicates that product quality makes the largest contribution to consumer preferences, with an f^2 value of 0.829, which is classified as a large effect. Meanwhile, service quality has an f^2 value of 0.105 in relation to consumer preferences, indicating a small effect. Regarding customer satisfaction, all predictor constructs demonstrate small individual effect sizes. Consumer preferences make the largest relative contribution, with an f^2 value of 0.122, followed by service quality at 0.098 and product quality at 0.043.

Table 9. Model Fit Assessment Results

Indicator	Saturated Model	Estimated Model
SRMR	0.066	0.066
d_ULS	0.903	0.903
d_G	0.639	0.639
Chi-Square	333.540	333.540
NFI	0.786	0.786

Source: SmartPLS output processed by the researcher, 2026.

The model fit assessment reveals a Standardized Root Mean Square Residual (SRMR) value of 0.066, which is below the recommended threshold of 0.08. This result indicates that the model satisfies the model fit criterion based on SRMR. However, the Normed Fit Index (NFI) value of 0.786 does not reach the recommended threshold of 0.90. Overall, the structural model demonstrates adequate explanatory power and predictive relevance. Subsequent hypothesis

testing was conducted using the bootstrapping procedure while considering the discriminant validity limitations identified in the measurement model.

Hypothesis Testing and Mediation Analysis

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to determine the significance of direct and indirect effects among the research variables. Decisions were based on path coefficients, t-statistics, and p-values. Following Hair et al. (2022), a hypothesis is considered empirically supported when the t-statistic exceeds 1.96 and the p-value is below 0.05 at a 5% significance level using a two-tailed test. Mediation analysis was performed to evaluate the mediating role of consumer preferences in the relationships between service quality, product quality, and customer satisfaction.

Table 10. Direct Effect Hypothesis Testing Results

Hypothesis	Relationships Between Constructs	Path Coefficient (β)	t-statistics	p-values	Decision
H1	X1 → Z	0.241	2.903	0.004	Supported
H2	X2 → Z	0.676	8.685	<0.001	Supported
H3	X1 → Y	0.275	2.929	0.004	Supported
H4	X2 → Y	0.234	1.728	0.085	Not supported
H5	Z → Y	0.392	2.970	0.003	Supported

Source: SmartPLS bootstrapping output processed by the researcher, 2026.

As presented in Table 10, four of the five direct effect hypotheses received empirical support. Service quality has positive and significant effects on consumer preferences (β = 0.241; p = 0.004) and customer satisfaction (β = 0.275; p = 0.004), supporting H1 and H3. Product quality has a positive and significant effect on consumer preferences (β = 0.676; p <0.001), supporting H2. This relationship exhibits the largest path coefficient in the research model. However, product quality does not have a significant direct effect on customer satisfaction (β = 0.234; p = 0.085), indicating that H4 is not supported. Consumer preferences have a positive and significant effect on customer satisfaction (β = 0.392; p = 0.003), supporting H5.

Table 11. Indirect Effect and Mediation Analysis Results

Hypothesis	Relationships Between Constructs	Path Coefficient (β)	t-statistics	p-values	Type of Mediation	Decision
H6	X1 → Z → Y	0.094	2.108	0.036	Partial mediation	Supported
H7	X2 → Z → Y	0.265	2.735	0.006	Indirect-only mediation (full mediation)	Supported

Source: SmartPLS bootstrapping output processed by the researcher, 2026.

The results presented in Table 11 indicate that consumer preferences significantly mediate the effect of service quality on customer satisfaction (β = 0.094; p = 0.036), supporting H6. Since both the direct and indirect effects are positive and statistically significant, this relationship represents partial mediation, specifically complementary mediation. Furthermore, consumer preferences significantly

mediate the effect of product quality on customer satisfaction (β = 0.265; p = 0.006), supporting H7. The insignificant direct effect and significant indirect effect indicate an indirect-only mediation pattern, also commonly referred to as full mediation.

Overall, six of the seven research hypotheses received empirical support. These findings highlight the mediating role of consumer preferences in explaining the relationships between service quality, product quality, and customer satisfaction. Service quality demonstrates significant direct and indirect relationships with customer satisfaction, whereas product quality demonstrates a significant indirect relationship with customer satisfaction through consumer preferences. Nevertheless, the mediation results should be interpreted cautiously, considering the limitations in discriminant validity among constructs identified during the measurement model evaluation.

The Effect of Service Quality on Consumer Preferences

The hypothesis testing results indicate that service quality has a positive and significant effect on consumer preferences, with a path coefficient of 0.241, a t-statistic of 2.903, and a p-value of 0.004, supporting H1. This finding indicates that higher perceived service quality strengthens customers' preferences for Kedai Sudut Selatan Warung Aceh over alternative restaurants. Service quality not only constitutes an essential component of restaurant operations but also represents an important attribute that customers consider when selecting a restaurant.

This finding can be explained through the Service Quality (SERVQUAL) framework developed by Parasuraman et al. (1988), which encompasses five dimensions: *tangibles, reliability, responsiveness, assurance,* and *empathy*. Services that meet customer expectations can generate favorable evaluations of service providers. Steenkamp (1986) and Wang et al. (2022) explain that consumer preferences develop through evaluations of product or service attributes that provide value to customers. The findings of this study are also conceptually consistent with those of Tuncer et al. (2021), Ahmed et al. (2023), and Seo and Lee (2025), who highlight the importance of service quality in shaping customer evaluations and behavior, despite examining different outcome variables.

In the context of Kedai Sudut Selatan Warung Aceh, employee friendliness, service speed, serving accuracy, and attention to customer needs may influence restaurant selection. From a managerial perspective, restaurant management should enhance employee competencies, consistently implement service standards, and conduct regular service evaluations to develop favorable consumer preferences.

The Effect of Product Quality on Consumer Preferences

The hypothesis testing results indicate that product quality has a positive and significant effect on consumer preferences, with a path coefficient of 0.676, a t-statistic of 8.685, and a p-value below 0.001, supporting H2. The effect size of 0.829 indicates that product quality makes the largest contribution to the model's ability to explain consumer preferences. This finding suggests that food characteristics are a primary consideration in customers' restaurant selection decisions.

These results support the restaurant food quality perspective proposed by Namkung and Jang (2007), which identifies food quality as an important attribute in shaping customer evaluations of restaurants. Garvin (1987) explains that product characteristics and quality consistency can serve as sources of competitive

advantage. Meanwhile, Kotler and Keller (2022) emphasize a product's ability to satisfy consumer needs and expectations. The findings are also conceptually consistent with those of Ryu and Han (2010), Anwar (2023), Suprianto et al. (2023), and Siaputra (2024), who identify product quality as an important factor in shaping customer evaluations and behavior.

At Kedai Sudut Selatan Warung Aceh, distinctive Acehnese flavors, food aroma, ingredient quality, product consistency, and food presentation represent attributes that may differentiate the restaurant from its competitors. These characteristics provide functional value while reinforcing its ethnic culinary identity. Therefore, restaurant management should implement recipe standardization, ingredient quality control, food preparation supervision, and kitchen staff competency development. Maintaining consistent food quality should become a strategic priority in developing and sustaining consumer preferences without compromising the distinctive characteristics of Acehnese cuisine.

The Effect of Service Quality on Customer Satisfaction

The hypothesis testing results indicate that service quality has a positive and significant effect on customer satisfaction, with a path coefficient of 0.275, a t-statistic of 2.929, and a p-value of 0.004, supporting H3. This finding indicates that improvements in customers' perceptions of service quality are associated with higher levels of customer satisfaction. Restaurant dining experiences encompass not only the food consumed but also customers' interactions with employees throughout the service process.

These findings support the SERVQUAL framework developed by Parasuraman et al. (1988), which emphasizes the importance of service providers' ability to meet customer expectations. Kotler and Keller (2022) explain that satisfaction develops through customers' evaluations of the alignment between actual performance and pre-consumption expectations. These findings are also consistent with previous studies conducted by Tuncer et al. (2021), Ahmed et al. (2023), Anggraini and Megawati (2023), Nareswari and Suryaningsih (2024), and Kapiso and Andriana (2025), which identify service quality as an important determinant of customer satisfaction and favorable customer evaluations.

In the context of ethnic restaurants, friendly, responsive, professional, and consistent service can complement customers' experiences of enjoying traditional Acehnese cuisine. This finding extends empirical evidence regarding the relevance of service quality to customer satisfaction in restaurants characterized by cultural identity. From a managerial perspective, restaurant management should strengthen the implementation of standard operating procedures, improve employees' interpersonal communication skills, respond promptly to customer requests, and evaluate the quality of service interactions from customers' arrival to their departure.

The Effect of Product Quality on Customer Satisfaction

The hypothesis testing results indicate that product quality has a positive path coefficient of 0.234 but does not have a statistically significant effect on customer satisfaction, with a t-statistic of 1.728 and a p-value of 0.085. Therefore, H4 is not supported. This finding indicates that product quality does not demonstrate a significant direct effect on customer satisfaction after accounting for other

constructs in the research model. Although customers may evaluate food quality favorably, these evaluations alone are insufficient to explain customer satisfaction directly within the proposed model.

This finding differs from the predictions of Expectation Confirmation Theory (ECT) proposed by Oliver (1980), which explains that satisfaction develops when product performance meets or exceeds customer expectations. The findings also differ from those of Namkung and Jang (2007), Ryu and Han (2010), Anwar (2023), and Anggraini and Megawati (2023), who identify product quality as a determinant of customer satisfaction. These differences may be associated with the characteristics of the research setting and the inclusion of consumer preferences as a mediating variable. In the present research model, product quality demonstrates a stronger relationship with consumer preferences than its direct relationship with customer satisfaction.

In the context of Kedai Sudut Selatan Warung Aceh, food quality remains an important attribute. However, customer satisfaction is also associated with the alignment of products with individual tastes and the overall service experience. Therefore, restaurant management should not only maintain food quality but also develop a better understanding of customer characteristics and preferences. This finding does not imply that product quality is unimportant. Rather, it indicates the presence of an indirect mechanism linking product quality to customer satisfaction.

The Effect of Consumer Preferences on Customer Satisfaction

The hypothesis testing results indicate that consumer preferences have a positive and significant effect on customer satisfaction, with a path coefficient of 0.392, a t-statistic of 2.970, and a p-value of 0.003, supporting H5. Consumer preferences exhibit the largest direct path coefficient among the predictor constructs of customer satisfaction. This finding indicates that customers' tendencies to favor and select a restaurant are associated with favorable evaluations of their dining experiences.

These findings support the consumer preference perspective proposed by Steenkamp (1986), which explains that preferences develop through evaluations of product or service attributes perceived as valuable. Kotler and Keller (2022) also explain that customer evaluations are associated with the ability of products or services to satisfy consumer needs and desires. The findings are conceptually consistent with those of Saputra et al. (2021), Putri et al. (2024), and Seo and Lee (2025), who emphasize the importance of alignment between restaurant attributes and consumer preferences in shaping evaluations of dining experiences.

At Kedai Sudut Selatan Warung Aceh, customers who prefer distinctive Acehnese flavors may provide more favorable evaluations when the food served matches their tastes. Similarly, customers who prioritize comfort and friendly service are more likely to evaluate their experiences positively when the restaurant meets these preferences. From a managerial perspective, restaurant management should identify consumer preferences through customer satisfaction surveys, feedback collection, menu evaluations, and monitoring changes in consumer needs. This information can provide a basis for developing products and services that better align with customer characteristics.

The Mediating Role of Consumer Preferences in the Relationship Between Service Quality and Customer Satisfaction

The indirect effect testing results indicate that consumer preferences significantly mediate the relationship between service quality and customer satisfaction, with an indirect effect coefficient of 0.094, a t-statistic of 2.108, and a p-value of 0.036, supporting H6. The direct effect of service quality on customer satisfaction is also statistically significant. Since both paths are positive and significant, consumer preferences function as a complementary partial mediator. This finding indicates that the relationship between service quality and customer satisfaction operates through both direct and indirect pathways.

From a theoretical perspective, these findings support the SERVQUAL framework developed by Parasuraman et al. (1988) and the consumer preference perspective proposed by Steenkamp (1986). Positive service experiences can shape customers' evaluations of restaurant attributes, which subsequently relate to their restaurant selection preferences and evaluations of dining experiences. Studies conducted by Tuncer et al. (2021), Ahmed et al. (2023), and Gulam et al. (2023) also highlight the importance of customer evaluation mechanisms in explaining the relationships between service quality and various consumer behavioral outcomes. The present study provides an additional perspective by positioning consumer preferences as a mediating variable in the relationship between service quality and customer satisfaction.

In the context of Kedai Sudut Selatan Warung Aceh, consistent, responsive, and personalized service can foster favorable consumer preferences while contributing to customer satisfaction. Therefore, restaurant management should develop service practices that not only meet technical standards but also align with customer needs and preferences. This finding contributes to the service marketing literature by identifying consumer preferences as one of the mechanisms explaining the relationship between service quality and customer satisfaction.

The Mediating Role of Consumer Preferences in the Relationship Between Product Quality and Customer Satisfaction

The hypothesis testing results indicate that consumer preferences significantly mediate the relationship between product quality and customer satisfaction, with an indirect effect coefficient of 0.265, a t-statistic of 2.735, and a p-value of 0.006, supporting H7. The direct effect of product quality on customer satisfaction is not statistically significant, whereas its indirect effect through consumer preferences is significant. This pattern indicates indirect-only mediation, also commonly referred to as full mediation. The finding suggests that consumer preferences serve as an important mechanism in explaining the relationship between product quality and customer satisfaction.

These findings can be explained through Expectation Confirmation Theory proposed by Oliver (1980) and the consumer preference perspective developed by Steenkamp (1986). The alignment of product quality with customer needs and expectations can foster favorable preferences associated with satisfaction evaluations. Wang et al. (2022) also emphasize the importance of product attribute evaluations in shaping consumer preferences. Unlike the studies conducted by Anwar (2023), Anggraini and Megawati (2023), and Asmaemunah and Ariyanto (2024), which identify product quality as a direct determinant of customer

satisfaction, the present study identifies an indirect relationship through consumer preferences.

This finding contributes empirical evidence to the ethnic restaurant marketing literature by positioning consumer preferences as an evaluative mechanism linking product quality to customer satisfaction. From a managerial perspective, the management of Kedai Sudut Selatan Warung Aceh should preserve flavor authenticity, food consistency, ingredient quality, and food presentation while conducting regular evaluations of consumer preferences. However, the considerable empirical overlap among product quality, consumer preferences, and customer satisfaction represents a limitation that should be considered when interpreting the mediation results.

CONCLUSION

The findings indicate that service quality and product quality have positive and significant effects on consumer preferences at Kedai Sudut Selatan Warung Aceh, South Jakarta. Service quality and consumer preferences also have positive and significant effects on customer satisfaction, whereas product quality does not have a significant direct effect on customer satisfaction. Consumer preferences serve as a partial mediator in the relationship between service quality and customer satisfaction and as an indirect-only mediator in the relationship between product quality and customer satisfaction. These findings highlight the importance of product quality in shaping consumer preferences, while customer satisfaction depends not only on product quality but also on its alignment with consumer preferences. Overall, the research model explains 76.1% of the variance in consumer preferences and 69.9% of the variance in customer satisfaction.

Theoretically, this study extends empirical evidence regarding the mediating role of consumer preferences in the relationships between service quality, product quality, and customer satisfaction in ethnic restaurants. Practically, restaurant management should improve service quality, maintain the consistency and authenticity of Acehnese culinary flavors, and regularly evaluate consumer preferences. The limitations of this study include its research setting, sample size, cross-sectional design, and insufficient discriminant validity among several constructs. Therefore, future studies should expand the research setting, increase the sample size, refine measurement indicators, and consider additional variables, such as perceived value, culinary authenticity, and customer experience, to develop a more comprehensive understanding of the factors contributing to customer satisfaction.

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Competing Interests

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