Proceeding Book of
The 2nd International Conference on Business and Banking Innovations (ICOBBI) 2020
"Nurturing Business and Banking Sustainability"

Surabaya, 14 - 15th August 2020

Master of Management of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
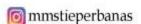
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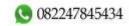Sekolah Tinggi Ilmu Ekonomi 66 Kendari

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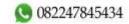|	
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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2ⁿᵈ International Conference on Business and Banking Innovations (ICOBBI) with the topic "*Nurturing Business and Banking Sustainability*". This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.
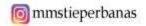
The 2ⁿᵈ International Conference on Business and Banking Innovations was held on 14ᵗʰ – 15ᵗʰ August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.
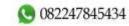
Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website https://pascasarjana.perbanas.ac.id.

Chair of the Master Management Study Program
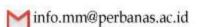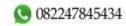STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

Tabel of Content

Marketing

Financial

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction In Rollaas Cafe Mall City of Tomorrow Surabaya

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A R T I C L E   I N F O

A B S T R A C T

Services quality has a close relationship with customer satisfaction. Services quality provides customers an encouragement to establish strong ties with the company. Companies need to understand carefully customers expectations and their needs to create customers trust, so they can make repeat purchases. Café Rollaas at Mall City of Tomorrow Surabaya in this study tried as much as possible to provide services quality in accordance what is desire and to maintain customer confidence to create satisfaction that has an impact on customer to make repeat purchases intentions.

This study was designed by quantitave research and analyzed by Structural Equation Modelling (SEM) based variance. The subject of this research is the buyer at Rollaas Cafe at Mall City of Tomorrow Surabaya. A research questionnaire were given to 200 Respondents. Research samples are grouped by characteristics of respondents including age, education, and gender of buyers in Rollaas Cafe Mall City of Tomorrow Surabaya. The conclusion of this research showed that service quality is consisting of tangible, reliability, responsiveness, assurance, empathy, affect customer satisfaction. Empathy has a significant effect on customer satisfaction, and trust has a significant effect on customer satisfaction but not on repurchase intentions. The result also found customer satisfaction has a significant effect on repurchase intentions.

1. INTRODUCTION

Food and beverages services in Surabaya experienced a significant development, with the increasingly food and beverage service business ranging from street vendors, mid-scale depot or café, to a large-scale restaurant in the star hotel. The development of food service business and direct noodles will provide an alternative for consumers to choose according to taste. With an increasingly stringent level of competition, many food and beverage service managers provide added value to their products and services. It is useful to gain or increase the level of consumer satisfaction, with the expectation that consumers will increase purchase volume as well as make a purchase back.

The competition become competitive because customers have a variety of product options that vary both in terms of quality and price, this leads to customers looking for the best product (Kotler, 2017). Service quality is closely related to customer satisfaction. Service Quality provides customers with more close to the company. Interaction with the company in the long term requires companies to be able to understand customer expectations and needs. So, the company is making customer satisfaction by maximizing the privileged experience and the minimal customers unpleasant experience (Ciptono, 1996 in Sasongko & Subagio, 2013). If the quality of service received by the customer is better or equal to the expected, the customer will be satisfied and will be more likely to try it again, and vice versa (Alma, 2007 in Sasongko & Subagio, 2013).

Rollaas Cafe not only serves good food and drinks but they realize that the need for quality services needed to customers so that it can lead to customer satisfaction. Because restaurant with the quality of services needs provide a comfortable, clean and neat food and drink, Cafe Rollaas it is located in the Mall so there is full AC facilities so customers can enjoy the menu comfortably and not overheating (Tangible/real).

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Cafe Rollaas serving customers friendly at the time of ordering the menu and edged right serving a menu ordered by the customer (reliability). In addition, Cafe Rollaas waiter is always ready to provide good and fast service to customers as well as help customers who have problems in choosing the desired order (Responsiveness/responsiveness). The whole waiter Cafe Rollaas has been trained to master the product knowledge well so that each waiter understands against the food menu presented by Cafe Rollaas (Assurance/assurance), understand what the customer wants (Emphaty/empathy), and maintain the trust of customers (Trust/trust).

Café Rollaas located at Mall City of Tomorrow Surabaya competes with other cafes and restaurants. Café Rollaas should provide maximum quality service to provide quality service to customers wishes so that customer satisfaction is created and has an impact on customer repurchase intentions.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Service Quality

Service quality is customer's perception to the variable aspects of service or product quality. Service Quality (servqual) is a empirical method that can be used service companies in improving the quality of services according to Parasuraman, et al. (1988). The five main dimensions of the quality of service dimensions according to Parasuraman, et al. (1988), namely tangible, reliability, responsiveness, assurance, and emphaty.

The explanation is supported by research conducted by Saleem *et. al* (2017) which state that service quality is positively directly effect on repurchase intention through customer satisfaction. In line with these results, research conducted by Olgun Kitapci *et. al* (2014) also found that customer satisfaction is also directly affecting repurchases intention, and emphaty dimensions positively and directly influence customer satisfaction.

Based on empirical and theory review, the first to fifth research hypothesis can be formulated :

H1 : Tangible has significant positive effect on customer satisfaction.
H2 : Reliability has significant positive effect on customer satisfaction.
H3 : Responsiveness has significant positive effect on customer satisfaction.
H4 : Assurance has significant positive effect on customer satisfaction.
H5 : Emphaty has significant positive effect on customer satisfaction.

Trust

Trust is a precursor of commitment, customers greatly appreciate the high trust relationship they want to commit to the relationship in Ibrahim & Gomaa, (2016), they also argues that trust is very important for the buyer when deciding to invest.

Customer Satisfaction

Contributions to customer satisfaction in important aspects, such as the realization of customer loyalty, increased company reputation, increased employee efficiency and productivity, are seen as one of the best indicators for future profit. Definition of customer satisfaction one of them is explained by feeling happy or disappointed by someone who comes from a comparison of the effect of the performance (result) of a product with the expectation that has (Kotler, 2017).

Repurchase intention

The intention of re-purchase is essentially a customer behaviour that responds positively to the quality of a company's ministry when it meets consumer expectations or even exceeds customer expectations then the customer will intend to make a return visit or consume the company's products even the customer will convey good things to others (Kotler, 2017).

Relationship between Service Quality and Customer Satisfaction

The relationship between service quality and customer satisfaction has been the focus of research. Izogo & Ogba (2015) found that service quality and customer satisfaction are very related and also claim that quality of service is an important antecedent of customer satisfaction.

Relationship between Trust with Customer Satisfaction

Customer satisfaction positively mediates the relationship of service quality and trust with repurchase intentions. Trust has been found to be the most significant of all the predictors of the most significant service quality (Saleem, 2017). There was no difference in the effect of Trust on Customer Satisfaction between high and low experienced customers (Pappas, *et. al* 2013). Based on empirical and theory review, the sixth

research hypothesis can be formulated :

H6 : Trust has significant positive effect on customer satisfaction.

Relationship between Trust with Repurchase Intention

Trust is very important especially in developing repurchase intentions because the evaluation before and after consumption of service characteristics such as comfort, safety, certainty, and responsiveness (Saleem, 2017). Based on empirical and theory review, the hypothesis can be formulated :

H7 : Trust has significant positive effect on repurchase intention.

Relationship between Customer Satisfaction and Repurchase Intention

Customer satisfaction is important because it is a determinant of repeated purchase intentions. Some re-searchers have found satisfaction and attitude as the main antecedents of customer repurchase intentions (Gomaa, 2016). The positive relationship between customer satisfaction and repurchase intentions is sup-ported by various studies (Gomaa 2016). The study causes on the effect overall customer satisfaction on behavioral intentions to return to the same service provider: From the results of the study revealed that overall customer satisfaction with services and products is strongly associated with consumer behavior to use services and products from service providers and similar products in the future (Kotler, 2017). Based on empirical and theory review, the eighth research hypothesis can be formulated :

H8 : Customer satisfaction has significant positive effect on repurchase intention.

Figure 1
Theoritical Framework

3. RESEARCH METHOD

Based on the research method, the study included a study, where researchers collected data to deter-mine whether there is a relationship and level of association between bord on two or more variables. This research also includes quantitative research because the data processed is the primary data presented in the form of numbers.

Samples are part of the population chosen to be used as objects in a study (Anwar Sanusi, 2011). Sam-ples are said to be good if they can represent characteristics of their population. From the specified popula-tion, the samples in this study were some visitors to Rollaas Cafe in the Mall City of Tomorrow Surabaya at early 2019 using a maximum likelihood SEM of 200 (two hundred) respondents who bought food and drinks in Rollaas Cafe.

Research Variables and Measurement

The variables in this research are tangible, reliability, responsiveness, assurance, emphaty, and trust as a independent variables. Customer satisfaction and repurchase intention are dependent variables.

a) Tangible

Tangible is of a physical appearance consisting of the adequacy of the number of dining tables, table-ware and design or layout of a Rollaas Cafe.

b) Reliability

Reliability is the ability to demonstrate and promised service appropriately. Timely in service and in the same specification (unchanged), service is provided at any time without error. Perception Visitor Rollaas Cafe to the reliability aspect, namely agree on the food menu according to the ordered, the quality of the consistent taste of cuisine, and the price paid according to the booked.

c) Responsiveness

Responsiveness is waiter or waitres who are willing to help the customers Rollaas Cafe in providing fast

and precise service. Perception Visitor Rollaas Cafe aspect to the responsiveness aspects of the agreed-upon employees Rollaas Cafe serves quickly, directs the seat when it is full, and easily gets the bill when it is finished.

d) Assurance

Assurance is ons of the capabilities, politeness, and knowledge of the Rollaas Café employees in giving accurate information about the menus presented or sold. Visitor perception of Rollaas Cafe to the assurance aspect that is Rollaas Cafe employees can master the menu information, and can explain it well and accurately.

e) Emphaty

Emphaty is the focus in the service provided to the customer, the initiative of employees to offer customers favorite menu Cafe and understand the needs of customers Rollaas Café. Perception visitors Rollaas Cafe aspect of emphaty i.e. employees can focus well on serving, initiative offers menus, and understands the needs of customers.

f) Trust

Trust found in human relations (Saleem, *et.al* 2017), in relationship marketing, trust is the customer's desire to engage in future transactions. Thus the trust reflects on the perception of future risk reduction and the probability of opportunism (Saleem *et al.* 2017). Perception visitor of Rollaas Cafe to the aspect of the trust or belief that Rollaas Cafe employees with honest of his duties and responsibilities, and do not necessarily utilize the situation or opportunism, can hold the promise so that it can be trusted.

g) Customer satisfaction

It is a feeling of pleasure or disappointment experienced by customers Rollaas Café as a result of compara-tive service performance that is perceived by its expectation. The dimensional indicators of consumer satisfaction are as follows:
a. Customer satisfaction is customer Rollaas Cafe who feel satisfied.
b. Visitors believe buying products from the Rollaas Café is the right choice.
c. Customers are pleased with the experience visiting in Rollaas Café.

h) Repurchase Intention

A customer's commitment to repurchase a product or service that is formed based on previous purchasing experience, repurchase intention in this research referred to is the consumer's intention to come back and repurchase in Rollaas Café, including:
a. The arrival intention of the customer returns to Rollaas Café.
b. The intention of the customer to choose Rollaas Café returns as a place to eat than elsewhere.
c. Customer intention to choose Rollaas Café sustainably at a later date.

The customer Rollaas Cafe with the quality aspect of the existing service intends to come back and repurchase the existing menu.

Data Analysis Technique

From the specified population, the samples in this study were some visitors to Rollaas Cafe in the Mall City of Tomorrow Surabaya using a maximum likelihood SEM of 200 (two hundred) respondents who bought food and drinks in Rollaas Cafe. Sampling techniques in accordance with the requirements or sample requirement of the population are the most accessible or accidental convenience sampling.

The hypothesis testing in this study uses the Partial Least Square (PLS) method. PLS is an alternative method of analysis with Structural Equation Modelling (SEM) based variance. Software used SmartPLS version 2 specially designed to estimate structural equations with variance base.

4. DATA ANALYSIS AND DISCUSSION

Validity test

Validity tests are applied to service quality, trust, customer satisfaction, and repurchase intention. The indicator can be said to be valid if the value convergent validity each indicator of 0.7 which is considered to have good validity for a study but loading factor of 0.5 – 0.6 is still acceptable for early stage research (Ghozali, 2013). It can be known that all the value of the loading factor of the questionnaire item value is greater than 0.5. Thus the entire variable is declared valid.

Another method used to examine the value of convergent validity, is to perform an evaluation of the Average Variance Extracted (AVE) of each latent variable with an AVE value must be ≥ 0.5 to be able to ensure that each variable has a convergent validity parameter. The following is an interpretation of the validity test

result with the AVE parameter :

a. The AVE value of tangible variable is 0.8089, meaning that the average variance of tangible indicators that can be explained by tangible variable is 80.89%

b. The AVE value of reliability variable is 0.7429, meaning the average variance of the reliability indicators that can be explained by the reliability variable is 74.29%.

c. The AVE value of responsiveness variable is 0.9804, meaning the average variance of responsiveness indicator that the responsiveness variable can explain is 98.04%

d. The AVE value of assurance variable is 0.8855, meaning the average variance of the assurance indicators that can be explained by assurance variable is 88.55%

e. The AVE value of the empathy variable is 0.9055, meaning the average variance of the empathy indicators that can be explained by the empathy variable is 90.55%

f. The AVE value of the trust variable is 0737, meaning that the average variance of the trust indicators that can be explained by the trust variable is 73.7%.

g. The AVE value of the customer satisfaction variable is 0.8067, meaning that the average variance of the customer satisfaction indicators that can be explained by the customer satisfaction variable is 80.67%.

h. The AVE value of the repurchase intention variable is 0.9114, meaning that the average variance of the repurchase intention indicator that can be explained by the repurchase intention variable is 91.14%.

The next step in evaluating the measurement model is to evaluate the validity of the discriminant by looking at cross loading values. Cross loading depicts a latent variable having a decent discriminant. Cross loading value obtained through SmartPLS software can be seen in the following table 1:

Table 1
Validity test result with Cross Loading

	X11	X12	X13	X14	X15	X16	Y1	Y2
X11.1	0.9112	0.6757	0.766	0.718	0.7846	0.4227	0.5723	0.4256
X11.2	0.929	0.7231	0.5281	0.6381	0.5318	0.5299	0.4986	0.1755
X11.3	0.8565	0.5687	0.3573	0.5797	0.3368	0.5875	0.4332	0.1534
X12.1	0.8223	0.9042	0.6261	0.7505	0.5525	0.5226	0.5136	0.1485
X12.2	0.3749	0.7215	0.3148	0.2369	0.3895	0.3313	0.5134	0.4508
X12.3	0.687	0.9436	0.6517	0.7565	0.637	0.4996	0.6499	0.193
X13.1	0.625	0.6135	0.9949	0.8399	0.8752	0.5052	0.7357	0.5441
X13.2	0.6093	0.6128	0.988	0.8185	0.8538	0.4958	0.7473	0.5748
X13.3	0.6423	0.6336	0.9875	0.8248	0.8835	0.4683	0.7422	0.5473
X14.1	0.6685	0.7327	0.7669	0.9497	0.661	0.6131	0.6146	0.1599
X14.2	0.6796	0.547	0.8771	0.9161	0.8156	0.5173	0.6662	0.4711
X14.3	0.6912	0.6732	0.7115	0.9567	0.6208	0.6157	0.6522	0.1544
X15.1	0.716	0.6418	0.9054	0.7623	0.9602	0.4817	0.7646	0.5528
X15.2	0.4775	0.5298	0.812	0.6262	0.9583	0.3608	0.7139	0.5882
X15.3	0.6099	0.5947	0.7889	0.735	0.936	0.5529	0.714	0.5336
X16.1	0.3299	0.2495	0.0051	0.2895	0.0216	0.755	0.2635	0.0239

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X16.2	0.2148	0.1937	0.0438	0.3053	0.0881	0.7507	0.3392	0.0756
X16.3	0.6248	0.549	0.5337	0.6246	0.5595	0.9667	0.6317	0.3714
X16.4	0.5626	0.5807	0.6471	0.6672	0.5911	0.9382	0.7361	0.4546
Y1.1	0.6094	0.7448	0.6766	0.7174	0.6175	0.498	0.818	0.2929
Y1.2	0.436	0.5537	0.611	0.5839	0.637	0.7218	0.9392	0.5103
Y1.3	0.5012	0.5168	0.7349	0.5805	0.8004	0.5391	0.932	0.6952
Y2.1	0.3965	0.3856	0.5966	0.3409	0.5898	0.3813	0.5917	0.9705
Y2.2	0.1334	0.2306	0.532	0.2775	0.5772	0.3051	0.5403	0.939
Y2.3	0.3008	0.2291	0.4701	0.1789	0.5078	0.3306	0.5163	0.9543

Source : Data processed by Smartpls

Based on Table 1, it can be seen that each indicator correlates higher with its own variable variables compared to other latent variables so it can be said to have good discriminant validity.
Reliability Test
Reliability was tested using the Cronbach alpha indicator, which should be higher than 0.7 for each factor.

Table 2
Composite reliability test and Cronbach's Alpha

Variable	Composite reliability	Cronbach's alpha	Description
X1.1	0.9269	0.8824	Reliable
X1.2	0.8954	0.8192	Reliable
X1.3	0.9934	0.99	Reliable
X1.4	0.9587	0.9352	Reliable
X1.5	0.9664	0.9478	Reliable
X1.6	0.9171	0.9	Reliable
Y1	0.9258	0.8796	Reliable
Y2	0.9686	0.9514	Reliable

Source : Data processed by Smartpls

Based on the analysis results indicated by the table above indicate that the composite reliability value of each variable has a value greater than 0.6. This shows that each indicator is reliable and has the accuracy, consistency, and accuracy of measuring the variable variables.
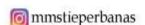**Evaluation of Structural Model (Inner Model)**
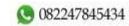Structural model analysis can be done using coefficient of determination and prediction relevance.
1. Coefficient of determination

Table 3
Output R-Square

Endogen Variable	R-Square

Customer Satisfaction	0.7298
Repurchase intention	0.3338

Source : Data processed by Smartpls

A value of 72.98% means the diversity of the customer satisfaction variable value that can be explained by service quality variable and trust is 72.98% while the rest can be explained by other variables that are not in the model. A value of 33.38% means a diversity in the value of the variable repurchase intention, which can be explained by physical evidence, reliability, responsiveness, assurance, empathy, trust and customer satisfaction is 33.38% while the rest can be explained by other variables not contained in the model.

2. Prediction relevance (Q^2)

This test can only be done for endogenous latent variables with reflective indicators.

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$
$$Q^2 = 1 - (1 - 0.7298^2)(1 - 0.3338^2)$$
$$Q^2 = 0.58468$$

The value obtained is 0.58468 (large as), the value indicates that the exogenous latent variable has a good model prediction capability, in other words the exogenous latent variable (appropriate) as a latent variable capable of describing the endogenous variable in the model.

Statistical hypothesis testing on structural models

The line coefficient and T-Statistic value used for statistical hypothesis testing on structural models are obtained through the bootstrapping process. The processing result for estimation of inner model parameters can be seen in appendix and summarized in table as follows:

Table 4
Path Coefficient Result

Relationships between variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)	Description
Tangible -> Customer satisfaction	-0.1567	-0.1502	0.138	0.138	1.1353	Not Significant
Reliability -> Customer satisfaction	0.2494	0.2546	0.1482	0.1482	1.6826	Not Significant
Responsiveness -> Customer satisfaction	0.2556	0.2597	0.1548	0.1548	1.651	Not Significant
Assurance -> Customer satisfaction	-0.0889	-0.0938	0.1405	0.1405	0.6324	Not Significant
Empathy -> Customer satisfaction	0.3833	0.3719	0.1346	0.1346	2.8468	Significant
Trust -> Customer satisfaction	0.3509	0.3566	0.0716	0.0716	4.9038	Significant
Trust -> Repurchase intention	-0.0362	-0.0343	0.1225	0.1225	0.2957	Not Significant
Customer satisfaction -> Repurchase intention	0.6008	0.6076	0.1059	0.1059	5.6757	Significant

Source : Data Processed by SmartPLS

Hypothesis Test and Discussion

Statistical hypothesis testing was carried out using significance levels α = 5% and gained value t-table = 1.9724 with a free degree of n-k = 200-8 = 192. Based on the analysis results indicated by the table above, obtained interpretation of the results of the inner model hypothesis test result as follows:

The effect of tangible on customer satisfaction

Based on table 4, it can be seen that coefficient value of -0.1567 and T-Statistic value of 1.1353. It means that variable does not significantly affect customer satisfaction. Based on the results of validity testing,

tangible variable proved acceptable, this is evidenced by loading factor greater than 0.5. This result doesn't support the results of previous research, Barber, *et. al* (2011), who found a relationship with the consumer's choice and willingness to return to a restaurant based on the cleanliness of the interior space. Rollaas Café in the Mall City of Tomorrow which is located on the west side of the building, it is located even in the mall separate customer area between the indoor and outdoor, so it is not possible to always stay awake outdoor interior cleanliness because it is directly related to the management Mall City of Tomorrow.

The effect of reliability on customer satisfaction

Based on table 4, it can be seen that coefficient value of 0.2494 and a T-Statistic value of 1.6826. Because the value $t_{statistic} < t_{table}$ = 1,9724 , Reliability variables have no significant effect on customer satisfaction. Based on the results of validity testing, reliability variable proved acceptable, this is evidenced by the loading factor greater than 0.5. These results supported the research of Izogo & Ogba (2015) which found that reliability is not related to customer satisfaction.

Rollaas Cafe in food serving has a standard of cooking recipes, so that the food served is consistent in taste, but even though the recipe is standardized, the mood of a chef/chef can affect the results of food taste.

The effect of responsiveness on customer satisfaction

Based on table 4, it can be seen that coefficient value of 0.2556 and a T-Statistic value of 1.651. Because the value $t_{statistic} < t_{table}$ = 1,9724, responsiveness variables do not significantly affect customer satisfaction. These results support the Olgun Kitapci et.al (2014) study that suggests the dimensions of responsiveness have no significant influence on customer satisfaction.

Rollaas Cafe is in the responsiveness aspect of its employees, when the café is full of possibilities of not being able to serve the visitor quickly, so that customer satisfaction has no significant effect.

The effect of assurance on customer satisfaction

Based on table 4, it can be seen that coefficient value of -0.0889 and a T-Statistic value of 1.651. Because the value $t_{statistic} < t_{table}$ = 1,9724, assurance variable does not affect the customer satisfaction significantly. These results support the Olgun Kitapci *et.al* (2014) study which suggests the dimensions of assurance have no significant influence on customer satisfaction.

Rollaas Café with a diversity of visitors do not always want accurate information on the menu of food and Beverages, in the menu presented already info materials from the menu so that it is sufficient to present information to the visitors.

The effect of emphaty on customer satisfaction

Based on table 4, it can be seen that coefficient value of 0.3833 and a T-Statistic value of 2.8468. Because the value $t_{statistic} > t_{table}$ = 1,9724, meaning the empathy variable affects significantly towards customer satisfaction. This result supports the research of Olgun Kitapci *et.al* (2014) on hospital patients indicating that the relationship between service quality, patient satisfaction and WOM communication in the healthcare industry, suggests that the empathy dimension directly affect the customer's satisfaction positively.

Rollaas Cafe are responsive to customer needs, and the initiative always provides favorite menu options to customers, they always provides regular training to increase knowledges of employees.

The effect of trust on customer satisfaction

Based on table 4, it can be seen that coefficient value of 0.3509 and a T-Statistic value of 4.9038. Because the value $t_{statistic} > t_{table}$ = 1,9724, it means that the trust variable significantly affects customer satisfaction. These results support Wei Ming ou *et. al*, 2011 that presents customer satisfaction, trust, and commitment very closely related.

Rollaas Cafe teaches the values of its parent company which is synergy, integrity, and professional to its employees, thus internalized by the behavior of Rollaas Cafe employees who have an impact on visitor confidence. Rollaas Cafe Employees can be trusted if a visitor is left behind, or when a visitor needs to reserve a place.

The effect of trust on repurchase satisfaction

Based on table 4, it can be seen that coefficient value of -0.0362 and a T-Statistic value of 0.2957. Because the value $t_{statistic} < t_{table}$ = 1,9724, It means that the trust variable has no significant effect on repurchase intention. This hypothesis supports the research of Pappas *et. al* (2013) which suggests that trust has a pos-

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itive effect on customer satisfaction, but has no effect on their intention to continue shopping online. Consumer behaviour can be influenced by anything other than trust, can be in terms of price or taste of a food, so even if visitors believe Rollaas Cafe has a good employee, visitors can not make a re-purchase.

The effect of customer satisfaction on repurchase satisfaction

Based on table 4, it can be seen that coefficient value of 0.6008 and a T-Statistic value of 5.6757. Because the value $t_{statistic} > t_{table} = 1,9724$, it means the customer satisfaction variable significantly affects the repurchase intention. These results support research from Saleem et al., 2017 which raises the hypothesis "direct and positive quality of service related to buyback intent ", with statistical support ($\beta = 0.491$, $\rho < 0.01$).

Quality service Rollaas Cafe certainly affects the intention of buyback customers, better service more higher the intention of customers to revisit the Rollaas Cafe.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Based on the results in this study, it can be concluded that service quality variables are tangible, reliability, responsiveness, assurance, except emphaty has no significant effect on customer satisfaction. This study shows that emphaty as one of service quality variables and trust has significant effect on customer satisfaction. Customer satisfaction has a significant on repurchase intention, therefore, it is important to identify factors that influence the customer's intention to buy back, identified from previous research that factor is satisfaction.

Suggestion

Based on the results of analysis and discussion conducted, researchers give some advice that can contribute to Rollaas Cafe in Mall Cito Surabaya in improving the performance of its employees and for subsequent research. These suggestions are Rollaas Cafe to continue to make efforts to improve the quality of services to create customer loyalty through the improvement of Cafe's commitment in terms of fulfilling its promise to customers according to customer expectations and needs, and have to build closer relationships with customers through good communication by creating intensive interactions. This activity can be a verbal communication directly, so as to improve the relationship that can ultimately increase the satisfaction and repurchase intention. The touch of service is not only in terms of service, but also seen in an emotional sense.

Rollaas Cafe Mall Cito Surabaya employees can handle customer complaints quickly, increased self-knowledge in finding solutions to problems delivered by consumers, customer satisfaction will increase and impact to repurchase intention.

This research can be more interesting or complex by adding or involving other variables in it, as well as the addition of respondents will be able to provide better output.

Retrieval of data while research can be scheduled at the rush hour of Rollaas Cafe or the building where research is held. Lunch time or at the end of the week will be the right time to spread the questionnaire or to find information.
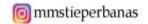
Limitation

There are several limitations in this study, such as questionnaires only taken on Rollaas Café Mall City of Tomorrow branches and survey only conducted on peak season, certain day and time, because researcher has limited time, so it will influence research results. Retrieval of data during research can be scheduled during rush hour Rollaas Cafe or the building where the research was held. Lunch time or on weekends is the perfect time to distribute questionnaires and seek information. This research can be more interesting or complex by adding or involving other variables in it, and the addition of respondents will provide better output.
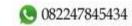
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