Analysis of Restaurant Popular Reputation on Customer Satisfaction with Customer Review as a Mediation Variable

Ulfah Siti Lathiifah[1], Asep Muhamad Ramdan[2], Sopyan Saori[3],

[1,2,3] Bussines Administration, Faculty of Social Scienes. Muhamadiyah University Sukabumi,

Email: ulfahlth14@ummi.ac.id amr37ramdan@ummi.ac.id sopyansaori@ummi.ac.id

Abstract

Keywords: *Reputation, customer satisfaction, customer review.*

*The abstract contains a brief description of the **purpose**: This study aims to determine the analysis of popular restaurants, reputation, and customer satisfaction with customer reviews in Sukabumi City. This research is motivated by Popular restaurants in Sukabumi facing challenges in maintaining customer satisfaction due to inconsistent food quality, suboptimal service, and mismatch between price and quality. In the midst of fierce competition, restaurant reputation is an important factor in building consumer trust and satisfaction.**Methods**: Using a quantitative descriptive method using a semantic differential scale-based questionnaire distributed online and directly. The sampling technique used was accidental sampling, distributed to 200 respondents. Data were analyzed using validity and reliability tests, tests and analyses included validity tests, reliability, R-square tests, F-square tests, and hypothesis testing using the bootstrapping method to see the direct and indirect effects between variables using SEM-PLS analysis through SmartPLS 3 software.**Results**: The study shows that reputation significantly affects customer satisfaction, both directly and through customer reviews as a partial mediator. While the direct effect is stronger, customer reviews still enhance consumer perceptions. The research model is predictive, with valid and reliable indicators, making the findings generalizable.**Implications**: of this study are that restaurants need to focus on maintaining and improving their reputation through the quality of service, food, and comfort, because this has a direct impact on customer satisfaction. In addition, it is important for restaurants to actively manage and respond to customer reviews, because customer reviews can strengthen the influence of reputation on consumer satisfaction.*

Keywords: *Reputation, customer satisfaction, customer review.*

INTRODUCTION

The restaurant industry in Sukabumi is growing rapidly in line with people's lifestyle of eating out. In the midst of intense competition, the popularity of a restaurant is not only determined by the taste of the food, but also by the reputation built and customer reviews spread across various digital platforms. Popular restaurants, as restaurants that are widely visited and recognized by the public, are faced with the challenge of maintaining customer satisfaction which is influenced by inconsistent food quality, less than optimal service, and a mismatch between price and quality perceived by customers. In this context, restaurant reputation is an important factor that can shape customer perceptions and affect their level of satisfaction. On the other hand, customer reviews are an important channel for conveying consumer experiences, which can strengthen or even damage a restaurant's reputation. Therefore, it is important to understand how reputation and customer reviews are interrelated and together affect customer satisfaction. This study aims to analyze the effect of restaurant reputation on customer satisfaction, with customer review as a mediating variable at popular restaurants in Sukabumi City.

Data from BPS and Horego Guide (Pradini & Wempi, 2019) shows that restaurant competition is quite high, especially in big cities like Jakarta and West Java. In Sukabumi alone, there are 10 popular restaurants that face challenges in maintaining customer satisfaction.

Customer Review by (Kamisa et al., 2022) and (Lisnawati et al., 2021) plays an important role as a mediator between reputation and customer satisfaction. Positive reviews can increase perceptions of restaurant reputation and strengthen customer satisfaction, while negative reviews can decrease it. Previous research on the relationship between reputation and customer satisfaction shows mixed results, so further testing is needed. (Putri & Marlien, 2022)

METHODS

This research focuses on the field of Marketing Management with the object of research in the form of popular restaurants located in Sukabumi City. This research involves three variables, namely reputation (as independent variable/X), customer satisfaction (as dependent variable/Y), and customer review (as mediating variable). The approach used in this research is a quantitative approach as explained by (Sugiyono, 2015) which emphasizes the importance of numerical data to describe the relationship between variables through structured scientific procedures and techniques.

The research model illustrates the flow of relationships between variables, with reputation as a factor that affects customer satisfaction directly or indirectly through customer reviews. (Widianingsih, dkk., 2022). Each variable is translated into relevant dimensions and indicators. Reputation variables have dimensions of integrity, trust, and regularity; customer reviews include credibility, expertise, and satisfaction; while customer satisfaction includes price, service speed, and quality. The population in this study consisted of 13 popular restaurants in Sukabumi City. The sampling technique used the Accidental Sampling method, which is a sampling technique based on chance or whoever the researcher meets and is considered suitable. The number of samples was determined as many as 200 respondents based on the number of indicators (27) multiplied by 5, according to the guidelines from (Hair, Dkk., 2023). In this study, the researcher set a sample size of 200 respondents obtained from consumers of popular restaurants in Sukabumi City. The addition of this sample size aims to maximize the accuracy of the data, increase the reliability of the analysis results, and strengthen the statistical power of the research model used. Although the minimum calculation is based on the formula (Hair, Dkk., 2023) suggest 135 respondents (27 indicators × 5), an increase to 200 respondents is seen as a strategy to obtain results that are more representative of the population, given the variation in consumer perceptions and experiences of reputation, reviews, and customer satisfaction in each restaurant..

Data collection techniques used primary data and secondary data. Primary data was obtained through interviews and distributing questionnaires online through Google Form, using the Semantic Differential scale. Meanwhile, secondary data were obtained through literature studies,

documentation, and various scientific sources such as journals, books, and articles. Data analysis was conducted using the SmartPLS application with the SEM-PLS approach. The analysis steps include validity testing (convergent validity, AVE, loading factor), reliability testing (composite reliability and Cronbach alpha), (Ayatulloh & Khairunnisa, 2022). And testing the structural model (inner model) through the R-square and F-square values(Kock & Hadaya, 2018).

Hypothesis testing is carried out using the t-statistic value and p-value with the bootstrapping method to measure the significance of direct and indirect effects between variables. This technique is also used to identify the presence of mediation effects in the relationship between variables.

DISCUSSION
Subheading Level 2

Respondents in this study involved consumers who had visited popular restaurants in Sukabumi City. The popular restaurants in question are a number of eating places that are often the main destination for local people. The questionnaires in this study were distributed directly at the restaurant locations, as well as online through social media using Google Form, addressed to restaurant visitors. The results of filling out the questionnaire by consumers who have visited the restaurant show a variety of answers from each respondent, as shown in the following table.

Tabel 4. 1 karakterristik responden

Characteristics	Total	Percentage (%)
Gender		
Woman	139	68,6%
Man	61	31,4%
Years		
< 20	8	3,8%
20-25	112	56,3%
26-30	40	19,2%
>30-45	40	19,2%
How many times have you visited the restaurant		
One	41	41,5%
More than once	139	58,5%

Source: processed by researchers 2025

Respondents in this study involved consumers who had visited popular restaurants in Sukabumi City. The popular restaurants in question are a number of eating places that are often the main destination for local people. The questionnaires in this study were distributed directly at the restaurant locations, as well as online through social media using Google Form, addressed to restaurant visitors. The results of filling out the questionnaire by consumers who have visited the restaurant show a variety of answers from each respondent, as shown in the following table.
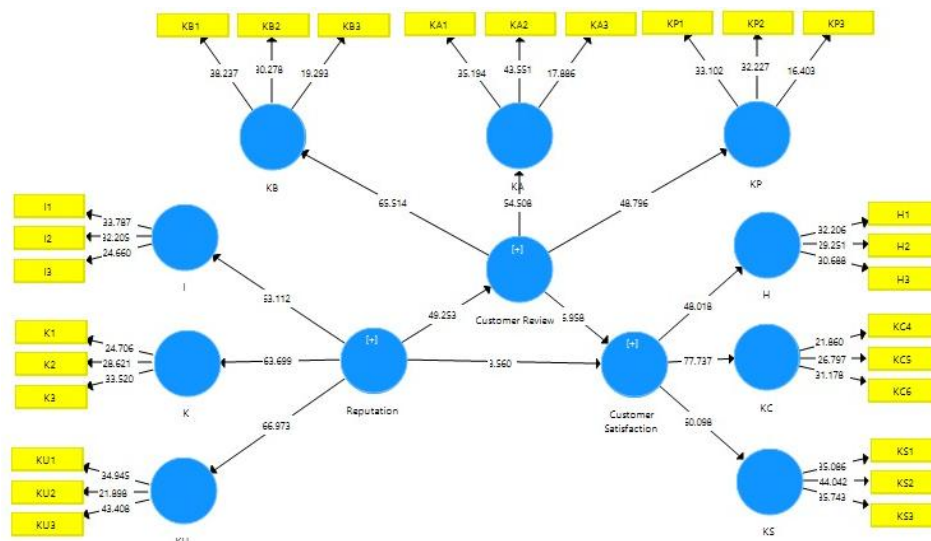
Outer Model Testing

Figure 4. 1 Path diagram of the pls model
Source: processed by researchers 2025

The test was conducted using SmartPLS 3 software which consists of two stages of model evaluation, namely the measurement model (outer model) and the structural model (inner model). Outer model testing aims to measure the validity and reliability of research constructs. Validity is tested through convergent validity and discriminant validity to ensure construct feasibility. This study uses the exogenous variable Reputation with three dimensions: integrity, trust, and regularity; the mediating variable Customer Review with the dimensions of credibility, expertise, and satisfaction; and the endogenous variable Customer Satisfaction with the dimensions of price, speed, and quality. Because it involves dimensions in each variable, outer model testing is carried out using a second order construct.

The results of congent validity testing with smartpls software can be seen in the following loading factor values:

Tabel 4. 2 Hasil Nilai Loading Factor

Latent Variable	Dimensions	Indicator	Loading factor	Description
Reputation	Integrity	X1.	0,762	Valid
		X2	0,787	Valid
		X3.	0,721	Valid
	Trust	X4.	0,721	Valid
		X5.	0,741	Valid
		X6.	0,780	Valid
	Regularity	X7.	0,800	Valid
		X8.	0,746	Valid
		X9.	0,808	Valid

Customer Review	Creadibility	M1.	0,770	Valid
		M2.	0,749	Valid
		M3.	0,719	Valid
	Expertise	M4.	0,775	Valid
		M5.	0,764	Valid
		M6.	0,708	Valid
	Satisfaction	M7.	0,734	Valid
		M8.	0,740	Valid
		M9.	0706	Valid
Customer Satisfaction	Price	Y1.	0,749	Valid
		Y2.	0,729	Valid
		Y3..	0,779	Valid
	Speed	Y4	0,720	Valid
		Y5.	0,732	Valid
		Y6.	0,795	Valid
	Quality	Y7.	0766	Valid
		Y8.	0,745	Valid
		Y9.	0,799	Valid

Sumber: diolah peneliti,2025 (menggunakan software SmartPLS 3)

Based on Table 4.2 above, almost all loading factor values are close to or exceed the number> 0.5, which indicates that each indicator in this research questionnaire has met the requirements of convergent validity. Furthermore, to test the convergent validity of a model, the Average Variance Extracted (AVE) measure is used. The table that presents the AVE value is explained in the following section of this study.

Tabel 4. 3 Hasil analisis AVE

Variabel	*Average variance extracted* (AVE)
Reputation	0.583
Customer Review	0.549
Customer Satisfaction	0.574

Source: processed by researchers 2025 (using smartpls 3 software)

Based on table 4.3, it can be seen that the ave value on each indicator has a value of> 0.5

so it can be concluded that all variables in this study meet the criteria for convergent validity.

Table 4. 4 Reliability testing results

Variable	*Composite reliability*	*Cronbach's alph*	Description
Reputation	0.926	0.910	Reliabel
Customer Review	0.916	0.907	Reliabel
Customer Satisfaction	0.924	0.897	Reliabel

Source: processed by researchers 2025 (using smartpls 3 software)

Based on table 4.4, it can be seen that the composite reliability value for each variable is> 0.7. Based on this value, it can be concluded that all indicators on the variable have good reliability. The questionnaire used by researchers has been consistent, so this research data can be said to be reliable because it has met the composite reliability criteria.

The r-square (R^2) test is carried out to measure the level of goodness of fit of a structural model. The r-square (R^2) value is used to determine the extent of the influence of the independent latent variable on the dependent variable. An r-square value of 0.67 is considered strong, 0.33 is considered moderate, and 0.19 is considered weak. (hamid 2019).

Table 4. 4 Table r-square

Variable	R-squer	Description
Customer Review	0.775	Kuat
Customer Satisfaction	0.755	Kuat

Sumber: Diolah peneliti, 2025 (menggunakan software smartpls 3)

Based on table 4.5, the r-square value (coefficient of determination) of customer review (m) is 0.775, which means that the perceived value of reputation is a strong category. The r² value for the customer satisfaction variable (y) is 0.755, which indicates that the perceived value of reputation and customer review together can influence the decision to use with a strong category.

Effect size (f-square)

The f-square test is carried out to determine any changes in the r-square value on endogenous variables that show the effect of exogenous variables on endogenous variables related to the substantive existence of their influence, (The f-square value consists of 3 categories, namely the small category of 0.02, the medium category of 0.15 and the large category of 0.35) (Hamid, 2019).

Table 4. 6 Effect size results

Variable	X	M	Y
Reputation			3.437
Customer Review			0.319
Customer Satisfaction		4.288	

Source: Processed by researchers, 2025 (using smartpls 3 software)

In table 4.6 there are the results of the effect size calculation which shows that the effect of reputation on customer satisfaction with a value of 0.319 can be included in the category that social media merketing on customer satisfaction is in the medium category. While the effect of Customer Review on Customer Satisfaction shows a number 3.437 categorized as medium

influence, and customer satisfaction on Customer Review of 4.288 which is stated to have a big effect..

Table 4. 7 Influence Summary Matrix

Variable	T – Statistik Koefisien jalur	P-value	Direct Influence	Indirect Influence	Total Influence
Reputation →Customer Satisfaction	3.560	0.000	0.303	0.000	0.303
Customer review →Customer Satisfaction	6.958	0.000	0,590	0.000	0,590
Customer Review →Reputation →Customer Satisfaction	6.680	0,000	0,000	0,078	0,078

Source: Processed by researchers, 2025

Based on Table 4.7, it can be seen that the direct effect between the variables Reputation, Customer Review and Customer Satisfaction is significant.,

Discussion

This study adopted a Marketing Management approach and produced important findings, where the majority of hypotheses were accepted. Significantly, reputation (X) was shown to have a positive effect on customer reviews (XMed) and customer satisfaction (Y), and customer reviews were shown to mediate the effect of reputation on customer satisfaction. These findings reinforce the role of reputation and customer reviews in increasing satisfaction with popular restaurants, in accordance with the results of previous studies such as (Nasution & Gultom, 2023)

Reputation has a significant influence on customer satisfaction.(Adolph, 2016) The better the restaurant's reputation, the higher the level of customer satisfaction, especially regarding food quality, menu variations, and service. This result is in line with research (Sudirjo et al., 2023) and (Valiatnt, 2024) Restaurants need to maintain quality and consistency of taste, cleanliness, and respond to customer reviews on social media as a strategy to increase satisfaction.

Customer reviews also have a significant influence on customer satisfaction. Positive reviews play an important role in shaping consumer perceptions and decisions. This finding supports the study (Nasution & Gultom, 2023) Restaurants can increase reviews by providing optimal service, maintaining comfort, providing promos, and actively responding to customer feedback. (Putri & Marlien, 2022)

Customer reviews proved to be a mediating variable between reputation and customer satisfaction, although their effect was not as strong as the direct effect of reputation on satisfaction.(Ramdan et al., 2021) This shows that customer reviews are still important, but the

direct influence of strong reputation is more dominant. This finding is in line with (Gabriella, 2022) which shows that customer review mediation is weak but still significant.

CONCLUSION

1. Based on the results of research on the analysis of restaurant popular reputation on customer satisfaction with customer review as a mediating variable, it can be concluded that restaurant reputation has a significant and positive influence on customer satisfaction. The higher the reputation the restaurant has, the higher the level of customer satisfaction felt, which can be increased through trust and quality of service and variety of food menus.
2. In addition, reputation also has a significant effect on customer reviews. This means that a good reputation will encourage customers to leave positive reviews, both directly and through social media. This is an important factor in shaping the restaurant's image, attracting new customers, and retaining old customers.
3. Customer review is proven to mediate the relationship between reputation and customer satisfaction, but its effect is not as strong as the direct effect of reputation on satisfaction. Thus, although customer reviews have an important role, strengthening reputation remains the main factor in increasing customer satisfaction. Therefore, restaurants need to focus on improving the quality of service, food, and cleanliness, as well as actively managing and responding positively to customer reviews.

REFERENCE

Adolph, R. (2016). 済無*No Title No Title No Title*. 7, 1–23.

Ayatulloh & Khairunnisa. (2022). *Konsep Dasar Structural Equation Model Partial Least Square (SEM-PLS) Menggunakan SmartPls*. InGoogle Drive.

Gabriella, T. P. (2022). Pengaruh Social Media Marketing, Dan E-Wom Terhadap Keputusan Pembelian Melalui Brand Awareness Sebagai Mediasi Pada Kedai Kopi Janji Jiwa Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, *11*(1), 1–10. https://doi.org/10.33508/jumma.v11i1.3946

Hair, Dkk. (2023). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). https://doi.org/10.1080/10705511.2022.2108813

Hamid, R. S. (2019). *Structural Equation Modeling (SEM) Berbasis Varian*. PT Inkubator Penulis Indonesia.

Kamisa, N., Putri, A. D., & Novita, D. (2022). PENGARUH ONLINE CUSTOMER REVIEW DAN ONLINE CUSTOMER RATING TERHADAP KEPERCAYAAN KONSUMEN (Studi kasus: Pengguna Shopee di Bandar Lampung). *Journals of Economics and Business*, *2*(1), 21–29. https://doi.org/10.33365/jeb.v2i1.83

Kock & Hadaya. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28(1)*, 227–261.

Lisnawati, L. L., Ramdan, A. M., & Jhoansyah, D. J. (2021). Analysis of Brand Image and

Online Consumer Reviews on Consumer Loyalty. *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis*, *22*(1), 9–15. https://doi.org/10.29103/e-mabis.v22i1.644

Nasution, I., & Gultom, P. (2023). Pengaruh Media Sosial dengan Kepuasan Pelanggan (Customer Satisfaction) sebagai Variabel Mediasi terhadap Loyalitas Pelanggan (Customer Loyalty) pada Usaha Lamiere Baby, Kid and Mom Care. *Neraca Manajemen, Akuntansi Ekonomi*, *1*(5).

Pradini, R. P., & Wempi, J. A. (2019). Desain Interior Sebagai Medium Komunikasi Nonverbal Restoran Eat Happens Dalam Membentuk Reputasi. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, *3*(2), 177. https://doi.org/10.24198/prh.v3i2.18734

Putri, P. M., & Marlien, R. . (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, *5*(1), 25–36. https://doi.org/10.36778/jesya.v5i1.510

Ramdan, A. M., Rahayu, A., Wibowo, L. A., & Dirgantari, P. D. (2021). The effect of uniqueness and student's experience in improving university image: Empirical study at private universities in Indonesia. *Management Science Letters*, *11*, 357–364. https://doi.org/10.5267/j.msl.2020.9.034

Sudirjo, F., Nyoman, I., Sutaguna, T., Silaningsih, E., Akbarina, F., & Yusuf, M. (2023). The Influence Of Social Media Marketing And Brand Awareness On Cafe Yuma Bandung Purchase Decision. *The Influence Of Social Media Marketing And Brand Awareness On Cafe Yuma Bandung Purchase Decision*, *2*(3), 1–10.

Sugiyono. (2015). *Metode penelitian pendidikan : Pendekatan kuantitatif, kualitatif, dan R&D / Sugiyono*. Bandung: Alfabeta.

Valiatnt, V. (2024). *Pengaruh kualitas konten terhadap keputusan pembelian*. *8*(3), 1–23.

Widianingsih, dkk. (2022). The Analysis of Social Media Marketing in Brand Loyalty to Mobile Network Operator Products with Customer Relationship Management as Mediator Variable Analisis Social Media Marketing Terhadap Brand Loyalty Pada Produk Operator Seluler Dengan Customer Rela. *Management Studies and Entrepreneurship Journal*, *3*(3), 1611–1621.

Mujahidin, Rahmadani, N., & Putri, Q. A. R. (2024). Analysis of the Influence of Religiosity Values In Reducing Consumptive Behavior in Indonesian Muslim Consumers. Amwaluna: Jurnal Ekonomi dan Keuangan Syariah, 8(2), 253-274.

Wulandari, S., Irfan, A., Zakaria, N. B., & Mujahidin. (2024). Survey Study on Fraud Prevention Disclosure Measurement at State Islamic Universities in Indonesia. IQTISHODUNA: Jurnal Ekonomi Islam, 13(1), 327–348.

https://doi.org/10.54471/iqtishoduna.v13i1.2305

Sapsuha, M. U., Alwi, Z., Sakka, A. R., & Al-Ayyubi, M. S. (2024). Review of Gold Trading Practices on Credit (non-Cash) Based on Hadith. Al-Kharaj: Journal of Islamic Economic and Business, 6(3).

Majid, N. H. A., Omar, A. M., & Busry, L. H., Mujahidin Reviving Waqf In Higher Education Institutions: A Comparative Review Of Selected Countries. European Proceedings of Social and Behavioural Sciences.

Ishak, I., Putri, Q. A. R., & Sarijuddin, P. (2024). Halal Product Assurance at Traditional Markets in Luwu Raya Based on Halal Supply Chain Traceability. Amwaluna: Jurnal Ekonomi dan Keuangan Syariah, 8(2), 224-240.

K, A. ., Astuti, A. R. T. ., & ., Mujahidin. (2024). The Impact of Word of Mouth and Customer Satisfaction on Purchase Decisions: The Role of Maslahah as an Intervening Variable in the Cosmetic Products Industry in Indonesia. Journal of Ecohumanism, 3(7), 1525–1540. https://doi.org/10.62754/joe.v3i7.4307

Arno, A., & Mujahidin, M. (2024). Enhancing Zakat Management: The Role of Monitoring and Evaluation in the Amil Zakat Agency. Jurnal Economia, 20(3), 397-418. doi:https://doi.org/10.21831/economia.v20i3.53521

Amiruddin, R., Abdullah, M. R., & Noor Bakri, A. (2025). The Influence of e-WOM, Fashion Trends, and Income on the Consumption Style of the Muslim Community in Palopo City: A Quantitative Analysis. El-Qist: Journal of Islamic Economics and Business (JIEB), 14(2), 185–205. https://doi.org/10.15642/elqist.2024.14.2.185-204

Meilany, R., Fasiha, F., & Moalla, M. (2025). The Role of Interest as a Mediator in The Relationship of Knowledge and Islamic Financial Inclusion to The Loyalty Costumers of Non-Muslim. IKONOMIKA, 10(1), 1-24.

Fiqran, M., Mujahidin, M., Bakri, A. N., & Abdulrahman, A. J. A. (2024). Motivation for Waqf in Millennials and Generation Z: Highlighting Religiosity, Literacy and Accessibility. IKONOMIKA, 9(2), 309-332.

Putri, Q. A. R., Fasiha, F., & Rasbi, M. (2024). Affiliate marketing and intention to adopt mudarabah: The mediating role of trust in Islamic financial decision-making. JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen, 21(2), 337–362. https://doi.org/10.31106/jema.v21i2.23381