INTRODUCTION
People eat in the first time just to fulfill the needs of daily intake, but the more modern times the activity of consuming food is also accompanied by a satisfaction or orientation pleasure in the activity of consumption itself. Business in food field is one of promising business, because food is one of the primary needs for all people. In big cities, it makes a new opportunity for businessman to utilize people lifestyle today, because people tend to be more consumptive now.

There is many various type of culinary business, such as cafe, restaurant, foodstreet, foodcourt, etc. But one of the most popular in the society now is cafe and restaurant. One of the new cafe and resto that had been just found in Purwokerto is Level Up. As a new arrival, Level Up have a unique concept, place, foods and beverages, and also the services that can attract young adult in Purwokerto to visit Level Up. But, there was a decrease in the customers who visited Level Up after a year of standing and the problem that faced by Level Up become a business phenomenon. Based on the problems above, this research was conducted to analyze the food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. Respondents of this research are 165 respondents came from consumers in Purwokerto who have been visited Level Up Purwokerto. This research uses SEM (Structural Equation Model) as analysis tools technique. Statistical software SPSS is used to analyze the data. The result of hypothesis testing using T-test is in the following: (1) Food and beverage quality has positive effect on customer satisfaction. (2) Service quality has positive effect on customer satisfaction. (3) Place has a positive but no significant effect on customer satisfaction. (4) Perceived price has a positive effect on customer satisfaction. (5) Customer satisfaction has a positive effect on repurchase intention.

The data from badan keuangan daerah Banyumas 2018 explained that there is the growth of cafe and restaurant in Purwokerto from 2013 until 2017. Many cafes and restaurants are popping up. So, it makes competition in cafe and restaurant become very competitive in Purwokerto. Various brand of cafes and restaurants and the variety of foods and beverages can be offered from traditional until modern, and this thing that happened in the era cafe generation now.

Level Up sell various food, like western food and Indonesian food with standarized quality. For the service itself Level Up have a fast and right service that make customer doesn’t need to waiting too long for their order. With the unique concept of the place, like a garden and swimming pool also make customer comfortable to spend many time to hang out in there. Level Up also have a strategic location where can easily reached
by customer. as well as the location of Level Up that is strategic enough, their sales do not reach the target. The problems faced by Level Up caused a decrease in sales after the first year, because incoming customers are not as high as the first year. So, there was a decrease in the customers who visited Level Up after a year of standing. And the problem that faced by Level Up become a business phenomenon that wanted to be examined by the author.

To win the competitive competition, businessman is required to create excellence competing for its products and services in an effort to satisfy the customers. It's very important because the concept of marketing said that customer satisfaction are the economic and social requirements for company to keep survive (Dharmmesta and Irawan, 2005). For companies that run in culinary business, service quality becomes an important thing. The quality of service is a level of ability (ability) of the company in providing everything which is the customer's expectation to fulfill their needs. But, to fulfill customer needs and wants location is being important for customer. The location selection is one of aspect that have to considered by businessman before open their business. Consumer will more satisfied if the company location has strategic location to reach. Beside the location, other thing that can affect customer satisfaction is price. The perceived price on the product and includes services not in accordance with the expectations and benefits of the product, it will cause dissatisfaction.

Maintaining customer satisfaction is very important to do, because satisfaction is the key to building a profitable relationship with customers, retaining and growing new customers, and collecting customer lifetime value. A satisfied customer will make repurchases, inform the good things about the product to others and will not pay too much attention to the offer similar products from other companies (Kotler and Armstrong, 2008).

Figure 1. The Growth of Customer in Level Up Purwokerto

Based on the background that already explained, author wants trying to do more analysis of how foods and beverages quality, service quality, place, and perceived price that provided by Level Up to their customers, and how it can influence customer satisfaction and repurchase intention

LITERATURE REVIEW AND HYPOTHESES (TAHOMA 10 BOLD, UPPERCASE)

Quality
Quality is a dynamic condition associated with products, services, people, processes and environments that meet or exceed expectations. From some opinions above can be concluded that quality is a measure to measure a value for goods or services. (Goeth and Davis in Tjiptono, 2005)

Product Quality
According Kotler (2009) is everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the desires or needs. The product in marketing terms is the physical form of goods offered with a set of images and services used to satisfy the needs. Products are purchased by consumers because they can meet certain needs or provide certain benefits.

1. Place (Location) : According to Losch, sales location is very influential on the number of consumers obtained. The farther away from the sellers, the more consumers lazy to buy because the cost of transportation to visit the seller more expensive. Losch tends to suggest that the production site is in market or close to the market.

2. Perceived Price : Kotler & Armstrong (2008) states that, Price is the sums charged for a product or service. More broadly, the price is the sum of all value
provided by the customer to profit from owning or using a product or service.

3. Customer Satisfaction: Customer satisfaction is a central concept in marketing because it is crucial to meeting the needs and wants of customers (Spreng, Mackenzie, & Olshavsky, 2000; Yi, 2009). Firms deliver a product as well as satisfaction to customers, and obtain profits in return (Yi, 2009). While customer satisfaction has been defined in many ways, researchers generally agree that an evaluation process is an essential element underlying customer satisfaction (Yi, 2009).

4. Repurchase Intention: According to Hume et al., (2006) repurchase intention is the consumers’ decisions to involve in activities with a service provider and the shape of such activity in the future. Repurchase intention is an act of post consumer purchase.

Hypothesis Development
The effect of food & beverage quality on customer satisfaction
In particular, food quality, atmosphere, menu variety, service from staff, cleanliness, styling, price, interior design and décor, professional appearance of staff, and store location have been identified as components of store image in the restaurant industry (Prendergast & Man, 2002, in Kisang, R. and Heesup, H., 2010). According to Mattila, 2001 (in Kisang, R. and Heesup, H., 2010), food quality was the most important attribute of overall restaurant elements and its expected to have a positive relationship with customer satisfaction and loyalty. Based on these researches, it can be proposed the first hypothesis as follow: 

H₁: Food & beverage quality (X₁) have a positive influence on customer satisfaction (Y₁)

The effect of service quality on customer satisfaction
There have been mixed findings about the causal direction between service quality and customer satisfaction. The most common explanation for the difference is that perceived service quality is described as a form of attitude, a long-run overall evaluation of a product or service, whereas satisfaction is a transaction-specific evaluation (Cronin & Taylor, 2002). Ladhari et al., 2008 (in Yinhua, L. and SooCheong, J., 2009), investigated determinants of dining satisfaction, and concluded that service quality influenced customer satisfaction. Based on these researches it can be proposed the second hypothesis, as follow: 

H₂: Service quality (X₂) has a positive influence on customer satisfaction (Y₁)

The effect of price on customer satisfaction

1. The effect of place on customer satisfaction

In order to increase the customer satisfaction, restaurant location is an important feature of the restaurant that affects customer satisfaction (Hyun, 2010, in Yenny. E. Br. C. And Herry. H., 2017). Which is why, in the modern times the location of a restaurant offer a more crucial value for the customers, specifically in terms of the cost to visit and the environment, as well as how the restaurant is capable to fulfill the customer’s demands (Brocato, 2007, in Yenny. E. Br. C. And Herry. H., 2017). Suhud, U. and Wibowo, A., 2016 (in Yenny. E. Br. C. And Herry. H., 2017) state that for some restaurant, location can be one of most crucial aspect to increasing customer satisfaction. Based on these researches, it can be proposed the third hypothesis as follows: 

H₃: Place (X₃) has a positive influence on customer satisfaction (Y₁)

The effect of perceived price on customer satisfaction

Perceived Price is closely associated with the customer satisfaction, as proven by the study which examining the direct impacts of price on the business’ profits and market share (Zeithaml, 2003). According to (Štefko, Gburova, & Jurkova, 2011), customer perceived price has the ability to directly influencing the customer satisfaction. According to Kotler and Lane (2008), there is a positive relationship between perceived price and satisfaction which ultimately affecting the customer’s overall satisfaction. Based on these researches can be proposed the fourth hypothesis as follows: 

H₄: Perceived price (X₄) has a positive influence on customer satisfaction (Y₁)

The effect of customer satisfaction on repurchase intention

Satisfaction is considered as an excellent factor in influence the customer’s intention to revisit the restaurant (Choi & Chu, 2011) since the higher the satisfaction, the higher the chance of the customer to perform a revisit (Oh, 2000 and Han et al., 2009). There are many researches which support relationship between satisfaction and repurchase intentions (Choia & Chub, 2001,
Gill, Byslma, & Ouschan, 2007, Paul & Geoffrey N., 2009, in Raza, M. A., Siddiquei, A. N., Awan, H. M., And Bukhari, K., 2012. Based on these research it can be proposed the fifth hypothesis, as follow: 

\[ H_5: \text{Customer satisfaction (Y1) has a positive influence on repurchase intention (Y2)} \]

Figure 2. Research Model

METHODS

The subjects of this research are consumers who have visited Level Up Purwokerto. The objects of this research are food and beverage quality, service quality, location, perceived price to customer satisfaction and repurchase intention. The population in this research are consumers who have come and make purchase in Level Up Purwokerto. Because number of target population is unknown, the Slovin formula was used to determine the amount of minimum sample is as follows:

\[ n = \frac{N}{1 + N \cdot e^2} \]

From the formula can be calculated sample size as follows:

\[ n = \frac{500}{1 + 500 (0.10)^2} = 83.333 \]

Based on Slovin method, minimum sample should be taken 83.333 respondents. This study uses SEM as analysis tools technique. Hair et al., (in Ferdinand, 2005) suggest that by using the Structural Equation Model (SEM) analysis, the minimum sample size is 100 until 200 samples, and then use a comparison with five observations for each of the estimated parameters. Number of indicator within study is 25 and there are 5 hypotheses, so the minimum sample should be taken is 150 sample \([25 + 5] \times 5\). To qualify the minimum sample size by Slovin methods and SEM analysis techniques, and to anticipate a return rate of feasible questionnaire (researcher determined the return rate with 90%) so the sample size used in this study is 165 respondents. Primary data in this research were obtained directly in the field of the respondents who have visited Level Up Purwokerto in order to explain the influence of food and beverage quality, service quality, location and perceived price toward customer satisfaction and repurchase intentions.

b. Secondary Data

Secondary data in this research is data that is written sourced from literature references, scientific articles, scientific journals and other sources such as growth of restaurant data which obtained from BKD Banyumas, growth of customer data which obtained from Level Up Purwokerto, and data which obtained via internet related to this research.

Data Analysis Technique

Variable measurement

To measure the variables required measurement scale. The scale of measurement is used as a reference standard to determine the length of the interval that will produce quantitative data. With the scale of this measurement, the value of the variable measured by a particular instrument can be expressed in the form of numbers, so it would be more accurate, efficient and communicative (Sugiyono, 2003: 127).

Analysis technique

This study used Structural Equation Model for the data analysis technique. It is statistical technique that allow to testing a series of relative complex connections simultaneously. A complex relationship can be built between one or several dependent variables with one or more independent variables. Perhaps there is also a variable that has double role as independent variable in a connection, but being dependent variable on another connection given the existence of tiered causality connection. Each of the dependent variable and independent variable can be shaped to factor or construct built from some variable indicators. Similarly among the variables that can be a form of a single variable that is directly observed or directly measured in research process.

RESULTS AND DISCUSSION

Confirmatory Factor Analysis (CFA) is used to estimate the adequacy of the measurement model for each construct.
Based on the output of confirmatory factor analysis model, it can be seen the regression weights as follows:

| Causal Relationship       | Est. | SE   | CR  |
|---------------------------|------|------|-----|
| x1 Food_Beverage_Quality  | 1.000|      |     |
| x2 Food_Beverage_Quality  | 1.058| 0.154| 6.858|
| x3 Food_Beverage_Quality  | 1.312| 0.216| 6.065|
| x11 Place                  | 1.000|      |     |
| x12 Place                  | 1.441| 0.223| 6.467|
| x4 Food_Beverage_Quality  | 1.121| 0.171| 6.554|
| x6 Service_Quality        | 1.000|      |     |
| x7 Service_Quality        | 1.339| 0.224| 5.986|
| x9 Service_Quality        | 1.476| 0.228| 6.472|
| x13 Place                  | 1.101| 0.184| 5.977|
| x16 Perceived_Price       | 1.000|      |     |
| x18 Perceived_Price       | 0.752| 0.130| 5.786|
| x17 Perceived_Price       | 0.838| 0.127| 6.616|
| x8 Service_Quality        | 1.634| 0.254| 6.437|
| x20 Customer_Satisfaction | 1.035| 0.117| 8.859|
| x21 Customer_Satisfaction | 0.853| 0.111| 7.702|
| x22 Customer_Satisfaction | 1.000|      |     |
| x25 Repurchase_Intention  | 1.478| 0.183| 8.070|
| x24 Repurchase_Intention  | 1.389| 0.173| 8.031|
| x23 Repurchase_Intention  | 1.000|      |     |
| x19 Customer_Satisfaction | 1.016| 0.111| 9.122|
| x5 Food_Beverage_Quality  | 1.271| 0.184| 6.892|
| x10 Service_Quality       | 1.151| 0.205| 5.610|
| x14 Place                  | 1.212| 0.188| 6.434|
| x15 Place                  | 1.088| 0.188| 5.793|

Based on Table 1, it can be seen that the critical ratio values of each indicator in Confirmatory Factor Analysis (CFA) model is greater than 2.0. It shows that each indicator is significant as dimension of the latent factors formed. Thus, it can be stated that each indicator or dimension forming the latent variables of research model have shown unidimensionality.

After analyzing the measurement model through Confirmatory Factor Analysis (CFA) where each variable indicator can be used to prove define latent constructs, then the next step is to conduct a full model SEM analysis with the model result is as follows:

**HYPOTHESES TESTING**

Hypotheses testing of this research based on the null hypothesis that the regression coefficient between the relationships is equal to zero by the usual t-test in regression models (Ferdinand, 2005). The summary results of the critical ratio (CR) values and its value of ttable can be seen in Table 2.

| Causal Relationship       | C.R. | ttable | (one tailed) |
|---------------------------|------|--------|--------------|
| Customer_Satisfaction     | 2.03 | 2      |
| Customer_Satisfaction     | 2.73 | 4      |
| Customer_Satisfaction     | 0.94 | 9      |
| Customer_Satisfaction     | 3.50 | 1      |
| Repurchase_Intention      | 5.54 | 1      |

Based on Table 11, it can be seen that the critical ratio values of each indicator in Confirmatory Factor Analysis (CFA) model is greater than 2.0. It shows that each indicator is significant as dimension of the latent factors formed. Thus, it can be stated that each indicator or dimension forming the latent variables of research model have shown unidimensionality.

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| Customer_Satisfaction     | 3.50 | 1      |
| Repurchase_Intention      | 5.54 | 1      |
**First Hypothesis Testing:** Based on the confidence level of 95% (α = 0.05) and degree of freedom (n - k) with one tailed test, the $t_{table}$ value of this causal relationship is 1.660. From the result of Structural Equation Modeling (SEM) analysis, it is obtained the CR value of food & beverages quality on customer satisfaction of 2.032 is greater than the value of $t_{table}$. Thus, Ho is rejected and Ha is accepted, it means that food & beverages quality has a positive and significant effect on customer satisfaction. Therefore, first hypothesis which states that food & beverages quality has a positive influence on customer satisfaction is accepted.

**Second Hypothesis Testing:** SEM analysis result shows that the CR value of service quality on customer satisfaction of 2.734 is greater than value of $t_{table}$. Thus, Ho is rejected and Ha is accepted, it means that service quality has a positive and significant effect on customer satisfaction. Therefore, second hypothesis which states that service quality has a positive influence on customer satisfaction is accepted.

**Third Hypothesis Testing:** Refers to the result of Structural Equation Modeling analysis, it is obtained the CR value of place on customer satisfaction of 0.949 is greater than $t_{table}$ value. Thus, the Ho is accepted and Ha is rejected, it means that place has a positive but no significant effect on customer satisfaction. Therefore, third hypothesis which states that place has a positive influence on customer satisfaction is rejected.

**Fourth Hypothesis Testing:** Furthermore, based on the SEM result, it is obtained the CR value of perceived price on customer satisfaction of 3.501 is greater than value of $t_{table}$. Thus, Ho is rejected and Ha is accepted, it means that perceived price has a positive and significant effect on customer satisfaction. Therefore, fourth hypothesis which states that perceived price has a positive influence on customer satisfaction is accepted.

**Fifth Hypothesis Testing:** Furthermore, SEM analysis result shows that the CR value of customer satisfaction on repurchase intention of 5.541 is also greater than value of $t_{table}$. Thus, Ho is rejected and Ha is accepted, it means that customer satisfaction has a positive and significant effect on repurchase intention. Therefore, fifth hypothesis which states that customer satisfaction has a positive influence on repurchase intention is accepted.

**CONCLUSION**

As an effort to increase the customer satisfaction, management of Level Up Purwokerto needs to make priority on food & beverages quality, service quality and perceived price. Furthermore, as an effort to increase the consumers’ repurchase intention, management of Level Up Purwokerto needs to make priority on customer satisfaction. The ways can be done by offering and selling the foods & beverages with high quality based on the customers’ preference, improve the consumers’ experience with foods & beverages of Level Up Purwokerto, always increase the service quality based on customers’ needs and wants, always follow up the consumer complaints quickly and accurately, and set the price of foods & beverages that the affordable, suitability and favorable price.

Refers to the limitations of this study, further research need to choose and add the other independent variables (for example perceived value and store atmosphere variables). If possible in theory and practice, further research may develop the research model by using the moderator variable (for example promotion, brand image and word of mouth). Further research also need to choose and add the number of respondents that in practically can be implemented the probability sampling method and using the other methods of data collection, such as interview and observation.

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