

Optimizing the Quality of Services, Products and Digital Promotions for Restaurants and Restaurants on Satisfaction and Interest Guests Revisit the City Entrance Area Parapat Tourism in Simalungun Regency

Mhd Hirsan Hanafi¹, Mhd Daud Siregar², Setia Putra Hutabarat³
Food and Beverages Study Program, Politeknik Pariwisata Medan^{1,2,3}

Article Info

Article history:

Received : 01 April 2024

Revised : 30 May 2024

Accepted : 18 June 2024

Available Online : 31 July 2024

Keywords:

Quality of Service, Product quality, Promotion, Digital, Consumer Satisfaction.

ABSTRACT

The Parapat area also highlights culinary diversity with unique eateries and restaurants as well as cafes offering various culinary experiences. Gumarang Restaurant presents a rich Minang culinary experience, inviting guests to enjoy delicious and traditional dishes. Meanwhile, Sehat Restaurant brings uniqueness to each of its dishes with creative touches, creating an unforgettable dining experience for consumers. On the other hand, the Kantor Pos Parapat Cafe emphasizes a relaxed atmosphere combined with practical service, offering comfort to guests seeking an enjoyable dining experience. This research aims to optimize the quality of service, products, and digital promotion in similar eateries and restaurants, focusing on their impact on consumer satisfaction and interest in revisiting the area. This study is of a quantitative nature. The population identified in this research consists of business owners, consumers, and employees located in the Entrance Area of Parapat Tourist City in Simalungun Regency. The sampling technique used is purposive sampling with a sample size of 97 respondents. The data is then analyzed using the partial least squares method using SmartPLS 4.0 software. The results of this study indicate that service quality has a positive and significant effect on consumer satisfaction, product quality has a positive and significant effect on consumer satisfaction, digital promotion of eateries and restaurants has a positive and significant effect on consumer satisfaction, consumer satisfaction has a positive and significant effect on the intention of consumers to revisit. The consumer satisfaction variable is able to mediate the influence of service quality, product quality, and digital promotion on the intention of consumers to revisit.



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

Corresponding Author:

Mhd Hirsan Hanafi

Food and Beverages Study Program, Politeknik Pariwisata Medan

Email : hirsanhanafi@poltekparmedan.ac.id

INTRODUCTION

Tourism is one of the major sources of foreign exchange for a country, which has great potential and a significant role in boosting the economic growth of a nation. The tourism sector in Indonesia is relatively easy to develop by improving infrastructure,

security, and good management to create a tourism sector that appeals to both local and foreign tourists with a high level of satisfaction. In this regard, it will create a desire for tourists to revisit, in other words, it will create a positive impact for the community and the country. As time goes by, the development of the business world is also increasing, leading to higher levels of competition. The increasing competition in the business world demands that every company do their best to retain consumers. One thing that can be done is to understand every desire and need of consumers and utilize technology in digital promotion efforts so that the industry meets and exceeds every desire and need of consumers.

The entrance area of Parapat tourist city in Simalungun Regency has witnessed rapid development as a local culinary destination. With a variety of eateries and restaurants offering the richness of regional cuisine, this area has managed to attract not only local tourists but also become a draw for international travelers seeking authentic culinary experiences. In the era of technological advancement and ongoing digital transformation, culinary business owners in this area are under pressure to adapt and harness the digital era. In this context, optimizing service quality, products, and digital promotion is not only a necessity but also a strategic policy to sustain the culinary business in the area.

The significance of service quality as the main foundation in creating extraordinary guest experiences should not be underestimated. When guests enter a restaurant, friendly, efficient, and responsive service becomes a significant determining factor. Service quality is the main activity or supplement that is not directly involved in the product manufacturing process, but rather emphasizes transactional service between buyers and sellers ([Wang et al., 2022](#)). Quality service is when consumers perceive satisfaction during the transaction process ([Luthra et al., 2020](#)). The opportunity to create a positive impression on guests involves not only direct interaction with employees but also other aspects such as attractive interior design, comfortable atmosphere, and service flexibility. Managing expectations and handling unexpected situations in service are key to building a positive image and increasing guest satisfaction. In this context, employee training, utilizing technology to enhance service efficiency, and implementing guest feedback systems become integral parts of service quality optimization strategies.

Unforgettable culinary experiences are not only influenced by service quality but also by the quality of the products served. Taste, attractive presentation, and the cleanliness of ingredients are key factors in satisfying guests. Factors influencing product quality include the color of the food, appearance on the plate, texture, and taste ([Mahsyar & Surapati, 2020](#)). Therefore, deep understanding of guest culinary preferences, selection of quality ingredients, and innovation in food presentation are important elements to consider. Additionally, efforts to maintain consistency in product quality, especially when order volumes increase, can be addressed through the use of technology in inventory and production management. This will help business owners maintain high product quality standards, ultimately enhancing and

retaining guest satisfaction.

Promotion through digital media aims to reach a wider audience, build brand awareness, increase sales, and strengthen customer relationships ([Pricopoaia & Susanu, 2021](#)). Increasing attractiveness and visibility in digital marketing through various platforms are crucial in achieving optimal results. In the digitally connected era, the ability of eateries and restaurants to reach a wider audience through social media, websites, and food service apps becomes an unavoidable strategy. How businesses manage promotional content, interact with online users, and respond to reviews are factors that influence public perception of culinary businesses. The importance of building a consistent brand image, leveraging technology features to enhance customer engagement, and analyzing data to measure the effectiveness of promotional campaigns are key elements in digital marketing strategies. In this context, the use of data analysis tools and understanding online consumer behavior can be powerful weapons for business owners to detail their promotion strategies. The implications of this research not only provide benefits at the local level but can also provide guidance for the culinary industry in similar tourist destinations. This research is expected to serve as a strategic reference for culinary business owners to strengthen their competitiveness in facing changes in the dynamics of the culinary industry. Thus, this research is not only an important contribution to the culinary advancement in the Parapat area but also has the potential to provide valuable inspiration and insights for culinary business stakeholders in various tourist destinations throughout Indonesia.

METHODS

In this study, the researcher utilized explanatory research, a type of research that aims to explain the position of the variables being studied and the influence between one variable and other variables ([Wolfer, 2021](#)). Meanwhile, the quantitative research method is a method based on positivist philosophy used to study specific samples or populations, where data collection employs research instruments, data analysis is quantitative/statistical, with the aim of describing and testing established hypotheses ([Sugiyono, 2020](#)). Based on the description above, this research aims to determine the relationship among the three variables: the independent variables (X) consisting of three variables, namely service quality (X1), Product (X2), and Digital Promotion (X3), on Guest Satisfaction (Y) as the dependent variable through Guest Intention to Revisit (Z) as the mediating variable. The data used in this study are primary data that include respondent characteristics to determine consumer satisfaction. For quantitative analysis, alternative responses to determine consumers' intention to revisit mediated by consumer satisfaction can be given scores from 1 to 5 using a Likert scale. Then, the responses are described in sentences according to predefined categories to obtain conclusions.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn ([Sugiyono, 2020](#)). Based on this definition, the population in this study is consumers of restaurants in the entrance area of the tourist city of Parapat in Simalungun Regency with a number whose exact number cannot be known, because the number of consumers is uncertain each day and the researchers did not obtain valid information regarding the number. consumer. The criteria that must be met by the population to be used as a sample are consumers who come or have been to restaurants in the entrance area of the tourist city of Parapat in Simalungun Regency and are willing to be respondents in the research. Because in this study the population size is not known, if the population size in the study is unknown, then the sample size calculation can use the Cochrun formula ([Sugiyono, 2020](#)). From the results of the formula calculation, the required sample size was 97 respondents. However, in order to obtain maximum results in the statistical calculation process, the number of samples in this study was rounded up to 100 respondents from consumers to restaurants in the entrance area of the tourist city of Parapat in Simalungun Regency.

Data analysis technique

In accordance with the hypothesis that has been formulated, the data analysis technique used in this research is the Structural Equation Model (SEM). Structural Equation Model (SEM) is a statistical technique that is able to solve multilevel models simultaneously, which cannot be solved by linear regression equations ([Hair et al., 2021](#); [Kline, 2023](#)). In general, SEM is used when the research variables are latent variables which cannot be measured directly, but are measured through indicators. SEM can be used to solve equation models with more than one dependent variable and which emphasizes attention to the existence of reciprocal (recursive) influences.

Hypothesis test

A comparison of the T-table and T-statistic values can be used to measure the significance of hypothesis support ([Backhaus et al., 2023](#)). If the T- statistic is higher than the T-table, it means the hypothesis is supported or accepted. This research hypothesis aims for a confidence level of 56% (alpha 56 percent), so the T-Table value for the one-tailed hypothesis is >1.672 .

RESULT AND DISCUSSION

Model Test

The research uses the SEM PLS method. In this method, there are two evaluation stages, namely measurement model evaluation and structural model evaluation. Evaluation of the measurement model determines the specifications of the relationship between the latent variable and the indicators within it. In testing the measurement

model, validity tests (convergent validity and discriminant validity) and reliability tests (Cronbach's alpha and composite reliability) will be carried out.

Convergent Validity Test

From table 1 it can be seen that all indicators have loading factors above 0.70 and can be said to have met convergent validity because all loading factors are above 0.70 so it can be considered that the service quality construct is valid. From Table 2 it can be seen that all indicators have loading factors above 0.70 and can be said to have met convergent validity because all loading factors are above 0.70 so it can be considered that the product quality construct is valid. From Table 3 it can be seen that all indicators have loading factors above 0.70 and can be said to have met convergent validity because all loadings factor above 0.70 so it can be considered that the digital promotion construct is valid.

Table 1. Loading Factor Value Service Quality Construct

Indicator	Items	Loading Factor	Information
Physical Evidence (Tangibles)	X1.2	0.775	Valid
Physical Evidence (Tangibles)	X1.3	0.726	Valid
Physical Evidence (Tangibles)	X1.4	0.875	Valid
Physical Evidence (Tangibles)	X1.5	0.816	Valid
Physical Evidence (Tangibles)	X1.6	0.784	Valid
Empathy (Empathy)	X1.7	0.793	Valid
Empathy (Empathy)	X1.8	0.872	Valid
Empathy (Empathy)	X1.9	0.792	Valid
Reliability (Reliability)	X1.10	0.848	Valid
Reliability (Reliability)	X1.12	0.776	Valid
Reliability (Reliability)	X1.13	0.740	Valid
Reliability (Reliability)	X1.14	0.739	Valid

Responsiveness (Responsiveness)	X1.15	0.783	Valid
Responsiveness (Responsiveness)	X1.16	0.748	Valid
Responsiveness (Responsiveness)	X1.17	0.797	Valid

Source: Primary data processed, 2024

Table 2. Values Loading Factor Product Quality Construct (X2)

Indicator	Items	Loading Factor	Information
Privileges (Features)	X2.3	0.726	Valid
Privileges (Features)	X2.4	0.875	Valid
Durability (Durability)	X2.6	0.784	Valid
Durability (Durability)	X2.7	0.793	Valid
Aesthetic (Aesthetics)	X2.8	0.872	Valid
Suitability (Conformance)	X2.9	0.792	Valid

Source: Primary data processed, 2024

Table 3. Values Loading Factor Digital Promotion Construct

Indicator	Items	Loading Factor	Information
Quantity and Quality Digital Promotional Content Measurement	X3.4	0.712	Valid
Brand Awareness Measurement	X3.5	0.772	Valid
Brand Awareness	X3.6	0.799	Valid

Source: Primary data processed, 2024

From table 4 it can be seen that all indicators have loading factors above 0.70 and can be said to have met convergent validity because all loading factors are above 0.70 so it can be considered that the consumer satisfaction construct is valid. From Table 5 it can be seen that all indicators have loading factors above 0.70 and can be said to have met convergent validity because all loading factors are above 0.70 so it can be considered that the construct of consumer interest in revisiting is valid. Next, convergent validity

was measured through the Average Variance Extracted value. The value of Average Variance Extracted (AVE) is needed to evaluate convergent validity, with a criteria value that must be met above 0.50.

Table 4. Values Loading Factor Consumer Satisfaction Construct

Indicator	Items	Loading Factor	Information
Service Quality	Z1	0.821	Valid
Service Quality	Z2	0.798	Valid
Product Quality	Z3	0.860	Valid
Product Quality	Z4	0.929	Valid
Digital Promotion	Z5	0.900	Valid

Source: Primary data processed, 2024

Table 5. Values Loading Factor Construct Consumer Interest in Returning

Indicator	Items	Loading Factor	Information
Consumer Satisfaction	Y1	0.833	Valid
Consumer Satisfaction	Y2	0.879	Valid
Consumer Satisfaction	Y3	0.917	Valid
Perception of Service Quality and Product Environment and Atmosphere	Y4	0.869	Valid
	Y5	0.901	Valid

Source: Primary data processed, 2024

Table 6. Values Average Variance Extracted Each Construct

Indicator	Cronbach's alpha	Reliability Composite (rho_a)	Reliability Composite (rho_c)	Average variance extracted (AVE)
Consumer Satisfaction (Z)	0.913	0.919	0.936	0.745

Service Quality (X1)	0.953	0.954	0.958	0.640
Product Quality (X2)	0.871	0.874	0.903	0.608
Consumer Interest in Returning (Y)	0.935	0.936	0.951	0.795
Digital Promotion (X3)	0.779	0.781	0.872	0.694

Source: Primary data processed, 2024

Consumer Satisfaction (Z) has a value of 0.745, Service Quality (X1) has a value of 0.640, Product Quality (X2) has a value, Consumer Interest in Returning (Y) has a value of 0.795 and Digital Promotion (X3) has a value of 0.694 i.e., greater than 0.50. According to the table above, the five constructs have met the criteria convergent validity i.e., greater than 0.50.

Discriminant Validity

According to the table 7, it shows that the value cross loading of each indicator has a value greater than the value cross loading from other latent variables with the criteria of having a value above 0.50. It can be said that all of this research instruments have discriminant validity.

Table 7. Values Discriminant Validity (Cross Loading)

Variable	Satisfaction Consumer (Z)	Quality Service (X1)	Quality Products (X2)	Interest Consumer Visit Back (Y)	Promotion Digital (X3)
X1.2	0.764	0.786	0.654	0.687	0.792
X1.3	0.790	0.731	0.574	0.713	0.867
X1.4	0.844	0.897	0.761	0.786	0.789
X1.5	0.859	0.846	0.698	0.758	0.707
X1.6	0.704	0.777	0.719	0.774	0.653
X1.7	0.742	0.797	0.631	0.841	0.717
X1.9	0.722	0.818	0.667	0.808	0.692
X1.10	0.694	0.826	0.737	0.796	0.683
X1.13	0.685	0.755	0.600	0.673	0.636
X1.14	0.720	0.777	0.666	0.645	0.636
X1.15	0.628	0.803	0.758	0.691	0.556

X1.16	0.616	0.778	0.698	0.636	0.561
X1.17	0.636	0.797	0.820	0.697	0.561
X2.3	0.473	0.555	0.735	0.565	0.371
X2.4	0.652	0.723	0.785	0.692	0.579
X2.6	0.649	0.672	0.779	0.650	0.602
X2.7	0.631	0.778	0.809	0.692	0.583
X2.8	0.620	0.629	0.774	0.600	0.543
X2.9	0.604	0.652	0.795	0.626	0.583
X3.4	0.733	0.630	0.510	0.581	0.837
X3.5	0.750	0.781	0.643	0.694	0.793
X3.6	0.790	0.731	0.574	0.713	0.867
Y1	0.803	0.795	0.751	0.846	0.846
Y2	0.784	0.772	0.639	0.892	0.716
Y3	0.802	0.842	0.746	0.937	0.666
Y4	0.781	0.803	0.680	0.891	0.695
Y5	0.822	0.870	0.803	0.889	0.739
Z1	0.819	0.651	0.561	0.657	0.816
Z2	0.797	0.651	0.561	0.710	0.860
Z3	0.861	0.749	0.617	0.779	0.860
Z4	0.930	0.901	0.795	0.864	0.797
Z5	0.901	0.854	0.742	0.841	0.728

Source: Primary data processed, 2024

Square Roots AVE

Table 8 mention the square root average variance extracted values. According table 8, The Consumer Satisfaction Indicator is able to measure this variable accurately with a square roots AVE value of 1,000. The square roots AVE value of Consumer Satisfaction with Service Quality (0.909), Product Quality (0.781), Consumer Interest in Returning (0.897), and Digital Promotion (0.912) shows that this construct has a strong relationship with Consumer Satisfaction.

Table 8. Square Roots Average Variance Extracted Values

Variable	Satisfaction Consumer (Z)	Quality Service (X1)	Quality Products (X2)	Interest Consumer Visit Back (Y)	Promotion Digital (X3)
Satisfaction Consumer (Z)	1.000	0.909	0.781	0.897	0.912
Quality Service (X1)	0.909	1.000	0.862	0.918	0.860
Quality Products (X2)	0.781	0.862	1.000	0.815	0.694

Interest Consumer Visit Back (Y)	0.897	0.918	0.815	1.000	0.800
Promotion Digital (X3)	0.912	0.860	0.694	0.800	1.000

Source: Primary data processed, 2024

The Service Quality Indicator can measure this variable accurately with a square roots AVE value of 1,000. The square roots AVE value of Service Quality on Consumer Satisfaction (0.909), Product Quality (0.862), Consumer Interest in Returning (0.815), and Digital Promotion (0.860) shows a significant correlation between constructs. The Product Quality Indicator can measure these variables well, shown by the square roots AVE value of 1,000. A strong correlation can be seen through the square roots AVE value of Product Quality on Consumer Satisfaction (0.781), Service Quality (0.862), and Digital Promotion (0.694).

The Consumer Interest in Returning Indicator is able to measure this variable accurately with a square roots AVE value of 1,000. The square roots AVE value of Consumer Interest in Returning to Consumer Satisfaction (0.897), Service Quality (0.918), Product Quality (0.815), and Digital Promotion (0.800) shows that there is a strong relationship between constructs.

The Digital Promotion Indicator can measure these variables well, as seen from the square roots AVE value of 1,000. The square roots AVE value of Digital Promotion on Consumer Satisfaction (0.912), Service Quality (0.860), Product Quality (0.694), and Consumer Interest in Returning (0.800) shows that these variables contribute significantly to other aspects.

Thus, it can be concluded that the constructs measured in this study have good validity, and each variable can accurately represent the concept being measured.

Reliability Test

Reliability testing can be carried out using two methods, namely Cronbach's alpha and Composite Reliability. As a rule of thumb, the alpha or composite reliability value must be greater than 0.7, although a value of 0.6 is still acceptable (Foroudi & Dennis, 2023). Based on the results of the table above, it can be concluded that each variable can be said to have reliability and each constituent indicator has demonstrated accuracy, consistency and precision in carrying out measurements (Table 9).

Table 9. Composite Reliability and Cronbach's Alpha Values

Indicator	Cronbach's alpha	Reliability Composite (rho_a)	Information
Consumer Satisfaction (Z)	0.913	0.919	Reliable

Service Quality (X1)	0.953	0.954	Reliable
Product Quality (X2)	0.871	0.874	Reliable
Consumer Interest in Returning (Y)	0.935	0.936	Reliable
Digital Promotion (X3)	0.779	0.781	Reliable

Source: Primary data processed, 2024

Inner model testing

According to the table 10, it shows that the value R-square for the variable Consumer Interest in Revisiting, it is 0.874. It can be said that the variation in changes in the variable Consumer Interest in Revisiting which can be explained by the variables service quality, product quality, digital promotion and consumer satisfaction is 87.4%, while the remaining 12.6% is explained by other variables outside the proposed model. The R-square value for the consumer satisfaction variable is 0.892. It can be concluded that variations in changes in consumer satisfaction variables can be explained by the variables service quality, product quality and digital promotions amounting to 89.2%, while the remaining 11.8% is explained by other variables outside the proposed model.

Table 10. R-Square Value of Endogenous Variables

Indicator	R-square	R-square adjusted
Consumer Interest in Revisiting (Y)	0.874	0.869
Consumer Satisfaction (Z)	0.892	0.889

Source: Primary data processed, 2024

Next, the model can be measured with Q-square to assess whether a model is capable or not. For calculation results Q-square in this research are as follows:

$$Q^2 = 1 - (1 - R^2_{12}) \times (1 - R^2_{22})$$

$$Q^2 = 1 - (1 - 0.874) \times (1 - 0.869)$$

$$Q^2 = 1 - (0.126) \times (0.131)$$

$$Q^2 = 1 - 0.016506$$

$$Q^2 = 0.983494$$

$$Q^2 = 98.3$$

According to the Q-square test above, it can be shown that the value predictive relevance of 0.983 or 98.3%. Meanwhile, the remaining value of 1.7% can be explained

by other variables that have not been explained in this research model.

Hypothesis Testing

The existing condition of the pavilion for the pokdarwis meeting room in the Tiga Rihit colorful village tourism village is not yet available so every meeting is held at the pokdarwis chairman's house (Fig 1).

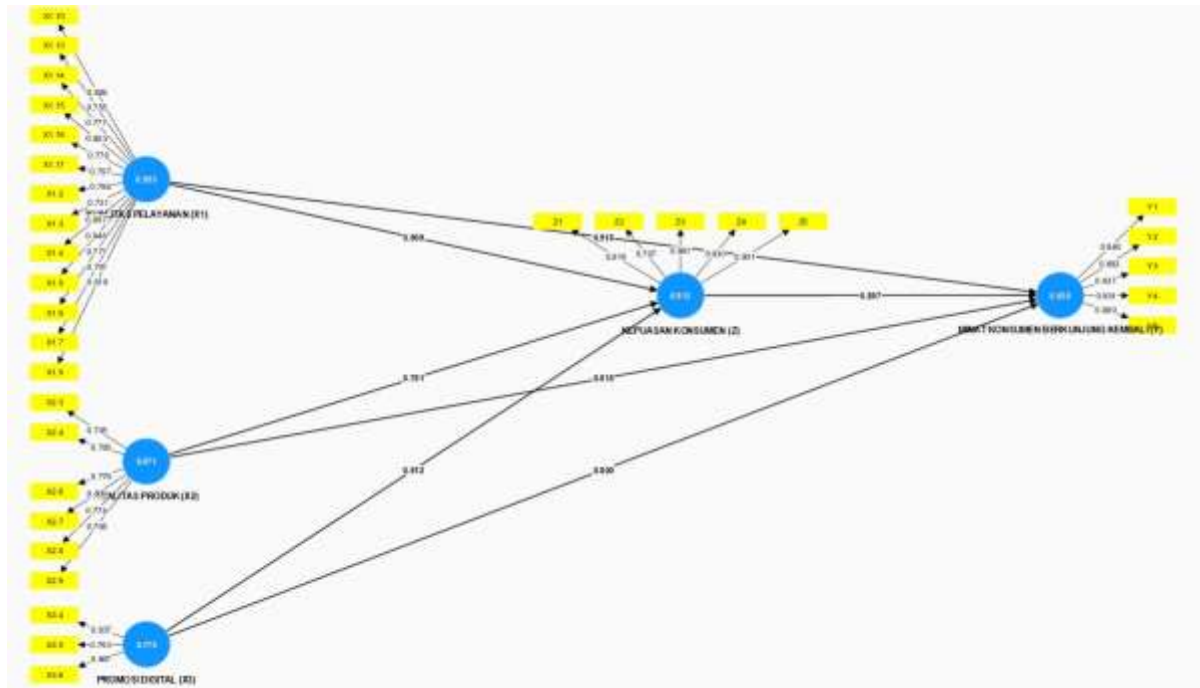


Figure 1. Hypothesis testing results (Source: Primary data processed, 2024)

Based on the results of the path coefficient, t-statistic and p-values analysis for the direct relationship between exogenous and endogenous variables, it can be concluded as follows:

1. The Effect of Service Quality on Consumer Satisfaction:

- a. Path coefficient: 0.389
- b. T-statistic: 4.171 > T-table: 1.96
- c. P-value: 0.003

Service Quality has a positive and significant influence on Consumer Satisfaction. The first hypothesis can be accepted.

2. Effect of Product Quality on Consumer Satisfaction:

- a. Path coefficient: 0.388
- b. T-statistic: 6.227 > T-table: 1.96
- c. P-value: 0.005

Product Quality has a positive and significant influence on Consumer Satisfaction. The

second hypothesis can be accepted.

3. The Effect of Digital Promotion on Consumer Satisfaction:

- a. Path coefficient: 0.516
- b. T-statistic: 8.677 > T-table: 1.96
- c. P-value: 0.009

Digital Promotion of Restaurants and Restaurants has a positive and significant influence on Consumer Satisfaction. The third hypothesis can be accepted.

4. The Effect of Consumer Satisfaction on Returning Consumers:

- a. Path coefficient: 0.516
- b. T-statistic: 2.454 > T-table: 1.96
- c. P-value: 0.001

Consumer Satisfaction has a positive but not significant influence on Consumer Interest in Returning. The fourth hypothesis can be accepted.

Thus, the results of the analysis show that Service Quality, Product Quality and Digital Promotion have a positive and significant influence on Consumer Satisfaction. However, the influence of consumer satisfaction on consumer interest in revisiting is positive but not significant.

Table 11. Test Results Direct Effects

Indicator	Original Samples (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P value	Information
Service Quality (X1) -> Customer Satisfaction (Z)	0.389	0.400	0.093	4.171	0.003	Positive & Significant
Product Quality (X2) -> Customer Satisfaction (Z)	0.388	0.080	0.071	6.227	0.005	Positive & Significant
Digital Promotion (X3) -> Customer Satisfaction (Z)	0.516	0.514	0.059	8.677	0.009	Positive & Significant

Service Quality (X1) -> Consumer Interest in Returning (Y)	0.580	0.595	0.076	3.969	0.002	Positive & Significant
Product Quality (X2) -> Consumer Interest in Returning (Y)	0.257	0.055	0.091	2.625	0.002	Positive & Significant
Digital Promotion (X3) -> Consumer Interest in Returning (Y)	0.210	0.206	0.069	3.630	0.002	Positive & Significant
Consumer Satisfaction (Z) -> Consumer Interest in Returning (Y)	0.516	0.501	0.089	3.454	0.001	Positive & Significant

Source: Primary data processed, 2024

Table 12. Test Results Indirect Effects

Indicator	Original Samples (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P value	Information
Service Quality (X1) -> Consumer Satisfaction -> Consumer Interest in	0.201	0.195	0.065	3.075	0.002	Positive & Significant

Returning
(Y)

Product
Quality
(X2) ->

Consumer
Satisfaction
->

0.245

0.142

0.739

2.154

0.003

Positive &
Significant

Consumer
Interest in
Returning
(Y)

Digital
Promotion
(X3) ->

Consumer
Satisfaction
->

0.266

0.261

0.093

2.878

0.004

Positive &
Significant

Consumer
Interest in
Returning
(Y)

Source: Primary data processed, 2024

Based on the results of the path coefficient, t-statistic and p-values analysis for the indirect relationship between exogenous and endogenous variables through the mediation of the Consumer Satisfaction variable, it can be concluded as follows:

1. The Influence of Service Quality on Consumer Interest in Returning (Through Consumer Satisfaction):

- a. Path coefficient: 0.201
- b. T-statistic: 3.075 > T-table: 1.96
- c. P-value: 0.002

Service Quality has a positive and significant influence on Consumer Interest in Revisiting if mediated by the Consumer Satisfaction variable. The fifth hypothesis can be accepted.

2. The Influence of Product Quality on Consumer Interest in Returning (Through Consumer Satisfaction):

- a. Path coefficient: 0.245
- b. T-statistic: 2.154 > T-table: 1.96
- c. P-value: 0.003

Product Quality has a significant influence on Consumer Interest in Revisiting if mediated by the Consumer Satisfaction variable. The sixth hypothesis can be accepted.

3. The Influence of Digital Promotions for Restaurants and Restaurants on Consumer Interest in Revisiting (Through Consumer Satisfaction):
 - a. Path coefficient: 0.266
 - b. T-statistic: 2.878 > T-table: 1.96
 - c. P-value: 0.004

Digital Promotion of Restaurants and Restaurants has a positive and significant influence on Consumer Interest in Revisiting if mediated by the Consumer Satisfaction variable. The seventh hypothesis can be accepted.

Thus, these findings indicate that the indirect effect through Consumer Satisfaction has a significant impact on Consumers' Intention to Return to Service Quality, Product Quality, and Digital Promotion of Restaurants and Restaurants.

This research comprehensively evaluates the relationship between service quality, products and digital promotions at Minang Saiyo Restaurant, Gumarang Restaurant, Healthy Restaurant and Parapat Post Office Cafe with consumer satisfaction and consumer interest in visiting again in the Parapat Tourist City Entrance Area. Simalungun Regency.

Service quality which includes tangibles, reliability, responsiveness, assurance and empathy has a positive and significant impact on consumer satisfaction (Luthra [et al., 2020](#)). Aspects such as friendliness, responsiveness and speed of service contribute to improving guest perceptions of service quality. Product quality that involves innovation in menus, food presentation, and ingredient quality has a positive and significant influence on consumer satisfaction ([Napitupulu et al., 2023](#); [Wang et al., 2022](#)). A positive image built through consistent product quality plays an important role in maintaining and increasing guests' interest in returning ([Nababan et al., 2023](#)). Digital promotions through social media, websites and digital applications have a positive and significant impact on consumer satisfaction. The use of social media, websites and other technology is effective in increasing visibility and attracting guests to return ([Pricopoaia & Susanu, 2021](#)). Consumer satisfaction is a general response to consumer experiences in restaurants and restaurants. Quality service and products that meet or exceed expectations play a key role in achieving consumer satisfaction. Guests' interest in returning to visit is positively influenced by service quality, product quality and digital promotions, especially through the mediation of consumer satisfaction ([Berners & Martin, 2022](#); [Blackwell & Bailey, 2022](#); [Grace et al., 2021](#); [Tjiptono & Diana, 2022](#)).

This research provides a significant contribution to understanding the factors that influence consumer satisfaction and guest interest in returning to the Parapat Tourist City Entrance area. The practical implications can help business owners in the restaurant and restaurant sector to improve the quality of services, products and digital promotions to achieve sustainable customer satisfaction.

CONCLUSION

This research shows that service quality has a positive and significant impact on consumer satisfaction. Improvements in aspects such as friendliness, responsiveness and speed of service can improve guest perception on service quality. The quality of the products offered by restaurants and restaurants also has a strong influence on consumer satisfaction. Innovation in menus, food presentation, and quality of ingredients can be key factors in retaining and increasing guests' interest in returning. The research results show that digital promotions have a positive and significant impact on consumer satisfaction. The use of social media, websites and other technology can be effective tools for increasing visibility and attracting the interest of potential guests. Consumer satisfaction has an important role in shaping guests' interest in visiting again. Although the effect is positive, it may not reach the expected level of significance. An optimal combination of quality service, attractive products and effective digital promotions can create a holistic experience for consumers. A strategy that integrates these three aspects can be the key to success in increasing guest satisfaction and interest in returning. Recognizing that consumer satisfaction and guest interest in returning guests can continue to grow over time, research shows the importance of restaurants and restaurants continuing to innovate in their products, services and digital promotions. Sustained development can be key to maintaining consumer appeal in the long term. Improvements in aspects of service quality, such as friendliness and responsiveness, can result from investment in human resource (HR) development and the use of appropriate technology. Employee training and technology integration can make a positive contribution to the consumer experience.

REFERENCES

- Backhaus, K., Erichson, B., Gensler, S., Weiber, R., & Weiber, T. (2023). *Multivariate Analysis: An Application-oriented Introduction: Second Edition*. In *Multivariate Analysis: An Application-Oriented Introduction: Second Edition*. Springer Fachmedien Wiesbaden.
- Berners, P., & Martin, A. (2022). *The Practical Guide to Achieving Customer Satisfaction in Events and Hotels*. Routledge.
- Blackwell, R. D., & Bailey, R. A. (2022). *Objective Prosperity : How Behavioral Economics Can Improve Outcomes for You, Your Business, and Your Nation*. Rothstein Publishing.
- Foroudi, P., & Dennis, C. (Charles E.). (2023). *Researching and Analysing Business : Research Methods in Practice*. Taylor & Francis.
- Grace, E., Girsang, R. M., Simatupang, S., Candra, V., Sidabutar, N., Tinggi, S., Ekonomi, I., & Agung, S. (2021). Product Quality and Customer Satisfaction and Their Effect on Consumer Loyalty. *International Journal of Social Science*, 1(2), 69–78.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021).

- Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R.*
- Kline, R. B. (2023). *Principles and Practice of Structural Equation Modeling - Fifth Edition.* In *Guilford Press (Fifth Edition).* Guilford Publications.
- Luthra, S., Garg, D., Agarwal, A., & Mangla, S. K. (2020). *Total Quality Management (TQM) : Principles, Methods, and Applications.* CRC Press .
- Mahsyar, S., & Surapati, U. (2020). Effect of Service Quality and Product Quality on Customer Satisfaction and Loyalty. *International Journal of Economics, Business and Accounting Research (IJEBAR), 4(01).*
- Nababan, B. O., Sari, Y. D., Mujito, Subagyo, W. H., & Muhlis. (2023). *Public and Business Service Management (B. O. Nababan, Ed.).* Selat Media Patners.
- Napitupulu, B. P., Williandani, M., & Tambunan, I. B. (2023). *Food and Beverage Service Management (P. B. N. Simangunsong, Ed.).* Cattleya Darmaya Fortuna.
- Pricopoaia, O., & Susanu, I. (2021). *The Impact of Using Social Media Platforms in Business Promotion.*
- Scharrer, E., & Ramasubramanian, S. (n.d.). *Quantitative research methods in communication : the power of numbers for social justice.* 362.
- Sugiyono. (2020). *Quantitative, Qualitative and R&D Research Methods.* In *Alfabeta.* Alfabeta.
- Tjiptono, F., & Diana, A. (2022). *Management and Customer Satisfaction Strategy.* Andi.
- Wang, X., Lai, I. K. W., Tang, H., & Pang, C. (2022). Coordination Analysis of Sustainable Dual-Channel Tourism Supply Chain with the Consideration of the Effect of Service Quality. *Sustainability 2022, Vol. 14, Page 6530, 14(11), 6530.*
- Wolfer, L. (2021). *A Practical Introduction to Real-World Research: Getting the Job Done.* SAGE Publications.