

The Mediation Effect of Customers' Satisfaction and Trust among Food Quality and Intentions Product Purchasing Fast Food via Online in Osteria Restaurant and Burger King

Finia Ribeiro, Elizabeth Barreto Araujo, Calisto Cunha Godinho

Lecturers of the School of Tourism and Hospitality, Department of Hotel Management, at Dili Institute of Technology, Dili, Timor-Leste

Email: finiaribeiro2@gmail.com, baretoelizabeth89@gmail.com, godinhocalisto25@gmail.com

ABSTRACT

The purpose of this study is to examine the mediation effect of customers' satisfaction and trust on food quality and purchasing intention. It refers to food products online, fast food in Osteria restaurants, and Burger King. The participants of this study are in total of 310 samples and used questionnaire to collect the data. Also, this study used mediation analysis using Smart PLS 3.0 version tools. The result of this research revealed positive and significant relationships between food quality and customers' satisfaction. On the other hand, there is significantly mediation effect of customer's satisfaction and trust, on food quality and purchasing intentions online for fast food in Osteria restaurant and Burger King. Therefore, the restaurants referred are recommended to maintain food quality, guaranteeing customers' satisfaction and trust to increase customer's online purchasing intentions.

Keywords: Satisfaction, Food Quality, Trust, Purchasing intention, and Online Fast Food

1. Introduction

Food quality plays an essential role in the hospitality industry, especially in the restaurant industry, which always provides customer satisfaction by offering food products and services. Food quality is also essential for customer satisfaction and customer expectations of a product. The components of food quality comprise the food texture and taste, fresh food, food temperature, food presentation, food nutrition, and food varieties (Rajput & Gahfoor, 2020). Oliveira *et al.* (2020) mentioned that a restaurant that prepares quality food would influence customer satisfaction. Also, Berliansyah & Suroso (2018) illustrated that a restaurant that offers the best food and drinks enhances customer satisfaction and purchasing intentions.

Furthermore, clients' satisfaction generally tends to influence repurchasing intentions of food and drinks (Alharthey, 2020). According to Mannan *et al.* (2017), the antecedents of client satisfaction are (service quality, food quality, atmosphere, customers, value of feelings, and others' value). Fernandes *et al.* (2019) also added that increasing a product's quality would lead to customer satisfaction, or the more the value quality of a product, the more customer satisfaction. Oliveira *et al.* (2020) added that clients automatically decide to repurchase the product when they feel satisfied.

Customers' purchasing intentions refer to a recommendation for a product that has given good experiences from customer satisfaction. Repurchasing intentions are essential for customers' loyalty and commitment. Repurchasing intentions are significant in

customers' behavior (Ali, 2016). Rajput & Gahfoor (2020) mentioned that the importance of purchasing intentions is a vital reaction behavior in fast food restaurants. This study found that revisit intentions have a positive relationship with food quality, service quality in the restaurant, tangible environment quality, and customer satisfaction based on the theory of Stimulus-Organism-Response (S-O-R).

Another part of purchasing intentions for a fast-food product is quick services. Several times the restaurant's quality food included packaged food. *Types of fast food are divided into two parts: Western food and Local food.* This study is focused on western food such as *hamburgers, French Fries, Pizza, Fried Chicken, and Spaghetti.* Furthermore, the Osteria restaurant and Burger King sell fast food online in Dili through social media of Facebook, WhatsApp, Instagram, and their websites. Therefore, it warrants an investigation regarding customers' satisfaction and trust in fast food repurchasing intentions.

Based on the problems described in the previous study of Kisang and Lee (2012), the significant influences of tangible environment quality of food and services on the restaurant image, customers value, customers satisfaction, and behavior intentions influence customers' satisfaction and food quality dimensions. That has a more significant influence than other parts. However, this study focused on dimensions of food quality. According to the previous study by Konuk (2019) with the topic of *"The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants"*. In this study

recommended that for future study can continue the result of this study. However, it must be conducted in a different venue with different samples. Thus, the result would be generalized, or it can be a comparison because it has different countries and cultures. Therefore, it would provide better implications and result to enhance the new knowledge and literature academic in the hospitality and marketing area.

2. Theoretical Background, Conceptual Model and Hypotheses

2.1. Theoretical Background

2.1.1. Customer Satisfaction

Zeithaml and Bitner (2003) mentioned that satisfaction is a customer's judgment of a product and services offered or a level of happiness from consuming a product. Customer satisfaction consists of a feeling of happiness and a better life for customers. Also, customer satisfaction is developed by reasonable expectations from services to the customers. Customer satisfaction is also a characteristic investigation behavior of customers and social psychology. Customer satisfaction describes the subjective assessment of customers. About consumer experiences, customers' perceptions, and the objective of a product characteristic. Zeithaml and Bitner (2003) defined satisfaction as customer judgment regarding a product and services offered in the sense of the customer's level of happiness with the product and services. Moreover, Anderson & Srinivasan (2003) added that the best customer satisfaction is continuously evaluating a product based on their consuming experiences.

2.1.2. The Food Quality

Food quality is a role center in the restaurant industry. Food quality is essential to satisfy customers' necessities. Food quality is an essential condition to fulfilling customers' necessities and expectations. Also, the food quality is well known as an essential component of all experiences in the restaurant. The components of food quality are food texture and taste, fresh food, temperature, presentation, nutrition, and variety. The food quality influenced the customer's decision to revisit the restaurant referred to (Jin *et al.*, 2012). According to West, Wood, and Harger (2006, p. 39), as cited in Edwin (2012) indicated that factors that influence the food quality to attract more customers are (1) food color. The food color must have a combination, so do not be a blur and make the color different. The reason is that the combination of colors could attract customers to feel like eating the food. (2) Food Presentation (plating). The presentation of the food must be the vision in an excellent way to attract to be eaten. The plate must be clean plate decorated well in plating to attract customers. (3) Food portions. When we are about to serve the food, there is a must to check the food portion. It

must be based on the standard. *The adequate standard is called standard portion size.* (4) Food Types. The food that attracts customers is developed from good ingredients and food decorations. Namkung & Jang (2007) illustrated that food quality depends on food types. Food types are consisted of (1) food temperature, The reason is that several customers prefer to eat spicy food and wide varieties. Also, the food tastes must be yummy, sweet, sour, bitter, and is it fresh or not to serve? (2) Food texture, Food texture are such as whether the food is dried, wet food, soup, thin food, and dense food which better tastes in the mouth, while (3) food aromatic is based on the aroma of the food that prepared because before the food is about to eat customers usually fell the aroma thus it could enhance their willingness to eat. (4) The food is well cooked. The food that is cooked well will also influence the texture of the food. Therefore, it requires to be well prepared and cooked the food before serving it to customers. (5) Food taste. The food taste is essential when customers consume the food. Customers normally will eat the food and start to feel yummy of the food.

2.1.3. Trust

Trust is an essential component of purchasing intentions. The explanation mechanism of trust has a relationship with the risk aspects. Risk is such navigation that supports customers not to take action. The trust that customers have will minimize the risk. Therefore, they could decide later (Lazaroiu *et al.*, 2020). The customers' trust is essential to develop and enhance a positive relationship to the customers' satisfaction (Gogoi & Shillong, 2021). The clients' trust is based on client satisfaction. When the clients are satisfied, they will be loyal to that product (Kumar, 2017). Trust is the multidirectional concept that indicates the system's initial trust (Brown, 2008).

On the other hand, there are contrary opinions of Luhmann's theory which mentions trust has not accumulated in the alimental food system. Thus, the customer's reflection does not count when choosing the food (Bildtgar, 2008). Reflective simultaneously trust concept and services, the theory trust of Luhman and ways to categorize trust level divided into 3 Parts: Emotional, habits, and reflective trust. The trust level applied to the food system is habitual and reflective. Food selection and purchasing intention are generalized by customers' habitual trust, which is based on food acknowledgment that regulates by politics and authority (Bildtgar, 2008). *Reflective trust* is a reflective activity that can be developed by the food production method and the distance of the specific sources' context of trust, which brings the conscience from the risk potentials (Bildtgar, 2008).

2.1.4. Purchasing Intentions

The purchasing intention is a decision from customers to study what they have observed in the product they have

purchased (Shah *et al.*, 2012). On the other hand, purchasing intentions are when customers tend to buy the product they need (Morinez *et al.*, 2007). The previous study by Mensah *et al.* (2015) mentioned that service quality impacts purchasing intentions. Furthermore, Bougoure and Neu (2010) have identified that there is medication customers' satisfaction on the effect of food quality of fast food and customers' purchasing intentions—the customers' motivation for purchasing impacts emotional value and function to customer trust. Attitude purchase intentions are formed from norms, subjective, feeling behavior control, and trust in the religions formed people to have purchasing intentions as determinant by their necessity (Amalia, 2019). Moreover, to enhance customers' revisit intentions, the hotel management should improve customers' positive image and memory during their visit (Athar, 2019).

2.2. The Conceptual Framework

The food quality is an independent purchasing intention variable via the mediation of customers' satisfaction and trust. This conceptual model indicates that the product of fast food is produced with good quality. The customers are satisfied and increase their trust to influence their purchasing intentions. This study is adopted variables and indicators from the previous study by Jin *et al.* 2012 and Edwin (2012) on food quality Anderson and Srinivasan (2003) on customers satisfaction, Bildtgard, 2008 on trust (Morinez *et al.*, 2007) and purchasing intentions (Athar, 2019).

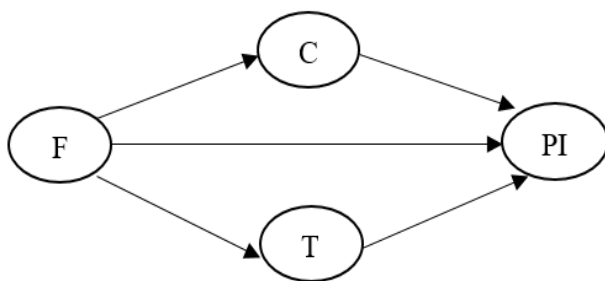


Figure 1. (FQ= Food Quality, CS=Customer Satisfaction, T= Trust, PI=Purchasing Intentions).

2.3. Hypotheses

2.3.1. The Influence of Food Quality on Customers' Satisfaction

According to Oliveira *et al.* (2020), quality dimensions (fresh food, food served, food cooked, and food varieties) influence customer satisfaction. Amir (2021) added that the food quality in the restaurant is essential, and they must implement the recipes accordingly and consistently for a product. Ramaraj (2017) also mentioned that quality food, in general, influences customers' satisfaction and customer

behavior. Moreover, Ahmed (2010) indicated that food quality is an essential determinant factor in the restaurant industry. Thus, it is hypothesized that:

H1 : The food quality would positively and significantly influence customers' satisfaction.

2.3.2. The Influence of Customers' Satisfaction on Repurchasing Intentions.

The previous study by Gibson *et al.* (2022) illustrated that customer satisfaction positively impacts repurchasing intentions in the shop. Also, Jain (2020) indicated that customers' satisfaction influences repurchasing intention for diesel petrol in the petrol station. Customers' satisfaction and purchasing intentions have a significant relationship (Dhingra *et al.*, 2020; Qin & Prybutok, 2009; Lamai *et al.*, 2020) when surveying car services and customer satisfaction. Therefore, the previous study by Tran and Lee (2020) found similar results when they conducted the research in the shop. Thus, it is hypothesized that:

H2 : Customer satisfaction has a positive significance on purchasing intentions.

2.3.3. The Influence of food Quality on Customers' Satisfaction and Purchasing Intentions of a Product.

Food quality and customer satisfaction significantly impact repurchasing intentions (Hidayat *et al.*, 2020). Food quality indicators are temperatures that strongly influence customers' satisfaction (Neequaye *et al.*, 2019). When the customer feels satisfied, they will tend to repurchase the product. According to the previous empirical study by (Hidayat *et al.*, 2020), food quality positively influences purchasing intentions by mediating customer satisfaction. Purchasing intentions is an essential reaction activity in fast-food restaurants (Abdullah *et al.*, 2020). Therefore, it is hypothesized that:

H3 : Food quality positively impacts customers' satisfaction and purchasing intentions.

2.3.4. The Influence of Food Quality and Customers' Trust.

Kwon *et al.* (2020) described that food quality could be built by trusting the brand of the product among clients and customers. The trust comparison to the product brand and level of food quality is different (Konuk, 2019). Food quality in the restaurant industry must be consistent and dependent on the food plating presentation, which is appropriate and frees food, suitable temperature, aroma, and beautiful plating (Namkung & Jang, 2007); Liu and Jang, 2009; Kim *et al.*, 2009). Thus, Wu *et al.* (2021) added that the author or chef of the food product of the food system constructs the customer's trust. Shin and Yu (2020) added that the service

and food quality could strengthen the customer's credibility with the restaurant and influence customer satisfaction and loyalty. Macready *et al.*, (2020) mentioned that consumer trust is a customer interest with great value. Siegrist *et al.* (2008, 2007) also mentioned that trust in the restaurant industry in food quality is essential to influence clients' acceptance of the food quality. Therefore, the researchers want to conclude that food quality relates to customer trust in a product. Customer trust of a product could be through many dimensions, as mentioned earlier, such as fresh food, food aroma, food temperature, and plating as determinants factors for customer's trust. Thus, the hypothesis would be:

H4 : The food quality would influence customers' trust.

2.3.5. The Influence of Customers' Trust on Purchasing Intentions.

Gomes *et al.*, (2022) mentioned that trust has a direct positive impact on purchasing intentions. Also, brand trust positively impacts customers' satisfaction and purchasing intentions (Hanaysha, 2022). Some previous studies have found that social motivation has a positive significance to trust and online purchasing intentions (Karunasingha & Abeysekera, 2022; Salirrosas *et al.*, 2022; Jadil *et al.*, 2022). Furthermore, Gomes *et al.*, (2022) mentioned that there is previous moral trust in a product, and social actions legitimated are caused by the environment have a positive impact on customers' trust and purchasing intentions. There the hypothesis would be:

H5 : Trust would be a significant positive impact on purchasing intentions.

2.3.6. The Influence of Food Quality on Customers' Trust and Purchasing Intentions.

Cintammy *et al.*, (2021) mentioned that customers' trust and value would simultaneously or partially influence their purchasing intentions. On the other hand, purchasing intentions positively impact customers; trust (Chang *et al.*, 2014). Thus, the customers' trust greatly influences repurchasing intentions (Curvelo *et al.*, 2019). Thus, it is hypothesized that:

H6 : Food quality would have a positive significance on trust and customers' purchasing intentions.

2.3.7. The Influence of Food Quality and Purchasing Intentions

Hidayat *et al.* (2020) found that customer satisfaction significantly impacts purchasing intentions. Neequaye *et al.*, (2019) also mentioned that purchasing intentions of a product would influence by the attributes of food quality and food security. According to Ryu, *et al.*, (2012), they have indicated that the impact of purchasing intentions is determined by fresh, yummy food, food nutrition, varieties

of the menu, and food aroma. If the customers feel satisfied with the food, they will verbally recommend it to another customer by word-of-mouth Bujisic *et al.*, (2014). Thus, purchasing intentions are influenced by food quality and security. These previous empirical studies indicated that food is the key to determining customers' repurchasing intentions of fast food in the restaurant industry. Thus, the hypothesis would be:

H7 : Food quality has a positive impact on purchasing intentions.

2.3.8. The Mediation Influence of Customers' Satisfaction and Trust on the Relationships of Food Quality and Purchasing Intentions.

Customer satisfaction has a positive significance on trust and customer loyalty. Besides that, trust has a significant impact on customers' loyalty. Therefore, trust is a mediation variable for the relationships between customers' satisfaction, customer loyalty, and purchasing intentions (Handayani, 2020). Thus, it would be hypothesized that:

H8 : Food quality positively impacts customer satisfaction, trust, and purchase intentions.

3. Research Methods

3.1. Population, Sample and Data Collections

This study was conducted in Osteria restaurant and Burger King from 10th November 2022 to 10th December 2022. The total number of clients as the targeted population of this study is 1.425 customers. The sample was determined from Slovin Formula with a margin error of 5% in 310 samples, with an accidental sampling method (Stávková *et al.*, 2008). The online and offline survey was used to conduct research directly in Osteria restaurant and Birger King.

3.2. Data Analysis

This study used the quantitative method, and data interpretation was the relationship between the Outer model and Inner model indicators. Also, this study used Smart-PLS version 3.0 to analyze the outer model and inner model, as this tool can be used to test the multiple variable and reflective variable with a minimum sample of 30 (Hair *et al.*, 2014). The outer model test will test the validity and reliability of indicators and variables. The type of validity tests is Convergent Validity and Discriminant Validity. The Convergent validity used the parameters from indicators loading or outer loading (OL), and the value must be more than 0.7, and the AVE Average Variance Extracted value must be more than 0.5.

The indicators are valid when the *outer loading* (OL) value is more than 0.7, and the AVE value is more than 0.5 (Hair *et al.*, 2014). This test uses the parameter of the Fornell – Lacker (FL) Criterion and Heterotrait Monotrait (HTMT) for the Discriminant validity. FL Criterion is from the square root item. On the other hand, items of each indicator can become valid if the HTMT value is more significant than 0.90 (Henseler *et al.*, 2015). The hypothesis test is used T and P-values. The relationship among variables will be significant if the T-value is greater than 1.96 and the P-value is lower than 0,05 (Hair *et al.*, 2017).

4. Results

4.1. Participants Demographic Information

The total respondent sample of this study is 310 clients. Respondents comprised 137 men at 44% and 173 women at 56%. Thus, most respondents are women. According to most respondents who visited two places, the age group <15 – 25

of 223 clients 72%. It is similar to Ghosh (2020) found in his study that most trend customers who consume fast food are young.

Table I. Gender and Age group of respondents

Gender	Frequency	Percentages
Male	137	44%
Female	173	56%
Total	310	100%
Age group	Frequency	Percentages
<15 – 25	223	72%
26 – 35	58	19%
36 – 45	22	7%
46 – 55	3	1%
56 >	4	1%
Total	310	100%

Sources: Authors processed it (2022)

4.2. Result of Validity and Reliability Test

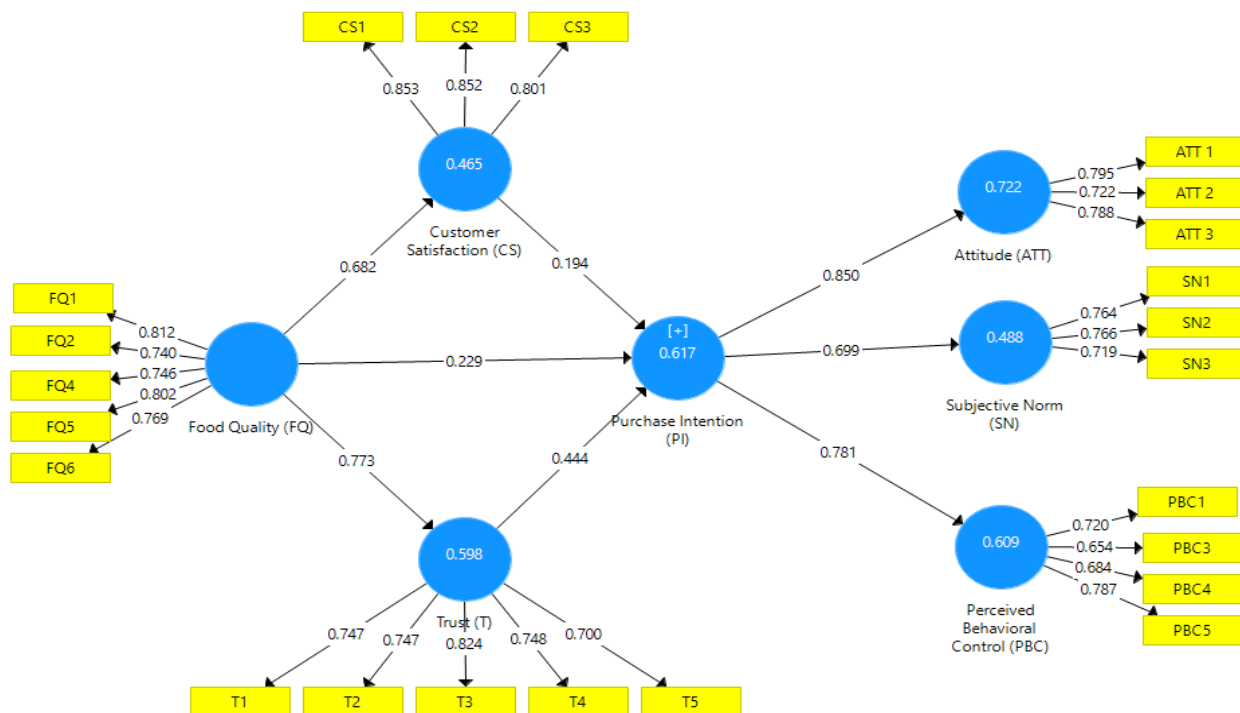


Figure 2. Value loadings of *Outer Loading* (OL) and *Convergent Validity* Sources: Authors processed it (2022)

The validity test of this study is divided into two parts Convergent Validity and Discriminant Validity. The convergent validity used two parameters of Outer Loading (OL) with a value that must be greater than 0.7 and Average

Variance Extracted (AVE) with a value that must be smaller than 0.5 (Hair *et al.*, 2014). In figure 2, the result indicated that the OL items value is more significant than 0.7, with some values lower than 0.7. However, this study is

exploratory as the AVE values are more significant than 0.5, except that some values are lower than 0.5, such as (4.3). Also, one item is valid when the Heteroit-Monotroit (HTMT) value is lower than 0,90 (Henseler *et al.*, 2015). Therefore,

according to the convergent validity test, all items are valid further to test the relationship among variables (inner model).

Table II. Loadings value of Fornell-Lacker Criterion

ITEM	ATT	CS	FQ	PBC	PI	SN	T
ATT	0.769						
CS	0.613	0.836					
FQ	0.631	0.691	0.717				
PBC	0.472	0.455	0.521	0.713			
PI	0.850	0.638	0.713	0.779			
SN	0.411	0.350	0.460	0.372	0.700	0.750	
T	0.684	0.649	0.770	0.568	0.747	0.436	0.754

The discriminant validity test has two parameters Fornell-Larcker (FL) Criterion and Heteroit -Monotroit (HTMT). Based on the FLC value *Root Square*, one item has more excellent value than the *Root Square item* Heir *et al.*, (2014). The following is table II, which shows that the value of all items in the Fornell-Larcker Criterion is valid. In this research, the discriminant validity also uses the parameter of Heteroit-Monotroit (HTMT). The results in Table III below indicated that all item's values of HTMT are lower than 0.90; thus, all items are valid to be tested for their relationships among all variables (Hensler *et al.*, 2014).

Table III. Loading value of Heteroit -Monotroit (HTMT)

ITEM	ATT	CS	FQ	PBC	SN
CS	0.841				
FQ	0.869	0.869			
PBC	0.671	0.609	0.671		
SN	0.642	0.496	0.661	0.573	
T	0.918	0.810	0.939	0.746	0.613

4.3. Reliability Test

Furthermore, this study conducted a reliability test to know the consistency of internal relationships among indicators and variables in the model. Usually, the reliability test applies two parameters of Cronbach's Alpha (CA) and Composite Reliability (CR). The result in Table IV showed that all items' CA and CR values are more significant than 0.7. Therefore, according to Hair *et al.*, 2014, if all items are reliable, it is eligible to be further tested among all variables (inner model).

Table IV. Reliability Test

	CA	CR	AVE
ATT	0.657	0.812	0.591
ATT	0.657	0.812	0.591
CS	0.784	0.874	0.699
FQ	0.798	0.858	0.515
PBC	0.678	0.804	0.508
PI			
SN	0.611	0.794	0.562

4.4. R Square Model

Table 5. indicates the R square of the model. It shows that 62% of the indicators could represent the variable impact on Purchasing intentions. The R square value is categorized as a good percentage.

Table V. R Square and Adjusted R Square Result

Item	R Square	R Square Adjusted
ATT	0.722	0.721
CS	0.477	0.475
PBC	0.607	0.606
PI	0.620	0.617
SN	0.490	0.489
T	0.593	0.592

4.5. Hypothesis Test

The result of the hypothesis test of the variable of food quality on customer satisfaction is calculated in the T and P-values. The value of T-value must be greater than 1.96, and the P-value must be lower than 0.05. Therefore, the result showed that the food quality significantly influences the relationships between customers' satisfaction and trust in purchasing intention the Osteria restaurant and the Burger King food products.

Table VI. Direct Effect and Indirect Effect for Hypothesis Test (T and P values)

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
FQ -> CS	0.691	0.691	0.046	15.099	0.000	Significant
CS -> PI	0.182	0.185	0.074	2.453	0.014	Significant
FQ -> T	0.770	0.767	0.035	21.728	0.000	Significant
T -> PI	0.434	0.436	0.064	6.738	0.000	Significant
FQ ->PI	0.253	0.252	0.070	3.638	0.000	Significant
FQ -> CS -> PI -> ATT	0.107	0.109	0.045	2.368	0.018	Significant
FQ) -> T -> PI	0.334	0.334	0.052	6.476	0.000	Significant

5. Discussion

The first objective of this study is to test the food quality on customers' satisfaction. The result indicated a positive sign of food quality on customers' satisfaction with a T value of 15.099 and P-value of (0.000). The result of this study is consistent with the previous study by Konuk (2019), Uddin (2019), and Marinkovic *et al.*, (2014) that there is a positive influence of food quality on customer satisfaction. Berliansyah & Suroso (2018) and Hidayat *et al.* (2020) also confirmed that the food aroma and fresh food is an essential support to customers; satisfaction. In contrast, another previous study found insignificant differences between food quality and customer satisfaction (Norazha *et al.*, 2022; Marcal *et al.*, 2020).

The second objective is to test the relationships between customers' satisfaction and purchasing intentions of fast food in Osteria restaurant and Burger King. The result has supported the objectives. There is a positive significance of customers' satisfaction with purchasing intentions. It means that customers are satisfied with the employee's services, such as the food prepared in the restaurant and takeaways meeting the customer's expectations. Therefore, it influences customers repurchasing intentions of fast food that has been prepared in that restaurant. The result of this study is consistent with the previous study by Gibson *et al.*, (2022), Rachna Jain (2020), Dhingra *et al.* (2020), Hong *et al.*, (2020) and Tran and Lee (2020) mentioned that the customers' satisfaction has a positive impact on repurchasing intentions of a product. In contrast, some previous studies found no significant impact of customer satisfaction on repurchasing intentions (Nugraha *et al.*, 2021; Carvalho *et al.*, 2020; Juliana *et al.*, 2020).

The third objective is to test the relationships between food quality on customers' satisfaction and purchasing intentions. The result indicated a positive impact of food quality on purchasing intentions through the mediation of customers' satisfaction. The T-value is (2.404), and P-value is (0.017). Thus, this hypothesis is supported. The result of this study is consistent with the previous study that found that

food quality has a significant positive impact on purchasing intentions of online fast food products through the mediation of customers' satisfaction in the restaurant (Rajput & Gahfoor, 2020; Hidayat *et al.*, 2020).

In contrast, some previous studies found insignificant mediation of customer satisfaction on food quality and purchasing intentions based on the experience of customers to revisit in the future (Richardson, 2019). Consuming experiences are insufficient to evaluate satisfaction; they see from the tangible, such as ethical attributes, for originality and effective adoption of organic food. However, the Alternative Food Networks (AFNs) implied indirect customer costs such as: organizing, monitoring, and transaction costs (Cembalo *et al.*, 2015). Bou-Llousar *et al.*, (2010) mentioned that satisfaction is a mediation variable among food quality and purchasing intentions. However, no evidence existed of an interaction between quality and satisfaction.

The fourth objective is to test the influence of food quality on customers' trust. The result indicated that there is a positive sign of food quality on customers' trust in the fast food in the Osteria restaurant and Burger King. The T-value is (21.728), and P-value is (0.000). Thus, this hypothesis is supported. Zakia *et al.*, (2020) mentioned that food quality plays an essential role in influencing customer trust, as many customers trust the restaurant's image and food quality. Thus, customers want to repurchase the fast-food product that this restaurant produces. Choi *et al.*, (2021) described that food quality could affect the customer's trust in their food brand and quality. In contrast, some previous studies found there is no influence on food quality and trust because some customer more focuses on product certification instead of quality, especially there is suspicious about the originality of the animal, which confirmed that there is less trust in food quality but rather to see the certification such meat, fish and milk (Wang *et al.* 2019).

The fifth objective is the relationships between trust and purchase intentions. The result indicated a positive significance of customer trust on purchase intentions for the fast food in the Osteria restaurant and Burger King. The T-

value is (6.736), and P-value is (0.000). Thus, this hypothesis is supported. The result means that the customers tend to trust the restaurant because of the restaurant's good image. The restaurant has produced hygienic and safe fast food, which makes an impression on the customers and leads them, customers, to repurchase it. This study result is consistent with the previous study that found that there is a significant favorable influence of trust on customers' purchase intentions of a product (Gomes *et al.*, 2022; Hanaysha, 2022; Karunasingha & Abeysekera, 2022; Wang *et al.*, 2022; Salirrosas *et al.*, 2022). However, some previous study has found it differently, meaning trust does not significantly influence repurchasing intentions (Leiva and Cabanillas, 2022).

The sixth objective is the influence of food quality on trust and purchasing intentions. The result indicated that food quality positively affects purchase intentions via the mediation of trust for the fast food in the Osteria restaurant and Burger King. The T-value is (6.476), and P-value is (0.000). Thus, this hypothesis is supported. The result of this study is consistent with the previous study (Lestari *et al.*, 2022). There is a positive sign of food quality on purchase intentions via the trust mediation for the loyal customer. Besides that, the previous study's result has mentioned that food quality significantly influences customer services, client satisfaction, and reinvention purchasing. However, Costanigro (2011) in Curvelo *et al.*, (2019) mentioned that organic food is generally unsuitable as a conventional product, which is significant and must be prepared before selling it. It is such as variation in aroma (tastes, texture, appearance, color, and temperature), which might be linked to the product appearance that could link to negative intentions to purchase. On the other part, the previous study by Watanabe *et al.*, (2020) illustrated that customer trust has no direct influence on purchasing intentions of a product.

The seventh objective is the influence of food quality on purchasing intentions. The result indicated a positive effect of food quality on purchase intentions for the fast food in the Osteria restaurant and Burger King. The T-value is (3.638), and P-value is (0.000). Thus, this hypothesis is supported. The result of this study is consistent with the previous study (Azuma *et al.*, 2019); there is a positive sign of food quality and food security on purchase intentions. On the other hand, (Hidayat *et al.*, 2020) found a positive relationship between food quality on customers' satisfaction and purchasing intentions.

Moreover, based on the hypothesis test, there is significant mediation of customers' satisfaction on trust to the relationships between food quality and purchasing intentions of fast-food products in Osteria restaurant and Burger King, based on the hypothesis test. However, Aziz & Chok (2013) found a negative relationship between food quality and purchasing intentions because food quality predicts the intention to purchase a product. Therefore, the components of quality products, food hygiene, food safety,

and food environment are based on the standard food quality parameters.

6. Conclusion and Recommendation

Based on the result of this study can conclude that there is a mediation effect of customers' satisfaction and trust on food quality and purchasing intentions of online fast food in Osteria restaurant and Birger King. The demographic characteristic of respondents also shows that the age group of 15-25 with a total of 223 people, with 72% are most customers purchasing online fast food in Osteria restaurants and Burger King. Based on this conclusion, it is recommended that the Osteria restaurant and Burger King keep maintaining the food quality that trust by customers where they have satisfied with the product and services. Therefore, in the future, there will have repurchase intentions.

7. Limitations

This study has used the variables of customers' satisfaction and trust as the mediation variables on food quality and purchasing intentions. Therefore, the future study could adopt another mediation variable, such as price, place, and customer behavior, to test the relationships between food quality and customers' purchasing intentions. Furthermore, it would enrich the literature review in tourism and hospitality and other relevant studies.

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