

The Influence Of The Quality Of Service For Satisfaction And Interest In Buying Consumers Restaurants Asia Pare-Pare

1. Dr. Bakhtiartijjang. 2. Nurfadillah.

Institute of Economic Science (STIE) AMSIR Pare-Pare¹.

Academy Secretarial Management AMSIR Pare-Pare.²

Corresponding Author: Dr. Bakhtiartijjang

ABSTRACT: *Research ers made are search on: "Influence of the Quality of Service for Satisfaction and Interest in Buying Consumers Restaurants Asia Pare-Pare".in this studya sample of 100 respondentswere taken in to customers (consumers) Eating Catering-Asia. The results ofpath analysis showed thatthedirecteffectofservicequalityon buyinginterestisgreaterthan the indirecteffectof service quality on buying interest with the mediation of consumer satisfaction. But the total effect to increase buyinginterest moreeffectively through customersatisfaction which directly affect the buying interest.*

KEYWORDS: *Quality of Service, Customer Satisfaction, and Interests Buy.*

Date of Submission: 13-07-2017

Date of acceptance: 28-07-2017

I. INTRODUCTION

The quality of started from the customer needs and ending in consumer perceptions about its range .This means that the quality of being seen both from consumer perceptions about its range , is not of perceptual company .Consumer perceptions about its range on the quality of service is the total valuation of the over excellence a product that can be in the form of goods or services.Hope consumers formed of a past experience , by word of mouth , their personal needs consumers and promotion company.

Tjiptono (2004: 147) customer satisfaction (consumer) is the level of one's feelings after comparing the performance (outcome) that he felt with hope. Basically, the notion of customer satisfaction or dissatisfaction (customer) is the difference between perceived expectations and performances. If services are perceived as expected, then the quality is perceived as good and satisfactory.

The way in which each company is different from one to another. There are companies that determine the facilities and quality of services to suit the tastes and abilities of the company, but there is also a priority quality and facilities more attractive and at a cost slightly more expensive than others.

Quality of service can be seen in terms of reliability, responsiveness, assurance, empathy (the ability of the company to understand the wishes of users), and tangibles (physical appearance of the service). avoid that there is a difference of perception about what is given by the company in this case ASIA restaurant, with what is needed by (customer) consumer, hence is needed analysis by management side to performance from ASIA Restaurant, whether it is in accordance with what expected by consumer.

This study aims to evaluate the level of satisfaction and consumer buying interest in Restaurant ASIA viewed from the service dimension dimension that is reliability (ability to make promises), responsive ness (responsiveness in service), assurance (ability to guarantee service), empathy in understanding the wishes of users (customers), and tangibles (physical appearance of services) directly or by using variable customer satisfaction as intervening variables.

As one of the culinary services business, ASIA Restaurant is not only required to fulfill the good service, but also must be able to compete to maintain its life by providing the best service quality. These demands are absolute in order to create a loyalty of the use of these services will be a valuable asset for the company later. Therefore, a user-oriented concept is needed where the ASIA Restaurant focuses fully on the needs and desires of the service user. Basically consumer satisfaction is the difference between perceived expectations and performances. By knowing how big the value of customer satisfaction then the company can do an evaluation of its performance. The problem now is whether the quality of service consisting of: responsiveness, reliability, assurance, empathy, and tangibles affect the satisfaction and buying interest of Asian Restaurant consumers in PARE-PARE.

II. LITERATURE

1. Quality of Service.

Tjiptono, (2004) quality of service is the expected excellence and control over the level of excellence to meet customer desires. In other words, there are two main factors that affect the quality of services, namely expected service and perceived service (Parasuraman, et al, 1985). If the services received or perceived by the customer in accordance with the expected, then the quality perceived good and satisfactory. If the service received exceeds the customer's expectations, then the quality of service is perceived as the ideal quality. Conversely, if the service received is lower than customer expectations, then the quality of services is perceived poorly.

There are five dimensions of service quality developed by (Parasuraman, et.al.in Kotler (2003: 455) as follows:

- a. Tangibles (physical appearance of service) is the ability of the company in showing its existence on the outside. The appearance and ability of physical facilities and infrastructure changes as well as the circumstances of the surrounding environment are clear evidence of the services provided by the service provider.
- b. Reliability (Reliability / ability to realize the promise), namely the ability of the company in providing services promised accurately and reliably. Performance that should conform to user expectations means timeliness.
- c. Responsiveness (responsiveness in providing services) is the ability to provide services with the responsiveness and willingness of service providers especially its nature to help consumers and provide appropriate services according to the needs of consumers. This dimension emphasizes the attentiveness of service providers who are attentive, fast and precise in the face of consumer requests, inquiries, complaints and problems.
- d. Assurance (confidence or ability to provide service guarantee) is the ability of service providers to generate confidence and consumer confidence that the service providers, especially employees able to meet the needs of consumers. In other words, the ability, decency, and trustworthiness possessed by the employees.
- e. Empathy (understanding consumer desires) is individualized attention to customers such as ease to communicate well with employees and business enterprises to understand the wants and needs of customers.

2. Consumer Satisfaction

Kotler (2003: 61) defines customer satisfaction is the level of one's feelings after comparing the performance (result) he felt with his expectations.

According to Engel (in Tjiptono, 2004) states that customer satisfaction is a buyer's evaluation in which the chosen alternatives at least give the same result or exceed the customer's expectations, while dissatisfaction arises when the results do not meet expectations.

a. Measuring customer satisfaction

There are several methods that can be used in any company to measure and monitor customer satisfaction. Kotler (2000: 41-43) suggests four methods to measure customer satisfaction include:

1) Complaint systems and facilities.

Every customer-oriented company needs to provide the widest possible opportunity for customers to share their suggestions, opinions and complaints.

2) Customer satisfaction survey

Generally research on customer satisfaction is done by using survey method, either by post, telephone or personal interview. Measuring customer satisfaction with this method can be done in several ways, among others:

- a. Directly reported satisfaction ie measurement is done directly.
- b. Derived dissatisfaction the measurement is done by using question. The question posed concerns two main things, namely the amount of customer expectations of certain attributes and the amount of performance they feel.
- c. Problem Analysis is the customer made a response to reveal the problems they face related to the offer from the company and suggestions to make improvements.
- d. Importance - Performance analysis that respondents are asked to rank various elements (atribut) of the offer based on the importance of each element.

3) Ghost shopping

This method is done by hiring some people (ghost shopper) to play or act as a customer or potential buyers of competitor's products. Then the ghost shopper delivered his findings on the strengths and weaknesses of competing products based on their experience in purchasing the product.

4) Lost Customer Analysis

In this method the company contacts its customers who have stopped switching suppliers

According to Olson and Dover (in Tjiptono, 2004) customer expectations are customer confidence before attempting or buying a product, which is used as a standard or reference in assessing the performance of the product. Customer expectations are shaped and based on several factors, including past experiences, friends and relatives' opinions and information and promises of the company and competitors (Kotler and Armstrong, in Tjiptono, 2004). Before using a service, the consumer has four different scenarios (in his mind) about what he will experience:

- a. Service is ideal
- b. Anticipated or Expected Services
- c. Reasonable services (deserved)
- d. Minimum service tolerated (minimum tolerance).

Efforts to improve or refine customer satisfaction can be done with various strategies. The strategy of customer satisfaction applied will make the competitors have to work hard and require high cost in their effort in seizing the customer one company.

According to parasuraman(inkarsono , 2005) the higher the level of the quality of service that perceived,the increase customer satisfaction. The statement confirm that there has been a good relationship between the quality of services with the satisfaction of service consumer. A measure of the quality of services received is the extent of comparison of what is expected by consumers with services received .While a measure of satisfaction is evaluation of consumers on consumer services received.

Quality has a close relationship with customer satisfaction. Quality of service provides an impetus to customers to forge strong bonds with the company. In the long run these ties allow the company to understand carefully the expectations of its customers and their needs. Thus, the company can improve customer satisfaction where the company maximizes a pleasant customer experience and minimizes or eliminates unpleasant customer experience. In turn customer satisfaction (consumer) can create loyalty or loyalty with customer satisfaction.

A survey of research conducted by Purwanto (2002: 26) strengthens the evidence that service quality has a significant relationship with customer satisfaction.

3. Buy Interest.

The definition of buying interest according to Thamrin, (2003: 142) is a part of the component of consumer behavior in the attitude of consume, the tendency of respondents to act before buying decisions are actually executed. Buying interest is the tendency of consumers to buy a brand or take action related to the purchase as measured by the likelihood level consumers make purchases (Assael, 2001). Consumer behavior in making purchasing decisions to consider what goods and services will be purchased, where, when, how, how many and why buy the product.

Lucas and Britt (2003) and Natalia (2008) say that aspects of buying interest include:

- a. Attention, the great attention of consumers to a product (goods or services).
- b. Interest, after the attention it will arise a sense of interest in consumers.
- c. Desire, continues on feeling to covet or have a product.
- d. Confidence, then arises the belief in the individual self to the product that leads to the decision (the final process) to obtain it with the action called buying.
- e. Decision.

It is concluded that the aspects of buying interest are as follows:

- a. Interest that shows a focus and a feeling of pleasure.
- b. Desire is demonstrated by the urge to have.
- c. Confidence (conviction) is shown by the feeling of individual confidence in the quality, usefulness and benefits of the product to be purchased.

Aspect of attention is not used because it is still in the form of attention can not be said as interest, because there is no incentive to have. Disapproval of decisions and deeds is legitimate not of interest anymore but is a further reaction to the buying decision.

III. PREVIOUS RESEARCH

1. Research conducted by Wiyono and Wahyuddin (2005), shows that there is a significant influence between medical quality variables, paramedic service quality, and quality of medical support services to customer satisfaction at ManisrenggoKlaten Hospital.
2. Research conducted Achmad and Ainaini (2006), showed that of the five variables included in the dimension of quality is just a variable responsiveness that is not significant in affecting patient satisfaction puskesmas in PAREPARE.
3. Research conducted Wisnalmawati (2004), showed that the variables that can distinguish significantly frequencies rarely or often students consume internet services at intersat stalls Nusantara in Yogyakarta is a variable consisting of tangibles, responsiveness, and empathy. And the most dominant variable is the tangibles variable.
4. Research conducted KartikaMandasari (2011), shows that there is a significant influence between service quality, price perception.

IV. FRAMEWORK OF THINKING

Based on the literature review of the theoretical basis and the results of previous research, the research can be expressed in the form of a scheme, by linking the relationship between the various factors of previous research. So the framework in this research is as follows:

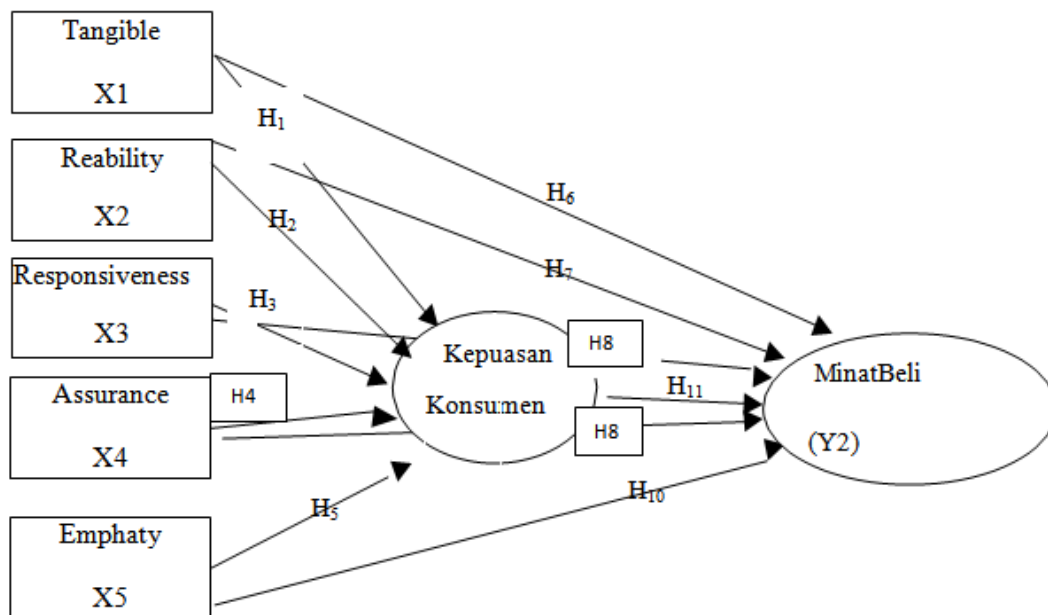


Figure 1. Thinking Framework

Independent Variable: Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Emphaty (X5) and Consumer Satisfaction (X6) Dependent Variable: Consumer Satisfaction (Y1), and Buy Interest (Y2).

V. HYPOTHESIS

Based on the results of previous research and theoretical basis, then the hypothesis that can be filed is as follows:

- H1: There is a significant effect tangible on customer satisfaction Restaurant ASIA.
- H2: There is a significant influence of reliability on customer satisfaction Restaurant ASIA
- H3: There is a significant influence of responsiveness to ASIA Restaurant customer satisfaction.
- H4: There is a significant influence of assurance on customer satisfaction of Restaurant ASIA.
- H5: There is a significant influence empathy on customer satisfaction Restaurant ASIA
- H6: There is a significant tangible influence on consumer buying interest of ASIA Restaurant.
- H7: There is a significant influence of reliability on consumer buying interest of ASIA Restaurant.
- H8: There is a significant influence of responsiveness to consumer buying interest of ASIA Restaurant
- H9: There is a significant influence of assurance on consumer buying interest of ASIA Restaurant
- H10: There is a significant influence of empathy on consumer buying interest of ASIA Restaurant
- H11: There is a significant effect of consumer satisfaction on consumer buying interest of Restaurant ASIA.

VI. RESEARCH METHODS

Research Location.

The location of the writer as the research place is the Boga-Bugi Restaurant which is addressed on JalanAdiSucipto 37 (West Jajar Fruit Market) Jajar, Laweyan, PAREPARE.

1. Population and Sample.

In this study population is consumer of Restaurant ASIA in PAREPARE. Samples taken as many as 100 respondents who become customers (consumers) Asian Restaurant. The random sampling technique.

2. Data Analysis Technique.

a. Test the research instrument

Validity test used is product moment correlation technique. The questionnaire is valid if the rxy value obtained is more than the r table value, or $r_{xy} > r_{table}$ = valid. To measure the reliability of the measuring tool used Cronbach Alpha technique. A construct or variable is said to be reliable if it gives Cronbach Alpha > 0.60 (Ghozali, 2005: 42)

b. Linearity Test.

This test is used to see if the model specifications used are correct or not. With this test information will be obtained whether the empirical model should be linear, squared or cubic.

c. Path Analysis

Path analysis is a technique of statistical analysis developed from multiple linear regression analysis. The main subjects of this analysis are the variables that are correlated each other. To perform the path analysis is used to aid computer equipment with SPSS program. The process of analysis is done as follows:

- 1) Calculate by regression analysis for equation 1 and equation 2.
- 2) calculate by correlation analysis for equation 2 and calculate the weakness of correlation (r) proposed by Sarwono (2007: 22).

Table I Interpretation of Correlation Coefficients

Correlation coefficient	Interpretation
0 s/d 0,25	Correlation is very weak
> 0,25 s/d 0,50	The correlation is strong enough
> 0,50 s/d 0,75	Strong correlation
> 0,75 > 1,00	The correlation is very strong

3) Partial regression coefficient test (t - test)

T test is used to know the significance of the influence of independent variables partially to the dependent variable. It is said to have an effect if the significance value $< \alpha$ (0.05).

4) Test of simultaneous regression coefficient (test - F)

Test F is used to test the significance of regression coefficients simultaneously or together independent variables to the dependent variable. It is said to have an effect if the significance value $< \alpha$ (0.05).

5) Coefficient of Determination.

Coefficient of determination (R²) to see how big the proportion of variation from independent variable to dependent variable.

VII. DATA ANALYSIS AND DISCUSSION

1. Linearity Test

Tabel II Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.026 ^a	.001	-.052	1.02284650

a. Predictors: (Constant), Empathy Assurance, Reliability, Tangible, Responsiveness.

From the table above shows the value of R² of 0.001 with the number of samples 100, the value of c₂ count = 100 x 0.001 = 0.1 while the value of c₂ table of 129.56. The value of c₂ count < c₂ finished table can be concluded that the correct model is linear model.

2. Path Analysis

a. First Equation

$$Y_1 = 0.168 X_1 + 0.158 X_2 + 0.070 X_3 - 0.181 X_4 + 0.598 X_5 + Y$$

(0,034) ** (0,048) ** (0,406) (0,032) ** (0,000) **

Based on the results of the above regression can be explained that both tangible, reliability, responsiveness, assurance, and empathyberpektif positive to customer satisfaction. This means that if both tangible, reliability, responsiveness, assurance, and empathy improved, the consumer satisfaction will increase.

b. Second Equation

$$Y_2 = 0,297 X_1 + 0,140 X_2 + 0,187 X_3 + 0,452 X_4 + 0,088 X_5 + 0,035 X_6 + \epsilon \quad (0,000) ** (0,052) (0,014) ** (0,000) ** (0,322) (0,699)$$

Based on the above regression results can be explained that both tangible, reliability, responsiveness, assurance, empathy and customer satisfaction have a positive effect on buying interest. This means that if both tangible, reliability, responsiveness, assurance, empathy and customer satisfaction are improved, then buying interest will increase.

3. Test of partial regression coefficient (t test)

This analysis is used to determine the level of significance of the influence of independent variables on the partially bound variable. The t test results are as follows:

a. Hypothesis 1

H1 states: There is a significant tangible effect on customer satisfaction at Restaurant ASIA in PAREPARE.

Based on the test results can be seen that tangible variables have a significance value of 0.034 <0.05 means tangible variables significantly influence the customer satisfaction at Asian Restaurant in PAREPARE (H1 proven).

b. Hypothesis 2

H2 states: There is a significant effect of reliability on customer satisfaction at Restaurant ASIA in PAREPARE.

Based on the test results can be seen that the variable reliability has a significance value of 0.048 <0.05 means that the variable reliability significantly affects customer satisfaction at the Asian Restaurant in PAREPARE (H2 proven).

c. Hypothesis 3

H3 states: There is a significant influence responsiveness to customer satisfaction at Restaurant ASIA in PAREPARE.

Based on the test results can be seen that the responsiveness variable has a significance value of 0.406 > 0.05 means that the responsiveness variable has no significant effect on customer satisfaction at Asian Restaurant in PAREPARE. (H3 is not proven).

d. Hypothesis 4

H4 states: There is a significant influence of assurance on customer satisfaction at Restaurant ASIA in PAREPARE.

Based on the test results can be seen that assurance variables have a significance value of 0.032 <0.05 means assurance variables significantly influence consumer satisfaction at Asian Restaurant in PAREPARE (H4 proven).

e. Hypothesis 5

H5 states: There is a significant influence empathy on customer satisfaction at Restaurant ASIA in PAREPARE.

Based on the test results can be seen that the empathy variable has a significance value of 0.000 <0.05 means empathy variables significant effect on customer satisfaction at Asian Restaurant in PAREPARE (H5 proven).

f. Hypothesis 6

H6 states: There is a significant tangible influence on buying interest in Restaurant ASIA in PAREPARE. Based on the test results can be seen that the tangible variable has a significance value of 0.000 <0.05 means tangible variables significantly influence the buying interest in the Asian Restaurant in PAREPARE (H6 proven).

g. Hypothesis 7

H7 states: There is a significant effect of reliability on buying interest at ASIA Restaurant in PAREPARE.

Based on the test results can be seen that the variable reliability has a significance value of 0.052 > 0.05 means the variable reliability does not significantly affect the buying interest in Asian Restaurants in PAREPARE (H7 not proven).

h. Hypothesis 8

H8 states: There is a significant influence of responsiveness to buying interest at ASIA Restaurant in PAREPARE.

Based on the test results can be seen that the variable responsiveness has a significance value of 0.014 <0.05 means that the variable responsiveness significant effect on buying interest in Asian Restaurants in PAREPARE (H8 proven).

i. Hypothesis 9

H9 states: There is a significant influence of assurance on buying interest at ASIA Restaurant in PAREPARE. Based on the test results can be seen that assurance variables have a significance value of $0.000 < 0.05$ means assurance variables have a significant effect on buying interest in Asian Restaurants in PAREPARE (H9 proven).
j. Hypothesis 10

H10 states: There is a significant influence empathy on buying interest in Restaurant ASIA in PAREPARE. Based on the test results can be seen that the variable empathy has a significance value of $0.322 > 0.05$ means that the variable empathy no significant effect on buying interest in the Asian Restaurant in PAREPARE (H10 not proven).

k. Hypothesis 11

H11 states: There is a significant effect of consumer satisfaction on buying interest at ASIA Restaurant in PAREPARE.

Based on the test results can be seen that the variable of customer satisfaction has a significance value of $0.699 > 0.05$ means that consumer satisfaction variable has no significant effect on buying interest in Asian Restaurants in PAREPARE (H11 not proven).

4. F test

F test is used to know the significance of free variable influence together to the dependent variable. F test results are as follows:

a). Test F equation 1

Based on the result of F test, it can be seen that the significance value of $0,000 < 0.05$ means that the tangible, reliability, responsiveness, assurance, and empathy variables significantly influence the customer satisfaction of the Asian Restaurant in PAREPARE simultaneously.

b). Test F equation 2

Based on the result of F test, it can be seen that the significance value of $0,000 < 0.05$ means that tangible, reliability, responsiveness, assurance, empathy and consumer satisfaction have significant effect on buying interest in Asian Restaurant in PAREPARE simultaneously.

5. Coefficient of determination.

a) Coefficient of determination equation 1

The calculation of SPSS program obtained value of R Square = 0,478 mean tangible variable, reliability, responsiveness, assurance, and empathy give 47,8% influence to customer satisfaction at Asian Restaurant in PAREPARE, while the rest equal to 52,2% influenced by other factor.

$$R = \sqrt{1 - 0,228} = \sqrt{0,772} = 0,878.$$

b) Coefficient of determination equation 2

The calculation of SPSS program obtained value of R Square = 0,595 means tangible variable, reliability, responsiveness, assurance, empathy and consumer satisfaction give influence 59,5% to buying interest at Asian Restaurant in PAREPARE, while the rest equal to 40,5% influenced by factor other.

$$R = \sqrt{1 - 0,354} = \sqrt{0,646} = 0,505.$$

Mean variable buying interest in restaurant ASIA explained tangible variable, reliability, responsiveness, assurance, empathy and consumer satisfaction as intervening variable equal to 50,5%, the rest 49,5% explained by variable outside model.

6. Direct, Indirect and Total Influence of Tangible Influence (X1) on buying interest (Y2)

From the research results can be seen that tangible have a positive and significant effect on buying interest in Restaurant ASIA in PAREPARE. It means that the better the tangible the higher the consumer's buying interest.

- The influence of reliability (X2) on buying interest (Y2)
From the research results can be seen that reliability has a positive and significant effect on buying interest in Restaurant ASIA in PAREPARE. This means the better the higher the consumer's buying interest.
- The influence of responsiveness (X3) on buying interest (Y2)
From the research results can be seen that responsiveness have a positive and significant effect on buying interest in Restaurant ASIA in PAREPARE. This means the better responsiveness the higher the consumer's buying interest.
- The influence of assurance (X4) on buying interest (Y2)
From the research results can be seen that assurance has a positive and significant effect on buying interest in Restaurant ASIA in PAREPARE. This means that the better assurance make the higher consumer buying interest.
- The influence of empathy (X5) on buying interest (Y2)

From the research results can be seen that tangible have a positive and significant effect on buying interest in Restaurant ASIA in PAREPARE. It means that the better the tangible the higher the consumer's buying interest.

Table III Conclusion Results Total Line Regression

No	Directions relationship	Regression		Correlation		E
		Beta	Sig	R	Sig	
1	X1 --> X6/Y1	0,168	0,034	0,256	0,010	0,878
2	X2--> X6/Y1	0,158	0,048	0,251	0,012	
3	X3--> X6/Y1	0,070	0,406	0,221	0,027	
4	X4--> X6/Y1	-0,181	0,032	0,028	0,784	
5	X5-->X6/Y1	0,598	0,000	0,643	0,000	
6	X1 --> Y2	0,297	0,000	0,462	0,000	0,803
7	X2 -->Y2	0,140	0,052	0,348	0,000	
8	X3 --> Y2	0,187	0,014	0,435	0,000	
9	X4 -->Y2	0,452	0,000	0,642	0,000	
10	X5 -->Y2	0,088	0,322	0,321	0,001	
11	X6 --> Y2	0,035	0,699	0,257	0,010	

Explanation:

1. Direct tangible influence on buying interest with coefficient of 0.297 is greater than the coefficient of indirect tangible influence on buying interest through consumer satisfaction of 0.006, then the direct line is more dominant than the indirect path. For that selected direct path. Consumer satisfaction does not serve as an intervening variable.
2. The direct influence of reliability on buying interest with coefficient of 0.140 is greater than the coefficient of indirect effect of reliability on buying interest through consumer satisfaction of 0.005, then the direct line is more dominant than the indirect path. For that selected direct path. Consumer satisfaction does not serve as an intervening variable.
3. Direct influence responsiveness to buying interest with coefficient of 0.187 greater than the coefficient of indirect influence responsiveness to buying interest through consumer satisfaction of 0.002, then the direct path is more dominant than the indirect path. For that selected direct path. Consumer satisfaction does not serve as an intervening variable.
4. The direct impact of assurance on buying interest with coefficient of 0.452 is greater than the coefficient of indirect indirect effect on buying interest through consumer satisfaction of 0.006, then the direct line is more dominant than the indirect path. For that selected direct path. Consumer satisfaction does not serve as an intervening variable.
5. The direct influence of empathy on buying interest with coefficient of 0.088 is greater than indirect effect coefficient of empathy on buying interest through consumer satisfaction of 0.021, then direct line is more dominant from indirect path. For that selected direct path. Consumer satisfaction does not serve as an intervening variable.

VIII. CONCLUSION AND RECOMMENDATIONS

1. Conclusion:

Based on the results of data analysis and hypothesis testing that has been done then can be drawn conclusion as follows:

- a. Tangible, reliability, responsiveness, ansurance, and empaty partially have a positive effect on customer satisfaction.
- b. Tangible, reliability, responsiveness, ansurance, empathy and customer satisfaction partially have a positive effect on buying interest.
- c. Tangible, reliability, responsiveness, ansurance, empathy and consumer satisfaction simultaneously have a positive effect on buying interest.

The result of the determination coefficient test showed R Square total of = 0,505. It means that the variable of buying interest in restaurant is explained by tangible, reliability, responsiveness, assurance, empathy and consumer satisfaction as intervening variable 50,5%, the rest 49,5% explained by variables outside the model.

- d. The result of path analysis shows that the direct effect of service quality as measured by tangible, realibility, responsiveness, assurance, and empathy on buying interest is greater than indirect influence of service quality as measured by tangible, realibility, responsiveness, assurance, and empathy on buying interest with mediation of consumer satisfaction. Therefore to increase buying interest selected direct line.

- e. The total effect to increase buying interest is more effective through consumer satisfaction which directly affects buying interest.

2. Limitations of Research

This study has limited variables used, independent variables are service quality consisting of tangible, reliability, responsiveness, assurance, and empathy, while the dependent variable is buying interest and consumer satisfaction as intervening variable. For that need to be conducted research with other variables because there are still many variables that affect buying interest.

REFERENCES

- [1]. Arikunto, Suharsini. 2002. *Research Procedures A Practice Approach*. Jakarta: RinekaCipta.
- [2]. Djarwanto Ps. 2000. "Knowing Some Statistical Tests in Research". Yogyakarta: Liberty.
- [3]. Ghozali, Imam, 2005. *Multivariate Analysis with SPSS Program*. Semarang: Diponegoro University Penervit Board.
- [4]. Mandasari, Kartika. 2001. "Analysis of Factors that influence consumer buying interest in choosing hospitality services (Case study at Hotel Grasia Semarang)". Thesis, Economics Student UNDIP.
- [5]. Purwanto, Nanang. 2002. *Relationship Analysis of Service Quality Dimension with Customer Satisfaction PT. Telkom, tbkMagetan service unit*. Thesis, UNS Economics Student.
- [6]. Tjiptono, Fandy. 2001. *Service Management*. Yogyakarta: Andi Offset.
- [7]. Wikaningtyas, Holy Utami. 2001. *Creating Customer Satisfaction Through Quality of Service*. Business Review. No. 23 (minus): 15-24
- [9]. Kotler, Philip. 2002. *Marketing Management*. Millennium Edition. Jakarta. PtIkrarMandiri.
- [10]. Tjiptono, Fandy. 2004. *Quality Service Principles*. Yogyakarta: Andi Offset.
- [11]. Parasuraman, A. Zeithaml, Berry. 1985. *A Conceptual Model Of Service Quality and It's Implacation For Future Research*. Journal of Marketing, Vol. 49, P 41-50.
- [12]. Wiyono, Azis. 2005. "Study on Service Quality and Consumer Satisfaction at Islamic Hospital ManisrenggoKlaten." Thesis, Muhammadiyah University of SURAKARTA.
- [13]. Sidharta, Tommy. 2008. "The Influence of Service Quality on Consumer Buyback Interest (Case Study on Consumer Service Company of Daihatsu Astra International Service in SURAKARTA)." Thesis, SebelasMaret University.
- [14]. Bayhaqi, Yuzza. 2006. "Analysis Of Service Quality Influence And Product Excellence On Customer Satisfaction And Its Impact On Buying Buy Interest (Case Study: At Auto Bridal Semarang)." Thesis, Diponegoro University.
- [15]. Sumanto. 2011. "The Effect of Work Environment and Job Satisfaction on Teacher Performance of SMP N in KecamatanParanggupito with Motivation as Intervention Variable". Thesis. STIE AUB SURAKARTA.

Dr. Bakhtiartijjang "The Influence Of The Quality Of Service For Satisfaction And Interest In Buying Consumers Restaurants Asia Pare-Pare." *International Journal of Business and Management Invention (IJBMI)* , vol. 07, no. 07, 2018, pp. 95-103.