

Cyber-Epicurean Food Marketing: A Conceptual Model of Business Resource Structuring for SMEs in the Digital Era

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Abstract: *This study investigates the influence of sensory experience (SE), satiety value (SV), menu selection (MS), hygiene (HYG), and price (PRC) on customer satisfaction (CS) and customer loyalty (CL) within the context of small and medium-sized culinary enterprises. Using regression analysis, the findings reveal that MS and HYG are the dominant predictors of CS, while SE, SV, and PRC also contribute positively, though to a lesser extent. CS is confirmed as a strong predictor of CL, highlighting that higher satisfaction directly fosters repeat patronage and positive word-of-mouth. However, the introduction of cyber marketing (CM) shows a negative direct effect on CL and no moderating influence on the CS–CL relationship, indicating that current digital marketing strategies remain insufficient in strengthening loyalty. These results emphasize the importance of enhancing core service quality dimensions, particularly menu variety and hygiene, while redesigning digital marketing initiatives to complement customer experiences and build sustainable loyalty.*

Keywords: Customer Satisfaction; Customer Loyalty; Menu Selection; Hygiene; Cyber Marketing.

JEL: M210, M310

1. INTRODUCTION

Sensory experience, satiety value, menu selection, hygiene, and price are critical dimensions that influence customer satisfaction in food marketing, particularly among small and medium-sized enterprises (SMEs) in Indonesia. These dimensions shape the consumer experience, affect perceptions of service quality, and determine the level of loyalty customers develop toward food businesses. Sensory experience, which reflects the appeal of taste, aroma, and visual presentation, has consistently been found to predict customer satisfaction in the culinary sector. Recent studies confirm that positive sensory impressions not only enhance satisfaction but also increase revisit intentions and word-of-mouth recommendations (Kurniawan, A., & Prasetyo, 2022; Lee, Y., Zhang, L., & Cho, 2023). In the context of SMEs in Malang, where culinary competition is dense, maintaining consistent sensory quality becomes a crucial driver of business sustainability.

Satiety value is another important factor contributing to customer satisfaction. It refers to the extent to which meals provide a sense of fullness and fulfill customers' expectations of portion size and nutritional adequacy. Recent findings highlight that food providing high satiety value significantly increases satisfaction and loyalty, especially among urban consumers who seek value-for-money dining options (Nguyen, T., Le, P., & Tran, 2022; Rahardjo, F., & Setiadi, 2021). For SMEs competing in a price-sensitive market, delivering adequate satiety alongside taste becomes essential in building stronger consumer trust.

Menu selection also plays a pivotal role in shaping customer perceptions of food marketing. A diverse and well-curated menu enables SMEs to cater to varied tastes, dietary preferences, and cultural expectations, thereby enhancing satisfaction. Studies over the past five years reveal that menu variety and customization options significantly boost customer satisfaction and frequency of visits (Chan, K., & Wong, 2023; Susanto, R., & Hidayat, 2020). In Malang's growing culinary industry, SMEs with innovative and adaptive menu strategies are more likely to achieve long-term competitiveness.

Hygiene is a fundamental determinant of customer satisfaction, particularly in food and beverage services. Cleanliness in food preparation, storage, and serving areas creates a sense of safety and reliability for consumers. Empirical evidence confirms that hygiene strongly influences satisfaction and purchase decisions, especially in the post-pandemic era where health concerns are heightened (Putri, M., Santoso, H., & Lestari, 2022; Zhang, W., Chen, X., & Li, 2023). SMEs that prioritize hygiene standards are therefore better positioned to gain customer trust and loyalty.

Price remains a decisive factor shaping customer satisfaction in SMEs. Perceived price fairness and affordability are strongly linked to perceptions of value and influence consumer decisions in highly competitive markets. Recent studies demonstrate that reasonable pricing strategies significantly affect satisfaction and encourage repeat purchases, particularly in emerging economies where purchasing power is diverse (Kim, J., Park, S., & Lee, 2022; Sari, D., & Handayani, 2021). For SMEs in Malang, aligning pricing strategies with consumer expectations is essential to balance competitiveness and profitability.

Customer satisfaction itself has been widely established as a strong predictor of customer loyalty. When customers feel that their expectations are consistently met or exceeded, they are more likely to return and recommend the business to others. Multiple studies reaffirm that satisfaction is a central driver of loyalty in food services across both local and international contexts (Anderson, J. C., Kumar, N., & Narus, 2022; Wijaya, T., & Santoso, 2020). Thus, improving satisfaction through multiple dimensions of food marketing is critical for SMEs' long-term success.

Finally, cyber marketing emerges as a key moderating factor in strengthening the link between satisfaction and loyalty. Digital platforms, including social media, e-commerce, and mobile applications, enable SMEs to engage directly with customers, promote products creatively, and build ongoing relationships. Evidence from recent research emphasizes that SMEs leveraging cyber marketing strategies achieve higher levels of loyalty and customer retention, as digital interactions reinforce positive experiences and brand commitment (Chen, Y., Li, X., & Park, 2023; Hendrawan, A., & Utami, 2022). In the digital era, where consumer decisions are increasingly influenced by online visibility and engagement, cyber marketing is indispensable in sustaining competitiveness.

Taken together, these dimensions of Cyber-Epicurean Food Marketing form a comprehensive framework for understanding how SMEs in Malang can enhance customer satisfaction and loyalty. By integrating product-based qualities such as sensory experience, satiety value, menu variety, hygiene, and price fairness with digital engagement through cyber marketing, SMEs can strengthen their market position and achieve sustainable growth in an increasingly digitalized culinary industry outcomes (Rahmawati, N., & Susanto, 2020; Zhao, Y., Wang, L., & Xu, 2023). In the digital era, hospitals are increasingly expected to provide not only medical care but also platforms for peer support, counseling, and community engagement.

2. LITERATURE REVIEW

2.1 Business Model Structuring Resources

The proposed approach to solving the problem in this study is to use Social Exchange Theory (SET) as a framework that encompasses all proposed solutions. SET theory proposes that an individual's contribution to a relationship will significantly influence the other party's contribution. In the context of food and beverage SMEs, this theory explains that customer attitudes and behaviors toward products and services are influenced by the transactions and relationships established between SMEs and consumers through the culinary experiences provided (Astarina et al., 2019). Therefore, the SET approach in this study aims to understand how various factors in Cyber Epicurean Food Marketing (sensory experience, satiety value, menu selection, hygiene, and price) can contribute to creating a satisfying culinary experience for customers. This concept aligns with the premise that positive experiences will strengthen the relationship between consumers and MSMEs, creating higher customer loyalty (Hanaysha, 2016). Therefore, the problem-solving in this research is directed toward developing and testing a conceptual model that integrates social exchange theory with the application of digital marketing strategies that can strengthen customer loyalty in MSMEs (Febrian et al., 2023). This conceptual model will be tested using a quantitative method with multiple regression analysis through SPSS 22.00 to examine the influence of various elements of cyber epicurean food marketing on customer satisfaction and loyalty, considering the moderating effect of different levels of cyber

marketing usage. This approach is expected to provide a more complete picture of how these factors influence customer satisfaction and loyalty, as well as the role of technology in enhancing the competitiveness of MSMEs in the digital era (Widodo et al., 2022).

The novelty of this research lies in the application of Cyber Epicurean Food Marketing as a marketing model that combines culinary experiences with digital technology in the food and beverage MSME sector in Malang City, focusing on healthy food. This research fills the gap in the limited existing studies on the relationship between digital marketing elements and customer satisfaction and their impact on customer loyalty in the context of MSMEs (Rachmawati & Sukmawati, 2025). Additionally, this research also offers a conceptual model that integrates Business Model Structuring Resources (BMSR) in customer experience and digital marketing. Another novelty lies in testing the moderating effect of cyber marketing, which is an important aspect of digital marketing but is still rarely explicitly researched in the food and beverage MSME sector (Haryanto, 2021). Business Model Structuring Resources (BMSR) is an approach that combines the Business Model Canvas (BMC) and the Resource Based View (RBV), emphasizing the importance of resources in structuring an effective business model. Barney stated that "resources must be valuable, rare, inimitable, and non-substitutable (VRIN) to provide sustained competitive advantage" (Barney, 1997).

This means that resources must possess certain advantages to create long term competitive advantage. Meanwhile, according to Osterwalder and Pigneur, "a business model describes the rationale of how an organization creates, delivers, and captures value" (Oliver, 2015). so that every element in the business model needs to be adjusted to the company's internal capabilities and assets. With the BMSR approach, companies can develop business models that are more structured, relevant, and sustainable. This research will be an important reference for a deeper understanding of how digital technology, especially social media, can play a role in strengthening the relationship between customer satisfaction and customer loyalty in the MSME sector (B2042171011, 2019).

2.2 Sensory Experience

Sensory experience plays a critical role in shaping consumer satisfaction and behavioral responses in food marketing. Recent studies highlight that multisensory elements such as aroma, texture, color, and presentation significantly affect perceived food quality and emotional engagement (Beer et al., 2015). The integration of sensory marketing in culinary businesses enhances customers' experiential value, leading to stronger affective attachment and repeat patronage (Spence, 1973). In the digital context, SMEs can leverage sensory storytelling through visuals and virtual food experiences on social media to replicate sensory appeal (Kim, J., Park, S., & Lee, 2022). Thus, optimizing sensory cues both offline and online becomes crucial for improving customer satisfaction.

H1: Sensory Experience has a significant effect on Customer Satisfaction.

2.3 Satiety Value

Satiety value refers to consumers' perception of fullness and satisfaction after consuming food, influencing both short-term satisfaction and long term loyalty. Recent findings indicate that meals offering higher satiety not only enhance perceived value but also strengthen consumer trust in brand quality (Kelvia, T., Amelia, R., & Ronald, 2023). In the era of mindful consumption, customers associate satiety with nutritional adequacy, portion balance, and overall dining experience (S. R. Yeomans, 2021). For food SMEs, emphasizing satiety value in marketing messages helps align product offerings with consumer expectations of health, wellness, and satisfaction.

H2: Satiety Value has a significant effect on Customer Satisfaction.

2.4 Menu Selection

Menu selection reflects the diversity, innovation, and alignment of offerings with consumer preferences. Research shows that dynamic and customizable menus significantly enhance satisfaction, particularly when digital ordering systems allow personalization (Kim, H., & Lee, 2021). For small food enterprises, effective menu curation not only attracts diverse customer segments but also conveys brand positioning and authenticity (Ahmed et al., 2022). Consumers increasingly value transparency, health options, and creative menu designs, which influence satisfaction and encourage loyalty.

H3: Menu Selection has a significant effect on Customer Satisfaction.

2.5 Hygiene

Hygiene remains one of the most decisive factors in determining customer satisfaction in the food service industry, particularly after the COVID 19 pandemic. Studies have shown that perceived hygiene and safety protocols significantly increase customer trust, satisfaction, and revisit intentions (Lee, Y., Zhang, L., & Cho, 2023). For SMEs, maintaining visible hygiene standards and communicating cleanliness through digital media are critical to reinforcing consumer confidence (S. Yadav, P. Mehta, A. Singh, 2024). Enhanced hygiene perception not only improves satisfaction but also mitigates risk concerns in post pandemic consumer behavior.

H4: Hygiene has a significant effect on Customer Satisfaction.

2.6 Price

Price is a multidimensional construct encompassing both monetary and psychological aspects of perceived value. Recent empirical evidence demonstrates that fair pricing and perceived cost-benefit balance are strong predictors of satisfaction and loyalty, especially among price sensitive consumers (Nguyen, T., Le, P., & Tran, 2022). In the digital era, SMEs often rely on promotions, cashback, and loyalty points to reinforce value perception and repeat purchase behavior (Ali Larik & Karim Lashari, 2022). Thus, strategic pricing enhances satisfaction not merely through affordability but by signaling fairness and value consistency.

H5: Price has a significant effect on Customer Satisfaction.

2.7 Customer Satisfaction

Customer satisfaction is defined as the overall evaluation of a product or service based on consumers' expectations and actual experiences. In the food industry, satisfaction serves as a central mediator linking product attributes to customer loyalty (Nguyen, T., Le, P., & Tran, 2022). High satisfaction levels generate positive emotions, increase trust, and foster word of mouth intentions. For SMEs, achieving consistent satisfaction through quality, hygiene, and sensory appeal is vital for sustaining customer relationships in competitive digital markets (Anderson, J. C., Kumar, N., & Narus, 2022).

H6: Customer Satisfaction has a significant effect on Customer Loyalty.

2.8 Cyber Marketing

Cyber marketing refers to the strategic use of digital technologies and social media to engage customers, enhance brand presence, and personalize marketing communication. Recent research underscores that effective use of digital content, influencer partnerships, and gamified loyalty programs amplifies the relationship between satisfaction and loyalty (S. R. Yeomans, 2021). For SMEs, adopting cyber marketing enables cost efficient market expansion, data-driven decision making, and interactive brand storytelling (Turan & Cinnioğlu, 2022). Digital engagement fosters a sense of community, which strengthens post purchase satisfaction and customer retention. Therefore, cyber marketing is expected to moderate the link between satisfaction and loyalty by enhancing online relational value.

H7: Cyber Marketing strengthens the positive effect of Customer Satisfaction on Customer Loyalty.

3. METHOD

This study adopts a quantitative research design to examine the structural relationships between key food marketing dimensions and customer behavioral outcomes within small and medium-sized culinary enterprises (SMEs) in Malang, Indonesia. The quantitative approach is appropriate because it enables objective measurement of latent constructs, statistical hypothesis testing, and empirical validation of causal relationships among variables within a defined population framework.

The data used in this study consist of primary, cross sectional perceptual data obtained directly from SME customers. These data capture respondents' subjective evaluations of food marketing attributes, customer satisfaction, customer loyalty, and cyber marketing exposure. Primary data were selected to ensure that the measurements reflect actual consumer experiences and perceptions rather than secondary interpretations.

The model consists of independent variables, a mediating structural variable, and a moderating

variable. The independent variables represent key dimensions of Cyber Epicurean Food Marketing, including sensory experience (SE), satiety value (SV), menu selection (MS), hygiene (HYG), and price (PRC). Customer satisfaction (CS) functions as an intervening structural variable linking marketing attributes to customer loyalty (CL), while cyber marketing (CM) is specified as a moderating variable influencing the strength of the relationship between customer satisfaction and customer loyalty.

The inclusion of cyber marketing as a moderating variable is theoretically justified based on digital marketing and relationship marketing theory, which suggest that digital engagement mechanisms can strengthen or weaken the translation of customer satisfaction into loyalty behavior. Cyber marketing may influence the effectiveness of satisfaction in generating loyalty by enhancing customer engagement, reinforcing brand visibility, and facilitating continuous interaction between SMEs and customers. Therefore, moderation analysis is necessary to determine whether cyber marketing amplifies or alters the relationship between satisfaction and loyalty outcomes.

The data were obtained from customers of culinary SMEs in Malang who had purchased or consumed food products at least twice within the previous three months. This criterion ensures that respondents possess sufficient experiential familiarity to provide reliable evaluations of the measured constructs.

A purposive sampling technique was employed to select respondents based on predefined relevance criteria. This non probability sampling approach is appropriate for behavioral research involving specific consumer groups with direct experience of the studied phenomenon. A total of 185 valid responses were included in the final analysis, representing diverse demographic characteristics, including age, gender, and socio economic background. This diversity enhances the generalizability of findings within the SME culinary context.

Primary data were collected using a structured questionnaire designed to measure all study constructs. Each variable was operationalized using multiple indicators adapted from established marketing and consumer behavior literature to ensure conceptual validity. All questionnaire items were measured using a five points Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

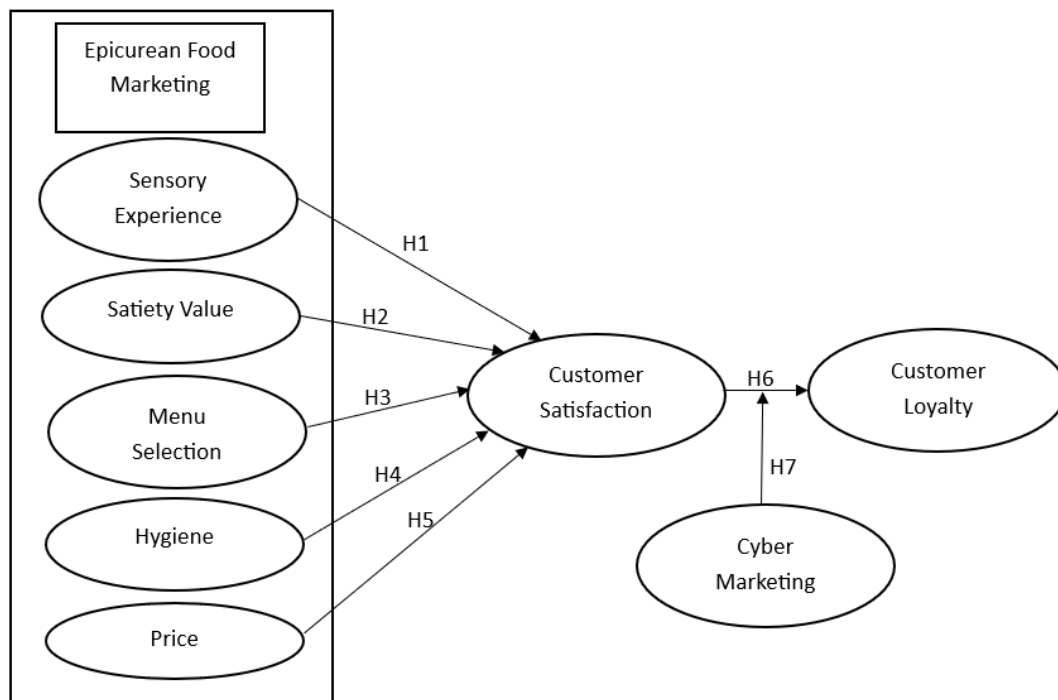
Data collection was conducted over a three months period from June to August 2025 across multiple SME culinary locations, including food markets, SME clusters, and culinary centers in Malang. Both offline and online distribution methods were used to capture diverse customer interaction contexts.

Participation was voluntary, and respondents were informed of the study purpose prior to completing the questionnaire. Ethical standards were maintained by ensuring anonymity and confidentiality of responses.

Data analysis was conducted using SPSS statistical software. The analytical procedure involved several stages to ensure methodological rigor. First, descriptive statistical analysis was used to summarize respondent characteristics and provide an overview of the data distribution. Second, measurement validity and reliability were assessed using corrected item total correlation and Cronbach's alpha. These procedures confirm that the measurement instruments accurately and consistently represent the underlying constructs. Third, multiple regression analysis was employed to examine the direct effects of sensory experience, satiety value, menu selection, hygiene, and price on customer satisfaction. This approach allows identification of the relative contribution of each marketing dimension to satisfaction formation. Fourth, regression analysis was used to evaluate the effect of customer satisfaction on customer loyalty, establishing the structural linkage between psychological evaluation and behavioral outcomes. Fifth, moderation analysis was conducted to test the moderating role of cyber marketing. Interaction terms were created by multiplying standardized values of customer satisfaction and cyber marketing ($CS \times CM$). This interaction term was then included in the regression model to determine whether cyber marketing significantly alters the strength or direction of the relationship between satisfaction and loyalty.

All statistical tests were evaluated using a significance level of $\alpha = 0.05$. This analytical approach enables robust empirical testing of both direct and moderating relationships and provides a comprehensive understanding of the structural mechanisms underlying customer satisfaction and loyalty formation in SME culinary contexts.

Figure 1. Research Model



Source: Researchers, 2025

4. RESULTS AND DISCUSSION

The validity test was conducted using the Corrected Item Total Correlation method with a critical value of 0.197. The results show that all questionnaire items exceed this threshold, confirming that each item is valid and capable of measuring the intended construct.

For Sensory Experience (SE), item correlations ranged from 0.368 to 0.729, where SE2 achieved the highest correlation, reflecting strong alignment with the construct, while SE3 had the lowest but still above the threshold, thus remaining valid. Satiety Value (SV) demonstrated consistently high correlations (0.616–0.715), suggesting that the items reliably capture perceptions of satiety. Similarly, Menu Selection (MS) produced strong item correlations (0.615–0.682), indicating clarity and consistency in respondents' evaluation of menu variety and availability.

Hygiene (HYG) items recorded correlations from 0.498 to 0.593, confirming that cleanliness indicators were adequately represented, though with moderate strength compared to other constructs. Price (PRC) showed slightly lower but still valid correlations (0.486–0.559), meaning respondents consistently evaluated price fairness and value.

For Customer Satisfaction (CS), item correlations were particularly strong (0.645–0.704), reflecting that satisfaction serves as a comprehensive outcome variable capturing multiple aspects of service experience. Customer Loyalty (CL) correlations ranged between 0.566 and 0.687, demonstrating that loyalty indicators are valid in measuring behavioral tendencies such as repeat purchases and positive recommendations. Finally, Cyber Marketing (CM) items showed moderate to strong correlations (0.569–0.681), confirming their validity in capturing the role of digital platforms in enhancing customer experience.

Overall, all constructs, ranging from marketing mix elements (SE, SV, MS, HYG, PRC) to outcome variables (CS, CL) and the moderating variable (CM), exceeded the critical threshold, confirming adequate construct validity. The correlation range (0.368–0.729) indicates that although some items exhibit moderate associations, most relationships are strong, supporting the reliability and conceptual consistency of the measurement model.

Table 1. Validity Test

Variables	indicators	<i>Corrected Item-Total Correlation</i>	Critical Point	Note
<i>Sensory Experience (SE)</i>	SE1	0,570	0,197	Valid
	SE2	0,729	0,197	Valid
	SE3	0,368	0,197	Valid
<i>Satiety Value (SV)</i>	SV1	0,715	0,197	Valid
	SV2	0,654	0,197	Valid
	SV3	0,616	0,197	Valid
<i>Menu Selection (MS)</i>	MS1	0,645	0,197	Valid
	MS2	0,682	0,197	Valid
	MS3	0,615	0,197	Valid
<i>Hygiene (HYG)</i>	HYG1	0,498	0,197	Valid
	HYG2	0,593	0,197	Valid
	HYG3	0,563	0,197	Valid
<i>Price (PRC)</i>	PRC1	0,486	0,197	Valid
	PRC2	0,559	0,197	Valid
	PRC3	0,511	0,197	Valid
<i>Customer Satisfaction (CS)</i>	CS1	0,645	0,197	Valid
	CS2	0,704	0,197	Valid
	CS3	0,670	0,197	Valid
<i>Customer Loyalty (CL)</i>	CL1	0,645	0,197	Valid
	CL2	0,687	0,197	Valid
	CL3	0,566	0,197	Valid
<i>Cyber Marketing (CM)</i>	CM1	0,569	0,197	Valid
	CM2	0,681	0,197	Valid
	CM3	0,623	0,197	Valid

Source: SPSS, 2025

Table 2. Reliability Test

No	Variabel	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>Critical Number</i>	<i>N of items</i>	<i>Description</i>
1	<i>Sensory Experience</i>	0,730	0,6	3	<i>Reliable</i>

2	<i>Satiety Value</i>	0,813	0,6	3	<i>Reliable</i>
3	<i>Menu Selection</i>	0,801	0,6	3	<i>Reliable</i>
4	<i>Hygiene</i>	0,732	0,6	3	<i>Reliable</i>
5	<i>Price</i>	0,701	0,6	3	<i>Reliable</i>
6	<i>Customer Satisfaction</i>	0,818	0,6	3	<i>Reliable</i>
7	<i>Customer Loyalty</i>	0,794	0,6	3	<i>Reliable</i>
8	<i>Cyber Marketing</i>	0,781	0,6	3	<i>Reliable</i>

Source: SPSS, 2025

Based on the validity and reliability tests, all research indicators were found to be valid, as their corrected item–total correlation values exceeded the critical threshold of 0.197. The correlation values ranged from 0.368 to 0.729, indicating that while some indicators exhibit moderate associations, most demonstrate strong relationships with their respective constructs. This confirms that each indicator appropriately represents the underlying theoretical variables.

The reliability test results further indicate that all constructs demonstrate good to very good internal consistency, with Cronbach's Alpha values ranging from 0.701 to 0.818, exceeding the recommended minimum threshold of 0.70. Satiety Value ($\alpha = 0.813$), Menu Selection ($\alpha = 0.801$), and Customer Satisfaction ($\alpha = 0.818$) show particularly strong reliability, while Sensory Experience ($\alpha = 0.730$), Hygiene ($\alpha = 0.732$), and Price ($\alpha = 0.701$) demonstrate acceptable reliability levels. Customer Loyalty ($\alpha = 0.794$) and Cyber Marketing ($\alpha = 0.781$) also indicate robust internal consistency.

These findings confirm that the measurement instrument possesses satisfactory validity and reliability, ensuring its suitability for subsequent empirical analysis. The validated instrument provides a reliable basis for regression analysis and other inferential statistical procedures aimed at examining the relationships among Sensory Experience, Satiety Value, Menu Selection, Hygiene, Price, Customer Satisfaction, Customer Loyalty, and Cyber Marketing.

The simple linear regression analysis examining the effect of customer satisfaction (CS) on customer loyalty (CL) produced the following equation:

$$CL=0.800 CS$$

This result indicates that customer satisfaction has a strong positive effect on customer loyalty, where a one unit increase in satisfaction increases loyalty by 0.800 units. In other words, higher levels of satisfaction directly drive stronger loyalty behaviors among customers. The multiple linear regression analysis testing the effects of sensory experience (SE), satiety value (SV), menu selection (MS), hygiene (HYG), and price (PRC) on customer satisfaction (CS) produced the following equation:

$$CS=0.115 SE+0.114 SV+0.349 MS+0.285 HYG+0.149 PRC$$

The coefficients show that menu selection (0.349) and hygiene (0.285) are the most influential factors shaping customer satisfaction, followed by price (0.149), sensory experience (0.115), and satiety value (0.114).

Overall, these regression results confirm that multiple dimensions of food service quality significantly affect customer satisfaction, which in turn strongly predicts customer loyalty.

Table 3. t Test

No.	Variables	Sig	Standard	Note
1	SE *CS	0.020	0.05	Hypothesis Accepted
2	SV *CS	0.057	0.05	Hypothesis Rejected
3	MS *CS	0.000	0.05	Hypothesis Accepted
4	HYG *CS	0.000	0.05	Hypothesis Accepted
5	PRC *CS	0.005	0.05	Hypothesis Accepted
6	CS *CL	0.000	0.05	Hypothesis Accepted

Source: SPSS, 2025

<https://equity.ubb.ac.id/index.php/equity>

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The t-test was conducted to evaluate the individual effects of each independent variable on customer satisfaction (CS) and the effect of satisfaction on customer loyalty (CL). A hypothesis is accepted if Sig. < 0.05.

The results show that sensory experience (0.020), menu selection (0.000), hygiene (0.000), and price (0.005) have significant positive effects on customer satisfaction, indicating that customers value engaging experiences, diverse menu options, cleanliness, and fair pricing as key drivers of satisfaction. In contrast, satiety value (0.057) was not significant, suggesting that the feeling of fullness is not a primary determinant of satisfaction in this context.

Additionally, customer satisfaction strongly influences customer loyalty (0.000), confirming that satisfied customers are more likely to remain loyal, repurchase, and recommend the service.

Overall, the findings highlight that satisfaction is primarily shaped by experiential and service-related dimensions rather than functional aspects like satiety. This underscores the importance for SMEs in Malang’s culinary sector to enhance menu variety, maintain hygiene, create appealing sensory experiences, and set competitive prices to strengthen satisfaction and, in turn, customer loyalty.

Table 4. Model Summary Moderated Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.800 ^a	.640	.638	.385073905667263	.640	325.876	1	183	.000
2	.805 ^b	.649	.645	.381731107748488	.008	4.219	1	182	.041
3	.806 ^c	.649	.643	.382518836305042	.000	.251	1	181	.617

a. Predictors: (Constant), CS

b. Predictors: (Constant), CS, CM

c. Predictors: (Constant), CS, CM, CMCS

d. Dependent Variable: CL

Source: SPSS, 2025

Table 5. Coefficients Moderated Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.666	.172		3.872	.000
CS	.807	.045	.800	18.052	.000
2 (Constant)	1.062	.257		4.126	.000
CS	.801	.044	.794	18.034	.000
CM	-.099	.048	-.090	-2.054	.041
3 (Constant)	1.566	1.038		1.508	.133
CS	.667	.272	.661	2.455	.015
CM	-.234	.274	-.214	-.855	.394
CMCS	.036	.072	.177	.501	.617

a. Dependent Variable: CL

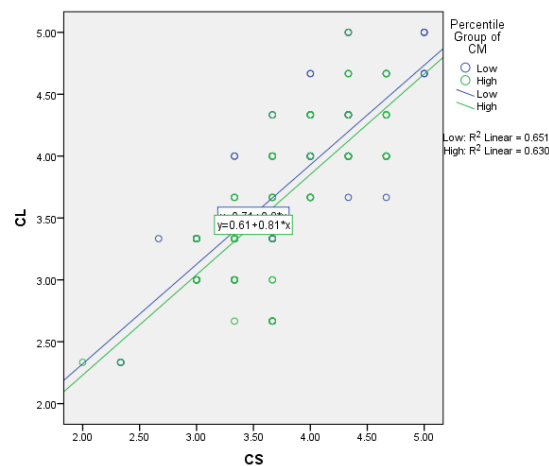
Source: SPSS, 2025

The regression model demonstrates strong explanatory power, with an R² value of 0.640, indicating that 64% of the variance in customer loyalty is explained by customer satisfaction and cyber marketing variables. This represents a substantial effect size according to conventional statistical interpretation.

The standardized coefficient for customer satisfaction ($\beta = 0.807$) indicates a large practical effect, confirming satisfaction as the primary driver of loyalty formation. In contrast, the coefficient for cyber marketing is small and negative ($\beta = -0.099$), suggesting limited practical contribution.

These results indicate that while digital marketing strategies are relevant, core service quality dimensions such as menu selection and hygiene provide the strongest and most reliable pathway for building customer loyalty in SME culinary businesses.

Figure 2. P-Plot Moderated Regression Analysis



Source: SPSS, 2025

The MRA results indicate that customer satisfaction (CS) significantly influences customer loyalty (CL) with $\beta = 0.807$ and $p = 0.000$. This confirms that higher satisfaction leads to greater loyalty, positioning CS as a critical driver of loyalty formation.

When customer motivation (CM) was added to the model, the results showed a negative effect on loyalty ($\beta = -0.099$; $p = 0.041$). This suggests that, in this context, external motivators such as promotions or incentives do not effectively enhance loyalty, possibly due to suboptimal design or implementation of motivational programs.

In the third stage, the interaction effect of CS*CM on CL was not significant ($\beta = 0.036$; $p = 0.617$), indicating that CM does not moderate the relationship between satisfaction and loyalty. The interaction plot further illustrates that the slopes of high-CM and low-CM groups are nearly parallel, differing only at the intercept, thus showing no meaningful moderation effect.

These findings highlight that loyalty is primarily shaped by direct service experiences rather than external motivational factors. While promotional efforts may attract attention, they are insufficient to strengthen the satisfaction loyalty link.

From a managerial perspective, the results emphasize the need for firms to focus on service quality and customer satisfaction as the foundation of loyalty strategies. Customer motivation programs should be redesigned to move beyond short-term promotions toward initiatives that build emotional attachment and long term value creation. By doing so, CM may eventually evolve into a more effective complement to satisfaction in driving loyalty.

Discussion

This study provides empirical evidence on how Cyber Epicurean Food Marketing dimensions influence customer satisfaction and customer loyalty among SMEs in Malang. The regression results demonstrate that menu selection and hygiene are the dominant predictors of customer satisfaction, with standardized coefficients of $\beta = 0.349$ and $\beta = 0.285$, respectively. These effect sizes indicate moderate and practically meaningful impacts, confirming that functional and safety related service attributes remain central in shaping customer evaluations. From a theoretical perspective, this finding aligns with Social Exchange Theory, which suggests that consumers develop favorable attitudes and reciprocal

loyalty when they perceive tangible value and reliability in service encounters.

Menu selection emerges as the strongest predictor of satisfaction, indicating that variety, customization, and alignment with consumer preferences play a critical role in shaping perceived service quality. This finding extends prior hospitality research by demonstrating that in SME culinary contexts, menu diversity functions not only as a product attribute but also as a strategic resource contributing to competitive advantage. The magnitude of its coefficient suggests that investments in menu innovation may yield substantial improvements in customer satisfaction and downstream loyalty outcomes.

Hygiene represents the second most influential determinant, reinforcing its importance as both a functional and psychological driver of satisfaction. In post pandemic environments, hygiene serves as a trust building mechanism, reducing perceived risk and enhancing emotional comfort. The relatively high effect size confirms that hygiene operates as a risk mitigation factor, strengthening customer confidence and reinforcing long term relational exchange between SMEs and consumers.

Price also shows a statistically significant positive effect on satisfaction ($\beta = 0.149$), although its impact is smaller compared with menu selection and hygiene. This indicates that price functions primarily as a value confirmation mechanism rather than the primary driver of satisfaction. Customers appear willing to accept price levels when supported by perceived quality, variety, and safety, highlighting the importance of perceived fairness rather than absolute affordability.

Sensory experience contributes positively but with a smaller coefficient ($\beta = 0.115$), suggesting that while taste, aroma, and visual appeal enhance satisfaction, they play a complementary rather than dominant role. This finding indicates that experiential attributes enhance emotional engagement but must be supported by core functional quality to generate strong satisfaction.

In contrast, satiety value does not have a statistically significant effect on satisfaction ($p = 0.057$). This non significant result provides an important theoretical insight rather than a methodological weakness. It suggests that in urban SME culinary contexts, customers prioritize experiential, safety, and variety attributes over purely functional fullness. One possible explanation is that modern consumers increasingly view dining as an experiential activity rather than solely a physiological necessity. Thus, satisfaction is shaped more by experiential quality and service reliability than by physical satiety alone.

Customer satisfaction demonstrates a strong and highly significant influence on customer loyalty ($\beta = 0.807$, $p = 0.000$), with the model explaining 64% of the variance in loyalty ($R^2 = 0.640$). This large effect size confirms satisfaction as the primary mechanism linking service attributes to behavioral loyalty. The magnitude of this relationship highlights its practical importance, indicating that improvements in satisfaction can directly translate into measurable gains in repeat patronage and positive word of mouth.

The findings related to cyber marketing provide particularly important theoretical implications. Cyber marketing shows a statistically significant negative direct effect on customer loyalty ($\beta = -0.099$, $p = 0.041$) and does not significantly moderate the relationship between satisfaction and loyalty ($\beta = 0.036$, $p = 0.617$). This unexpected result suggests that cyber marketing, in its current implementation, does not function as a relational reinforcement mechanism. This outcome can be explained by conceptualizing cyber marketing as comprising informational, relational, and promotional dimensions. In this study context, cyber marketing appears to be primarily promotional rather than relational. Promotional activities such as discounts and short term incentives may attract attention but do not necessarily strengthen emotional attachment or trust. Without relational engagement elements such as personalized communication, interactive feedback, or community building, cyber marketing may fail to reinforce loyalty formation.

This finding contributes to the literature by highlighting that digital marketing effectiveness depends not only on its presence but also on its strategic implementation. Cyber marketing that focuses solely on promotional incentives may fail to strengthen loyalty and, in some cases, may even weaken perceived authenticity.

From a theoretical contribution standpoint, this study extends Cyber Epicurean Food Marketing by demonstrating that core experiential and safety related service attributes remain the primary drivers of satisfaction and loyalty, while digital marketing plays a secondary and conditional role. This finding challenges assumptions that digital marketing universally strengthens customer loyalty, particularly in SME contexts where service experience remains the dominant determinant.

This study contributes to the literature by extending the Cyber Epicurean Food Marketing framework through empirical validation in SME culinary contexts. The findings demonstrate that experiential and safety related service attributes remain the dominant drivers of satisfaction and loyalty, while cyber marketing plays a more complex and conditional role.

Unlike prior studies that assume digital marketing strengthens loyalty, this research shows that poorly integrated digital strategies may fail to reinforce customer relationships. This highlights the importance of aligning digital marketing with core service experiences rather than relying solely on promotional incentives.

This study therefore advances theoretical understanding by clarifying the boundary conditions under which cyber marketing contributes to customer loyalty formation.

5. CONCLUSION AND SUGGESTION

Menu Selection (MS) was found to have the strongest influence on customer satisfaction. Specific improvement strategies include expanding menu variety, providing customization options based on preferences (e.g., spice level, portion size, or additional ingredients), displaying nutritional and ingredient information transparently, and presenting menus digitally with clear photos and descriptions. These steps directly enhance customer comfort and satisfaction in selecting food that suits their needs and preferences.

Hygiene (HYG) plays a significant role in shaping customer satisfaction. Improvements can be made by implementing strict sanitation standards, training staff on hygiene procedures, conducting regular cleanliness audits, and providing accessible handwashing and sanitizer facilities. These operational measures strengthen customers' sense of safety and improve perceptions of service professionalism.

Price (PRC) contributes positively to customer satisfaction. Enhancements may involve setting transparent and competitive prices, offering value bundles or package deals, and aligning prices with food quality and portion size. Such strategies ensure that customers perceive value for money, which drives satisfaction and repeat purchases.

Sensory Experience (SE) is also important for improving satisfaction. Operational implementations include enhancing food taste through recipe testing, improving dish presentation to make it visually appealing, and creating a dining atmosphere that supports sensory experience (e.g., lighting and background music). These efforts reinforce a deep and lasting positive impression on customers.

Satiety Value (SV), although contributing less, still has a significant effect. Improvements may be achieved by optimizing portion sizes to match consumer needs, offering healthy yet filling menu options, and tailoring meal compositions to specific customer groups (e.g., teenagers, adults, or the elderly). This helps customers feel both physically and emotionally satisfied after dining.

Customer Satisfaction (CS) has been proven to be the main predictor of Customer Loyalty (CL). Each increase in satisfaction directly raises the likelihood of customers returning and recommending the service. This highlights the importance of integrating all service quality factors to maintain consistent consumer satisfaction.

Cyber Marketing (CM) did not prove to be a moderator that strengthens the relationship between CS and CL. In fact, at the initial stage, it showed a negative direct effect on loyalty. This suggests that existing digital strategies remain limited to short-term promotions and are not yet fully integrated with customer experiences. Therefore, the required operational measures include developing integrated digital applications for ordering, payment, app-based loyalty programs, and personalized menu recommendations. Through such optimization, CM has the potential to become a value-added component in the future.

This study has several methodological limitations that should be acknowledged. First, the cross sectional design limits the ability to establish causal relationships between variables. Although regression analysis identifies significant associations, longitudinal research would be required to confirm causal direction and temporal effects.

Second, the use of self reported data may introduce common method bias, as respondents' perceptions and behavioral intentions were measured using the same instrument. Future studies may incorporate objective behavioral data, such as transaction records, to improve measurement accuracy.

Third, cyber marketing was measured primarily in terms of general digital engagement, without fully distinguishing between informational, relational, and promotional dimensions. Future research should develop more refined measurement scales to capture these distinct mechanisms and their differential impact on loyalty formation.

Despite these limitations, the study provides meaningful theoretical and practical insights into the role of service quality and digital marketing in SME customer loyalty formation.

Overall, the findings confirm that customer satisfaction is primarily shaped by the combination of Menu Selection, Hygiene, Price, Sensory Experience, and Satiety Value, with Menu Selection and Hygiene emerging as dominant factors. Meanwhile, customer loyalty is determined by consistent satisfaction, and digital strategies (CM) should be designed to strengthen rather than replace the quality of customers' real experiences.

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