The Effect Predictor Elements Stimulus Response By Human Neural System Dimensions Sense, Feel, Think And Act On Customer Loyalty (Survey Of Fast-Food Restaurant Customers In Bandung)

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Abstract : Purpose: This research aims to know the influence of each dimension of Response of Human Neural System, namely Sense, Feel, Think, and Act on Customers Loyalty. Each dimension is analyzed into several manifest variables. The significance of the influence of Human's Neural System Response in general on Customers' Loyalty is also necessary to identify.
Methodology: This study using SEM (Structural Equation Modeling) analysis, that used to resolve simultaneous multilevel models that cannot be resolved by the linear regression equation, and use the customer survey method to assess the indicators for each variable.
Result: The result of the research shows several manifest variables that are influencing and not influencing the Customers' Loyalty. Dimensions of Human's Neural System Response that have influences on Customers' Loyalty, from the most significant to less significant, observed by the beta coefficient, is Sense, Think, Feel, and Act. The dominant predictor elements that entail in every regression model are room condition, exterior and interior design of the restaurant, and hospitality and politeness of the waiter, waitress, sales clerk, attendant, and other employees. It means that those variables have a dominant influence on customers' loyalty.
Applications: This research can be used to support the development of management science studies in the field of marketing management, particularly those relating to the utilization of human nervous system responses and customer loyalty, as well as providing input to restaurant business decision makers in optimizing human nervous system responses in order to obtain and maintain customer loyalty.
Originality: Research on customer loyalty shows that emotional factors (sense, feel, think, and act) are at the core of customer satisfaction and influence customer loyalty.
Keywords: *Customer's Behavior, Human Nervous System Response, Fast-food Restaurants, Customer's Loyalty*

INTRODUCTION

In the era of globalization and the free market, various types of goods and services with hundreds of brands flooding the Indonesian market. Competition between products will be more sharply in the capture consumers. Consumers will buy products that fit their needs, tastes and purchasing power (Sumarwan, 2003). Consumers have become the focus of marketers, according to Peter and Austin (1985) in Engel, Blackwell, and Miniard (1990) there are two ways to create and sustain superior performance in a long time. First, give exceptional attention to its customers through superior service and quality. Second, continue to innovate.

Research on customer loyalty shows that emotional factors at the core of customer satisfaction and give effect to customer loyalty. The correlation between emotional factors on customer loyalty higher than the factor of knowledge on customer loyalty (Yi-Ting Yu and Alison Dean, 2001). Consumer behavior that involves feelings, emotions and moods is a physiological process that is non-specific and closely related to the response of the human nervous system (Jack A Lesser et al, 1998).

To acquire and retain loyal customers, manufacturers need to bring a positive response and memorable to consumers by involving and optimizing the human nervous system and brain function (Lesser, 1998). The positive response of the human nervous system is optimal if the fast-food restaurant manager can assess the

true market situation and the characteristics of consumers.It is based on the limitations of the product characteristics, as not all products or services will get a response to the same Human Nervous System.

Based on this, it needs to be examined the dimensions response Nervous System Human applied fast-food restaurants, to indicate that the customer will get a touch, feeling, thinking and positive action is more than eating elsewhere, so from a memorable experience will create customer loyalty. Therefore, in this study we want to know what are the dimensions of the elements of sense, feel, think, and act dominant influence customer loyalty, as well as to determine the effect of all the dimensions of the human nervous system response to customer loyalty fast-food restaurants.

ANALYSIS AND DISCUSSION

Research methods

In this study, there are two general latent variables of research, where two common latent variables each have 4 indicators established in the model constructs. To find out the indicator value of each variable, a customer survey method is used. Then to analyze it is used SEM analysis. SEM analysis is used to resolve simultaneous multilevel models that cannot be resolved by the linear regression equation. SEM analysis (Structural Equation Modeling) to develop and have a function similar to multiple regression, SEM is an analytical technique that is more powerful because it considers the modeling of interactions, nonlinearity, the independent variables are correlated (correlated independents), measurement error, interruption errors correlated (correlated error terms), and some latent independent variables (multiple latent independents) in which each is measured using several indicators.

Research variables

In this research, the study variables were identified into two categories, namely:

1. Independent Variables: Human Nervous System Response
   Subsequently developed into 24 manifest variables based on four dimensions of the constituent, which is described in the following table:

Table 1. Manifest Variables Independent as Response Shaping the Human Nervous System

Dimensions of Human Neural Response System	variable Manifesto	Statement
SENSE (The level of activity and product fast-food restaurants within touching human senses so as to create an unforgettable experience)	RM1	Clarity promotions delivered through brochures, newspapers, magazines, etc. can be well received by the senses so as to create an unforgettable experience
	RM2	The uniqueness of the name/brand of fast-food restaurants can be received well by the sense that it can create an unforgettable experience
	RM3	Delicacies served were well received by the senses to create an unforgettable experience
	RM4	The ambiance of the room, exterior and interior design of the restaurant is well received by the senses to create an unforgettable experience
	RM5	Entertainment events are held to be well received by the senses to create an unforgettable experience
	RM6	The hospitality and courtesy clerk/services could be well received by the senses to create an unforgettable experience

FEEL (The level of activity and product fast-food restaurants within arouse feelings of pleasure through the experience of consuming the product)	RM7	Imagery / Image fast-food restaurants can arouse feelings of pleasure through the experience of consuming products
	RM8	The friendliness and courtesy of service personnel can arouse feelings of pleasure through the experience of consuming products
	RM9	The level of appetite arising from the presentation of the food that was served to arouse feelings of pleasure through the experience of consuming products
	RM10	Entertainment events organized to arouse feelings of pleasure through the experience of consuming products
	RM11	Promotions delivered through brochures, newspapers, magazines, etc. can arouse feelings of pleasure through the experience of consuming products
	RM12	The ambiance of the room, exterior and interior design of the restaurant can arouse feelings of pleasure through the experience of consuming products
THINK (The level of activity and fast-food products can provide a positive thinking about the actual purpose of the activity and the products that are consumed)	RM13	Promotions delivered through brochures, newspapers, magazines, etc. may encourage consumers to think positively about the real intention of the promotion
	RM14	Image Fast-food restaurants can encourage consumers to think positively about the true intentions of the image
	RM15	Delicacies served to encourage consumers to think positively about the true intentions of the food delicacy
	RM16	The restaurant ambiance, interior, and exterior design Fast-food restaurants can encourage consumers to think positively about the true intentions of the atmosphere and the design.
	RM17	Entertainment events are organized to encourage consumers to think positively about the true intentions of the event.
	RM18	The hospitality and courtesy clerk/services may encourage consumers to think positively about the true intentions of hospitality and courtesy.
ACT *(The level of activity and fast-food product can influence consumers to come back)*	RM19	Promotions delivered through brochures, newspapers, magazines, etc. can influence consumers to visit again
	RM20	Reputation fast-food restaurant can influence consumers to visit again
	RM21	The delicious food served can influence consumers to visit again
	RM22	Interior and exterior design of fast-food restaurants can influence consumers to visit again
	RM23	Entertainment events held can influence consumers to visit again
	RM24	The hospitality and courtesy clerk / service can influence consumers to visit again

2. Dependent Variables: Customer Loyalty

Consists of four variable constituent manifest by four dimensions described in the following table:

Table 2. Variables Dependent as manifest Shaping Customer Loyalty

Dimensions of Customer Loyalty	variable Manifesto	Statement
repetition	CL1	Customers regularly buying packages fast-food restaurant
ACROSS THE PRODUCT LINE PURCHASES AND SERVICE	CL2	Customers regularly buy fast-food products outside the food packages

Refers TO OTHERS	CL3	Customers regularly advise / recommend others to visit / consume fast-food products
Immunity	CL4	Customers are already immune / not interested in a competitor's product Fast-food restaurants

Research sample

The research sample is determined using the following formula,

$$n = \frac{3{,}8416 * 0{,}93333 * 0{,}06667}{0{,}0025} = \frac{0{,}23903}{0{,}0025} = 95{,}61 \approx 96$$

From the results obtained in mind that the minimum number of samples that must be met is that as many as 96 respondents. Then based on the results of questionnaires and the answers obtained known composition and the number of sampling locations which is as follows:

Table 3. Composition of Respondents

Fast-food Restaurants		RESPONDENTS
1.	Merdeka	42
2.	Buah Batu	42
3.	Cihampelas	42
4	Setiabudi	42
5.	Ir. H. Juanda	42
	Amount	210

Validity test

After getting the results of a questionnaire tested to 30 respondents, further testing the validity and reliability. Reliability and validity test can be performed simultaneously by looking at the value of Cronbach alpha which shows the magnitude of the questionnaire is to be relied on, and then to determine the validity of a statement items is done by comparing the value of Alpha Cronbach Alpha value Cronbach if statement item in question is removed (Alpha if Deleted items), while the output and decision are presented in the following table:

Table 4. Validity Test Results

Criteria	R arithmetic	sign	R table	Decision
Sense	All values of corrected item total correlation is (+) and > 0.374	>	0.374	**valid**
Feel		>		**valid**
Think		>		**valid**
Act		>		**valid**
Customer loyalty		>		**valid**

test Reliability

After performing a validity test, the reliability test was also carried out, using the value of cronbach's alpha at the output of test results obtained by the decision as follows:

Table 5. Reliability Test Results

Criteria	*Cronbach's alpha*	sign	R table	Decision
Sense	0.980	>	0.374	**reliable**
Feel	0.965	>		**reliable**
think	0.963	>		**reliable**
Act	0,974	>		**reliable**

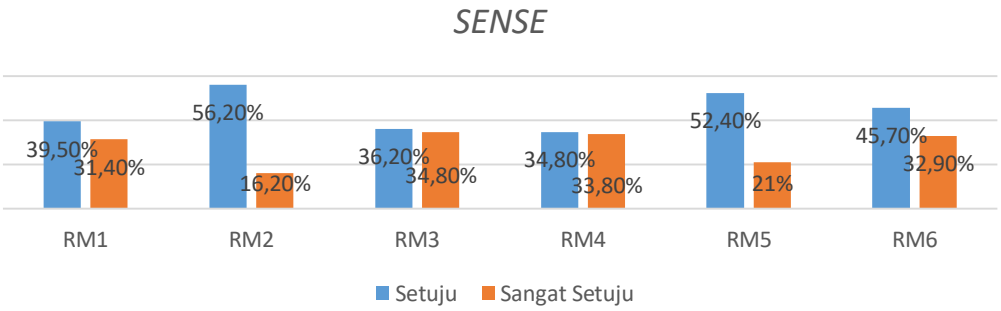
Customer loyalty	0.932	>		**reliable**

Overall, based on the validity and reliability test results obtained by the decision that the questionnaire has to be valid and reliable.

Descriptive Statistics Analysis

Descriptive statistical analysis of the data that has been through the stages of testing the reliability and validity are discussed in this section. Descriptive analysis is carried out on both the latent variables of this research that the Human Nervous System Response and Customer Loyalty.

Descriptive Statistics Analysis of Latent Variable Response Human Nervous System



Picture 1. Comparison chart of respondents to question items sense element

The graph above illustrates the vote respondent on the elements of sense with the topic of the question RM1 (clarity promotions delivered via brochures, newspapers, magazines, etc.), RM2 (unique name fast-food restaurant) RM3 (delicacy food was served), RM4 (the atmosphere of the restaurant, and interior exterior design), RM5 (entertainment events are held), RM6 (hospitality and courtesy clerk / services). Based on the survey results in the sense elements can be seen that the fast-food restaurant manager has been effectively using promotional, serving delicacies, and liven up the room, while unique names, entertainment, and hospitality officials are still not so effective.

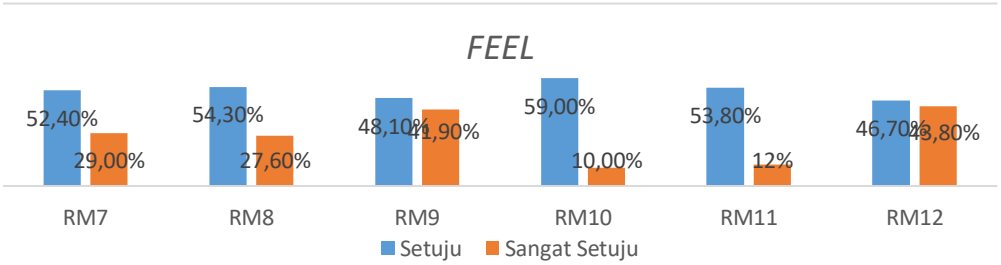


Figure 2. Comparison chart of respondents to the item element questions feel

Furthermore, based on the respondent's answer to the elements feel on the topic of RM7 (image of fast-food restaurants) Then RM8 (friendliness and courtesy of service personnel), RM9 (level of appetite arising from the presentation of the food was served), RM11 (promotions delivered via brochures, newspapers, magazines, etc.), and RM12 (room atmosphere, interior and exterior design of the restaurant managed to arouse feelings of pleasure through the experience of consuming the product. as for RM10 (entertainment events held) are still not very attracted respondents.

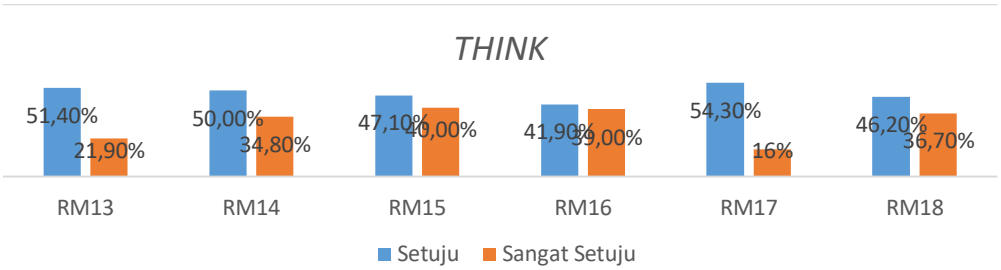


Figure 3. Comparison chart of respondents to think the element of question items

After that to the elements think on the topic of RM13 (positive thinking towards the promotion delivered), RM14 (think positively on the image of fast-food restaurants), RM15 (positive thinking about the delicious food being served), RM17 (Positive thinking for entertainment events held) enough to encourage customers to think positively. then on the topic of RM16 (positive thinking to the mood of the room, exterior and interior design) RM18 (positive thinking to hospitality and courtesy clerk) to both these aspects is to encourage customers to think positive.

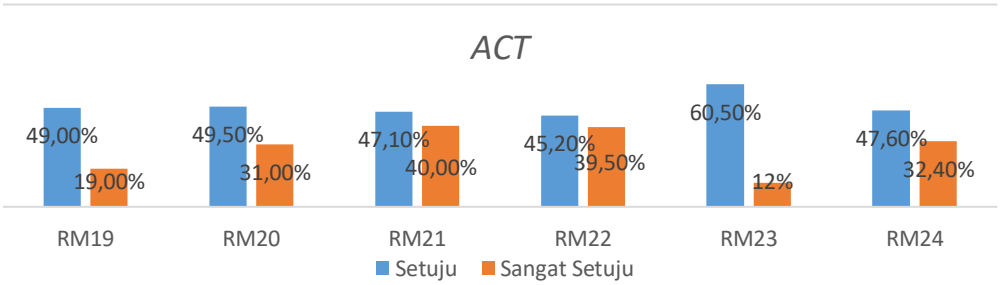


Figure 4. Comparison chart of respondents to the question item elements act

Last is the element act, based on respondents' answers on the topic of RM 19 (give the promotion that influence consumers to be able to come back), RM20 (reputation of fast-food restaurants can influence consumers to come back), RM22 (interior and exterior design of fast-food restaurants can affect consumers to come back), RM24 (friendliness and courtesy officer can influence consumers to come back), and RM21 (delicacies can influence consumers to come back) is able to encourage customers to come back. As for the topic of RM23 (entertainment events held can influence consumers to visit again) less attractive to customers coming back.

Descriptive Statistics of Latent Variables Customer Loyalty

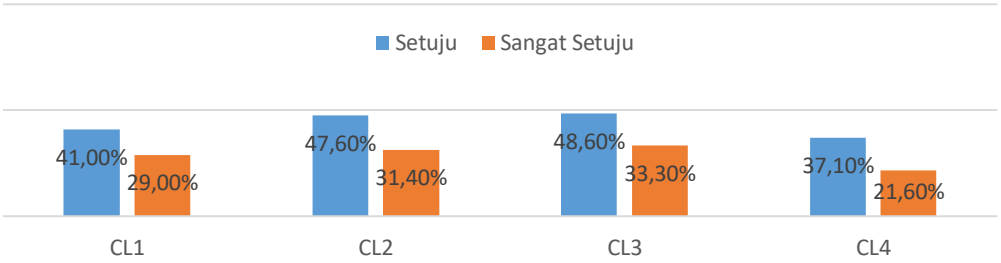


Figure 5. Comparison chart of respondents in customer loyalty items

Based on the chart above it is known that there are four items of questions with CL1 is Customers are regularly buying food packages Fast-food restaurants, CL2 is customers regularly buy products Fast-food restaurants outside of the product package food, CL3 are Customers regularly advise / recommend others to visit / consume fast-food products, and CL4 is the customer is not interested in fast-food competitors' products. Overall results from the dominant respondents agreed to the questions posed.

Research hypothesis

The research hypothesis is a conjecture proposed by researchers in the form of problem to be resolved based on the ideas contained in the basic theory. The hypothesis in this study are among others:

- **hypothesis 1** : All elements of Sense as a predictor of Human Neural Response System significantly affect Customer Loyalty
- **hypothesis 2** : All elements predictor Feel as Human Nervous System Response significantly affect Customer Loyalty
- **hypothesis 3** : All elements predictor Think as Human Nervous System Response significantly affect Customer Loyalty
- **hypothesis 4** : All elements predictor Response Act as Human Nervous System significantly affect Customer Loyalty
- **hypothesis 5** : The whole dimension of Human Neural Response System significantly affect Customer Loyalty

Regression Analysis

Predictors Sense elements as human nervous system response to customer loyalty

Based on the results of multiple analysis outputs, statistical values obtained from the table ANOVA F test of 57.377 and 0.000 significance. The value of F statistic is used to test the significance of the regression coefficients. With significant value is very small, it can be concluded that all indicators on dimensional sense can influence the customer loyalty. Then, for each variable or partial test or t-test significance value as follows:

Table 6. *output* Multiple Regression predictor sense element to customer loyalty

		Coefficients unstandardized		standardized Coefficients	t	Sig.
Model		B	Std. Error	beta		
4	(Constant)	1,602	.194		8264	.000
	RM1	0.286	.035	.518	8163	.000
	RM4	5.387E-02	.035	.098	1,529	.128
	RM6	0.217	.035	.328	6134	.000

On testing the individual regression coefficients obtained by the results of the six indicators on dimensional sense only indicator of RM1, RM4 and RM6 which a significant influence on customer loyalty with significant value respectively 0.000, 0.128 and 0.000. then had the Coefficient of determination for 0,447 that showed that 44.7% of variation in customer loyalty can be explained by these three indicators. So also obtained from the regression equation model predictor sense element to customer loyalty is as follows,

Customer Loyalty = 1,602 + 0.286 RM1 + 0.054 RM4 + 0.0217 RM6

Feel Predictors elements as human nervous system response to customer loyalty

Based on the results of multiple analysis outputs, statistical values obtained from the table ANOVA F test of 23.929 and 0.000 significance. The value of F statistic is used to test the significance of the regression coefficients. With significant value is very small, it can be concluded that all indicators on feel-dimensional effect on customer loyalty. Then for each variable or partial test or t-test significance value as follows:

Table 7. *output* Multiple Regression predictor element fell to customer loyalty

		Coefficients unstandardized		standardized Coefficients	t	Sig.
Model		B	Std. Error	beta		
2	(Constant)	-.231	.403		-.573	.567
	RM7	.133	.065	.207	2,038	.043
	RM8	.230	.063	.348	3,629	.000
	RM9	.187	.059	.231	3,145	.002
	RM11	.113	.055	.202	2,051	.042

	RM12	.322	.066	.429	4865	.000

On testing the regression coefficients individually to see if the indicator related to the dimensions feel have a significant impact on customer loyalty used statistical t-test and significance. The processed data showed that of the six indicators on dimensional feel, five indicators including (RM7, RM8, RM9, RM11 and RM12) have a significant effect on customer loyalty with significant value respectively 0.043, 0.000, 0.002, 0.042 and 0.000. And then obtained coefficient of determination of 0,354 that showed that 35.4% of variation in customer loyalty can be explained by five indicators, and obtained the regression model on the elements feel predictor of customer loyalty is as follows,

Customer loyalty = -0231 + 0.133 RM7 + 0.230 RM8 + 0.187 RM9 + 0.113 RM11 + 0.322 RM12

Think Predictors elements as human nervous system response to customer loyalty

Based on the results obtained by processing statistical values of the table ANOVA F test of 72.244 and 0.000 significance. The value of F statistic is used to test the significance of the regression coefficients. With significant value is very small, it can be concluded that think-dimensional indicators simultantly affected on customer loyalty.

Table 8. *output* Multiple Regression think predictor element to customer loyalty

		Coefficients unstandardized		standardized Coefficients	t	Sig.
Model		B	Std. Error	beta		
5	(Constant)	1,639	.180		9082	.000
	RM16	.171	.033	.282	5,131	.000
	RM18	.349	.037	.513	9333	.000

On the testing regression coefficients individually to see if the indicator related to the dimensions think has a significant impact on customer loyalty used statistical t-test and significance. The processed data showed that of the six indicators on the dimensions think, two indicators including (RM16 and RM18) have a significant effect on customer loyalty with significant value respectively 0.000 and 0.000, and obtained the coefficient of determination for 0,405 that showed that 40.5% variations that occur in customer loyalty can be explained by both indicators. Thus, the regression model is formed is as follows;

Customer loyalty = 1,639 + 0.171 RM16 + 0.349 RM18

Predictors elements Act as the human nervous system response to customer loyalty

Based on the results obtained by processing statistical values of the table ANOVA F test of 25.268 and 0.000 significance. The value of F statistic is used to test the significance of the regression coefficients together. With significant value is very small, it can be concluded that together act dimensional indicators on effect on customer loyalty. On testing the regression coefficients individually to see if the indicator related to the dimension of the act has a significant impact on customer loyalty used statistic test and its significance as follows:

Table 9. *output* Multiple Regression predictor element act on customer loyalty

		Coefficients unstandardized		standardized Coefficients	t	Sig.
Model		B	Std. Error	beta		
3	(Constant)	1,514	.260		5815	.000
	RM19	.249	.042	.432	5,991	.000
	RM20	-.239	.137	-.365	-1751	.081
	RM22	.101	.043	.155	2,345	.020
	RM24	.472	.135	.723	3507	.001

Based on the output results above note that of the six indicators on the dimensions act, four indicators including (RM19, RM20, RM22 and RM24) have a significant effect on customer loyalty with significant value in a row 0000, 0081, 0020, and 0001, with great value determination coefficient 0.317 or 31.7%, which means that the variation occurs in customer loyalty can be explained by the four indicators. The regression equation that is formed is as follows,

Customer loyalty = 1,514 + 0.249RM19 - 0.239RM20 + 0.101RM22 + 0.472RM24

Analysis of Effect of whole dimension of human nervous system response to customer loyalty

Based on the results obtained by processing statistical values of the table ANOVA F test of 47.686 and 0.000 significance. The value of F statistic is used to test the significance of the regression coefficients together. With significant value is very small, it can be concluded that jointly dimensions in the Human Nervous System Response effect on customer loyalty.

Table 10. *output* Regression whole dimension to customer loyalty

		Coefficients unstandardized		standardized Coefficients	t	Sig.
Model		B	Std. Error	beta		
1	(Constant)	.384	.346		1,110	.268
	RM_SENSE	.230	.075	.266	3082	.002
	RM_FEEL	.279	.117	.183	2,380	.018
	RM_THINK	.158	.069	.194	2294	.023
	RM_ACT	.189	.069	.171	2,753	.006

The output t test showed that of the four dimensions of Human Neural Response System, overall (sense, feel, think, and act) has a significant impact on customer loyalty with significant value 0,002 respectively; 0,018; 0,023; and 0.006, and obtained values of determination coefficient of 0.472, or 47.2%, which means the variation that occurs in customer loyalty can be explained by these four dimensions, and obtained the following regression model,

Customer loyalty = 0384 + 0.230sense + 0.279feel + 0.158think + 0.189act

Analysis of the elements affecting the predictor whole dimension of customer loyalty

Based on data processing, obtained predictor elements that affect customer loyalty based on the components that make manifest variables from the most dominant to the least dominant can be explained as follows:

1. The ambiance of the room, exterior and interior design of restaurants, appeared in 4 (four) regression model (Sense, Feel, Think and Act)
2. The hospitality and courtesy clerk / service, appeared in 4 (four) regression model (Sense, Feel, Think and Act)
3. Clarity promotions delivered through brochures, newspapers, magazines, etc., appear in three (3) regression model (Sense, Feel and Act)
4. The uniqueness of the name / brand of fast-food restaurants, appearing in two (2) regression model (Feel and Act)
5. The delicacy of the food being served, appeared in 1 (one) regression model (*Feel*)

While the manifest variables entertainment events held not appear in all regression models.

Based on this, fast-food restaurant manager can set the priority agenda Human Nervous System Response utilization by maintaining the dominant aspects, in this case the atmosphere of the room, exterior and interior design of fast-food restaurants, as well as the friendliness and courtesy clerk / services as well as increase the domains of less dominant aspect. For non-dominant aspect or no effect on customer loyalty in order to be reviewed implementation.

Evaluation Research Hypothesis

Based on the analysis that has been done, the result for the answer hypothesis that is, the decision hypothesis is as follows:

- **hypothesis 1**

  Based on the previous description, the element as a predictor Sense Response Human Nervous System which significantly affect the Customer Loyalty there are only three elements, namely:

  - Promotions delivered through brochures, newspapers, magazines etc.,
  - atmosphere of the room, exterior and interior design of the restaurant,
  - The hospitality and courtesy clerk / services

  While the other three elements which include:

  - The uniqueness of the name / brand of fast-food restaurants,
  - the delicious food served and
  - entertainment events held

  it did not significantly affect customer loyalty. Therefore, because not all elements of significant influence, the decision hypothesis 1 is unacceptable truth.

  hypothesis 2

  Based on the previous description, the elements feel as predictors of Human Neural Response System which significantly affect the Customer Loyalty there are only five elements, namely:

  - image / image fast-food restaurants,
  - friendliness and courtesy of service personnel,
  - the level of appetite arising from the presentation of the food was served,
  - clarity promotions delivered through brochures, newspapers, magazines etc.
  - atmosphere of the room, exterior and interior design of the restaurant

  As for the element of entertainment events held did not significantly affect customer loyalty. Therefore, because not all elements of significant influence, the decision hypothesis 2 unacceptable truth.

  hypothesis 3

  Based on the previous description, think as a predictor element Response Human Nervous System which significantly affect the Customer Loyalty there are only two elements, namely:

  - atmosphere of the room, interior and exterior design of fast-food restaurants
  - friendliness and courtesy clerk / services

  While the other four elements include:

  - promotions delivered through brochures, newspapers, magazines etc.,
  - image / image fast-food restaurants,
  - the delicious food served and
  - entertainment events held

  it did not significantly affect customer loyalty. Therefore, because not all elements of significant influence, the decision hypothesis 3 can not be accepted as true.

  hypothesis 4

  Based on the previous description, the elements act as a predictor of Human Neural Response System which significantly affect the Customer Loyalty there are only four elements, namely:

  - promotions delivered through brochures, newspapers, magazines etc.
  - atmosphere of the room, exterior and interior design of fast-food restaurants,
  - reputation of fast-food restaurants
  - friendliness and courtesy clerk / services

  While the other four elements include:

- promotions delivered through brochures, newspapers, magazines etc.,
- image / image fast-food restaurants,
- delicacies served
- entertainment events held

it did not significantly affect customer loyalty. Therefore, because not all elements of significant influence, the decision hypothesis 4 can not be accepted as true.

hypothesis 5

Based on the previous description, the entire dimension of Human Neural Response System which significantly consists of:

- *Sense* (Stimulation of the sensory fifth),
- *Feel* (Encouraging the emergence of mood and emotion as expected consumer),
- *think* (Encouraging consumers to think positive), and
- *Act* (Ability to influence consumers to re-consume)

Because all of the dimensions of the human nervous system response significantly affect customer loyalty. Thus hypothesis 5 can be accepted as true.

CONCLUSION

Based on the formulation of the problem which is to be examined, research objectives to be achieved, the hypothesis to be observed, and the results of data processing and analysis, obtained some conclusions as follows:

a. The elements of each dimension predictor sense, feel, think and act dominant influence customer loyalty is the atmosphere of the room, exterior and interior design of the restaurant; and the friendliness and courtesy clerk/services

b. The whole Dimension of Human Neural Response System which consists of Sense, Think, Feel, and Act turned out to significantly affect customer loyalty. Dimensions Sense has the highest impact, followed by Think, Feel and then the smallest influence on the dimensions Act

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