

# **The Effect of Service Quality on Customer Satisfaction of Sate H. Pardi Restaurant Branch Dr. M. Isa**

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## **Abstract**

This study aims to analyze the effect of service quality on customer satisfaction at Sate H. Pardi, Dr. M. Isa branch. Sampling employed incidental techniques. Data of 86 respondents were collected through questionnaires and interviews. This study applied a simple linear regression method to analyze the data. The result exhibits that service quality has a significant and positive effect on customer satisfaction. This research is advantageous for the restaurant to enhance its business. To increase customer satisfaction, Sate H. Pardi, Dr. M. Isa branch should optimize its quality of service.

**Keywords:** service quality, customer satisfaction, consumer behaviour, marketing.

## **1. Introduction**

### *1.1 Background*

The culinary industry in Indonesia is growing rapidly from year to year, such as restaurants, restaurants, cafeterias, coffee shops, restaurants that are available in hotels and so on. The target consumers of culinary business people are all groups regardless of age. The development of the business world, currently which is increasingly creative and innovative, the number of businesses that have sprung up has resulted in an increase in the number of businesses of a similar nature causing increasingly fierce competition. So to deal with such situations and circumstances, business actors must be able and quick and responsive in making decisions in order to win the competition, business actors must be able to understand the needs and desires of their customers. One of them is the quality of service that is important for culinary businesses such as restaurants as a marketing strategy in order to create customer satisfaction and survive in business competition.

Sate H. Pardi Restaurant branch Dr. M. Isa which is located at Jalan Dr. M. Isa No.171, Ilir Timur. II, and has a branch at KM 6.5 in the city of Palembang. This restaurant is famous for its delicious goat satay taste and its spacious and comfortable dining area is one of the buyers' destinations. Before the Sate H. Pardi shop was founded, the people of Palembang recognized Mr. Suwito's shop as a typical Javanese satay stall that was most enjoyed and became one of the culinary tours that must be visited. Rumah Makan Sate H. Pardi was founded by a former employee at the satay shop owned by Mr. Suwito since 1986, together with his wife Mr. Pardi devoted himself and studied entrepreneurship at this shop and was trusted by Mr. Suwito as the best employee. And in 1996, Mr. Pardi resigned and expanded his business by providing several menus other than satay where the recipe was a recipe that passed down from Mr. Pardi's wife such as Gulai, Tongseng, Sop, Javanese Tumis Noodles and so on. Now this business is known as Rumah Makan Sate H. Pardi which is in demand by the people of Palembang because of its distinctive Javanese taste and menu.

Service quality is an effort to fulfill the needs and desires of consumers as well as the accuracy of its delivery in balancing consumer expectations. Customer satisfaction is the

level of a person's feelings after comparing the performance or perceived results compared to expectations. Customer satisfaction is related to the quality of service provided, good service quality will create a sense of satisfaction in the hearts of customers. One of the indicators of service quality is assurance, H. Pardi Branch of Sate Restaurant. branch Dr. M. Isa should ensure that customers get good service quality. The low quality of service can be seen from the lack of customers who enjoy the food at the Sate haji pardi restaurant, Dr. M. Isa on the spot. The quality of service provided by the H. Pardi branch Dr. M. isa is considered the owner, has been adequate, but customers consider the services provided by the H. Pardi branch of the Sate restaurant. Dr M. Isa is inadequate, even though customers can enjoy it at home or take away by making online purchases, especially through go-food and grab-food.

Based on this phenomenon, the authors are interested in conducting research which will be outlined in the form of scientific writing (Thesis) entitled "The Effect of Service Quality on Customer Satisfaction Sate H. Pardi Restaurant, Branch Dr. M. Isa".

### *1.2 Problem Formulation*

Based on the background description that has been stated, the formulation of the problem in this study is how the influence of service quality on customer satisfaction at Sate H. Pardi Restaurant, Branch Dr. M. Isa.

### *1.3 Research Objectives*

The research objective was to analyze the effect of service quality on customer satisfaction at Sate H. Pardi Restaurant, Branch Dr. M. Isa.

## **2. Literature Review**

In the first sub-sections the author will explain the theories of management and organization as the main theory (grand theory), then study the marketing management theory and organizational behavior as a middle range theory, the final part of the theoretical sub-studies will explain the concept. The variables studied, namely: service quality and customer satisfaction as (applied theory).

### *2.1 Definition of Management*

Management comes from English (management) with a verb (to manage), which is generally defined as to take care of. Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals (Susan 2019: 2).

Management is the science and art of managing, controlling, communicating and utilizing all existing resources in the organization by utilizing management functions (Planning, Organizing, Actuating, Controlling) so that the organization can achieve its goals effectively and efficiently. According to Kristiawan in (Syarwani, et al. 2017).

### *2.2 Definition of Marketing Management*

Marketing Management is the art and science of selecting target markets and obtaining, maintaining and acquiring consumers through the delivery and superior value of consumer communication (Kotler and Keller, 2018: 27).

Marketing management is the analysis, planning, implementation and control of planned programs to create, build, and maintain a profitable exchange with target buyers with a view to achieving organizational goals (Kotler and Armstrong, 2017).

### *2.3 Definition of Organization*

According to Musfialdi (2016: 83), states that an organization will not function effectively if the organizational structure is not adapted to its environment. If the conditions of the organization's environment are relatively stable, then a suitable structure is a mechanistic structure, namely a structure that is regulated in detail, the division of tasks, authorities, responsibilities and work relations between the organizational units. Conversely, if the environmental conditions are unstable, so that many environmental factors cannot be predicted in the future situation, then the appropriate organizational structure is an organic structure with less rigid, more flexible arrangements, in the sense of the division of tasks, powers, responsibilities, and working relationships between units.

### *2.4 Definition of Service Quality*

The concept of quality is considered as a measure of the perfection of a product or service which consists of design and conformance, design quality is a specific function of a product or service, conformity quality is a measure of how much the level of conformity between a product or service and requirements or specifications quality that has been determined previously, service quality is a measure of how well the level of service provided is able to match customer expectations. There are 2 main factors that affect service quality, namely expected service and perceived service (Tjiptono & Chandra 2015: 164).

### *2.5 Dimensions of Service Quality*

According to Parasuraman in (Situmeang, 2017), the attributes that can be used to evaluate service quality can be seen from five main dimensions, namely:

1. Reliability (reliability), namely the ability of the company to provide appropriate services that are presented accurately and reliably. Performance must be in accordance with customer expectations which means punctuality, the same service to all customers without errors, a sympathetic attitude and with high accuracy.
2. Responsiveness, which is a willingness to help and provide fast and accurate service to customers, by delivering clear information.
3. Guarantee and assurance (assurance), namely the knowledge, politeness, and ability of company employees to foster customer trust in the company. Consists of several components, including communication, credibility, security, competition and courtesy.
4. Empathy (empathy), which is giving sincere and individual attention to customers by trying to understand what consumers want.
5. Physical evidence (tangibles), namely the company's ability to show its existence to external parties. What is meant is that the physical appearance, capabilities and infrastructure of the company and the condition of the surrounding environment are tangible evidence of the services provided.

### *2.6 Definition of Customer Satisfaction*

This customer satisfaction is one of the keys to being able to advance a company in any field, this is because by being able to satisfy customers with existing services in the company, it will automatically increase customers who are loyal to the products/services of the company, and the company can increase its profit they get (Kotler & Armstrong 2018: 16).

Customer satisfaction (customer satisfaction) depends on the perceived performance of the product relative to purchase expectations. If the product's performance does not meet

expectations, the customer is disappointed. If the product's performance matches expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied.

### *2.7 Customer Satisfaction Measurement*

According to Tjiptono and Diana (2019; 155), there are four methods that companies use to determine the level of customer satisfaction, namely:

#### **1. Complaints and Suggestions System**

Every organization that is customer-oriented needs to provide easy and convenient opportunities and access for its customers to convey their suggestions, criticisms, opinions and complaints. Commonly used media include suggestion boxes, comment cards, toll-free special telephone lines, websites and others. Where this method can provide valuable ideas or input to the company.

#### **2. Ghost Shopping (Mystery Shopping)**

One way to get a snapshot of customer satisfaction is to hire several Ghost Shoppers to play or pretend as potential customers of the company's products and competitors. Mysterious shoppers will be asked to closely observe and assess how the company and its competitors serve specific customer requests, answer customer questions and handle any complaints. This is done as a way to assess the performance of company employees.

#### **3. Lost Customer Analysis**

Wherever possible the company contacts customers who have stopped buying or who have switched suppliers in order to understand why this is happening and so that they can adopt a policy for further improvement or improvement.

#### **4. Customer Satisfaction Survey**

Most of the customer satisfaction research is conducted using survey methods, including surveys by post, telephone, e-mail, internet, or in-person interviews. Through a survey the company will get responses and feedback directly from customers and also give a positive impression that the company pays attention to its customers.

### **3. Research Methods**

#### *3.1 Research Scope*

In this study will discuss issues related to the influence of Service Quality on Customer Satisfaction of H.Pardi Sate Restaurant, branch Dr. M. Isa.

#### *3.2 Population and Sample*

The population and sample used in this study are as follows:

1. The population used in this study is limited to 1 month with a population of 600 people taken from customer data for the last 3 months, the data is outside of gofood/online sales data, using the slovin formula dubbed into 86 samples.
2. The sample technique used is Accidental Sampling, the technique of determining the sample by chance, that is, any customer who happens to meet the researcher can be used as a sample. Based on these techniques, the number of samples used in this study were 86 respondents.

## 4. Results and Discussion

Based on the questionnaire distributed to respondents, the following discussion will be carried out which aims to discuss the research problem and answer the research objectives. Respondents are customers of H.Pardi Sate Restaurant, Branch Dr. M. Isa amounted to 86 people and data management using the help of SPSS V.20 for windows, the following research was obtained.

### 4.1 Validity Test

Used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The validity test is calculated by comparing the calculated  $r$  value (correlated item-total correlation) with the  $r$  table value. if  $r$  count  $>$   $r$  table and the value is positive then the item or question is declared valid (Ghozali, 2013).

### 4.2 Reliability Test

Data to measure a questionnaire which is an indicator of the variable. a questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. Reliability concerning the consistency of answers if tested repeatedly on different samples. SPSS provides facilities to measure reliability with the Cronbach Alpha ( $\alpha$ ) statistical test of a construct or variable that is said to be reliable if it provides a Cronbach Alpha statistical value  $>$  0.60 (Ghozali, 2013).

Table 1. Table Reability Test Result

| Variabel              | Cronchbach's Alpha | Ketentuan $r_{table}$ | Result   |
|-----------------------|--------------------|-----------------------|----------|
| Service Quality       | 0,845              | 0,6                   | Reliable |
| Customer Satisfaction | 0,785              | 0,6                   | Reliable |

The results of the reliability test show that all the coefficient alpha variables are quite large, namely above 0.6, so it can be said that all measurement concepts for each variable are coisoner reliability so that further items in each of these variable concepts are suitable for use as a measuring tool.

### 4.3 T Test

According to Siregar (2017), in conducting hypothesis testing using statistical tests, the  $t$  test can be used to test the hypothesis. The hypothesis is a temporary answer to the research objectives derived from the framework that has been made.

From the analysis it is known that the effect of Service Effect (X) on Customer Satisfaction (Y) from the calculation results show that the value of  $t$ -count  $>$   $t$ -table  $<$  0.05 is  $10.647 > 1.663$ , this means that  $H_0$  is rejected and  $H_a$  is accepted, so that it can It is denied that service quality has a positive effect on customer satisfaction.

### 4.4 Simple Linear Regression Analysis

Table 2. Table Simple Linear Regression Analysis

| Coefficients <sup>a</sup> |                             |            |                           |        |      |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)              | 7.898                       | 2.173      |                           | 3.635  | .000 |
| Service Quality           | .524                        | .049       | .758                      | 10.647 | .000 |

a. Dependent Variable: Customer Satisfaction

The simple regression test results show the constant = 7.898 and the coefficient  $b = 0.524$ . So the simple linear regression equation becomes  $Y = 7.898 + 0.524X$ . The constant (a) of 7,898 states that if there is no service quality variable score ( $X = 0$ ), then the customer satisfaction variable score is 7,898 and the service quality variable regression coefficient (X) has a positive regression coefficient with the customer satisfaction variable, namely  $b = 0.524$  means: If the variable service quality has increased by 1 then the customer satisfaction variable will also increase by (0.524).

#### 4.5 Correlation Coefficient R

Table 3. Table Correlation Coefficient R Result

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .758 <sup>a</sup> | .574     | .569              | 1.894                      |

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

The results of the study using the correlation coefficient (R) analysis obtained a value of 0.758. So it can be concluded that there is a strong relationship between the variables of service quality and customer satisfaction Rumah Makan sate H. Pardi branch Dr. M. Isa. (56.6%)

#### 4.6 Coefficient of Determination $R^2$

Table 4. Table Coefficient of Determination  $R^2$

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .758 <sup>a</sup> | .574     | .569              | 1.894                      |

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

The results of the study using the analysis coefficient of determination ( $R^2$ ) amounted to 0.574. This shows that the contribution of the Service Quality variable (X) can explain the Customer Satisfaction variable (Y) of 57.4%, while the remaining 42.6% can be explained as being influenced by other variables not included in this study.

## 5. Conclusions and Suggestions

### 5.1 Conclusion

Based on the findings in this study, the conclusions that can be put forward based on the data analysis and discussion that have been described in the previous chapter can draw the following conclusions:

1. The results of the study with the t test on the variable service quality (X) obtained the value of  $t_{count} > t_{table}$  ( $10,647 > 1,663$ ) and a significant level of  $< 0.05$  ( $0.000 < 0.05$ ). This means that  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the variable service quality has a positive and significant effect on customer satisfaction at Sate H. Pardi Restaurant, Branch Dr. M. Isa.
2. The results of the simple linear regression analysis are obtained by the regression equation  $Y = 7.898 + 0.524 X$ , this means that if the increase in the service quality variable is 1 unit, it will increase the customer satisfaction value (Y) by 0.524. Furthermore, if the service quality variable (X) does not change, it is equal to 0, then the customer satisfaction value (Y) is fixed at 7,898.
3. The results of the study using the correlation coefficient (R) analysis obtained a value of 0.758. So it can be concluded that there is a strong / close relationship between the variables of service quality and customer satisfaction at the Sate H. Pardi Restaurant, Branch Dr. M. Isa equal to (75.8%)
4. The results of the study using the analysis coefficient of determination ( $R^2$ ) amounted to 0.574. This shows that the contribution of the service quality variable (X) can explain the customer satisfaction variable (Y) of 57.4% while the remaining 42.6% can be explained / influenced by other variables not included in this study.

### 5.2 Suggestions

1. Sate H. Pardi Restaurant must continue to pay attention to the quality of products and quality of services offered in an effort to increase customer satisfaction. This is because the rapid development affects customer perceptions. Currently, customers have assumed that eating and drinking in restaurants is not a luxurious habit. It is even a common behavior and does not affect a person's prestige.
2. Employees and the Sate H. Pardi Restaurant can provide maximum service to all customers, and also must always increase customer satisfaction in an effort to create loyal customers. This is because satisfaction is the key for companies to form bonds with customers.

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