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The Influence of Service Quality on Customer Satisfaction at the Bakso Semar Restaurant in Bandung

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Abstract: The purpose of this study is to identify the aspects of service quality at the Bandung restaurant Bakso Semar that have an impact on patron satisfaction. A sample of fifty respondents who had made purchases at Bandung restaurants was employed in this study. In this study, basic linear analysis along with quantitative analytic approaches were used. Validity, reliability, correlation analysis, simple linear regression analysis, outcomes of linear regression analysis, and determination tests were the statistical tests performed in this study. The results of validity and reliability tests demonstrated the validity and reliability of the research's questionnaire. The findings of the correlation coefficient test indicate a modest degree of link between customer satisfaction and service quality. It was discovered by the outcomes of the linear regression analysis that customer happiness is influenced by service quality. The findings of the determination test indicated that, of the variables included in this study, other factors affected the remaining 52.0% of the relationship between service quality and customer happiness.

Keyword: Service Quality, Customer Satisfaction.

INTRODUCTION

There are several eateries in West Java, particularly in Bandung, that are almost identical to restaurants, one of which is called Bakso Semar. In 1998, Bakso Semar was founded. The Bakso Semar Restaurant offers a range of menu options, including its own speciality meatballs and other traditional Bakso Semar meals. It is run by professionals. Additionally, Bakso Semar is a culinary establishment that has gained recognition for both its current menu and its excellent customer service, both of which contribute to the restaurant's clientele's satisfaction. One of the specialties of Manado, a restaurant chain with many locations in Bandung and situated in Sadang Serang, is bakso semar. Semar Bakso The people's favorite spot to temporarily savor the flavor is Bakso Semar, where Mianggas first

opened for business in the 1990s. Although the name it carries is well-known and simple for people to remember, it is the appropriate moniker since a variety of meatballs may be enjoyed here. As it grows, Bakso Semar sets itself apart from other meatball restaurants with its own menu.

John F. Welch Jr. stated that "quality is our strongest defense against foreign competition, our best guarantee of customer loyalty, and the only way to maintain growth and income" (Kotler and Keller, 2008). Quality is defined as the "degree to which a set of inherent characteristics fulfills requirements" by ISO 9000 (Lupiyoadi, 2014). Quality, on the other hand, is a term that service providers need to use carefully, according to Supranto (2006). The Big Indonesian Dictionary defines service as an endeavor to assist in preparing what others require. Then Kotler states that "A Service is essentially intangible and does not result in the Ownership of anything, its production may or may not be to a physical product". According to Laksana (2008), a service is defined as any action or activity that can be provided to another party by one party; they are essentially intangible actions that do not confer ownership.

A client is defined as an individual who purchases products or services by Cambridge International Dictionaries (someone who buys a good or service). The Latin words "satis" (good enough, adequate) and "facio" (to accomplish or make) are the origin of the English word satisfaction. According to Tjiptono & Chandra (2007), "an effort to fulfill something" or "make something adequate" is the standard definition of satisfaction. As to Sudaryono (2016), consumer satisfaction stems from their evaluation of the product or service's ability to deliver a satisfactory degree of enjoyment, even while there is room for improvement. or lower. Setyobudi & Daryanto (2014) define consumers as purchasers who are reliant on the products or services they get. Customer satisfaction, as defined by Richard Oliver (in Zeithaml et al., 2018), is the reaction of consumers to a good or service that satisfies their requirements and expectations.

Kotler (2014: 150) defines customer satisfaction as the emotions that occur from contrasting the performance (or results) of the product in question with the anticipated performance (or results). This concept leads to the conclusion that a customer will be unhappy and disappointed if the product does not live up to their expectations or if those expectations are set too low. Customers will feel joyful and extremely satisfied if the product performs better than expected, but they will feel content if the performance meets expectations.

METHOD

This study was carried out in Bandung City at the Bakso Semar Restaurant. One of the gastronomic joys of Bandung, with a branch in Sadang Serang, is Bakso Semar. Established in the 1990s, Bakso Semar is a well-liked destination for food enthusiasts, particularly those who enjoy meatball dishes. His name is quite widespread among those outside of Bandung. This study employs positivist quantitative methodologies to investigate certain populations and samples, as well as random sampling, instrument-assisted data collecting, statistical data analysis, and data analysis. The research's population is an unidentified number of Bakso Semar clients. In Sugiono, by Roscoe (2013) Furthermore, for research purposes, a sample size of greater than 30 but less than 500 is adequate. Therefore, 50 respondents made up the sample used in this study, which was based on Roscoe's viewpoint in Sugiono. This method of gathering data makes use of a questionnaire, a survey or research instrument made up of a set of written questions intended to elicit responses from individuals or groups through interviews. A Likert scale is employed as the scale. This study employed quantitative analytic approaches using basic linear tests. This study employed correlation coefficients, validity

tests, reliability tests, hypothesis testing, and determination tests. SPSS 25 was used to conduct this testing.

Framework of thinking

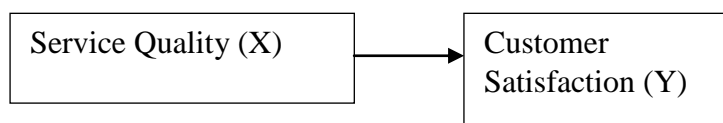


Figure 1. Thinking Framework

Hypothesis

The research hypothesis is a temporary solution to the problem formulation. Because it is still temporary, it is necessary to prove the empirical data collected (Limakrisna, 2017). Until proven through collected data. The hypotheses in this research are: H1: There is an influence between service quality and customer satisfaction.

RESULTS AND DISCUSSION

50 individuals with the status of customers who had made purchases at Bakso semar were the sample used in this study. Five measures of customer happiness and five indicators of service quality are included in the study questionnaire. Researchers' tests revealed that, with a proportion of 69.9% or 35 responses, females were more prevalent among the study's respondents. Fifteen male responders, or thirty-one percent, were left.

Validity Test Results

It is said to be valid if $R_{count} > R_{table}$ at a significance of 0.05 and vice versa invalid if $R_{count} < R_{table}$. $R_{table} = n - 2 = 50 - 2 = 0.2787$

1. Validity Test Results for Variable
2. Validity Test Results for Variable Y. The results obtained are $0.623 > 0.2787$, which means $R_{count} > R_{table}$. This proves that all indicators of customer satisfaction variables in this research are valid and can be used. Because R_{count} is greater than R_{table}

Correlation Coefficient Test Results

The results obtained show that the R Square value is 0.520 or 52.0%, which means that the influence of service quality on customer satisfaction is 52.0%, while the remaining 48.0% is influenced by other variables which were not examined in this research.

1. The sig value of service quality is 0.000, which means $0.000 < 0.05$, so it can be said that the variables of service quality and customer satisfaction are correlated with each other.
2. The Pearson correlation value for service quality is 0.529, which means the degree of relationship between service quality and customer satisfaction is at a moderate level.

Hypothesis Test Results (partial)

In this study, a value of $T_{count} > T_{table}$ at a significance level of 0.05 would be considered important. In contrast, if the $T_{count} \leq T_{table}$ value is at a significance threshold of 0.05, it will be deemed to have no impact. T_{table} is equal to $t(\alpha/2; nk-1) = t(0.05/2; 50-2-1) = 2.01063$. Through the coefficients table on the side, one may view the partial test results table. Upon examining the table, it is determined that the T_{count} values obtained are more than the T_{table} ($4.987 > 2.01063$), leading to the rejection of H_0 and the acceptance of H_1 . Thus, it is possible to accept the premise that "Service Quality influences Customer Satisfaction at Bakso semar restaurant Bandung".

Simple Linear Regression Analysis

From the results it can be seen that the simple linear analysis in this study can be interpreted as follows: $Y = 19.117 + 0.157$

By looking at the results above, it can be concluded that the results of simple regression analysis are:

1. The constant value is 19,117, which means that if there is no change in the service quality variable, customer satisfaction at the Bakso Semar restaurant in Bandung city will be 19,117 units.
2. The service quality regression coefficient value is 0.157 and is positive. This means that service quality has a positive contribution to customer satisfaction at Bakso Semar, Bandung City.

Determination Test Results

The determination test in this research is to find out how much influence the service quality variable has on customer satisfaction. It is said to be reliable if $\text{Alpha} > \text{Rtable}$ at a significance of 0.05 and vice versa unreliable if $\text{alpha} < \text{Rtable}$. $\text{Rtable} = n - 2 = 50 - 2 = 0.2787$

1. Reliability Test Results for Variable This means that the service quality indicators in this research are reliable and can be used.
2. Variable Y Reliability Test Results The results can be seen if the alpha value is 0.410, which means $\text{alpha} > \text{Rtable}$. This means that the customer satisfaction indicators in this research are reliable and can be used.

Discussion

The findings of a straightforward regression analysis showed that the service quality value was positive rather than negative. This indicates that in the Bakso Semar restaurant in Bandung city, customer satisfaction is positively impacted by service quality. The purpose of the partial test was to demonstrate that, at the Bakso Semar restaurant in Bandung city, customer happiness is positively and significantly impacted by service quality. The significant result < 0.05 indicates that H_0 was approved and H_a was rejected when the t value count was more than the ttable ($4.987 > 2.01063$). Thus, it is possible to accept the premise that "Customer satisfaction at the Bakso Semar restaurant in Bandung city is influenced by service quality." Following the implementation of a determination test, the researchers discovered that the R Square value for this study was 0.520. This indicates that, at the Bakso Semar restaurant in Bandung city, customer satisfaction is influenced by service quality to the tune of 48.1%. Meanwhile, factors not covered in this study have an impact on the remaining 51.9%. Researchers can determine the degree of link between customer happiness and service quality at the Bakso Semar restaurant in Bandung city by using the correlation coefficient test. The researchers' calculated value was 0.529. This number is within a reasonable range.

Effect of Physical Evidence

The study's findings are markers of physical evidence. Rcount was shown to be bigger than Rtable by the Validity Test. Thus, the outcomes demonstrate that tangible proof is a reliable signal with a positive value and is among the indicators that raises consumer satisfaction. The findings of earlier studies provide support for the current study.

Effects of Reliability

The findings of this study serve as markers for the impact of dependability. Rcount was shown to be bigger than Rtable by the Validity Test. As a consequence, it can be concluded that dependability is a legitimate indication with a positive value and one of the signs that raises customer satisfaction. These outcomes are comparable to those of earlier studies.

The Effect of Responsiveness

It serves as an indication of the impact of fishing power in this investigation. Rcount was shown to be bigger than Rtable by the Validity Test. As a consequence, the findings demonstrate that catchability is a reliable indication with a positive value and is one of the indicators that raises consumer satisfaction.

Collateral Effect

It serves as a guarantee indication in this study. Rcount was shown to be bigger than Rtable by the Validity Test. As a consequence, assurance is shown to be a reliable indication with a positive value and to be among those that raises customer satisfaction.

The Effect of Empathy

It serves as the empathy indicator in this study. Rcount was shown to be bigger than Rtable by the Validity Test. As a consequence, the findings demonstrate that empathy is a reliable signal with a high value and is one of the indicators that raises customer happiness. Based on the aforementioned research findings and supporting theoretical frameworks and prior studies, it is evident that service quality characteristics have a substantial impact on customer satisfaction. This demonstrates how customer happiness at Bandung city's Bakso Semar restaurant is positively impacted by service quality.

CONCLUSION

Based on their findings, the researchers came to the conclusion that customer happiness is positively impacted by service quality. Customer satisfaction at the Bakso Semar restaurant in Bandung City may be directly increased by indicators such tangible proof, dependability, understanding, assurance, and empathy displayed by staff members.

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