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## The Effect of Service Quality and Taste on Customer Satisfaction at Bolu Cukke Hikmah Gattareng Village, Marioriwawo District, Soppeng Regency

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**Abstract:** This study aims to analyze the effect of service quality and taste on customer satisfaction at Bolu Cukke Hikmah in Gattareng Village, Soppeng Regency. The research method used is a quantitative approach with multiple linear regression analysis techniques. Data was collected through distributing questionnaires to 100 respondents selected by purposive sampling. The results showed that both service quality and taste have a positive and significant influence on customer satisfaction, both partially and simultaneously. The regression test shows that the service quality variable contributes 70.6% to customer satisfaction, while taste contributes 73.2%. Simultaneously, both variables have a significant effect on customer satisfaction, which indicates that the combination of good service and distinctive taste plays an important role in increasing customer loyalty. Based on these findings, it is recommended that business owners continue to improve service quality and maintain product flavors to maintain customer satisfaction and expand the market.

**Keyword:** Service Quality, Taste, & Customer Satisfaction.

## INTRODUCTION

Indonesia is a country with a diversity of ethnicities, religions and languages that are valuable assets in economic development. This diversity also reflects the wealth of natural resources that can be utilized for the welfare of society (Sukendar et al., 2020). One form of utilizing these resources is through the establishment of small and medium-sized enterprises (SMEs), which provide great opportunities for individuals to contribute to the economic sector.

In the face of growing economic dynamics, many individuals choose to establish businesses, especially in the culinary sector. The culinary business has its own challenges, especially in attracting and retaining customers. Increasingly fierce competition requires business actors to maintain taste and improve service quality to maintain consumer loyalty (Husna et al., 2021). In line with marketing theory, product planning, distribution, and promotion are important strategies in meeting customer needs and winning market competition (Kotler & Armstrong, 2012).

The increasing number of businesses in the culinary field requires business people to be more creative and innovative in maintaining their existence. Customer satisfaction is the main factor that determines business success. Consumers expect product and service quality that can provide satisfaction and loyalty in the long term (Maimunah, 2020). Good service quality contributes to customer satisfaction and creates harmonious interactions between customers and companies, thereby increasing business competitiveness.

Apart from service quality, product variety is also a factor that attracts consumer attention. Companies that are able to provide a variety of product choices have a greater chance of attracting customer interest (Mursida & Anna, 2017). This strategy can also be used as a form of differentiation in facing market competition (Jannah & Alhazami, 2022).

As part of the tourism sector, the culinary business is experiencing rapid development, driven by the increasingly popular trend of culinary tourism. This phenomenon has led to the emergence of many new culinary businesses that compete with each other to attract customers. In order to survive in the midst of intense competition, businesses must be able to develop innovative and adaptive business strategies.

One example of a culinary business that has managed to maintain its existence is Bolu Cukke Hikmah, located in Gattareng Village, Soppeng Regency. Bolu Cukke is a traditional Bugis cake that has a unique and legit flavor. The name “Bolu Cukke” comes from the technique of making it using the cukke or dicungkil method. As one of the local culinary specialties, Bolu Cukke Hikmah maintains its traditional taste while adapting to market preferences through innovative flavor variations. The business also utilizes social media as a means of promotion, so that their products can be more widely known without losing their traditional identity.

Based on this background, this study aims to analyze the marketing strategy and customer satisfaction of Bolu Cukke Hikmah products. This research will use marketing theory and customer satisfaction approaches to understand the factors that influence consumer loyalty to traditional culinary products.

## **METHOD**

### **Type of Research**

This research uses a quantitative approach with descriptive and causal research methods. The quantitative approach is used to analyze the relationship between service quality and taste on customer satisfaction. The data analysis technique used is multiple linear regression to see the effect of the independent variable on the dependent variable.

### **Population and Sample**

The population in this study were all consumers of Bolu Cukke Hikmah in Gattareng Village, Soppeng Regency. Because the population size is not known with certainty, this study used a convenience sampling method, namely sample selection based on easy access to respondents. The number of samples determined was 100 respondents, who were customers who had bought and consumed Bolu Cukke Hikmah.

### **Time and Place of Research**

This research was conducted at Bolu Cukke Hikmah, which is located in Gattareng Village, Marioriwawo District, Soppeng Regency, South Sulawesi. The research implementation time lasted for two months, from December 2024 to February 2025.

### **Research Instruments**

The research instrument used in this study was a questionnaire. The questionnaire was prepared with a Likert scale consisting of five levels of answers, namely strongly agree, agree, neutral, disagree, and strongly disagree. This questionnaire consists of three main parts, namely service quality, taste, and customer satisfaction.

## Research Procedure

This research was conducted in several stages. First, initial observations were made of the object of research to understand the condition of the business and the characteristics of its consumers. Second, the preparation of a questionnaire based on the variables studied. Third, distributing questionnaires to 100 respondents who have met the sample criteria. Fourth, data collection and analysis using statistical methods with the help of SPSS software.

## Data Analysis Technique

The data obtained from the questionnaire were analyzed using descriptive and inferential statistical analysis techniques. Descriptive analysis is used to describe the characteristics of respondents, while multiple linear regression analysis is used to test the effect of service quality and taste on customer satisfaction. Before regression analysis is carried out, a classical assumption test is carried out which includes normality test, multicollinearity test, and heteroscedasticity test to ensure that the data qualifies for further analysis.

## Data Validity and Reliability

To ensure that the research instrument has good validity and reliability, a validity test is carried out to see that all statement items have an r-count value greater than the r-table, so they are declared valid. and the reliability test uses Cronbach's Alpha of more than 0.70.

## RESULTS AND DISCUSSION

### Descriptive Analysis

Descriptive analysis was conducted to understand the characteristics of respondents as well as the distribution of answers to the variables studied, namely service quality, taste, and customer satisfaction.

Based on the data collected, the majority of respondents in this study were women, as many as 66% of the total 100 respondents, while men totaled 34%. The dominance of female respondents indicates that Bolu Cukke Hikmah consumers are more likely to come from this group, who are likely to be more interested in traditional culinary products.

In terms of age, the largest group comes from the age range of 21 to 30 years, which is 40% of the total respondents. The 31 to 40 age group is the second largest with a percentage of 30%, while the under 20 and over 40 age groups each account for 15%. This data shows that the majority of Bolu Cukke Hikmah consumers come from the productive age group, which is likely to have higher purchasing power and greater interest in culinary variety.

### Validity Test

The validity test aims to ensure that the research instrument can accurately measure the variables under study.

**Table 1. Validity Test**

Variable	Indicator	r-count	r-table	Description
Service Quality (X1)	X1.P1	0.711	0.1966	Valid
	X1.P2	0.710	0.1966	Valid
	X1.P3	0.706	0.1966	Valid
	X1.P4	0.784	0.1966	Valid
	X1.P5	0.761	0.1966	Valid
	X1.P6	0.802	0.1966	Valid
Taste (X2)	X2.P1	0.768	0.1966	Valid
	X2.P2	0.818	0.1966	Valid
	X2.P3	0.798	0.1966	Valid
	X2.P4	0.812	0.1966	Valid
	X2.P5	0.800	0.1966	Valid
Customer Satisfaction	Y.P1	0.658	0.1966	Valid

Variable	Indicator	r-count	r-table	Description
(Y)	Y.P2	0.684	0.1966	Valid
	Y.P3	0.804	0.1966	Valid
	Y.P4	0.827	0.1966	Valid
	Y.P5	0.800	0.1966	Valid

Source: SPSS 26

The validity test aims to ensure that the research instruments can measure the variables under study appropriately. Based on the table of validity test results, all statement items have a r-count value greater than r-table, so they are declared valid. the r-count value is greater than the r-table, so it is declared valid. This indicates that the instrument can be used to measure service quality, taste, and customer satisfaction accurately.

### Reliability Test

The reliability test aims to ensure that the research instrument research instrument can measure the variables under study consistently.

**Table 2. Reliability Test**

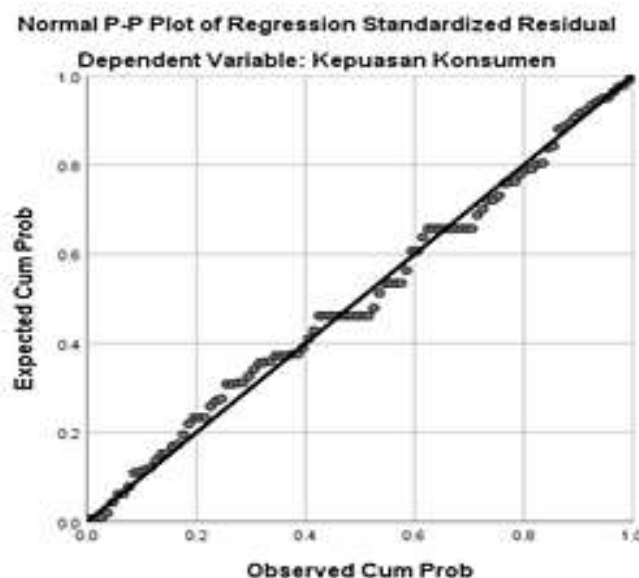
Variable	Cronbach's Alpha	N of Items	Description
Service Quality (X1)	0.926	6	Reliable
Taste (X2)	0.892	5	Reliable
Customer Satisfaction (Y)	0.637	5	Reliable

Source: SPSS 26

The reliability test is used to test the consistency of the research instrument. With the Cronbach's Alpha value of each variable above 0.7, the instrument is considered reliable. This means that this instrument is able to provide consistent results if used repeatedly under the same conditions.

### Normality Test

The normality test is carried out with the aim of ensuring that the research data has a normal distribution research data has a normal distribution.



Source: SPSS 26

**Figure 1. Normality Test**

Based on the graph of the normality test results, the distribution of research data tends to approach the diagonal line, indicating that the data is normally distributed. This fulfills the requirements to continue further statistical analysis.

### Multicollinearity Test

Multicollinearity is a condition in which there is a strong strong relationship between the independent variables in the regression model. This can cause the estimated coefficient of regression coefficient estimation results to be inaccurate.

**Table 3. Multicollinearity Test Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality	0.588	1.701
	Taste	0.588	1.701

a. Dependent Variable: Customer Satisfaction

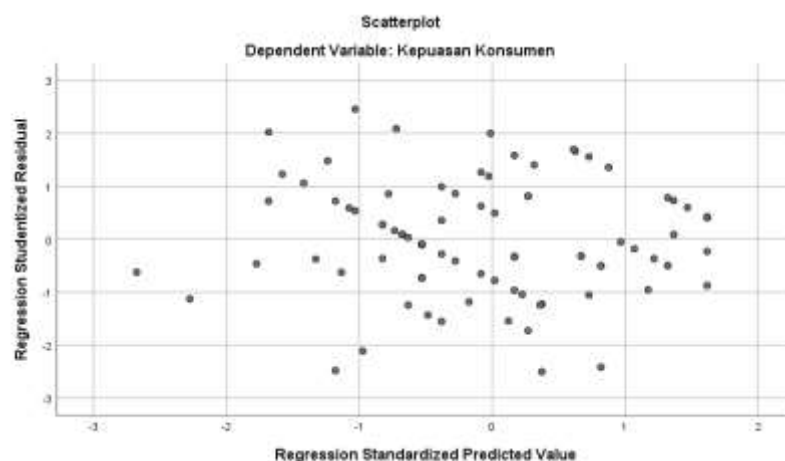
Source: SPSS 26

The multicollinearity test results show the VIF value for each independent variable is below 10 and the tolerance value is above 0.1. independent variable is below 10 and the tolerance value is above 0.1, indicating there is no multicollinearity. Thus, the independent variables independent variables of service quality and taste are not correlated significantly, so regression analysis can be performed

### Heteroscedasticity Test

Heteroscedasticity is a condition in which the variance of the residuals in a regression model is not constant, but varies depending on the values of the independent variables. This can cause the estimated regression coefficients to be inaccurate.

A scatterplot is a type of graph used to visualize the relationship between two variables. In the context of regression analysis, a scatterplot can be used to check if there is heteroscedasticity in the data.



Source: SPSS 26

**Figure 2. Scatterplot Heteroscedasticity Test**

Based on the scatterplot results, the data points are randomly scattered above and below the zero axis without forming a specific pattern. This indicates that there are no symptoms of heteroscedasticity, so the regression model fulfills the assumption of homoscedasticity.

## Multiple Linear Regression Test

The multiple linear regression analysis test aims to predict the value of the dependent variable based on the values of the independent variables. This test can be used to model the relationship between the research variables.

**Table 4. Multiple Linear Regression Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	20.265	1.926		10.521	.000
Demographics (X1)	.222	.085	.334	2.606	.012
Financial Knowledge (X2)	.224	.107	.276	2.094	.041

a. Dependent Variable: Financial Behavior

Source: SPSS 26

The results of multiple regression analysis show that the regression model formed is:

$$Y = 3,322 + 0,291.X_1 + 0,493.X_2$$

Based on this model, it can be concluded that if Service Quality ( $X_1$ ) and Taste ( $X_2$ ) are zero, then Customer Satisfaction ( $Y$ ) will have a value of 3.322. Furthermore, every one unit increase in Service Quality ( $X_1$ ) will increase Customer Satisfaction ( $Y$ ) by 0.291 units, assuming that the Taste variable ( $X_2$ ) remains constant. Similarly, every one unit increase in Taste ( $X_2$ ) will increase Customer Satisfaction ( $Y$ ) by 0.493 units, assuming that the Service Quality variable ( $X_1$ ) does not change. This regression model illustrates that both Service Quality and Taste have a positive influence on Customer Satisfaction, with Taste making a greater contribution than Service Quality.

## Hypothesis Test

Hypothesis testing is carried out using the t test to test the effect of each independent variable on the dependent variable, and the F test to test the effect of the independent variables simultaneously.

1. Hypothesis 1 ( $H_1$ ): Service quality affects customer satisfaction.  
The t-test results show the t-count value = 4.163, and the significant value = 0.000, which means that service quality has a significant effect on customer satisfaction (significant value <0.05). Thus,  $H_1$  is accepted.
2. Hypothesis 2 ( $H_2$ ): Taste has an effect on customer satisfaction.  
The t-test results show the t-count value = 6.234, and a significant value = 0.000, which means that taste has a significant effect on customer satisfaction (significant value <0.05). Thus,  $H_2$  is accepted.
3. Hypothesis 3 ( $H_3$ ): Service quality and taste simultaneously affect customer satisfaction.  
The F-test results show the F-count value = 76.100, and the significant value = 0.000, which means that service quality and taste together have a significant effect on customer satisfaction (significant value <0.05). Thus,  $H_3$  is accepted.

## CONCLUSION

Based on the research results, it can be concluded that service quality and taste have a significant influence on customer satisfaction of Bolu Cukke Hikmah. Optimal service quality, especially in the aspects of reliability and attention to customer needs, is proven to be able to meet consumer expectations. In addition, taste elements including aroma, flavor and texture contribute to a satisfying culinary experience, as indicated by respondents' high level of



acceptance of the product. Consumer satisfaction is reflected in their tendency to recommend the product to others and make repeat purchases.

The findings indicate that in the food industry, improving service quality and strengthening the sensory aspects of products are effective strategies in maintaining and increasing customer satisfaction. From an industrial engineering perspective, this study highlights the importance of a more systematic approach to service quality management and product development to improve the competitiveness of culinary businesses. More broadly, the results of this study contribute to the development of science, especially in understanding the factors that influence customer satisfaction. The findings can serve as a reference for related industries in designing strategies to improve product and service quality to increase competitiveness in the market.

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