THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT METSKY DINE & LOUNGE BEKASI

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Abstract

The purpose of this study was to determine and analyze the effect of service quality on customer satisfaction at Metsky Dine & Lounge Bekasi. This research uses descriptive research with a quantitative approach and simple linear regression analysis method. The sampling technique uses accidental sampling. The population is all customers who come to Metsky Dine & Lounge Bekasi, while the total sample is 100 respondents based on the Slovin formula. The results showed that the service quality variable has an effect on customer satisfaction at the Metsky Dine & Lounge Bekasi restaurant. It is hoped that Metsky Dine & Lounge Bekasi will continue to maintain and improve their service quality so customers continue to feel satisfied.

Keyword: Service Quality, Customer Satisfaction, Metsky Dine & Lounge

INTRODUCTION

In this post-Covid-19 Pandemic, a lot of business and business competition is getting faster. This competition makes business actors demand to have a competitive advantage in order to be able to survive and compete with other businesses. Efforts that can be made are to improve the quality of service in these businesses. Quality of service is something that must be considered in this post-Covid-19 Pandemic. Service quality is one of the main factors of competitiveness. According to Kotler and Keller (2016) there are five dimensions to measure service quality identified by customers, namely:

1) Tangibles, in particular, the ability of a company to disclose its existence to third parties.
2) Reliability, this relates to the company's ability to provide the right service the first time without errors and to deliver its services within the agreed time frame.
3) Responsiveness, for the willingness and ability of staff to assist customers and respond to their requests, and to inform when and then to provide timely service.
4) Assurance, specifically, employee behavior can foster customer trust in the company, and companies can create meaning.
5) Empathy, this is giving sincere and individual or personal attention given to customers by trying to understand customer desires. Where is expected to be in accordance with what customers expect when they come to the company.

Every customer has different and changing expectations so that the quality of service provided must also be adjusted. Customers will judge the services provided from one restaurant to another with the same goal or not as the customer expects. When the customer is satisfied, there will be a harmonious relationship between producers and consumers, so that it will create a good basis so that purchases will occur. review and form a recommendation by word of mouth that will benefit the company.

The existence of a restaurant business in Bekasi has become increasingly stringent along with the increasing number of restaurants that have been established to meet customer needs, especially after the post-Covid-19 pandemic. The amount of public interest and the number of existing competitors make every restaurant try to provide a good experience for visiting customers. When the customer has had a good experience before, the customer almost does not need to consider again to use the

restaurant's services. Bekasi City or its nickname as the 'Patriot City' located in West Java Province, is known for its natural beauty, in its development it is also known as a culinary city. This feature makes Bekasi as one of the tourist destinations, both domestically and abroad. With tourism coming to the city of Bekasi, of course, triggering the development of facilities to support tourists, including restaurant accommodation.

Based on the data Bekasi City Tourism and Culture Office (2020), every year a restaurant in Bekasi City, a restaurant business in Bekasi, has become more stringent along with the increasing number of restaurants that have been established to meet customer needs, especially after the post-Covid-19 Pandemic.
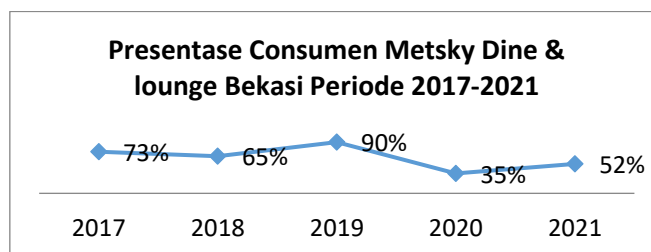

Presentase Consumen Metsky Dine & lounge Bekasi Periode 2017-2021

73%   65%   90%   35%   52%

2017   2018   2019   2020   2021

Figure 1. Graph of Percentage of Customers for Metsky Dine & Lounge Bekasi 2017-2021
(Source: Metsky Dine & Lounge Bekasi, 2022)

Based on Figure 1. above, it can be seen that there was a very drastic decline in 2020, this was due to the outbreak of a dangerous disease, namely Covid-19 that entered Indonesia, causing many businesses in the food & beverage industry to close. or it can be said to reduce the number of customers who come to the Metsky Dine & Lounge Bekasi restaurant. The amount of public interest and the number of existing competitors make every restaurant try to provide a good experience for visiting customers. When a customer has had a good experience before, the customer hardly needs any further consideration to return to the restaurant's services.

Good experiences experienced by customers indicate that the restaurant has succeeded in creating customer satisfaction, especially in the post-Covid-19 pandemic. This satisfaction in the future encourages customers to return to using products or services that customers have used before. The intention to repurchase a product or service will arise when the customer feels that the product or service that the customer receives can provide satisfaction to the customer.

The aims of this study are: (1) To determine the quality of service at Metsky Dine & Lounge Bekasi, (2) To determine customer satisfaction at Metsky Dine & Lounge Bekasi, (3) To determine and analyze the effect of service quality on customer satisfaction at Metsky Dine & Lounge Bekasi.

Restaurant

Based on the activities and the food or drinks they serve, restaurants are classified into 19 types, they are A'la carte restaurant, Table d'hotel, Coffee shop, Cafeteria, Canteen, Continental restaurant, Carvery, Discotheque, Fish and chip shop, Grill room, Intavern, Pizzeria, Creeperie, Pub, Café, Specialty, Terrace restaurant, Gourment restaurant, Family restaurant, Main dining room (Atmodjo, 2005). In general, there are several types of services provided by a restaurant Riadi (2017), we call them table service, counter service, self-service, buffet service, carry out service. A restaurant management will try to maintain its service quality to maintain and increase the number of customers with a high level of satisfaction.

Service quality

According to Feigenbaum (2005) in (Riadi, 2017) Quality is full customer satisfaction. A product is said to be of quality if it can give full satisfaction to consumers, namely in accordance with what consumers expect of a product. According to Kotler & Keller (2018) Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated and implied needs. Based on the opinions of the experts above, it can be concluded that the quality of something that can make a sense of satisfaction with a product and the existence of services that can meet customer needs in accordance with customer expectations.

According to Ha & Jang (2012), in general, someone comes to a restaurant with a food with service or can be interpreted as eating food by being served. According to Canny (2014) service quality is the ability of interaction between employees and customers through the ability of a restaurant to serve appropriately and accurately, employee care and attention to each customer, knowledge, courtesy and the ability of employees to look professional to produce customer satisfaction.

Tjiptono and Chandra (2016) stated in determining the level of service quality there are two main factors that affect quality, they are the expected service and perceived service is considered satisfactory. So, service quality is the fulfillment of customer needs and desires both to have the product requested by the customer and the complaints felt by the customer. Three of the five indicators measuring service quality related to staff behavior are responsiveness, empathy and assurance

The operational definition used by the researcher for this service quality variable is the ability of interaction between employees and customers through the restaurant's ability to serve appropriately and accurately, employee care and attention to each customer, knowledge, courtesy and the ability of employees to look professional to produce customer satisfaction (Canny, 2014). According to Kotler and Keller (2016) there are five dimensions to measure service quality identified by customers, namely: Physical, Evidence Tangibles, Responsiveness, Assurance, Empathy

Customer satisfaction

According to Tjiptono (2012) in Riadi (2017), customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations. According to Daryanto and Setyobudi (2014) in Riyadi (2017), customer satisfaction is an emotional assessment of the customer after the customer uses the product where the expectations and needs of the customers who use it can be met. According to Kotler and Keller (2012), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the product's perceived performance with expectations.

From several expert opinions, it can be concluded that customer satisfaction is an emotional feeling that arises because of something that is produced in accordance with expectations or expectations. There are elements of customer satisfaction according to Chandra (2015) stating that there are 5 elements in customer satisfaction, namely as follows: expectations, performance, comparison, confirmation or disconfirmation, discrepancy. According to (Irawan, 2009:37), the factors that drive customer satisfaction are as follows: product quality, price / value for money, service quality, emotional factor, cost and convenience

Relationship between Service Quality and Customer Satisfaction

The quality provided by the service provider is the realization of the identification process with customers and prospective customers. The service provided by the service provider will be satisfied if the customer gets what they want, namely accommodation services and the expected place of

accommodation, because the service quality relationships that apply to service providers is closely related to customer satisfaction received.

According to Kotler and Keller (2012) in Tjiptono and Chandra (2016: 125), service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality. So, the quality of service has the intention of satisfying customers is the responsibility of everyone in the company. For this reason, every employee must have a responsibility to create a good quality service atmosphere for its customers

RESEARCH METHODOLOGY

This research uses descriptive research with a quantitative approach. The analysis method uses simple linear regression analysis; the sampling technique uses accidental sampling, namely, who happens to meet the researcher, the respondent. Based on data obtained from Metsky Dine & Lounge Bekasi. It is stated that currently, the number of customers in the last one year is approximately 30.352 customers, so to determine the sample size using Slovin formula, it is taken in this study was 100 respondents.

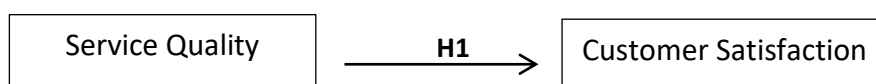The thinking framework of this study is as follows:

| Service Quality | $\xrightarrow{\text{H1}}$ | Customer Satisfaction |

Figure 2. Thinking Framework
(Source: Dr. Bahriansyah S, Pd1, Dewi Nanda Sari Arista SM, 2021)

While the hypotheses to be tested in this study are as follows:
- H_0: Service quality has no effect on customer satisfaction at Metsky Dine & Lounge Restaurant.
- H_1: Service quality has an influence on customer satisfaction at Metsky Dine & Lounge Bekasi.

The data used in this study used two types of data sources, namely as follows: (1) Primary data, researchers used the results of questionnaires obtained from respondents, (2) Secondary data, or indirect sources in the form of documentation, books literature, journals, articles related to research topics. The data obtained were analyzed using the methods used by researchers in the process of compiling and processing data, to interpret or conclude the results of the data obtained during the research. The author in processing this data using the SPSS computer system.

RESULTS AND DISCUSSION
Descriptive Analysis

From descriptive statistical analysis, it is known that the minimum value of service quality (X1) is 3.60 and the maximum value is 5.00, while for the average value of 4.200 then the standard deviation value is 0.335, which means that the variation in service quality can be said to be quite large. It is also known that the minimum value of customer satisfaction (Y1) is 4.30 and the maximum value is 5.00, while the average value is 3.373 and the standard deviation value is 0.523, which means that the variation in customer satisfaction can be said to be very large.

Table 1. Descriptive Statistical Test

	N	Minimum	Maximum	Mean	Std. Deviation
X1.R	100	3,60	5,00	4,200	,33568
Y1.R	100	4,30	5,00	3,373	,52325
Valid N (listwise)	100				

Source: Primary Data processed through SPSS V22, 2022

Table 2 Normality Test with One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	.2.56750423
Most Extreme Differences	Absolute	.127
	Positive	.127
	Negative	-.068
Test Statistic		1.270
Asymp. Sig. (2-tailed)		,080
a. Test distribution is Normal.		

Source: Primary Data processed through SPSS V22, 2022

Based on Table 2. above, it is known that the significance value of Asymp.Sig (2-tailed) is 0.80 which is greater than 0.05. So it can be concluded that the residual data in this study is normally distributed.

Simple Linear Regression Analysis

Simple regression based on functional or causal relationship of one independent variable with one dependent variable. The following is a simple linear regression analysis in this study:

Table 3 Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	T	
1	(Constant)	3.519	3.271		1.076	.285
	Kualitas Pelayanan	.261	.038	.565	6.783	.000

Source: Primary Data processed through SPSS V22, 2022

Based on the table above, it is known that the Constant (⍺) value is 3519 and the Total X value (b/regression coefficient) is 0.261 so that the linear regression equation can be formulated as follows:

$$Y = a + bX$$
$$Y = 3.519 + 0.261X$$

The equation can be described as follows:

a. Constant value (Ⓐ) of 3.519 states that, if the value of X = 0 or the Service Quality (X)variable has no value, then the value of the Customer Satisfaction variable (Y) is 3.519.

b. The value of the regression coefficient X is 0.261 which states that for every 1 (one) percent increase in the value of Service Quality (X), the value of Customer Satisfaction (Y) increases by 0.261. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y positive value.

c. Based on the significant value from Table 3 above, a significant value of 0.000 <0.05 is obtained, so it can be said that H0 is rejected. Thus it can be concluded that Service Quality (X) has an effect on customer satisfaction (Y)

Correlation Coefficient Test

Correlation Coefficient Test (R) as one of the inferential statistical tests used to determine the level of closeness of the relationship between variables expressed by the coefficient (r) with a negative or positive type of relationship. Let me test two variables:

Table 4. Correlation Coefficient Test or R

		X1.R	Y1.R
XI.R	Pearson Correlation	1	,565[**]
	Sig. (2-tailed)		,000
	N	100	100
YI.R	Pearson Correlation	,565[**]	1
	Sig. (2-tailed)	,000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data processed through SPSS V22, 2022

Based on the table above, it can be stated that the Service Quality variable (X1) has a Pearson Correlation value of 0.553 > r*table* 0.168 and has a moderate correlation value because it is between 0.40 to 0.60. Then for the value of Sig. (2-tailed) of 0.000 <0.05 so it can be concluded that the variable of Service Quality (X1) has a correlation. While the direction of the relationship with a positive sign (+) means that the Service Quality variable (X1) has a moderate value. Then for the Customer Satisfaction variable (Y1) it has a Pearson Correlation value of 0.565 > rtable 0.168 and has a perfect correlation value because it is between 0.40 to 0.60. Then for the value of Sig. (2-tailed) of 0.000 <0.05 so it can be concluded that the variable Customer Satisfaction (Y1) has a correlation. Meanwhile, the direction of the relationship with a positive sign (+) means that the customer satisfaction variable (Y1) has a moderate value.

Coefficient of Determination Test or R Square (R^2)

The coefficient of determination as a measure of the goodness of the regression equation is to provide the proportion or percentage of total variation in the dependent variable Y which is explained by the independent variable X.

Table 5 Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565ᵃ	.320	.313	2.58057

a. Predictors: (Constant), service quality

b. Dependent Variable: customer satisfaction

Source: Primary Data processed by SPSS V 22, 2022

Based on the table above, it can be seen that the value of R Square is 0.320, which means that 32% of customer satisfaction (Y) at Metsky Dine & Lounge Bekasi is influenced by the independent variable, namely service quality (X1). While the remaining 68% is influenced by other variables outside the research variables. When viewed from the table of measurement of the coefficient of determination according to Sugiyono (2012: 184), the results of the above measurements are included in the level of a very strong relationship.

t-test (partial)

The partial test shows that it is used to determine how far the influence of one independent variable individually in explaining the variation of the dependent variable is. Partial test is done by comparing the value of the t statistic with the critical point. The hypothesis will be accepted or rejected if it meets the criteria with a significance level of 0.05 = 5%

The t-test was conducted to determine the effect of the independent variable consisting of service quality (X1), partially on the dependent variable, namely customer satisfaction (Y). Coefficients beta t test value of 0.565 is positive, with Sig. 0.000 0.05. The t-count value is 6.783 t-table is 1.66023. Then the t test, partially service quality (X1) has a significant effect on customer satisfaction (Y1).

DISCUSSION

Quality of service at Metsky Dine & Lounge Bekasi

In accordance with the results of the correlation coefficient test (R), it can be stated that the service quality variable (X1) has a Pearson Correlation value of 0.565 > rtable 0.168 and has a perfect correlation value because it is between 040 to 0.60. Then for the value of Sig. (2-tailed) of 0.000 <0.05 so it can be concluded that the variable of Service Quality (X1) has a correlation. While the direction of the relationship with a positive sign (+) means that the Service Quality variable (X1) has a moderate value.

How is Metsky Dine & Lounge Bekasi Customer Satisfaction

In accordance with the results of the correlation coefficient test (R), it can be stated that customer satisfaction (Y1) has a Pearson Correlation value of 0.565 > rtable 0.168 and has a perfect correlation value because it is between 0.40 to 0.60. Then for the value of Sig. (2-tailed) of 0.000 <0.05 so it can be concluded that the customer satisfaction variable (Y1) has a correlation. Meanwhile, the direction of the relationship with a positive sign (+) means that the customer satisfaction variable (Y1) has a moderate value.

Service Quality Affects Customer Satisfaction at Metsky Dine & Lounge Bekasi

In accordance with the results of the t test (partial) that has been carried out, it can be seen that

the influence of the independent variable consisting of service quality (X1) partially affects the dependent variable, namely customer satisfaction (Y). Coefficients beta t test value of 0.565 is positive, with Sig. 0.000 0.05. The t-count value is 6.783 t-table is 1.66023. Then the t test, partially service quality (X1) has a significant effect on customer satisfaction (Y1).

CONCLUSION

Based on the results of data analysis and discussion of the research results in the previous section, it can be concluded that both service quality (X1) and customer satisfaction (Y1) at Metsky Dine & Lounge Bekasi have a positively moderate correlation. And based on the analysis that has been done, it can be concluded that service quality (X1) has a significant effect on customer satisfaction (Y1) at Metsky Dine & Lounge Bekasi. Based on this research Metsky Dine & Lounge Bekasi can take steps to continuously improve customer satisfaction in order to maintain the priority of the restaurant, namely service excellent through improving the dimensions of empathy, reability, customer expectation, responsiveness, assurance.

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