The Effect of Personal Hygiene, Safety, Security and Health (K3) and Service Quality on Customer Satisfaction at Palinggihan Restaurant, Cirebon

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Abstract

This study aims to determine Personal Hygiene, Safety, Security and Health (K3) and Service Quality on Customer Satisfaction at Palinggihan Restaurant Cirebon. The research method used is a quantitative method, with a descriptive approach. Sampling using accidental sampling technique. The number of respondents is 100 people. The results of this study were Personal Hygiene, Safety, Security and Health (K3) had no significant effect on customer satisfaction, while service quality had a significant effect on customer satisfaction. This is because consumers who come to the Palinggihan Cirebon Restaurant only visit no more than five times, so they don't care about Personal Hygiene, Safety, Security and Health (K3). The service procedures in the restaurant are carried out properly and correctly by the employees of the Palinggihan Cirebon Restaurant, namely greeting, placing guests, serving menu books, taking orders, serving food and drinks, billing system, thanking people and clearing the table. Suggestions from this research are (1) Restaurant owners need to plan Personal Hygiene, Safety, Security and Health (K3) training for their employees; (2) A manager or restaurant supervisor conducts morning briefing for employees to provide reports on yesterday's sales and favorite and upselling menus (offering menus to consumers).

Keywords: Personal Hygiene, Safety, Security and Health (K3), Service Quality, Consumer Satisfaction

A. Introduction

The economic growth in the city of Cirebon is currently very fast, seeing that there have been many developments and also easier road access and the many tourist attractions available in the city of Cirebon. The growing culinary business is accompanied by innovations in its products or services. The high level of public consumption makes the market share larger and wider.

Each restaurant or restaurant has its own way of service, this requires each restaurant or restaurant to compete in providing quality service to its customers. The services provided also vary, there are those that provide take-out dining and delivery services as a form of service to their customers, then there are those who provide guarantees or compensation and many more services are provided in accordance with the provisions of the restaurant or restaurant for quality service good and provide satisfaction for their customers.

All services provided by a restaurant or restaurant with the aim that customers who have come are willing to come back again because they are satisfied with the service provided. In addition to service, there are also other things that restaurant managers must pay attention to, namely by paying attention to the personal hygiene of their employees. Especially with the Covid-19 pandemic, which makes people currently reluctant to go to restaurants. So, personal hygine of employees is also a good strategy so that their customers trust and are willing to visit restaurants. Likewise with the Health, Safety and Work of Employees.

One of the restaurants that attracts the attention of many tourists in Cirebon, West Java is Palinggihan Restaurant. Palinggihan Restaurant has been operating for 20 years and always maintains providing quality service to its customers so that customers feel satisfied and comfortable so they decide to come back again.

B. Literature Review
Personal Hygiene

Personal Hygiene is a way of self-care for humans to maintain their health. The maintenance of personal hygiene is necessary for individual comfort, safety and health. Hygiene practice is the same as improving health (Nurudeen, 2020). Someone who is sick is usually due to poor hygiene problems.

Personal hygiene is maintaining the cleanliness and health of a person. For physical and psychological well-being, self-care is a condition that is not owned by a person who is able to perform hygiene care for himself. In view of this there are six objectives. Personal hygiene that improves one's health, maintains one's personal hygiene, improves personal hygiene, prevents disease, creates beauty, and increases self-confidence. If the application of personal hygiene is not optimal, besides reducing the level of customer satisfaction, it can also affect consumer health (Suryati et al., 2012).

Personal hygiene can be seen from the way one eats, bathes,everyday clothes, toopersonal hygiene including hair, nails,body, ears, teeth, and so on (Kurniawan & Sidiq, 2016). Personal hygiene is a disease prevention efforts focuses on health efforts

human environment (Atmoko, 2017).

The factors that affect Personal Hygiene are (Rejeki, 2015):

1. Body Image An individual's image of himself greatly affects personal hygiene, for example because there are physical changes so that individuals no longer care about their cleanliness.
2. Social Practices Social groups influence a person in implementing personal hygiene practices. Including products and frequency of personal care during childhood, family habits also affect hygiene.
3. Socio-culture and beliefs Culture and personal values influence personal hygiene care abilities. Culture-based beliefs are often decisive definition of health and personal care.
4. Socioeconomic status Personal Hygiene requires money to buy materials for personal hygiene so that people with low economies will overlook their personal care so that their personal hygiene is lacking.
5. Knowledge Knowledge of Personal Hygiene is very important because it can improve health, for example, diabetes mellitus sufferers must always keep themselves clean so that their health is maintained
6. Habit It is the community's belief in past experiences, the influence of home friends and family.

The impacts arising from personal hygiene are (Tarwoto, 2004):

1. Physical Impact Many health problems suffered by a person because of not maintaining good personal hygiene. Physical disorders that often occur are the appearance of lice on the hair, impaired skin integrity, disorders of the mucous membranes in the mouth, infections of the eyes and ears and physical disorders of the nails.
2. Psychosocial Impact Social problems related to personal hygiene are the use of comfort needs, the need to be loved, the need for self-esteem, self-actualization and disorders of social interaction.

Safety, Security and Health (K3)

Safety, security and health is an effort to prevent occupational accidents and diseases that can cause death, disability, or illness and psychological problems that can be suffered by the worker concerned (Simanjuntak, 2011). Work safety is a form of effort to create a safe, healthy and comfortable workplace so that it can reduce and / or be free from work accidents and occupational diseases that can ultimately increase work efficiency and productivity (Suma'mur, 2013).

There are 5 indicators that affect Occupational Health and Safety (K3), where these indicators must be able to become the company's daily routine in employing its employees. The indicators are as follows (Suma'mur, 2013):

1. Work protective equipment
2. Safe work space
3. Use of work equipment
4. Healthy workspace

5. Workroom lighting

Service Quality

Service quality is a service that is in accordance with company standards and is expected in its delivery in accordance with what is expected by consumers in order to achieve customer satisfaction (Yarimoglu, 2014). Quality of service a good measure of a service meets expectations customer. Providing quality service means making compromises with consistent customer expectations (Assegaff, 2016).

Service quality is a measure of level excellence expected for the quality of service served with price developments or comparative expectation levels customer service quality with perceived company performance consumers control the development of prices (Mulat, 2017).

Service quality indicators are as follows (Yulianto, 2017):
1. Skills and professionalism The level of expertise and skills possessed by officers in providing / completing services to consumers.
2. Employee behavior and attitudes This service is the politeness and friendliness of the officers, namely the attitude and behavior of officers in providing services to consumers in a polite and friendly manner as well as mutual respect and respect.
3. Flexibility and convenience This service is a comfortable environment such as the condition of facilities and infrastructure for services that are clean, neat, and orderly so as to provide a sense of comfort to consumers.
4. Trustworthiness and reliability This service is the ability of employees to provide the promised services on time and satisfy consumers.
5. Service recovery This service is the ability and convenience of employees to make good communication relationships and understand the needs of their customers.
6. Service coverage This service is the supporting facilities provided by the company in meeting the needs of consumers.
7. Credibility and reputation This service is the company's ability to satisfy its customers, so that consumers always consider what is offered

Customer Satisfaction

Customer satisfaction is a situation where consumer expectations of a product match a reality that consumers accept. If the product is far below hope, consumers will be disappointed. Conversely, if the product fulfills hope, consumers will be satisfied (Dawi et al., 2018). Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected performance (result) of the product against the expected performance (or outcome). If the performance is below expectations, the consumer is not satisfied (Priansah, 2017).

Satisfaction is an attitude which is decided based on the experience gained. Satisfaction is provisions regarding the characteristics or characteristics of the product or service, or product itself, which provides a level of pleasure that concerns consumers meet consumer consumption needs. Customer satisfaction cancreated

through quality, service and value. The key to earning customer loyalty is to provide high customer value (Chandra, 2014).

The five elements related to customer satisfaction are as follows (Priansah, 2017):

1. Expectations (expectations) Consumer expectations of a good or service have been formed before the consumer buys the goods or services. When the purchase process is carried out, consumers expect that the goods or services they receive are in accordance with their expectations, desires and beliefs. Goods or services in accordance with consumer expectations will cause consumers to feel satisfied.

2. Performance (performance) Consumer experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of the goods or services is successful, consumers will be satisfied.

3. Comparison (camparison) This is done by comparing the expected performance of the goods or services before buying with the perceptions of the actual performance of the goods or services. Consumers will be satisfied when their pre-purchase expectations match or exceed their perceptions of the product's actual performance.

4. Experience (experience) Consumers' expectations are influenced by their experience of using brands of goods or services that are different from others.

5. Confirmation (comfirmation) and confirmed (disconfirmation) Confirmation or confirmed occurs if expectations are in accordance with the actual performance of the product. Conversely, disconfirmed or unconfirmed occurs when expectations are higher or lower than the actual performance of the product. Consumers will feel satisfied when there is a confirmation / disconfirmation.

History of the Restaurant

Restaurant is a general term for a gastronomic business that serves a dish to the public and provides a place to enjoy that dish and sets certain rates for food and services. Although generally restaurants serve food on the spot, there are also restaurants that provide take-out dining and delivery services to serve their customers. In Indonesia, a restaurant is also known as a restaurant. Because basically a restaurant or restaurant is a place of business that provides food and beverages and provides services that support the provision of food and beverages. According to Gregoire and Greathouse (2010) who argues based on the objective that restaurants are divided into two definitions which are divided into Onsite food service which operationally sells food only to support main activities and is usually classified as non-profit, while commercial food service is operationally selling food is the top priority and profit is desired.

Framework of Thinking
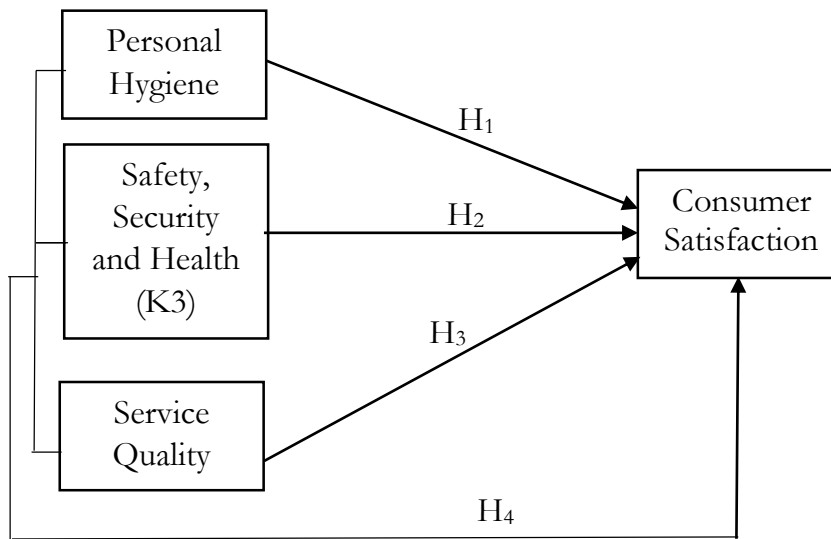
Source: Researcher (2020)

Hypothesis

Ha_1 : There is significant effect of of personal hygiene on consumer satisfaction.

H_{01} : There is no significant effect of of personal hygiene on consumer satisfaction.

Ha_2 : There is significant effect of safety, security and health (K3) on consumer satisfaction

H_{02} : There is no significant effect of safety, security and health (K3) on consumer satisfaction

Ha_3 : There is significant effect of service quality on consumer satisfaction

H_{03} : There is no significant effect of service quality on consumer satisfaction

Ha_4 : There is significant effect of personal hygiene, safety, security and health (K3) and service quality together on consumer satisfaction

H_{04} : There is no significant effect of personal hygiene, safety, security and health (K3) and service quality together on consumer satisfaction

The difference between this study and previous research is in the variable of Safety, Security and Health (K3) in determining customer satisfaction.

C. Research Methodology

The research method is a quantitative method, with a descriptive approach because this study aims to obtain a complete picture of the effect of Personal Hygiene, K3 and the quality of employee services on customer satisfaction at Palinggihan Restaurant Cirebon. In this study, using accidental sampling technique, which is the sampling process carried out by consumers who come to the Palinggihan restaurant, Cirebon. The research will be conducted at the Palinggihan Cirebon restaurant. The

time required for the implementation of the research is 5 months, effective from
November 2020 to March 2021. The population in this study are consumers or
visitors who have bought at Palinggihan Cirebon Restaurant. Based on interviews
with the owner of the Palinggihan Cirebon Restaurant, it was recorded that an average
of 8,000 visitors was recorded in one month.

D. Results

History of Palinggihan Restaurant, Cirebon At first the Palinggihan Restaurant
was called "Simple Rice Stalls", then changed its name to "RM. Palinggihan Fried
Chicken Special". At the beginning of its sale, Palinngihan Restaurant only sold dishes
like the one in the warteg and the buildings occupied were still simple. Then in 1998
- 1999 the owner started to build and renovate the building. On June 23, 1999,
Palinggihan Restaurant started to reopen with the concept of a Sundanese warung by
presenting several Sundanese dishes such as vegetable karedok, sambel dadak (sambel
terasi), sayur asem and many more. Over time, many people are familiar with the name
Palinggihan Restaurant. Seeing this, the owner decided to set the name "Palinggihan
Restaurant" as the name of his business. According to the business owner the name
"Palinggihan" is formed from two words, namely the word "Pa" which means in
Sundanese, namely "place" while the word "Linggih" means "rest/relax", so
"Palinggihan" can be interpreted as "place. break". The limited capacity of the
Palinggihan Restaurant to accommodate the large number of visitors who come
requires construction and renovation of the old building. In 2007 and 2009,
construction and renovation were carried out. The Palinggihan Restaurant building
currently has 3 floors which have 120 tables with a capacity for 4 people each.
Currently the Palinggihan Restaurant has been around for ± 20 years.

Characteristics Based on Gender

From the results of the gender characteristics it can be seen that Palinggihan
Restaurant Cirebon has male respondents (41.0%) with a frequency of 41
respondents, while female respondents (59.0%) with a frequency of 59 respondents.
Therefore, this shows that most of the consumers of Rumah Makan Palinggihan
Cirebon are women.

Table 1. The Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	41	41.0	41.0	41.0
	Female	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Source: Data processed by SPSS (2021)

Characteristics Based on Age

From the results of the age characteristics, it can be seen that the Palinggihan
Cirebon Restaurant has respondents aged 18-19 years (53.0%) with a frequency of 53

respondents, respondents aged 20-25 years (46.0%) with a frequency of 46 respondents, and respondents aged 51-60 years (1.0%) with a frequency of 1 respondent. Therefore, this shows that most of the consumers of Rumah Makan Palinggihan Cirebon are 18-19 years old.

Table 2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19 years	53	53.0	53.0	53.0
	20-25 years	46	46.0	46.0	99.0
	51-60 years	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Source: Data processed by SPSS (2021)

Characteristics Based on Visit Frequency

From the results of the age characteristics, it can be seen that the Palinggihan Cirebon Restaurant has respondents with a frequency of 1-3 visits (50.0%) with a frequency of 50 respondents, respondents visiting frequency 3-5 times (40.0%) with a frequency of 40 respondents and respondents visiting frequency> 5 times (10.0%) with a frequency of 10 respondents.

Table 3. Visit Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 visits	50	50.0	50.0	50.0
	3-5 visits	40	40.0	40.0	90.0
	> 5 visit	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: Data processed by SPSS (2021)

Reliability Test Results

Table 4. Reliability Test Results X_1

Cronbach's Alpha	N of Items
.872	7

Source: Data processed by SPSS (2021)

Table 5. Reliability Test Results X_2

Cronbach's Alpha	N of Items
.861	6

Source: Data processed by SPSS (2021)

Table 6. Reliability Test Results X_3

Cronbach's Alpha	N of Items
.902	8

Source: Data processed by SPSS (2021)

Table 7. Reliability Test Results Y

Cronbach's Alpha	N of Items
.880	7

Source: Data processed by SPSS (2021)

From the results of the reliability test that had been calculated through SPSS v.22, it was found that the values of X_1, X_2, X_3 and Y resulted in a value> 0.7. Which means that the research is said to be reliable.

Table 8. Mean/Average Test Results

		Personal Hygiene	K3	Kualitas Pelayanan	Kepuasan Konsumen
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.59	4.22	4.50	4.30

Source: Data processed by SPSS (2021)

The Palinggihan Cirebon Restaurant has a mean value of 4.59 for the Personal Hygiene variable, 4.22 for the mean value for the K3 variable, 4.50 for the mean value for the Service Quality variable, and 4.30 for the the mean on the Customer Satisfaction variable. So from these data, Palinggihan Cirbebon Restaurant has "Very High" Persnoal Hygiene, "Very High" K3, and "Very Good" Service Quality. So that customers feel "Very Satisfied".

Table 9. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.538	.523	2.503

Source: Data processed by SPSS (2021)

Determinant coefficient value or the R value is 0.733, which means that Personal Hygiene (X_1), K3 (X_2), Service Quality (X_3) have contributed as much as 73.3%. The remaining 26.7% is influenced by other factors that were not examined in this study.

Table 10. Pearson Correlation Coefficient Test

		Personal Hygiene	K3	Service Quality	Customer Satisfaction
Personal Hygiene	Pearson Correlation	1	-.079	.732**	.557**
	Sig. (2-tailed)		.434	.000	.000
	N	100	100	100	100
K3	Pearson Correlation	-.079	1	-.035	.004
	Sig. (2-tailed)	.434		.730	.971
	N	100	100	100	100
Service Quality	Pearson Correlation	.732**	-.035	1	.732**
	Sig. (2-tailed)	.000	.730		.000
	N	100	100	100	100
Customer Satisfaction	Pearson Correlation	.557**	.004	.732**	1
	Sig. (2-tailed)	.000	.971	.000	
	N	100	100	100	100

Source: Data processed by SPSS (2021)

It can be seen that Personal Hygiene (X_1) with a sig. 0.000 <0.05 are mutually correlated/related between variables. With a Pearson Corelation value of 0.557, which means it has a moderate level of correlation.

It can be seen that K3 (X_2) with a sig. 0.971> 0.05 did not correlate with each other between variables. With a Pearson Corelation value of 0.004, which means there is no correlation/relationship between variables.

It can be recognized that Service Quality (X_3) with a sig. 0.000 <0.05 are mutually correlated/related between variables. With a Pearson Corelation value of 0.732, which means it has a strong correlation level.

Table 11. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Beta	Beta		
1	(Constant)	2.584	3.361		.769	.444
	Personal Hygiene	.059	.123	.049	.480	.632
	K3	.030	.066	.032	.458	.648
	Customer Satisfaction	.691	.101	.697	6.850	.000

Source: Data processed by SPSS (2021)

$Y = a + bX_1 + bX_2 + bX_3$
$= 2,584 + (0,059) X_1 + (0,030) X_2 + (0,691) X_3$

It can be seen that a constant of 2.584 states that if there is no value of Personal Hygiene (X_1), K3 (X_2) and Service Quality (X_3), then the value of the consumer satisfaction process is 2.584. The regression coefficient X_1 of 0.059 is the regression

coefficient value of the Personal Hygiene variable (X_1) on Y (Consumer Satisfaction), meaning that if X_1 increases by 1 point, then Y will increase by 0.059. The coefficient is positive so that if X_1 increases then Y will also increase.

The regression coefficient X_2 of 0.030 is the value of the regression coefficient of the variable K3 (X_2) on Y (Customer Satisfaction), meaning that if X2 increases by 1 point, then Y will increase by 0.030.

The coefficient is positive so that if X_2 increases, Y will also increase. The regression coefficient X_3 of 0.691 is the regression coefficient value of the Service Quality variable (X_3) on Y (Customer Satisfaction), meaning that if X_3 increases by 1 point, then Y will increase by 0.691. The coefficient is positive so that if X_3 increases then Y will also increase.

The sig value of Personal Hygiene (X_1) on Customer Satisfaction (Y) is 0.632 > 0.05 and the t value is 0.480 <t table 1.984. Then it can be concluded that: H_{o2} is accepted, Ha_1 rejected, there is no significant relationship between employee personal hygiene and consumer satisfaction in restaurant in Palinggihan, Cirebon

H_{a2} rejected, there is a significant relationship between employee Personal Hygiene on consumer satisfaction at a restaurant in Palinggihan, Cirebon Based on the table above, it is known that the sig. K3 (X_2) on Customer Satisfaction (Y) is 0.648 or> 0.05 and the t value is 0.458 or <t table 1.984. Then it can be concluded that H_{o2} is accepted, H_{a2} rejected, there is a significant relationship between K3 and consumer satisfaction at restaurants in Palinggihan, Cirebon.

The sig. Service Quality (X3) on Customer Satisfaction (Y) is 0.000 or <0.05 and the t value is 6.850 or> t table 1.984. Then it can be concluded that H_{o3} is rejected, H_{a3} accepted, there is a positif and significant relationship between service quality and customer satisfaction at restaurants in Palinggihan, Cirebon

Table 12. Simultaneous Test (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	699.727	3	233.242	**37.267**	.000[b]
	Residual	600.833	96	6.259		
	Total	1300.560	99			

Source: Data processed by SPSS (2021)

The ANOVA test results obtained Fcount of 37.267 and while F table is 2.70. So based on these results it is obtained Fcount 37.267> Ftable 2.70 with a sig value of 0.000. Then it can be concluded that H_{o4} is rejected, H_{a4} accepted, there is an effect of Personal Hygiene, K3 and Service Quality on customer satisfaction at Palinggihan Restaurant Cirebon

E. Discussion

Personal Hygiene does not have a significant effect on consumer satisfaction because consumers who come to the Palinggihan Cirebon Restaurant only visit once or not more than five times, so they do not care about the cleanliness of the restaurant employees.

Safety, security and health (K3) do not have a significant effect on customer satisfaction because customer visits Palinggihan Cirebon Restaurant which are only brief or not repeated many times cause consumers not to pay attention and ignore Safety, Security and Health (K3).

Service quality has a significant effect on customer satisfaction because service procedures in the restaurant are carried out properly and correctly by the employees of the Palinggihan Cirebon Restaurant, namely greeting, placing guests, serving menu books, receiving orders, serving food and beverages, billing system, saying thank you and clear the table.

F. Conclusion

The results of regression analysis, we determined that Personal Hygiene and K3 do not have significant effect on Customer Satisfaction. Only Service Quality has a significant effect on Customer Satisfaction. Based on the result of Simulatneous test or ANOVA we determined that there is an effect of Personal Hygiene, K3 and Service Quality on customer satisfaction at Palinggihan Restaurant Cirebon

G. Suggestion

The suggestion that we can give based on the result. There is statements in quesionnare about personal hygiene and Safety, security and health (K3) mention that employees rarely have training about personal hygiene and Safety, security and health (K3) and it makes us realise the reason why employees do not know if they are cooking the guest's order and delivering food, they have to wearing handgloves, apron and masks to prevent bacterias come into the food. Based on that, we suggest for Restaurant Owner need to planning training for them especially in personal hygiene and Safety, security and health (K3) with time schedule such as twice in a year or else.

For service quality we found based on the result that most of employees do not know precisely about their food product, even favorite menu in their restaurant. So it can be a lost for restaurant because when customer ordering food or beverage and empolyees cannot doing up selling because their limitation of knowledge. Suggestion from us everyday before restaurant is open, restaurant manager or supervisor doing morning briefing for employees to give report about yesterday selling and menu that be customer's favourite so based on that employees can develop their service when customer ordering food or beverage. And for upselling, employees need some training for it with purpose that employees have a brave to offering another menu rather only write customer's order.

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