

The Effect of Service Quality on Customer Satisfaction at Roti Bakar 88 Poris Tangerang

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Abstract

This study aims to determine the effect of service quality on customer satisfaction. This type of research is descriptive quantitative research with simple regression. The population in this study were all consumers who visited Roti Bakar 88 Poris Tangerang, while the sample in this study amounted to 99 respondents. The sampling technique in this study used accidental sampling. Data collection techniques by distributing questionnaires. The results showed that service quality had a significant effect on customer satisfaction. This is because the Roti Bakar 88 Poris Tangerang has adequate physical evidence, adequate performance, consumers do not wait too long for food to be consumed, responsiveness is very fast and alert in helping what consumers need, guarantees that can provide a sense of security in the process. Use services and empathy that can provide comfort by giving personal attention to customers. Roti Bakar 88 Poris Tangerang continues to be the attention of consumers because of its best service quality. It always maintains the atmosphere in the restaurant in a calm and conducive condition, especially when it is crowded, so that consumers are happy to linger at Roti Bakar 88 Poris Tangerang to create a sense of customer satisfaction and a sense of Loyalty.

Keywords: Service Quality, Customer Satisfaction

A. Introduction

In this modern era, the business world is growing very rapidly, one of which is a business in the culinary field. The number of companies that have sprung up increased the number of firms of a similar nature, causing increasingly fierce competition (Amrullah et al., 2022). Therefore, to deal with such situations and circumstances, entrepreneurs must be able, fast, and responsive in making decisions so that the business they establish can develop properly (Setiawan et al., 2022). Business actors are required to maintain the market and win the competition. In winning the competition, companies must understand their consumers' needs and desires (Sembiring, 2021). Understanding the needs and desires of consumers will provide important input for companies to design marketing strategies to create satisfaction for their customers and survive in competing in the market (Ratnaningtyas et al., 2022).

Attention to the interests of consumers by looking at their needs and desires as well as satisfaction with service is a key factor for the success of a business amid an increasingly competitive climate (Marie et al., 2021). Therefore, companies must be able to provide something valuable and give a deep impression to consumers to provide satisfaction through their performance by the quality of products and services offered (Rachman, 2018).

Service quality is a profit strategy to attract new customers, retain existing customers, avoid customer switching, and create special advantages; companies prioritizing good service quality will impact customer satisfaction (Naini et al., 2022). Service quality is an effort to make consumers comfortable to feel they have more value than expected (Herawaty et al., 2022). Consumer expectations are an important factor; service quality closer to customer satisfaction will provide more expectations and vice versa; with the quality of service that has been provided, then indirectly customer satisfaction will be realized (Dimiyati & Subagio, 2016).

Consumer goals are the degree to which consumer needs, wants, and expectations can be met, leading to repeat purchases or continued loyalty (Oke et al., 2016). The more fulfilled the expectations of consumers, of course, the consumers will be satisfied; a business must have a strategy in increasing sales so that consumers can be maintained or increase in number; if consumers are satisfied, then they will make purchases repeatedly (Wijaya & Bernardo, 2022).

Roti Bakar 88 Poris, established in 2014, is a restaurant branch at JL. Poris Jaya, Tangerang. This restaurant sells various types of food that focuses on Indomie and toast. The prices offered by Roti Bakar 88 are also affordable to consumers and varied. In addition to a diverse menu, the owner of this restaurant also pays attention to facilities such as providing a large parking area for motorbikes considering that most visitors come using motorbikes, and there is also a separate room between the smoking and the non-smoking area. The absence

of similar places to eat in one area is an advantage for 88 Poris Toast but does not make 88 Poris Toast lower its quality. Many things are taken into consideration by consumers to decide to choose a particular place to eat. The restaurant management tries to meet the criteria that consumers consider about the quality of service that can satisfy its customers. If this is ignored, there will be a gap between the desires of consumers on the quality of service available in restaurants; therefore, the success or failure of the restaurant in communicating with consumers depends on the quality of good service.

Toast food is food that is served from bread that is grilled over charcoal. Roti Bakar 88 Poris Tangerang Comes with a variety of fillings and toppings, from sweet ones like chocolate and cheese to salty ones like meat and eggs. The use of charcoal is useful for making toast more fragrant. However, this place to eat not only serves toast. Indomie is also available, cooked with various toppings and methods (fried and gravy); the toppings provided include; corned beef, eggs, mustard greens, cheese, etc. Roti Bakar 88 Poris also provides *otak-otak* and french fries as a snack and other snacks usually served at hangout places. In addition, Roti Bakar 88 Poris always prioritizes the quality of all food ingredients and all types of drinks. Roti Bakar 88 Poris can provide a comfortable environment and taste that can compete with other eating places at an affordable price.

In order to maintain an increasing market share, the manager of Roti Bakar 88 must implement the right strategy for running this business. Managers must start to think like consumers to know what consumers need so that consumers will be satisfied with their products. Satisfying consumer needs can increase the advantage over the competition. Consumers who are satisfied with products and services are likely to repurchase and reuse the service when the same need reappears in the future. Recognizing the importance of the role of consumers and the influence of customer satisfaction on profits, companies are trying to find what can increase the number of customers who come. The aims of this study are as follows: (1) To determine the effect of service quality on Roti Bakar 88 Poris; (2) To determine the effect of service quality on customer satisfaction at Roti Bakar 88 Poris.

B. Literature Review

Service Quality

Service quality is an effort to deliver services to meet the needs and desires of consumers and the accuracy of delivery to balance consumer expectations (Surapati et al., 2020). Consumer expectations are consumer beliefs before trying or buying a product that is used as a reference in assessing the product's performance; service quality is the reliability of a product or service to do what it should and satisfy consumer expectations (Rust et al., 2013).

Service quality can be seen from five main dimensions, namely (Kahfi & Nugraha, 2022): (1) Reliability, namely the company's ability to provide services that are presented accurately and reliably; (2) Responsiveness, namely a willingness to help and provide fast and appropriate service to consumers, with clear information delivery; (3) Assurance, namely the knowledge, courtesy, and ability of company employees to foster consumer confidence in the company; (4) Empathy, namely giving sincere and individual or personal attention given to consumers by trying to understand consumer desires; (5) Tangibles, namely the company's ability to show its existence to external parties.

Consumer Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the product's performance to the expected performance. The consumer is dissatisfied if the performance is below expectations (Septizola, 2018). If the performance meets expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is satisfied or happy (Uzunkaya, 2020). Satisfaction is a function of the perception or impression of performance and expectations. The consumer is dissatisfied if the performance is below expectations (Oktafiani & Cempena, 2021). If performance meets expectations, consumers will be satisfied. If performance exceeds expectations, consumers will be very satisfied or happy (Rahman et al., 2017).

Satisfaction is an attitude based on the experience gained; satisfaction is an assessment of the characteristics or features of a product or service or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs (Putra et al., 2020). Customer satisfaction can be created through quality, service, and value; the key to generating customer loyalty is to provide high customer value (Tanisah & Maftuhah, 2015). The product obtained is by fulfilling or exceeding what is expected, and the supporting facilities obtained are by or exceeding what is expected. Interest in revisiting is the willingness of consumers to revisit or repurchase related products, including (Rita et al., 2019): (1) Interested in visiting again because the services provided by employees are satisfactory; (2) Willingness to recommend is the willingness of consumers to recommend products that have been felt to friends or family.

C. Research Methodology

This type of research is a quantitative descriptive study with a simple regression analysis method using the SPSS program. The population in this study were all consumers who visited Roti Bakar 88 Poris Tangerang, while the sample in this study amounted to 99 respondents because, according to Sugiyono (2017), the appropriate sample in the study was 30 respondents to 500 respondents. The

sampling technique in this study used accidental sampling; namely, respondents were taken who happened to meet the researcher (Sugiyono, 2017). Data collection techniques by distributing questionnaires with a Likert scale from 1 to 5.

D. Result

Table 1. Characteristics of Respondents by Age

Age	Frequency	Percent
14-20 Years	9	9.1
21-25 Years	63	63.6
26-30 Years	8	8.1
>30 Years	18	18.2
Total	99	100.0

Data processed with SPSS (2022)

The results of 99 respondents were 9.1% or 9 respondents aged 14-20 years, then 63.6% or 63 respondents aged 21-25 years, then 8.1% or 8 respondents aged 26-30 years, and 18.2% or 18 respondents aged >30 years.

Table 2. Characteristics of Respondents by Gender

Gender	Frequency	Percent
Female	42	42.4
Male	57	57.6
Total	99	100.0

Data processed with SPSS (2022)

The number of male respondents in this study was 57 people or 57.6% while female respondents were 42 people or 42.4%. This shows that the majority of respondents in this study are men.

Table 3. Characteristics of Respondents by Employee

Gender	Frequency	Percent
Student	65	65.7
Civil Servant	2	2.0
Private Sector Employee	9	9.1
Entrepreneur	8	8.1

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Gender	Frequency	Percent
Housewife	15	15.2
Total	99	100.0

Data processed with SPSS (2022)

The results of 99 respondents were 65.7% or 65 respondents worked as students, 2% or 2 respondents worked as civil servants, then 9.1% or 9 respondents worked as private employees, 8.1% or 8 respondents work as self-employed, 15.2% or 15 respondents work as housewives.

Table 4. Validity Test

Question Items	r-count	r-table
Servicequality1	0.798	0.1663
Servicequality2	0.676	
Servicequality3	0.649	
Servicequality4	0.638	
Servicequality5	0.724	
Servicequality6	0.637	
Servicequality7	0.686	
Customersatisfaction1	0.529	0.1663
Customersatisfaction2	0.708	
Customersatisfaction3	0.678	
Customersatisfaction4	0.690	
Customersatisfaction5	0.624	
Customersatisfaction6	0.664	
Customersatisfaction7	0.753	
Customersatisfaction8	0.759	
Customersatisfaction9	0.825	

Data processed with SPSS (2022)

Based on the results of the analysis, it can be concluded that all question items used in the service quality and customer satisfaction variables on Roti Bakar 88 Poris are declared valid because $r\text{-count} > r\text{-table}$.

Table 5. Reliability Test

Variable	Cronbach's Alpha
Service quality	0.944
Customer satisfaction	0.872

Data processed with SPSS (2022)

Based on the results of the table above, it can be seen that all variables have Cronbach's alpha value $>$ alpha value (0.60). So it can be said that the questionnaire is reliable.

Table 6. Coefficient of Determination

R	R-Square	Adjusted R-Square	Std. Error of the Estimate
.856 ^a	.733	.725	2.23681

Data processed with SPSS (2022)

Based on the table above, the adjusted R-Square value is 0.725 or 72.5%. The magnitude of the coefficient of determination indicates that the independent variable consisting of service quality is able to explain the dependent variable, namely customer satisfaction of 72.5%, while the remaining 27.5% is explained by other variables not included in this research model.

Table 7. Hypothesis Test

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.347	1.965		.686	.495
Servicequality	.463	.103	.403	4.497	.000

Data processed with SPSS (2022)

Hypothesis testing on the service quality variable obtained by the service quality variable is 0.000, meaning the value of Sig $<$ 0.05 and the value of t-count (4.497) $>$ t-table (1.985), so it can be said that the service quality variable has a significant influence on customer satisfaction.

E. Discussion

This research shows that the service quality variable significantly influences customer satisfaction. This is because: (1) the physical evidence at Roti Bakar 88 Poris Tangerang is very good and adequate, including parking, toilets and prayer rooms that are already available and fully available, then the appearance of employees who are always clean and attractive, then the interior design of the room is attractive and unique, as well as entertaining live music; (2) The physical reliability of Roti Bakar 88 Poris Tangerang is very good, namely consumers do not wait too long for food to be served at the dining table for consumption by consumers; (3) The responsiveness in Roti Bakar 88 Poris Tangerang is very fast and agile as well as alert in their willingness to help what consumers need, can provide accurate information, and can provide quick responses and good solutions if there are complaints from consumers; (4) The guarantee that is in Roti Bakar 88 Poris Tangerang can provide a sense of security such as the food ingredients served are very fresh and hygienic, then cutlery, tables and chairs are very clean, and the parking lot has officers who manage and maintain it; (5) Empathy in Roti Bakar 88 Poris Tangerang can provide comfort, by giving personal attention to customers such as serving in a friendly and polite manner and speaking smooth words.

This research is in line with research conducted by Romadhon & Rachman (2021) that service quality significantly affects customer satisfaction; better service such as reliable waiters, responsive service, and fulfilled customer guarantees, and more satisfied customers so that consumer visits to Roti Bakar 88 Poris Tangerang increase. Then the research conducted by Safrizal (2015) is in line with this research, namely, in running their business, business owners must be able to provide quality services that have a strong relationship closely related to customer satisfaction by providing an impetus to consumers to establish strong ties with consumers. Furthermore, this research is also in line with research conducted by Agusti & Verano (2022) that the service quality variable is directly or positively proportional to the level of customer satisfaction, meaning that the higher the service quality, the higher the level of customer satisfaction and loyalty, as well as the product quality variable. Directly proportional or positive on the level of consumer satisfaction, meaning that the higher the product quality, the higher the level of consumer satisfaction.

F. Conclusion

The service quality variable has a significant effect on customer satisfaction because Roti Bakar 88 Poris Tangerang has an adequate, satisfying physical, where the food to be served/served to consumers does not wait too long. The waiters are always responsive and ready to help what consumers need. Roti Bakar 88 Poris

Tangerang provides security guarantees in the process of using products and services that can provide customer convenience. Roti Bakar 88 Poris Tangerang still pays attention to and always maintains the atmosphere in the restaurant in a calm and conducive condition, especially during crowded conditions, so that consumers are happy to linger at Roti Bakar 88 Poris Tangerang, to create a sense of consumer satisfaction and create a sense of Loyalty.

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