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The Influence of Service Quality and Facilities on Customer Satisfaction at Tambika Restaurant

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Abstract

This study aims to analyze the effect of service quality and facilities on customer satisfaction at Tambika Restaurant. The approach used is a quantitative method. The population of the study was Tambika customers who had eaten at the restaurant. The sample used was 100 people. The results of the study showed that there was an effect of service quality and facilities on customer satisfaction at Tambika Restaurant, showing an Fhit result of 48.575 with a significant value = 0.000. Because in the significant column 0.000 <0.05, there is a significant influence between the independent variables, namely service quality and facilities, with the dependent variable, namely customer satisfaction at the restaurant. The results of the empirical analysis, service quality has a significant positive effect on customer satisfaction, it is known that t count = 3.207 with sig = 0.002 <0.05. The facility variable also shows a significant influence on restaurant customer satisfaction (Y). The results of multiple regression analysis show that t count = 3.129 with sig = 0.002 < 0.05, which indicates that facilities have a positive and significant effect on customer satisfaction at Tambika Restaurant. Considering that service quality has a significant influence on customer satisfaction, Tambika Restaurant is advised to continue to improve employee service competency and attitudes, such as friendliness, speed of service, and ability to respond to customer complaints.

Keywords: Quality, Service, Facilities, Satisfaction, Consumers

A. Introduction

Today's culinary trends are very diverse and dynamic. Along with increasing diversity, intercultural interactions are also increasing, making it attractive for culinary lovers to travel and discover new, exotic flavors. This reflects changes in lifestyle, eating patterns, and technological developments that influence consumer choices. Technological developments have made human life easier. However, technology has also brought innovation to the culinary world (Yıkmış et al., 2024).

The culinary world today includes various aspects that support the growth and development of the culinary industry, both in terms of government policies, technology, and innovations carried out by culinary industry players themselves. This support is very important so that the culinary world can continue to grow and adapt to market changes and consumer needs (Morita et al., 2018).

Today's consumer needs tend to be delicious and satisfying food. Consumers want delicious and satisfying cuisine. Taste is the main factor in choosing food. Everyone has different taste preferences, ranging from sweet, spicy, sour, to savory. Therefore, serving delicious food that meets taste expectations is very important for consumers.

In addition, the current consumer culinary needs are also accompanied by increasingly busy lives, consumers need practical and fast food. This can be in the form of ready-to-eat food, easy-to-carry food, or food that can be ordered online and delivered to your home. Then many consumers are looking for more than just the taste of food. They want a complete culinary experience, which includes the atmosphere of the restaurant or cafe, aesthetic food presentation, and interaction with friendly and professional staff. Instagrammable culinary experiences are also increasingly in demand, where consumers not only enjoy the taste but also pay attention to the photogenic appearance of the food. This can be done in cafes or restaurants such as the Tambika restaurant located on Jl Raya Bukittingi Km 40, Parit Malintang, Padang Pariaman, West Sumatra.

Tambika Restaurant opened in 2022. Tambika Restaurant provides seating at dining tables and lesehan. Tambika Restaurant sells special dishes of duck, chicken, seafood and fish. In addition, Tambika Restaurant also sells cold drinks and provides various ice cream variants. At the beginning of its inauguration, Tambika Restaurant was very crowded with visitors, but along the way, Tambika Restaurant competed with new restaurants and cafes that emerged with various innovations and cafes that had previously been present at that location. In addition, this competition was triggered by various factors such as consumer trends, food quality, price, location, and innovation in concept and quality of service. According to Astuti & Hanan (2012) service quality is the completeness of the features of a product or service that has the ability to provide satisfaction for a need.

Based on initial observations through interviews with several consumers, it was revealed that the service at Tambika Restaurant was not very friendly. This can also be seen from guest reviews via the restaurant's website. Ideally,

consumers will be happy with service that symbolizes responsiveness. In addition, long service was also found in ordering food. Guests will feel bored and can't stand it because they are hungry waiting for food. Next, a dirty toilet was found. This shows physical evidence (tangible) of a restaurant that has weaknesses. Guests will feel dirty with these conditions. Tambika Restaurant is also made of an old building, very minimal in contemporary elements, so it looks less attractive. Furthermore, if there are complaints, the waiters at Tambika Restaurant also look indifferent, so consumers feel neglected. Ideally, service quality must meet the elements of responsiveness, reliability, empathy, assurance and tangibles (Carmelia, et al. 2022).

The next problem is related to the facilities at Tambika Restaurant, namely restaurant facilities. Restaurant facilities are one of the important factors that affect the customer experience and the operation of the restaurant business itself. Problems related to restaurant facilities can vary, from the quality and completeness of facilities to less than optimal management and maintenance of facilities. Findings from initial observations are that limited seating capacity often faces overbooking problems or difficulty accommodating customers during peak hours. This can cause customers to feel dissatisfied, even choosing to go to another restaurant that is better able to provide seating.

In addition, the problem of parking facilities is often a complaint from customers, especially in restaurants located in densely populated areas, restaurants that do not have enough parking space for customers can reduce people's interest in coming, especially those who use private cars. Excessive noise or noise in the restaurant can interfere with the comfort of customers eating. Too much noise from the highway ruins the pleasant dining atmosphere. Then the absence of attractive and photogenic facilities or interior designs can encourage customers to post their experiences on social media, which is free promotion for the restaurant. Even though the facilities have direct facilities positively as proven by Rasiful et al (2022).

The existence of service quality and facility issues at Tambika Restaurant can create a significant impact on the reputation and sustainability of a restaurant business. Weak service quality and minimal facilities indicate that the satisfaction of consumers who come is still questionable. Customer satisfaction is a key factor in determining whether they will return, recommend a business to others, or even leave negative reviews that can damage the brand image. Based on this phenomenon, the author feels the need to conduct research with the aim of knowing and analyzing the influence of Service Quality and Facilities on Consumer Satisfaction at Tambika Restaurant.

B. Literature Review

Evaluation of the quality of such services is necessary to identify the main factors that can contribute to increasing customer satisfaction (Takeshi,et al, 2018). Service quality increases customer satisfaction and motivates them to visit again (Rauf, et al. 2024). As customer service quality becomes an important factor that is responsible for the firms' overall successes, many organizations

are trying to seek all related clues which can help them to enhance it (Kim & Sook, 2024). The quality service is an important aspect to the success of any global business in today'sworld (Agarwal & Dhingra, 2023). Improving the quality of service results in increasing the level of customer satisfaction (Muni et al, 2024). Service quality indicators include reliability, responsiveness, assurance, empathy, physical evidence (Cesariana et al., 2022).).

Facilities are measured using indicators of room comfort and equipment, cleanliness, room lighting, (Zhang et al, 2024). Consumers who intend to revisit a cafe that has three main categories of e-atmosphere, namely a comfortable atmosphere, availability of Wifi, and beautiful facility aesthetics (Jalil et al, 2016). Supporting factors for cafes that are in demand by consumers are the location of the outlet which is close to public facilities, the location which is close to the highway, the location which is close to transportation facilities, the location which is busy and often passed by the public (Natasya & Widaningrum, 2024). Good facilities, such as accommodation, restaurants and information services, can increase comfort and provide a sense of security for visitors (Patandianan & Shibusawa, 2020).

Customer satisfaction is an attitude, assessment and emotional response shown by consumers after completing a purchase process (Minarti et al, 2014). Customer consumption behavior in cafes is greatly influenced by design factors, both the atmosphere and the serving facilities. Customer satisfaction is measured by price, functional, technical and emotional dimensions (Segoro, 2013). Customer satisfaction is an important criterion to measure the service quality (Zhang & Yu, 2024). Customer satisfaction plays an important role in driving loyalty and building trust among consumers (Hameed et al. 2024; Xiao & Yu, 2024).

C. Research Methods

This study uses a quantitative approach, with independent variables of service quality and facilities while the dependent variable is customer satisfaction. Using a quantitative approach because the data to be used to analyze the relationship between variables is expressed in numbers or a numeric scale. The population in this study were all customers who came and were considered to be a source of research data with the incidental sampling technique. While the number of samples in this study was 100 customers. The instrument used in this study was a questionnaire arranged with a Likert scale. Data was collected through the questionnaire which was distributed to 100 respondents. The data obtained were analyzed with the analysis prerequisite test, namely the normality test, multicollinearity test, heteroscedasticity test. If the test prerequisites have been met, it is continued with a hypothesis test.

D. Result and Discussion

Result

Table 1. Caracteistic Respondent

Karakteristik	Subjek	Responden	Presentase
Gender	Women	72	72%
	Men	28	28%
Age	15-23 years	21	21%
	24-30 years	43	43%
	31-40 years	28	28%
	41 Up	8	8%

Source: Primary Data Processing (2024)

Based on the table above, the dominant visitors are women, totaling 72 people. while in terms of age, more visitors are aged 24 to 30 and the least are aged 41 and above.

Tabel 2. Validity Test

Item Number	Cronbach's Alpha if Item Deleted
X1.1	.796
X1.2	.810
X1.3	.816
X1.4	.814
X1.5	.818
X1.6	.810
X1.7	.818
X1.8	.822
X1.9	.807
X2.1	.797
X2.2	.798
X3.3	.900
Y1	.886
Y2	.891
Y3	.900

Source: Primary Data Processing (2024)

For the level of validity, a significance test is conducted by comparing r count with r table for degree of freedom (df) = n-2. In this case n is the number of samples. In this case, the size of df can be calculated as 30-2 or df = 28 with alpha 0.05 (α 5%), r table is obtained as 0.361. If r count is greater than r table (r count > r table) and the r value is positive, then the question item can be said to be valid, and vice versa if (r count < r table) then the question is not valid. The results of the analysis show that all items are valid and can be used to collect research data.

Table 3. Reliability Test

Variabel	Reliability Coefficients	Cronbach's Alpha
X1	9	.824

Variabel	Reliability Coefficients	Cronbach's Alpha
X2	3	.901
Y	3	.818

Source: Primary Data Processing (2024)

From the table above, it can be seen that each variable has a Crohn's alpha value of more than 0.60 ($\alpha > 0.60$), so it can be concluded that all variables X1, X2, and Y are reliable.

Table 4. Frequency of Service Quality Variables

No. Item	SS		S		KS		TS		STS		N	%	Total score	Mean	TCR
	Fi	%	Fi	%	Fi	%	Fi	%	Fi	%					
1	26	26.0	65	65.0	8	8.0	1	1.0	0		100	100	416	4.16	83.20
2	23	23.0	52	52.0	21	21.0	3	3.0	1	1.0	100	100	392	3.92	78.40
3	28	28.0	57	57.0	10	10.0	5	5.0	0	0.0	100	100	408	4.08	81.60
4	30	30.0	49	49.0	17	17.0	4	4.0	0	0.0	100	100	405	4.05	81.00
5	22	22.0	52	52.0	22	22.0	4	4.0	0	0.0	100	100	392	3.92	78.40
6	20	20.0	45	45.0	29	29.0	6	6.0	0	0.0	100	100	379	3.79	75.80
7	25	25.0	57	57.0	13	13.0	5	5.0	0	0.0	100	100	402	4.02	80.40
8	19	19.0	64	64.0	12	12.0	4	4.0	1	1.0	100	100	395	3.95	79.00
9	28	28.0	49	49.0	18	18.0	5	5.0	0	0.0	100	100	400	4.00	80.00
Average indicator													398.78	3.99	79.76

Source: Primary Data Processing (2024)

Of the 9 questions about service quality, the one that got the highest average score was "good building condition" with an average score of 4.16 with a respondent achievement level of 83.20% which means that the respondents' answers are included in the very good category for "good building condition at Tambika Restaurant. While the lowest average score is about "Professional employees provide good individual attention to customers" with the lowest average score of 3.79 with a respondent achievement level of 75.80%. So the respondents' answers are included in the good category, Tambika employees provide good individual attention to customers. The following is a presentation of the results of research on the facilities at Tambika Restaurant:

Table 5. Frequency of Facility Variables

No. Item	SS		S		KS		TS		STS		N	%	Total score	Mean	TCR
	Fi	%	Fi	%	Fi	%	Fi	%	Fi	%					
10	28	28.0	62	62.0	7	7.0	3	3.0	0	0.0	100	100	415	4.15	83
11	34	34.0	43	43.0	20	20.0	2	2.0	1	1.0	100	100	407	4.07	81.4
12	25	25.0	48	48.0	21	21.0	5	5.0	0	0.0	100	100	408	4.08	81.60
Average indicator													404.33	4.04	80.87

Source: Primary Data Processing (2024)

Facilities are measured using indicators of room and equipment comfort, room and equipment cleanliness, and room lighting. Of the 3 facility questions,

the one that gets the highest average score is room and equipment comfort" with an average score of 4.15 with a respondent achievement level of 83%. While the lowest average score is about "room lighting" with the lowest average score of 3.91 with a respondent achievement level of 78.2%. So the respondents' answers are included in the good category about the availability of supporting facilities that are sufficient to meet needs. The following are the research results for the customer satisfaction variable.

Table 6. Satisfaction Variables

No. Item	SS		S		KS		TS		STS		N	%	Total score	Mean	TCR
	Fi	%	Fi	%	Fi	%	Fi	%	Fi	%					
13	16	16.0	63	63.0	19	19.0	2	2.0	0	0.0	100	100	393	3.93	78.6
14	21	21.0	47	47.0	26	26.0	6	6.0	0	0.0	100	100	383	43.83	76.6
15	21	21.0	54	54.0	25	25.0	0	0.0	0	0.0	100	100	396	3.96	79.20
Average indicator													390.67	3.91	78.13

Source: Primary Data Processing (2024)

Of the 3 customer satisfaction questions, the one that got the highest average score was "customers feel that Tambika restaurant has a good reputation" with an average score of 3.96 with a respondent achievement level of 79.20% which means that the respondents' answers are included in the good category for "customers feel that Tambika has a good reputation". While the lowest average score is about "consumers give praise after making transactions at Tambika" with the lowest average score of 3.83 with a respondent achievement level of 76.60%. So the respondents' answers are included in the good category about, consumers give praise after making transactions at Tambika

Furthermore, the research data was tested for multiple regression analysis. Multiple regression analysis is an equation that allows you to approach reality between existing variables and to measure the influence between independent variables and dependent variables, using SPSS version 21.0. From data processing, the following results were obtained:

Table 7. Multiple regression analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
.776[a]	.603	.590	1.09184

Source: Primary Data Processing (2024)

Based on the table above, it is known that the dimensions that affect the quality of service and facilities on customer satisfaction. It can be seen that R Square = 0.603 means that the contribution of the dimension variable to customer satisfaction is 60.3%, while 39.7% is determined by other factors not included in this study. To test the hypothesis in this study, the author uses two

forms of hypothesis testing, namely the F test and the t test which are used based on data processing with the help of the SPSS program as follows:

Table 8. F-Test

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	173.718	2	57.906	48.575	.000[a]
Residual	114.442	96	1.192		
Total	288.160	99			

Source: Primary Data Processing (2024)

The results of the F test in Table 5 above show Fhit of 48.575 with a significant value = 0.000. Because in the significant column 0.000 <0.05, there is a significant influence between the independent variables, namely service quality and facilities, with the dependent variable, namely Tambika customer satisfaction. To obtain empirical evidence of whether or not there is a real influence between the service quality variables (X1) and facilities (X2)) on customer satisfaction (Y), a statistical t test was conducted.

Table 9. Result T-test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	.512	.972		.527	.599
x1	.139	.043	.340	3.207	.002
x2	.237	.076	.282	3.129	.002

Source: Primary Data Processing (2024)

Hypothesis test results 1 Service quality has a significant positive effect on Tambika customer satisfaction. Based on the analysis results, it is known that t count = 3.207 with sig = 0.002 <0.05. Shows that service quality has a positive and significant effect on Tambika customer satisfaction. This is in line with research conducted by Alfajar et al. (2019), that service quality has a significant positive effect on customer satisfaction in a case study of simple rental flats (Rusunawa) as an alternative to meet consumer housing needs in Jakarta. According to Fandy (2011) Quality is closely related to customer satisfaction. Quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the Company. This kind of emotional bond allows the company to thoroughly understand the specific expectations and needs of customers. In turn, the company can increase customer satisfaction. The results of the second hypothesis test of facilities that are significant to customer satisfaction Professional (Y). Multiple regression analysis shows that t count = 3.129 with sig = 0.002 <0.05, indicating that facilities have a positive and significant effect on Tambika customer satisfaction. This means that the facilities provided can satisfy Tambika customers. This study has also been proven by Eka et al. (2023) where facilities have a significant effect on customer satisfaction. This finding also supports the

research results of Anggraini & Budiarti (2020); Raidah & Wibowo (2019); Srijani & Hidayat (2017), that there is a positive influence between facilities and customer satisfaction.

D. Conclusion

The influence of service quality and facilities on customer satisfaction at Tambika Restaurant shows Fhit results of 48.575 with a significant value = 0.000. Because in the significant column 0.000 <0.05, there is a significant influence between the independent variables, namely service quality and facilities with the dependent variable, namely Tambika customer satisfaction. The results of the empirical analysis, service quality has a significant positive effect on customer satisfaction, known t count = 3.207 with sig = 0.002 <0.05. The facility variable also shows a significant effect on Tambika customer satisfaction (Y). Multiple regression analysis shows that t count = 3.129 with sig = 0.002 <0.05, indicating that facilities have a positive and significant effect on Tambika customer satisfaction.

E. Conflict of Interest

The authors disclose no financial interests, commercial affiliations, or personal connections with Tambika Restaurant that could constitute a conflict of interest in conducting or reporting this research.

F. Declaration of AI Use

Google Gemini assisted with organizing the manuscript and arranging ideas into a coherent sequence. The authors reviewed the proposed structure against the research objectives, methodological approach, and reported findings before deciding which suggestions to incorporate. They retain full responsibility for the final organization, accuracy, originality, references, and integrity of the manuscript.

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