

Customer Satisfaction at Babeh Sadeli Typical Betawi Restaurant

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Abstract

This study aims to determine the effect of service quality and facilities on customer satisfaction at Babeh Sadeli Typical Betawi Restaurant. This type of research is descriptive research with a quantitative approach with a simple regression analysis method which is processed with the help of the SPSS program. The population in this study were all visitors who had come to the Betawi Babeh Sadeli Restaurant. At the same time, the sample in this study amounted to 100 respondents. Data collection techniques by distributing questionnaires. The sampling technique used is accidental sampling. The results showed that the quality of service and facilities significantly affected the variable of customer satisfaction. Customer satisfaction. This indicates that the Betawi Babeh Sadeli Restaurant provides quality consisting of security, security, and supervision. Then complete and adequate facilities include a clean dining room, highly equipped wifi, clean water, good electricity, plenty of toilets and a well-maintained prayer room, and a large and safe parking area equipped with friendly and polite security officers.

Keywords: Service Quality, Facilities, Customer Satisfaction

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Rumah Makan Khas Betawi Babeh Sadeli. Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan metode analisis regresi sederhana yang diolah dengan bantuan program SPSS. Populasi dalam penelitian ini adalah seluruh pengunjung yang pernah datang ke Rumah Makan Betawi Babeh Sadeli. Sedangkan sampel dalam penelitian ini berjumlah 100 responden. Teknik pengumpulan data dengan menyebarkan kuesioner. Teknik sampling yang digunakan adalah *accidental sampling*. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan fasilitas berpengaruh signifikan terhadap variabel kepuasan pelanggan. Kepuasan pelanggan. Hal ini menandakan Rumah Makan Betawi Babeh Sadeli memberikan kualitas yang terdiri dari pengamanan, pengamanan, dan pengawasan. Kemudian fasilitas yang lengkap dan memadai antara lain ruang makan yang bersih, wifi yang sangat lengkap, air bersih, listrik yang baik, toilet yang banyak dan musholla yang terawat, serta tempat parkir yang luas dan aman dilengkapi dengan petugas keamanan yang ramah dan sopan.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Kepuasan Pelanggan

PENDAHULUAN

Restaurants usually have characteristics in the type of food and building (Zikri et al., 2018). For example, Betawi restaurants have variants of Betawi cuisine and structures with Betawi characteristics (Purbasari, 2010). In addition, typical Betawi restaurants focus on food served to families because this Betawi Restaurant has home food offerings that are packaged into traditional restaurants for the general public (Untari et al., 2019).

Service quality is a unique phenomenon because its dimensions and indicators can differ among the people seen in the service (Ratnaningtyas et al., 2022). The main problem in an industry that runs in the service sector with many competitors is whether the services provided are in line with consumer expectations or not (Putro et al., 2014). Therefore, Babeh Sadeli's Typical Betawi Restaurant must always maintain consumer trust by improving service quality optimally to create customer satisfaction. Babeh Sadeli's typical Betawi Restaurant must be well done to create and fulfill desires and increase satisfaction with the services provided.

Service quality is a mandatory factor in service quality, which can be one of the important strategies to maintain business integrity in the face of competitor competition (Maulana, 2016). Consumers have the right to judge, decide and expect the performance given by business actors (Subianto, 2007). Service has the most basic goal, which is to fulfill what is expected by the customer (Suwanti & Saputra, 2021). customers as a function of expectations and perceived performance. If service performance is lower than expected, consumers will feel dissatisfied. If the product performance matches consumer expectations, then satisfaction will be created. If the product is not good, consumers will feel disappointed and not even choose the right product. Already offered (Sumarsid & Prayanti, 2022).

Between service quality and customer satisfaction, if optimal service is provided properly and meets the requirements, it will automatically satisfy customers and make them feel valued by the services provided (Harnoto, 2014). Therefore, the relationship between service quality and customer satisfaction will benefit business people and customers (Triannah et al., 2017). In the long term, business people can carefully understand customer expectations. Business people, especially the Betawi Babeheli Typical Restaurant, can increase satisfaction by maximizing a pleasant experience and making a less pleasant customer experience.

Facilities in a restaurant such as wifi dengan kecepatan memadai, toilet bersih, Mushola, tempat parkir yang luas. Facilities so that consumers feel comfortable ultimately affect consumer satisfaction, which in the end, many consumers visit the Restaurant (Ratnaningtyas et al., 2022). Typical Betawi Babeh Sadeli Restaurant facilities are a clean dining room, wifi with good speed, clean water, adequate electricity, a large number of toilets and a well-maintained prayer room, and a large and safe parking area equipped with friendly and polite security officers.

THEORETICAL REVIEW

Service quality

Service quality is the main key to achieving success in various aspects of business or business activities engaged in services. Service quality will be very decisive in every activity in the community if there is competition (Riadi et al., 2021). The products sold are the same, or the services offered are also the same, but the responses from the public can be different, all of which are caused by the service to different customers (Maulana, 2019). Service is a response to organizational needs that will only be met if

service users get the products they want (Putro, 2019).

Facilities

Complete and adequate facilities in the restaurant business will affect visitor satisfaction for the better. Adequate electricity makes lamp lighting capable of providing a relaxing effect with a warm impression that can provide its characteristics for consumers because of sufficient lighting (Mirzah et al., 2018). Clean toilets, well-maintained places of worship, a large parking area, and high-speed wifi are one of the physical features of a business that can attract consumers to restaurants (Melani, 2017).

Customer satisfaction

The important thing in managing a business is creating customer satisfaction, which is the key to success in building a business. Consumers feel satisfaction with the expected discrepancy in the results obtained (Mirella, 2022). continuously buying products or services and increasing profits can be obtained by the company, ultimately impacting business development and progress (Putri & Astuti, 2017).

Hypotesis

Research conducted by Sulaeman (2015) and Utami & Jatra (2015) shows that restaurant

businesses must be able to survive and advance is to provide the best service that aims to fulfill customer satisfaction because of the intense competition in restaurants today, restaurant managers must be able to survive and always try provide satisfactory service to attract and retain customers. Service quality is a form of service offered to consumers. Services are performance performance, intangible and quickly lost, more visible, and consumers can more actively participate in consuming these services. Based on the description above, the hypothesis in this study is:

H1: Service quality has a significant effect on customer satisfaction

Research conducted by Ratnaningtyas et al. (2022) and Melani (2017) show that good and adequate facilities will make consumers feel satisfied with a comfortable and safe visit to enjoy the food provided at the restaurant. A culinary business with complete and adequate facilities will satisfy consumers to visit and enjoy the cuisine that the restaurant has. Based on the description above, the hypothesis in this study is:

H2: Facilities have a significant effect on customer satisfaction

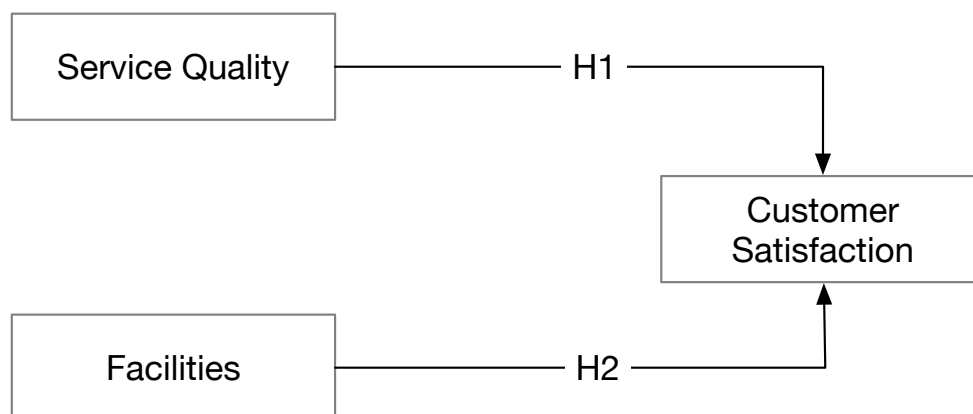


Figure 1. Research Framework

RESEARCH METHOD

Research types

The type of research used in this research is descriptive research with a quantitative approach. Explanatory research is often conducted when there is a need to clarify the exact nature of a problem or phenomenon (Tang, 2016). It can serve as a starting point for more in-depth research and can help researchers formulate more precise problems or develop hypotheses (Goundar, 2012). However, it's important to note that the results of explanatory research may need to be supported by more robust quantitative research later on (Amaratunga et al., 2002). Overall, explanatory research helps researchers gain a better understanding of a subject and explain why something occurs. It is a valuable method for exploring and explaining phenomena when limited information is available 4.

Population and sample

The population in this study were all visitors who had come to the Betawi Babeh Sadeli Restaurant. While the sample in this study amounted to 100 respondents because according to Sugiyono (2017), the number of samples that were appropriate in the study amounted to 30 respondents to 500 respondents.

Data Collection

The data collection technique was by distributing questionnaires with a Likert scale from number 1 to number 5 using accidental sampling, namely the questionnaire was given to respondents who met researchers at the study site (Sugiyono, 2017).

Data analysis

Data analysis used a simple regression analysis method which was processed with the help of the SPSS program . The research location is located at the Betawi Babeh Sadeli Restaurant which is located at Jl. Jombang Raya Rt 003/Rw 006, Pondok Kacang Timur Village, South Tangerang District.

RESULTS AND DISCUSSION

Results

Based on the Table 1. it can be seen that the items of all questions, both service quality variables, facilities variables and customer quality variables are valid, because the value of $r\text{-count} > r\text{-table}$ is 0.166.

Based on the Table 2, it can be seen that the service quality variable, the facilities variable, and the customer quality variable are reliable, because the value of Cronbach's alpha $>$ alpha value of 0.600.

The results of data analysis results divided into two section, first the model evaluation based on correlation results. Based on the Table 3, it can be seen that the coefficient determination (adjusted R square) obtained is 0.267. This means 26.7% of customer satisfaction variables are influenced by service quality variables, facilities variables, while the remaining 73.3% customer satisfaction is influenced by other variables not examined in this study.

Next, the results indicated on the Table 4, it can be seen that the t-count value of service quality and t-count of facilities on customer satisfaction is $5.981 > 1.984$, and the significant value is $0.000 < 0.05$.

Table 1. Validity Test

Variable	Question Item	r-count	r-table
Service Quality	Pakaian karyawan sangat bersih dan rapi	0.8030	0.1966
	The attention of employees in understanding the wishes of buyers	0.8234	0.1966
	The sensitivity of employees in understanding the desires of buyers	0.7092	0.1966
	Accuracy in making consumer orders	0.6685	0.1966
	Readiness to respond to consumer complaints	0.5016	0.1966
	Friendliness of employees in communication	0.6869	0.1966
	Employee knowledge of the product	0.7421	0.1966
Facilities	Comfortable and clean toilet conditions	0.6160	0.1966
	Availability of smooth internet	0.8922	0.1966
	Availability (AC/fan)	0.6102	0.1966
	Cleanliness, neatness, comfort of the room	0.7799	0.1966
	Clean and hygienic cutlery	0.6547	0.1966
	Wall decor and dining table setting look great	0.5912	0.1966
	Availability of a clean sink	0.5891	0.1966
	Availability of clean places of worship	0.6102	0.1966
Customer Satisfaction	Parked vehicle safety	0.5955	0.1966
	Ease of obtaining services	0.6245	0.1966
	Ease of payment	0.5907	0.1966
	Easy to reach location	0.5237	0.1966
	Prices match the quality of the food	0.5023	0.1966
	Delicious food and drink	0.5545	0.1966
	Discounts on certain purchases	0.6240	0.1966
	Readiness of employees in serving consumers	0.5700	0.1966
	Comfortable atmosphere in the restaurant	0.5257	0.1966
	Pay attention to customer needs and wants	0.5557	0.1966

Source: Processed data (2022)

Table 2. Reliability Test

Variable	Cronbach's Alpha	Alpha Value
Service Quality	0.9142	0.600
Facilities	0.8475	0.600
Customer Satisfaction	0.7297	0.600

Source: Processed data (2022)

Table 3. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.517 ^a	0.267	0.260	0.39750

Source: Processed data (2022)

Tabel 4. Uji Hipotesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error			
(Constant)*	2.103	0.332		6.071	0.000
Service Quality	0.512	0.086	0.517	5.981	0.000
Facilities	0.421	0.177	0.426	2.366	0.042

*Customer Satisfaction

Source: Processed data (2022)

Discussion

This study shows that service quality has a significant effect on customer satisfaction because the Betawi Babeh Sadeli Restaurant provides the best service quality, which consists of (1) Guarantee of certainty, friendly and polite servers' attitudes and behavior; (2) Reliability, the ordering process to serving food is very fast; (3) Vigilance, the waiter quickly and swiftly serves the wishes of consumers and accepts consumer complaints and then fixes them; (4) Competence, every employee has the skills and knowledge possessed by employees to perform services; (5) Safety, meaning that there is no danger, risk or hesitation to consume Betawi cuisine at the Betawi Babeh Sadeli Restaurant offered. This study is in line with Sulaeman's (2015) research and Utami & Jatra (2015) that service quality significantly affects customer satisfaction, because with high service quality, customer satisfaction can be achieved because it is in line with expectations of buying the products needed and desired which have an impact on repeated purchases that lead to customer loyalty to the products created by the company.

This study shows that physical evidence significantly affects customer satisfaction because Babeh Sadeli's Typical Betawi Restaurant provides a typical Betawi house interior design, including house walls, tables, and lesehan benches. A clean dining room, wifi with good speed, clean water, adequate electricity, many toilets, a well-maintained prayer room, and a large and safe parking area equipped with friendly and polite security officers. This makes customers feel at home for a long time enjoying Betawi specialties at Babeh Sadeli Restaurant. Similar to research conducted by Ratnaningtyas et al. (2022) and Melani (2017), facilities significantly affect customer satisfaction, because satisfaction consumers can be said to be an important point of a business, where customers feel their

expectations of all the quality of the facilities can be fulfilled properly.

CONCLUSSION AND RECOMMENDATION

Conclusion

In this study, the variables of service quality and facilities have a significant effect on customer satisfaction variables. This shows that the Betawi Babeh Sadeli Restaurant provides the best service quality, which consists of assurance of certainty, reliability, vigilance, competence, and security. The facilities at Babeh Sadeli Restaurant have adequate facilities to make consumers satisfied and willing to return to this Betawi restaurant. Because in this study, a very high significant effect is the quality of service, so for the owner of the Betawi Restaurant, Babeh Sadeli, is expected to be able to encourage his employees to carry out work by their respective duties and responsibilities in order to provide better service to customers.

Recommendation

The recommendations from this study are: (1) For future researchers, it is hoped that they can examine other variables outside the variables that have been studied so that consumer satisfaction becomes better; (2) Babeh Sadeli restaurant is better strive to maintain service quality related to physical evidence and guarantees as well as improve service reliability, responsiveness and guarantees that can affect customer satisfaction.

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