



The Effect of Service Quality on Fast Food Restaurant Customer Satisfaction

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ABSTRACT

This study aims to test the impact of service quality and customer satisfaction. This study uses a quantitative method using SPSS Application 26.0. The research population is all consumers at Prime Chicken of fast food restaurants. The sample was taken by 100 respondents and the data source used was the primary data obtained by disseminating the questionnaire. Methods of data analysis from research using correlation coefficient, determination coefficient and simple linear regression test. Based on the calculation of the correlation coefficient to find out how much the interpretation between service quality to customer satisfaction is obtained by 0.869 which shows that there is a positive and very strong relationship between service quality and customer satisfaction at Prime Chicken. From the calculation of the Determined Coefficient (KD) of 0.755 and from simple linear regression analysis can be found the relationship between service quality and customer satisfaction $Y = a + bX = (5.179 + 0.879X)$

Keywords: *Quality of service, consumer satisfaction, fast food, regression*

INTRODUCTION

Service quality is determined by consumers as users of these services. Therefore, service quality can be created by first identifying consumer perceptions of the services they need and want, then adjusting them to the services to be provided by the restaurant (Anjayati, 2021). by consumers so as to achieve consumer satisfaction. Quality can be interpreted as the degree achieved by characteristics related to meeting requirements. There are five dimensions of service quality according to (Tjiptono & Chandra, 2011). Service quality, namely *Tangibles, Reliability, Responsiveness, Assurance* and *Empathy*, these dimensions greatly influence customer satisfaction. These five dimensions will be used to measure the level of service quality in a company.

Fast Food Restaurant is an example of the first company that takes advantage of the development of computer technology which is the basis for implementing real applications for the use of communication media and company data processing. These two companies continue to develop their information systems to support their business to make it more effective and highly competitive (Zuraidah, 2018). Fast food restaurants

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use computer-based information systems to develop internet-based ordering systems, complementing telephone ordering systems. Even penetrated into social networking systems such as *Facebook* and *Twitter* to build a community through these sites as well as various promo offers via *e-mail*. This has been proven to increase company profits (Putra, 2019).

The fast food restaurant business in Indonesia is currently growing continuously, even this business is starting to mushroom in small towns. Fast food products (*fast food*) are highly preferred by urban communities because of their practicality in consuming these foods (Zuraidah, 2018). Businesses from fast food restaurants must have good service quality, so that customers can be satisfied with the performance of all fast food restaurant management and business actors can maintain and increase the number of customers. The Prime Chicken fast food restaurant located on Jalan Kapiworo, Malang City was established in 2014, currently focusing on activities by providing fast food. Through the innovation of the food menu presented, it can attract customers who like fast food.

According to (Lovelock & Wirtz, 2011) satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product, service or product itself, which provides a level of consumer pleasure related to meeting consumption needs. Consumer satisfaction can be created through quality, service and value (Veronica, 2017). The key to generating customer loyalty is delivering high customer value. This research is important in order to be able to measure how well the service has been provided, as well as to find out to what extent the service provided by Prime Chicken fast food restaurant so far will affect customer satisfaction. Thus, it is expected that restaurant management can clearly know and anticipate what consumers need and want, so that companies can apply the right strategy to handle customer complaints, and can compete in existing market segmentation, so that company goals are achieved and can develop in the future. future.

LITERATURE REVIEWS

Service quality

Service quality according to (Kotler, 2008) in (Lubis & Andayani, 2018) is a performance that can be offered by one person to another. This performance can be in the form of intangible actions and does not result in the ownership of any goods and to anyone. This behavior aims to achieve customer satisfaction itself. A service can be carried out when consumers choose a product or after completing a product purchase transaction.

There are five most dominant factors or determinants of service quality from the servqual concept, namely (Zeithaml, Bitner and Dwayne, 2009):

a) *Tangible*

In the form of the appearance of physical facilities, equipment, employees, and materials installed. This dimension describes the physical form and services that will be received by consumers. Therefore, it is important for companies to give a positive impression of the quality of services provided but not to cause customers' expectations to be too high. This includes the physical environment such as the exterior and interior of the building, the neat and attractive appearance of personnel when providing services.

b) *Reliability* (Reliability)

Ability to provide the promised service reliably and accurately. In a broad sense, reliability means that a company delivers on its promises regarding supply, problem

solving and price. When it is related to the restaurant service business sector, reliable employees are employees who always serve the right food menu according to customer orders.

c) *Responsiveness*

Awareness and desire to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness when dealing with customer requests, questions, and complaints.

d) *Assurance* (certainty)

Employee knowledge, courtesy, and ability to engender confidence and trust. This dimension may be very important in services that require a fairly high level of trust where customers will feel safe and secure.

e) *Empathy* (Empathy)

Care and personal attention given to customers. The essence of the empathy dimension is to show customers through the services provided that customers are special and their needs can be understood.

Customer satisfaction

According to Tjiptono, F. (2012) in (Priskila & Priskila, 2020) consumer satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to expectations. According to Kotler and Keller (2012) in (Sirait, 2018) states that customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the perceived performance of a product (or results) with respect to their expectations. Customer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what is expected of its customers.

According to Kotler and Keller (2016) in (Aziz et al., 2022) there are factors that influence customer satisfaction, including the following:

1. *Service quality*

Service Quality is the quality of the services we provide to customers. 2. *Product quality*
Product Quality is customer expectations regarding quality products and guaranteed according to quality standards. In addition, the strategy to increase customer satisfaction is also strongly influenced by internal factors that exist within the customer himself, such as situational factors and personal factors.

3. *Price*

Price is a condition where consumers will be more satisfied if they get a price or pay a fee to get a product or service according to *their budget*.

4. *Situational Factors*

Conditions when consumers choose products that are influenced by environmental influences. For example, promotional activities, discounts ahead of holidays or the New Year as well as various activities that can increase impulse purchases, then situational factors can influence the consumer's decision-making process in making unplanned purchases.

5. *Personal Factors*

Personal factors are types of consumers who have a shopping-like character that influences their lifestyle and the decision-making process for purchases.

RESEARCH METHOD

In this study using a type of survey research by asking a set of questions and

recording the answers for analysis. The method used is a quantitative method with the formulation of associative problems. In the formulation of associative problems there is a causal form which examines causal relationships (Paramita, et al., 2021). Determination of the sample in this study using the Slovin formula. The use of this formula is because the formula is often used for research in the form of a survey concept and where the sample size is often very large. Therefore, the sample size is obtained as follows (by representing the entire population):

Information :

N : Population

n : Sample

e : Margin error

$$n = \frac{N}{1 + N(e)^2}$$

is identified , namely 171 customers on average every month , so the minimum sample for research can be determined by the following calculation:

$$n = 17 / (1 + (171 \times 0.1^2))$$

$$n = 63,099$$

If the results are rounded up, then the minimum sample size of 171 population with *an error of 10%* is 63.099 which is then rounded up to 64 people. However, in this study the researchers took a sample of 100 people so as not to get too close to the minimum sample limit. The research data analysis method uses SPSS 26.0 to measure the correlation coefficient, the coefficient of determination (R²), and multiple linear regression.

The following are research instruments from service quality and customer satisfaction

variables:

Table. 1 Research Instruments Grid

Service Quality (X)	Dimensions	Variable
	<i>Tangible (Physical Evidence)</i>	
		Cleanliness and tidiness of employee appearance (X2)
<i>Reliability</i> _		Timeliness of service (maximum appointment 10 minutes) (X3)
		Cashier's ability to calculate accurately (X4)
<i>Responsiveness</i>		Good speed and responsiveness from fast food restaurant management in responding to customer complaints (X5)
		Speed of service by the cashier, especially if there are too many customers (X6)
<i>Assurance</i>		Convenience and safety can be highlighted in fast food restaurants (X7)
		Providing guarantees for replacing the food menu if food is found to be inappropriate (X8)
<i>Empathy (Empathy)</i>		Willingness of Prime Chicken fast food restaurant employees to help customers without being asked (X9)
		Friendliness and courtesy of employees in providing services (X10)

Customer Satisfaction (Y)	Dimensions	Indicator
	Product quality	
		Facility Suitability (Y2)
Price		Price compatibility with the product (Y3)
		Price compatibility with service (Y4)
Service quality		Fast and Responsive Service (Y5)
		Delivery System and products (Y6)
Emotional		Attention gets Service (Y7)
		Justice Gets Service (Y8)
Cost and Convenience		Easy to Get Services (Y9)
		No Additional Charges for Service (Y10)

RESULTS AND DISCUSSION

Research Instrument Test

1. Validity Test

Testing is done by comparing r count with r table. The calculated r value is the result of the correlation of respondents' answers to each statement in each variable analyzed by the author with the SPSS 26 program. The method often used for the validity of the questionnaire is the correlation between the score of each statement item and the total score, so it is often called internal-intern total correlation. The magnitude of the r table with an error level of 0.05 or 5% with degrees of freedom $df = n-2$ or $100-2 = 98$ is 0.1966.

The results of the validity of the SPSS program can be seen in the following table:

Table 2. Service Quality Validity Test

<i>Indicator</i>	Scale Mean if Item Deleted	Scale Variance if Item Deleted	R Table	Corrected Item Total Correlation	Information	Cronbach's Alpha if Items Deleted	R Count
X1	70.91	59,598	0.1966	.808	VALID	.878	.818
X2	71.11	65,634	0.1966	.446	VALID	.890	.461
X3	71.61	68,826	0.1966	.046	VALID	.902	.291
X4	70.91	59,598	0.1966	.808	VALID	.878	.818
X5	70.91	59,598	0.1966	.808	VALID	.878	.818
X6	71.95	67,058	0.1966	.235	VALID	.895	.404
X7	71.24	64,649	0.1966	.493	VALID	.889	.510
X8	71.33	65,658	0.1966	.362	VALID	.892	.410
X9	71.45	66,068	0.1966	.406	VALID	.891	.561
X10	71.14	59,435	0.1966	.835	VALID	.878	.883

Table 3. Customer Satisfaction Validity Test

<i>Indicator</i>	Scale Mean if Item Deleted	Scale Variance if Item Deleted	R Table	Corrected Item Total Correlation	Information	Cronbach's Alpha if Items Deleted	R Count
Y1	70.91	59,598	0.1966	.808	VALID	.878	.805
Y2	71.52	65,666	0.1966	.408	VALID	.891	.493
Y3	71.36	66,738	0.1966	.266	VALID	.895	.437
Y4	71.11	65,634	0.1966	.446	VALID	.890	.503
Y5	71.54	66,251	0.1966	.285	VALID	.894	.400
Y6	71.33	65,658	0.1966	.362	VALID	.892	.422
Y7	71.33	65,334	0.1966	.456	VALID	.890	.615
Y8	70.91	59,598	0.1966	.808	VALID	.878	.805
Y9	70.95	61,684	0.1966	.406	VALID	.895	.566
Y10	70.91	59,598	0.1966	.808	VALID	.878	.805

Based on SPSS data that has been processed from statements X1 to X10, and Y1 to Y 10, it shows that the value of the corrected item correlation or r count is greater than r table with an error rate of 5% of 01966, so it can be concluded that all of the variable statements above are stated valid and can be used for research.

2. Reliability Test

The reliability of an indicator or questionnaire from calculations using SPSS can be seen from cronbach's alpha. The results of the reliability of the SPSS output can be seen as

follows:

Table 4. Service Quality Reliability

Reliability Statistics		
Cronbach's Alpha	N of Items	Information
.808	10	Reliable

Table 5. Reliability of Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	N of Items	Information
.785	10	Reliable

According to data from SPSS. 26, the description of the service quality variable shows that

the Cronbach's alpha value of the service quality variable is 0.808 and the description of the customer satisfaction variable shows that the Cronbach's alpha value of the customer satisfaction variable is 0.785. From the table above shows the value of Cronbach's alpha for all variables included in the reliable category with the provisions of 0.81 – 1.00 so that it can be concluded that the indicators or questionnaires used in this research are very reliable or reliable which can be trusted as a variable measuring tool.

3. Correlation Coefficient Test

The correlation coefficient is used to measure how strong the relationship is between the independent variables and the dependent variable. Once it is known that the items in the instrument are declared valid and reliable, then the next step is to find the direction of the strong relationship between service quality and customer satisfaction using the correlation formula. Through the assistance of the SPSS.24 program, the results of the relationship between service quality and customer satisfaction can be seen as follows:

Table. 6 Correlation Coefficient Results

correlations			
		Service quality	Customer satisfaction
Service quality	Pearsons Correlation	1	.869 **
	Sig. (2-tailed)		.000
	N	100	100
Customer satisfaction	Pearsons Correlation	.869 **	1
	Sig. (2-tailed)	.000	
	N	100	100

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

From the table above, it can be concluded that the correlation value (relationship) between service quality and customer satisfaction is 0.869. Based on the table of guidelines for interpreting the correlation coefficient, this value is included in the very strong category. So it can be concluded that there is a positive relationship between service quality and customer satisfaction.

4. Test the Coefficient of Determination

The coefficient of determination test is used to determine how much influence service quality has on customer satisfaction.

Table. 7 Coefficient of Determination
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.869 ^a	.755	.752	2.168

a. Predictors: (Constant), Quality of ServiceTotal

The results of the table above show that the adjusted coefficient of determination (R Square is 0.755%. (is the square of the correlation coefficient or R, which is $0.869 \times 0.869 = 0.755$). The magnitude of the coefficient of determination (R Square) is 0.755% equal to 75.5 % , This figure means that service quality affects customer satisfaction by 75.5%, while the remaining ($100\% - 75.5\% = 24.5\%$) is explained by other variables not examined. This is understandable because customer satisfaction is not only determined by quality service only, because other factors are also very likely to influence.

5. Test the Regression Equation

Simple regression is used to predict how high the value of the dependent variable is if the value of the independent variable is manipulated (changed) based on the results of the analysis using SPSS, the regression results obtained between service quality and customer satisfaction are as follows:

Table. 8 Results of Regression Analysis of Service Quality on Customer Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	5.179	1893		2,736	007
	Service quality	.879	051	.869	17,367	.000

a. Dependent Variable: Customer Satisfaction

Based on the SPSS calculation table above, the equation can be obtained, namely: $Y = 5.179 + 0.879X$. From the functional equation above, it can be interpreted that if the quality of service is constant or has a value of 0 (zero), then Y (customer satisfaction) is 5.179. The regression coefficient of 0.879 states that every addition (due to a positive sign) 1 time for service quality will increase customer satisfaction by 0.879, and conversely if service quality decreases 1 time, customer satisfaction is predicted to decrease by 0.879. So the direction of the relationship between service quality and customer satisfaction is positive in the same direction.

CONCLUSION

Based on the calculation of the correlation coefficient to find out how much the interpretation between service quality and customer satisfaction is 0.869, which indicates that there is a positive and very strong relationship between service quality and customer satisfaction at Prime Chicken fast food restaurants. From the calculation of the Coefficient of Determination (KD) a result of 0.755 is obtained, which means that 75.5% of the customer satisfaction variable can be influenced by the service quality variable and the remaining 24.5% is explained by other factors not examined.

From the results of simple linear regression analysis, it can be seen that there is a relationship between service quality and customer satisfaction $Y = a + bX = (5.179 + 0.879X)$ which indicates that in the absence of service quality, the result of customer satisfaction is 5.179 and if service quality has decreased or increased 1 numbers or if the

quality of service is increased or decreased by 1% , it will increase or decrease customer satisfaction by 0.879.

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