

The Measurement of Service Quality on Customer Satisfaction in “Ayam Qu” Restaurant Malang

ABSTRACT

Intan Kamilia Habsari¹⁾, Hari Dwi Utami²⁾, and Bambang Ali Nugroho²⁾

¹⁾ Student of Animal Husbandry Faculty University of Brawijaya

²⁾ Lecturer of Animal Husbandry Faculty University of Brawijaya

Corresponding e-mail: intankamiliahabsari@yahoo.com

Research was conducted at “Ayam Qu Restaurant Malang”, located in Soekarno Hatta Block D No. 8, Malang. Research was aimed to determine “Ayam Qu” customers’ profile, investigate the service quality on customer satisfaction at “Ayam Qu” restaurant, Malang, and determine the factors that affecting customer’s satisfaction. 100 respondents were Ayam Qu consumers and obtained by accidental sampling method. Data was collected in 1st to 7th February, 2015. Primary data were collected by survey method using structured questionnaire whereas secondary data were gathered from the restaurant data and other related sources. Data was analyzed with Factor analysis and then continued by multiple regressions using SPSS 16.0. The result showed that dominant customers’ characteristic in Ayam Qu restaurant was represented by female student with age 20 – 30 years old, senior high school education, and income level \geq IDR 2,000,000 per month. The customers determine their satisfaction by looking the accessibility of restaurant, followed by the product quality, price of product, service quality and gave positive information and recommendation about Ayam Qu restaurant to others. “Quality of menu, staff and place” was the most dominant factors in affecting customer satisfaction and then followed by “Staffs’ skills in serving, handling purchasing and cooking” and “Good, Prompt, and Quick Service and Response”. Less dominant factors in affecting customer satisfaction were “Customer care”, “understanding of menu, quick and customer care service”, “Condition of Public Facilities”, “Restaurant Location, Building, and Equipment”, “Appearance of Staff, Completeness of the Dishes, and Open Hour”, “Customer listener”.

Keywords: Customers’ characteristic, “Quality of menu, staff and place”, “Customer care”

INTRODUCTION

Nowadays the number of business restaurant in Malang is increased. Food business is coming up from the small business until the big restaurant. They are compete to take the consumer. Chicken meat is one of favorite main raw material in the restaurant menu. The restaurant that have same raw material as their main menu should compete with other restaurant to keep and to increase their consumer. The service quality has big effect to the customer satisfaction, better service quality will satisfy costumers and positive impact will come to the restaurant.

Statements of the problem

Statements of the problem are How is the “Ayam Qu customers’ profile, service quality on customer satisfaction in “Ayam Qu” restaurant and the what are the factors that affecting customers satisfaction in “Ayam Qu” restaurant Malang.

Objectives of the Study

These studies have objectives to describe the “Ayam Qu” customers’ profile, to investigate the service quality on customer satisfaction at “Ayam Qu” restaurant, Malang, and to determine the factors that affecting customers satisfaction at “Ayam Qu” restaurant, Malang.

Benefit of the Study

The benefits of this study are for the students they can know the importance of customer satisfaction in running their business, give information about customer satisfaction based on the service quality of “Ayam Qu” restaurant Malang, to determine how is the service quality and the most influence dimensions that affecting customer satisfaction at “Ayam Qu” restaurant Malang and information to the further customer satisfaction study.

LITERATURE REVIEW

Service Quality Dimensions

Sviokla in Lupioyadi (2013) said that the service quality dimension consisted of performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. On the other hand Parasuraman in Lupioyadi *et.al* (2006) simplified those dimensions into service performance known as SERVQUAL: tangible, reliability, responsiveness, assurance and empathy. This is also in line with Lovelock and Wright (2002) that stated the dimension of service quality tangible, reliability, responsiveness, assurance and empathy.

Tangible

Parasuraman in Lupioyadi (2013) stated that tangible is the ability of the firm to show the existence to outside parties. Appearance and the physical infrastructure of the firm are the tangible service which can be reliable.

Reliability

Reliability is the ability of the firm based on what they have been promised to the customer (Nirwana, 2012).

Responsiveness

Responsiveness is a policy to help and deliver responsive service to the customers by giving clear information. (Parasuraman in Lupioyadi, 2013).

Assurance

Parasuraman in Lupioyadi (2013) said that assurance is employee knowledge, courtesy and ability to make the customers trust the firm.

Empathy

Sincerity individual attention delivered from the employee to the customers by get to know what customers want and need (Parasuraman in Lupioyadi, 2013).

Customer Satisfaction

Customer satisfaction is a someone's feeling level after comparing the perceived performance and their expectation (Kotler, 2002). Lupioyadi (2004) said that satisfaction or dissatisfaction of customer is the response of the disconfirmation evaluation felt from customer expectation and actual service performance. Dissatisfaction happened if the outcome is not appropriate with the expectation (Tjiptono, 2005). One of the factors that determining customer satisfaction is customer perception of the quality, beside that service quality perception, product quality, price and other personal and temporary factors (Rangkuti, 2003)

Measurement of Customer Satisfaction

Customer satisfaction is affected by two variables such as perceived service and expected service. If the perceived service is better that the expected service, customer will not interest to the service provider, and vice versa. The key of customer satisfaction is to adjust or exceed service quality that is expected by the customer.

METHODOLOGY

Research location and time

The data was collected since 1st to 7th February, 2015. in "Ayam Qu" restaurant at Soekarno Hatta Blok D No. 8, Malang.

Research Method

The method which's used was "Ayam Qu" customer satisfaction survey. Variable indicators for survey method were the response of customer to the question given to the customer whether in oral or written question.

Sampling Method

Sampling Determination

Sampling method using Accidental Sampling, sampling determination is people who are accidentally met and serve one purpose with the researcher (Sugiyono, 2006).

Data Analysis

Validity Test

Validity shows how far is the instrument to measure what should be measured. The height and the low of validity shows the collected data is not misled from the variable which is studied (Umar, 2003).

Reliability Test

Reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials (Miller, 2006).

Factor analysis

This was performed to determine the correlation between the variables and highly correlated variables are combined and represented by a Factor. This is to ensure data reduction, instead of several variables they are represented by few major factors Suliyanto (2005).

Classic Assumption Analysis

Multicollinearity Test

Multicollinearity inflates the standard errors, making it impossible to determine the relative importance of the predictors. (Ghozali, 2005).

Normality Test

Normality of error terms is required for the statistical tests to be valid. Normality test aims to determine whether the residual confounding variable has a normal distribution. (Ghozali, 2005).

Autocorrelation Test

Autocorrelation happened when the result of Pearson correlation is higher than 0.5, It means there is happened correlation between one to other variable (Sarwono, 2006).

Multiple regression

Multiple linear regression used to know two independent variables or more to the dependent variable that will be calculated by (Sudjana, 2003) :

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Y	= customer satisfaction
a	= Constanta
b ₁ , b ₂	= regression coefficient
X ₁ , X ₂	= tangible, reliability, ...

RESULT AND DISCUSSION

Ayam Qu Restaurant Malang

“Ayam Qu” restaurant is a franchise restaurant business located at Jl. Soekarno Hatta Blok D No.408 Malang. “Ayam Qu” Malang was established in December 25, 2011. The main restaurant was located in Malang and has branch office in Jakarta, Surabaya, Sidoarjo, and Kediri.

Factor Analysis Result

Factor Analysis has reduced the 25 variables to 9 Factors which impact customer satisfaction in Ayam Qu restaurant.

Variable	Loading Factor								
	1	2	3	4	5	6	7	8	9
Index 1 "Quality of menu, staff and place"									
X _{4.4} customer feel safe and comfortable	0.760								
X _{4.3} The staff are well trained, competent, experienced	0.758								
X _{4.2} halal, delicacy, and healthiness of menu	0.688								
X _{4.1} kind and polite to customer	0.550								
Index 2 "Staffs' skill to serving, handling purchasing and cooking"									
X _{2.4} Accurate in serving food		0.813							
X _{2.1} Ability and skill to take care of customer		0.693							
X _{2.2} Correctness in Handling Purchasing		0.586							
X _{2.5} the consistency of food quality		0.517							
Index 3 "Customer care"									
X _{3.1} Readiness and Willingness in serving			0.722						
X _{3.3} Ability and willingness give menu information			0.720						
X _{2.3} similarity between price in menu and bill			0.515						
Index 4 "Good, prompt and quick service and response"									
X _{3.4} Good response in social media				0.766					
X _{3.5} Prompt and quick service				0.575					
X _{4.5} Care and willing to talk to customer				0.551					
Index 5 "understanding of menu, quick and customer care service"									
X _{5.4} Care about customer need and want					0.788				
X _{5.2} Understanding of menu					0.639				
X _{5.5} Quickly corrects anything wrong					0.594				
Index 6 "Condition of Public facilities"									
X _{1.2} Cleanliness and Neatness of Public facilities						0.764			
X _{1.3} Sufficient parking area						0.704			
Index 7 " Restaurant Location, Building , and Equipment"									
X _{1.5} building and equipment are visually appealing							0.673		
X _{5.1} Easy to order and visit							0.654		
Index 8 "appearance of staff, completeness of the dishes, and open hour"									
X _{5.3} Open hour already after customer Fancy								0.648	
X _{1.4} Completeness of the dishes								0.609	
X _{1.1} Staff appearance								0.567	
Index 9 "Customer listener"									
X _{3.2} willingness to accept suggestion and complaint									0.835
Variance %	13.01	11.04	7.85	6.83	6.22	5.66	4.93	4.64	4.15

Factors affecting customer satisfaction in Ayam Qu Restaurant Malang

Dependent variable in this study is customer satisfaction and independent variable is service quality variable that already extracted into 9 factors and added by consumer characteristic. Service quality factors and the consumer characteristic can be known if there is any effect of them to the customer satisfaction by using multiple regressions in SPSS 16.0 software. Table 1 shows the result of multiple regressions

Description	Coefficient of regression
Constanta	4.323
“Quality of menu, staff and place”	0.616***
“Staffs’ skills in serving, handling purchasing and cooking”	0.233**
“Customer care”	0.168*
“Good, Prompt, and Quick Service and Response”	0.205**
“understanding of menu, quick and customer care service”	0.158 *
“Condition of Public Facilities”	0.185*
“Restaurant Location, Building, and Equipment”	0.162*
“Appearance of Staff, Completeness of the Dishes, and Open Hour”	0.168*
“Customer listener”	0.157*
Education	-0.247
Age	0.082
Income	0.164
Occupation	0.20
Gender	-0.068
R Square (R ²)	60.8 %
Adjusted R square	54.4 %
F-value	9.421
N	100

“” : factor analysis result, ***: $\rho < 0.001$, **: $\rho < 0.01$, *: $\rho < 0.05$

Based on the result above the R square or coefficient determination is 60.8%. This value is shows a strong dependent relationships due to the value within range >50%. In this research, the dependent variable like service quality, consumer characteristic can give the contribution to the customer satisfaction about 60.8% and the rest 39.2% explained by other factors that not mentioned in this study The Constanta value is 4.32, it means if all dependent variable (service quality) having 0 value, the customer satisfaction will have 4.32 value.

Partial regression model was done to know the significance of each service quality variables on customer satisfaction. t test is used in this study, by comparing t value and t table. Independent variable can be stated as significant variable if t value > t table or significant < $\alpha =$

0.05. The regression model below is formed from the nine significant factors. The result of multiple regression analysis models is:

$$Y = 4.325 + 0.615F_1 + 0.233F_2 + 0.168F_3 + 0.205F_4 + 0.158F_5 + 0.185F_6 + 0.163F_7 + 0.169F_8 + 0.157F_9$$

Explanation:

Y = Customer satisfaction

a = Constanta

F₁ = "Quality of menu, staff and place"

F₂ = "Staffs' skills in serving, handling purchasing and cooking"

F₃ = "Customer care"

F₄ = "Good, Prompt, and Quick Service and Response"

F₅ = "understanding of menu, quick and customer care service"

F₆ = "Condition of Public Facilities"

F₇ = "Restaurant Location, Building, and Equipment"

F₈ = "Appearance of Staff, Completeness of the Dishes, and Open Hour"

F₉ = "Customer listener"

"Quality of menu, staff and place"

The high coefficient value from "quality of menu, staff and place" shows there is an effect of kindness and politeness of staff, skill of staff like seemed well trained, competent, experienced and also the condition of the place that can make customers feel safe and comfort and *Halal*, delicacy and healthiness of food and drink.

"Staffs' skills in serving, handling purchasing and cooking"

This factor includes ability and skill to take care of customers, correctness in handling purchasing, accurateness in serving food and drink, and the consistency of food and drink quality are affecting customer satisfaction.

"Customer care"

There is a relationship between "customer care" factor with customer satisfaction. This factor including similarity between price in menu and bill, readiness and willingness in serving and the ability and willingness in giving menu information.

"Good, Prompt, and Quick Service and Response"

This factor includes the following variable items; good and quick response in social media, prompt and quick service, care and willing to talk to customer.

"Understanding of Menu, Quick and Customer Care Service"

Caring customer need and want, customer understands the menu, staff can quickly corrects if anything wrong, those variable items are included in this factor.

"Condition of Public Facilities"

Cleanliness and neatness of public facilities and sufficient of parking area are the variable items in this factor.

“Restaurant Location, Building, and Equipment”

Building and equipments are visually appealing and easy of in order and visits are the variable items in this factor

“Appearance of Staff, Completeness of the Dishes, and Open Hour”

Appearance of Staff, Completeness of the Dishes, and Open Hour are the variable items in this factor.

“Customer listener”

This factor only has one variable item, willingness to accept suggestion and customers' complaint.

CONCLUSION AND SUGGESTION

Conclusions

Based on the result of study in Ayam Qu Restaurant Malang, it can be concluded that:

1. The dominant customers' characteristic in Ayam Qu restaurant was represented by female student with age 20 – 30 years old, senior high school education, and income level \geq IDR 2,000,000 per month
2. The customers determine their satisfaction by looking the accessibility of restaurant, followed by the product quality, price of product, service quality and giving positive information and recommendation about Ayam Qu restaurant to others.

5.1. Conclusions

Based on the result of study in Ayam Qu Restaurant Malang, it can be concluded that:

1. The dominant customers' characteristic in Ayam Qu restaurant was represented by female student with age 20 – 30 years old, senior high school education, and income level \geq IDR 2,000,000 per month
2. The customers determine their satisfaction by looking the accessibility of restaurant, followed by the product quality, price of product, service quality and giving positive information and recommendation about Ayam Qu restaurant to others.
3. The Factors that affecting customer satisfaction are:
 - 3.1. “Quality of menu, staff and place” was the most dominant factors in affecting customer satisfaction and then followed by “Staffs' skills in serving, handling purchasing and cooking” and “Good, Prompt, and Quick Service and Response”.
 - 3.2. Less dominant factors in affecting customer satisfaction were “Customer care”, “understanding of menu, quick and customer care service”, “Condition of Public Facilities”, “Restaurant Location, Building, and Equipment”, “Appearance of Staff, Completeness of the Dishes, and Open Hour”, “Customer listener”

Suggestions

1. It is suggested to give more training to the staff, to make them more competent to present friendly and helpful attitude to the customer.
2. The restaurant should display the *Halal* certificate from MUI to make the customer feel safe in consuming food.
3. The restaurant should keep controlling the quality of raw material to the supplier.

REFERENCES

- Ghozali, I. 2005. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang. Universitas Diponegoro Press
- Kotler, P. 2002. *Marketing Management Millenium Edition, Tenth Edition*. Boston: Prentice Hall.
- Lovelock, C. and L. Wright. 2002. *Principles of Service Marketing and Management*. Second Edition, United States of America: Pearson Education International, Inc.
- Lupioyadi, R. 2013. *Manajemen Pemasaran Berbasis Kompetensi*. Jakarta. Salemba Empat
- Lupiyoadi, R. and A. Hamdani. 2006. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Miller, D. L. & Creswell, J. W. 2000. Determining validity in qualitative inquiry. *Theory into Practice*, 39(3), 124-131.
- Nirwana. 2012. *Pemasaran Jasa*. Malang: Alta Pustaka.
- Rangkuti, F. 2003. *Measuring Customer satisfaction*. Jakarta. PT.Gramedia Pustaka Utama.
- Sarwono, J. 2006. *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta. Graha Ilmu
- Sudjana. 2003. *Teknik Analisis Regresi dan Korelasi Bagi Para Peneliti*. Tarsito : Bandung.
- Sugiyono. 2006. *Metode Penelitian Bisnis*, Alfabeta, Bandung.
- Suliyanto. 2005. *Analisa Data dalam Aplikasi Pemasaran*. Bogor. Ghalia Indonesia.
- Tjiptono, F. and G. Chandra. 2005. *Service, Quality, Satisfaction*. Yogyakarta: Andi.