THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN THE TEENAGE KURING RESTAURANT SERPONG, SOUTH TANGERANG

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Keywords:	*Abstract*
Service quality, customer satisfaction	This research aims to investigate the influence of service quality on customer satisfaction at the Teen Kuring Serpong Restaurant, South Tangerang. Service quality is measured along several dimensions, including staff friendliness, food quality, service speed, and environmental cleanliness. The survey method was used to collect data from restaurant customers. Statistical analysis was carried out to evaluate the relationship between service quality and customer satisfaction. The research results show that service quality significantly impacts customer satisfaction. Practical recommendations from this research can help restaurant management improve their services. This research contributes to understanding the factors influencing customer satisfaction in the restaurant industry. It is hoped that this research can provide valuable insights for stakeholders in the culinary industry to improve their customer experience and business performance.

INTRODUCTION

Rapid technological developments have changed the business landscape significantly, encouraging companies to continue to adapt and keep up with the times in order to remain competitive and relevant in the market. The current modern era is characterized by a high level of competition in the business world, forcing companies to strive to maintain their position, win the market, and expand the scope of their business. The increasingly widespread globalization has caused major changes in the service

sector, both in service businesses and other industries. Rapid economic growth has also given rise to a lot of new competition in various business sectors, including companies operating in the same field (Ratnaningtyas et al., 2022).

In facing intense competition, it is important for every company to pay attention to the needs and desires of consumers and try to meet their expectations through satisfactory service. Understanding what consumers want and expect from the quality of service provided will provide added value for the company. Quality service has been proven to provide satisfaction to consumers because it is able to fulfill their expectations and needs well (Hendra et al., 2017).

In the rapidly growing food and beverage service industry, service quality is a key factor influencing customer satisfaction. Teen Kuring Restaurant in Serpong, South Tangerang, is one of the popular culinary destinations and has a good reputation in the area. In the increasingly fierce competition in this industry, understanding how the quality of service in these restaurants impacts customer satisfaction has become essential.

Quality in a restaurant covers various aspects, from staff affection, speed of service, accuracy in taking and serving orders, to food quality and presentation and environmental cleanliness. Much of a customer's experience at the restaurant will be reflected in their evaluation of these aspects. Customer satisfaction levels, as a result of this evaluation, reflect the extent to which their expectations are met through a natural experience at the restaurant (Saripudin et al., 2021).

In the Serpong area which continues to develop with rapid population growth, the food and beverage industry is facing increasing competition. Therefore, to maintain market share and expand reach, restaurants need to ensure that the quality of their service meets high standards and meets customer expectations. With a better understanding of these dynamics, restaurant management can take appropriate steps to improve the quality of their service, which in turn will increase customer satisfaction levels and strengthen their position in the competitive market.

Quality is a crucial aspect in the business world, especially in the service industry, because it can influence customer satisfaction, loyalty and the company's service brand image. According to Parasuraman, Zeithaml, and Berry quoted in (Tjiptono, 2012),

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service quality can be measured through five main dimensions, namely reliability, responsiveness, assurance, empathy, and physical (real) evidence. These dimensions provide a comprehensive framework for broadcasting the quality services provided by a company.

High service quality is believed to increase customer satisfaction. According to Oliver in a quote (Tamengkel, 2021) customer satisfaction is the result of a comparison between customers' expectations of the services provided with their perceptions of the actual performance of those services. If service performance exceeds expectations, customers will feel satisfied. The study by Gronroos emphasizes the importance of interactions between service providers and customers in assessing service quality. According to him, the interaction process has a significant impact on customer perceptions of service quality. In addition, Parasuraman, Zeithaml, and Berry developed the concept of service perspective, which identifies the difference between customer expectations and their perceptions of the quality of services provided. Awareness of this perception is important for companies to improve the quality of their services and meet customer expectations.

According to (Kotler, 2016), four methods of measuring customer satisfaction include customer satisfaction surveys, customer complaint analysis, customer retention rates, and analysis of customer feedback and reviews. Customer satisfaction surveys are conducted through questionnaires or interviews, while complaint analysis includes monitoring customer complaints. Customer retention rate measures customer loyalty, while customer feedback and review analysis aggregates customer views on online platforms. These four methods provide valuable insights for companies in improving their products, services, and customer experiences.

METHODS

This type of research is quantitative descriptive. This research site is located on Jalan Ciater Bar. No.27, Ciater, District. Serpong, South Tangerang City. The population in this study were customers of the Kuring Teen Restaurant. Meanwhile, the sample was 100 respondents based on theoretical guidelines (Sugiyono, 2017), where the minimum sample size was 30 respondents, but more samples were considered better. The sampling technique used Accidental Sampling, namely that respondents were

selected because they happened to meet the researcher directly. The purpose of this research is to determine service quality, to determine customer satisfaction and to determine the magnitude of the influence of service quality on customer satisfaction at the Teen Kuring Restaurant. Information was collected through distributing questionnaires using a Likert scale from 1 to 5 as an assessment instrument. Data collection techniques use observation, questionnaires and literature.

RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents

Characteristics	Frequency	Precentage
Gender		
Male	46	46%
Female	54	54%
Age		
< 17 years	3	3%
17-26 years	65	65%
27-36 years	15	15%
37-46 years	9	9%
47-56 years	6	6%
>56 tahun	2	2%
Education		
Senior High School	46	46%
Diploma	10	10%
Bachelor	44	44%
Employee		
Student	56	56%
Private employees	26	26%
Government employees	2	2%
Self-employed	8	8%
Housewife	8	8%

In Table 1 above, based on gender, it shows that most of them are 54 women (54.0%) and 46 men (46.0%). Then it is known that the highest age range is 17-26 years, as many as 65 people (65.0%), while from the period of education it can be seen that there are 42 people from SMA/SMK (42.0%). Furthermore, the highest type of work was students with 49 people (49.0%).

Table 2. Validity Test

Variable	Item	r-count	r-table
Service Quality	X1	0,780	0,1654

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Variable	Item	r-count	r-table
	X2	0,696	0,1654
	X3	0,730	0,1654
	X4	0,846	0,1654
	X5	0,787	0,1654
	X6	0,766	0,1654
	X7	0,745	0,1654
	X8	0,728	0,1654
	X9	0,772	0,1654
	X10	0,772	0,1654
	X11	0,677	0,1654
	X12	0,766	0,1654
	X13	0,790	0,1654
	X14	0,740	0,1654
	X15	0,768	0,1654
	X16	0,828	0,1654
	X17	0,826	0,1654
	Y1	0,742	0,1654
	Y2	0,771	0,1654
	Y3	0,776	0,1654
	Y4	0,530	0,1654
Customer satisfaction	Y5	0,712	0,1654
	Y6	0,540	0,1654
	Y7	0,717	0,1654
	Y8	0,675	0,1654
	Y9	0,694	0,1654
	Y10	0,648	0,1654
	Y11	0,451	0,1654

In the table above, obtained from the results of the validity test, it can be concluded that the items for each variable are declared valid based on the comparison of r-count≥ r-table. It can be seen that the r count for each question item in this questionnaire shows a number that is greater than the r table value of 0.1654. So these question items can be used as indicators to measure the variables studied.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Criteria
Service Quality	0,963	≥ 0,60
Customer satisfaction	0,900	≥ 0,60

Based on the data results, it can be concluded that the items for each questionnaire statement variable in this study are declared reliable because they have a Cronbach's Alpha value ≥ 0.60. So, the items in each variable and sub-variable are suitable for use as measuring tools.

Tabel 4. Uji Koefisiensi Determinasi

R	R Square	Adjusted R Square	Std. Error of the Estimate
.857[a]	.734	.731	3.18418

Based on the table above, you can see the R Square value is 0.734. It can be concluded that 40% of the influence of service quality on customer satisfaction at the Teen Kuring Restaurant, while the remaining 26.6% is influenced by factors that were not carried out in this research.

Table 5. Hypothesis Test

Variable	t-count	Sig	t-table
Service Quality	16,434	0,000	1,660

Based on the table above, the results of the t test are as follows, based on the results, the t count is 16,434. For the t table, it will be adjusted to the number of respondents n-k(100-2) = 98. Based on the t table value, it is found that the t table value is 1,660. Based on these results tcount 16,434 > ttable 1,660 so it can be concluded that Ho is rejected and H1 is accepted so it can be concluded that "there is an influence between Service Quality and Customer Satisfaction at the Teen Kuring Restaurant"

Service quality and customer satisfaction are two important aspects in service industries such as restaurants. According to (Tamengkel, 2021), service quality is the difference between customer expectations and the desired service and their perception of the service provided. Meanwhile, customer satisfaction refers to the level of customer satisfaction or dissatisfaction after they use or consume a product or service. Service quality not only includes technical aspects such as food quality and service efficiency, but also interpersonal aspects such as preservation and response to customer needs. On the other hand, customer satisfaction is measured based on the customer's overall experience in using restaurant services, including food quality, environmental comfort, and interactions with staff.

Tjiptono (2012) shows that service quality has a direct impact on customer satisfaction. They found that the higher the quality of service customers received, the

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higher their level of satisfaction. Therefore, it is important to understand the influence of service quality on customer satisfaction in the restaurant industry. On the other hand, (Tjiptono, 2012) shows that customer satisfaction has a positive impact on customer loyalty and future purchasing behavior. Satisfied customers tend to return to the same restaurant and recommend it to others, which in turn can increase the restaurant's revenue and reputation.

Teen Kuring Restaurant in Serpong, South Tangerang, there has been no research that specifically investigates the influence of quality on customer service satisfaction. However, the Teen Kuring Restaurant has a strong reputation in the area and attracts customers with its diverse menu and comfortable atmosphere. Several studies conducted in the restaurant context have found that aspects such as staff environment, food quality, speed of service, and environmental cleanliness have a significant impact on customer satisfaction (Kotler, 2016). Therefore, it is very relevant to highlight the quality of service at the Teen Kuring Restaurant and identify factors that can increase customer satisfaction. By conducting comprehensive research on the influence of service quality on customer satisfaction at the Teen Kuring Restaurant, it can provide valuable insight for restaurant management in improving service and maintaining their customer base. In addition, the research results can also contribute to academic literature on service management and customer satisfaction in the restaurant industry.

CONCLUSIONS AND RECOMMENDATIONS

From these conclusions, it can be concluded that research on the influence of service quality on customer satisfaction at the Teen Kuring Serpong Restaurant, South Tangerang, has important significance in service management and the restaurant industry. The research results are expected to provide valuable insights for restaurant management to improve their services and maintain their customer base. Practical recommendations resulting from this research can help restaurants identify areas of improvement needed, such as improving adverse impacts on staff, food quality, speed of service, and environmental cleanliness. By improving the quality of their service, the Teen Kuring Restaurant can increase customer satisfaction, which in turn will increase customer loyalty and their business performance.

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