



To cite this article: Christin Setiawan* and Devita Gantina (2024). The Effect of Service Quality on Customer Satisfaction at Emerald Tree Resto & Coffee Bar Bintaro South Tangerang. International Journal of Education, Business and Economics Research (IJEER) 4 (6): 112-120

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT EMERALD TREE RESTO & COFFEE BAR BINTARO SOUTH TANGERANG

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<https://doi.org/10.59822/IJEER.2024.4607>

ABSTRACT

This study aims to analyze the impact of service quality on customer satisfaction at Emerald Tree Resto & Coffee Bar in Bintaro, South Tangerang. The research employed a quantitative descriptive method with a sample of 100 respondents selected through accidental sampling. Data were collected using a questionnaire measuring service quality and customer satisfaction on a Likert scale. The analysis results indicated that all items in the questionnaire were valid and reliable, with a Cronbach's Alpha value of 0.937 for service quality and 0.902 for customer satisfaction. The coefficient of determination (Adjusted R Square) showed that service quality explained 75.2% of the variance in customer satisfaction. Hypothesis testing revealed that service quality significantly influenced customer satisfaction (t-count 17.217, Sig 0.001). Delays in food serving were identified as the primary issue affecting satisfaction. The conclusion emphasizes the importance of improving service quality, particularly in responsiveness and reliability. Recommendations for management include enhancing the kitchen management system, increasing staff during peak hours, and training staff to be more responsive. Future research is suggested to incorporate additional variables such as price and atmosphere to provide a more comprehensive understanding of customer satisfaction factors.

KEYWORDS:- Service Quality, Customer Satisfaction, Restaurant.

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Published Online: November
2024

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1. INTRODUCTION

Service quality is essential to customer satisfaction, especially in the service industry, such as restaurants and cafes. Customers expect quality food and beverage products and superior and satisfying service experiences. This service quality includes various aspects, including staff friendliness, speed of service, environmental cleanliness, and the facilities' comfort. Service quality can be measured through five primary dimensions: reliability, responsiveness, assurance, empathy,

and tangibles. Many researchers use these dimensions to assess the relationship between service quality and customer satisfaction (Ratnaningtyas et al., 2022).

In the restaurant business, increasingly tight competition in urban areas requires business actors to continue to innovate in providing services that meet and exceed customer expectations. Emerald Tree Resto & Coffee Bar, located in Bintaro, South Tangerang, is one of the restaurants and cafes that has attracted the attention of many customers, mainly because of the unique concept and atmosphere offered. However, to maintain customer loyalty and attract more new consumers, this restaurant must maintain and improve its service quality.

This study explores the effect of service quality on customer satisfaction at Emerald Tree Resto & Coffee Bar. Customer satisfaction can be interpreted as a feeling of pleasure or disappointment that arises after customers compare their expectations with the actual performance of the service received (Marie et al., 2021). In other words, satisfaction arises if customers feel that their experience while in the restaurant matches or even exceeds expectations. Conversely, if the service received does not match expectations, it can cause dissatisfaction, which reduces customer loyalty and creates a negative potential for the business's reputation.

Customer satisfaction plays a crucial role in determining the long-term success of a business in the food and beverage industry. There is a positive relationship between good service quality and customer satisfaction and loyalty. Satisfied customers will return to visit and recommend the place to others through word of mouth or reviews on social media. Therefore, restaurant management must improve service quality in all relevant dimensions to maximise customer satisfaction and loyalty (Ratnaningtyas et al., 2023).

This study will present the results of the analysis of the influence of service quality on customer satisfaction at Emerald Tree Resto & Coffee Bar and provide recommendations for management in formulating appropriate strategies to improve service quality. It is also expected to contribute to the literature on the relationship between service quality and customer satisfaction in the context of the restaurant industry in Indonesia.

One of the significant challenges Emerald Tree Resto & Coffee Bar faces in Bintaro, South Tangerang, is the delay in serving food, especially when the restaurant is full. This is one of the primary sources of customer dissatisfaction, as long service times often reduce the overall quality of the experience, even if the food served is of high quality. Delays in serving food can be caused by several factors, such as a lack of staff during peak hours, an inefficient kitchen management system, or even a lack of training for staff handling increased workloads. Long waiting times can affect customers' perceptions of overall service quality and even affect customers' decisions to return or recommend the restaurant to others (Setiawan, 2024).

This inappropriate service time is one of the significant challenges Emerald Tree Resto & Coffee Bar faces in maintaining and increasing customer satisfaction. In the service industry, fast and responsive service is one of the main factors customers expect, so excessive delays can negatively impact customer perceptions and reduce their loyalty. This study will examine the effect of service

quality, including service time, on customer satisfaction at Emerald Tree Resto & Coffee Bar. By focusing on the service speed dimension, this study aims to provide a clearer picture of the factors that need improvement to improve overall service quality and meet customer expectations.

2. LITERATURE REVIEW

Quality of Service

Service quality can be determined by customers and is used when customers want a product or service that meets their needs and expectations at the level of the product's value. Service quality is the difference between customer expectations and the reality received. Service quality can be determined by comparing customer perceptions of the truth of the service received according to customer expectations. From the above understanding, it can be concluded that service quality is a subjective measure centred on customers, where the alignment between initial expectations and actual experiences is the primary benchmark. If the service meets or exceeds expectations, the quality is considered good, but customers may feel disappointed if otherwise. Thus, service quality is greatly influenced by how customers interpret the service they receive compared to what they expect (Ishak, et al., 2024)

Dimensions of Service Quality cover several vital aspects in assessing service quality. First, reliability refers to the company's ability to provide services as promised consistently. Next is responsiveness, which shows the readiness of staff to help customers and provide services quickly. Assurance, or guarantee, involves staff's knowledge, politeness, and ability to create a sense of trust and security for customers. Empathy, or empathy, shows the attention given to customers in a personal and caring manner. Finally, tangibles, or physical evidence, relate to the physical appearance of the company's facilities, equipment, and staff. These dimensions aim to comprehensively evaluate service quality and increase customer satisfaction (Lupiyoadi & Hamdani, 2019).

Customer satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with the expectations. If the performance meets or exceeds expectations, the customer will be satisfied; conversely, if the performance does not meet expectations, the customer will be dissatisfied. Customer satisfaction also includes an emotional aspect, where a positive experience with a product or service can create a stronger relationship between the customer and the company (Sembiring et al., 2022). In addition, customer satisfaction can also be defined as the degree to which customer needs, desires, and expectations are met or even exceeded by the product or service provided.

Customer satisfaction is an essential indicator of customer loyalty and influences repurchase decisions. According to Oliver, customer satisfaction depends not only on the product or service's performance but also on the overall interaction experienced by customers with the company, including emotional and social aspects. Customer satisfaction is often measured through surveys or direct feedback methods from customers to evaluate and improve service quality (Sharma & Srivastava, 2018). In the above terms, it can be concluded that customer satisfaction results from comparing expectations and the performance of the service or product received. If performance

meets or exceeds expectations, customers are satisfied, while if it is not met, they are disappointed. In addition, satisfaction includes emotional aspects, where positive experiences can strengthen relationships with the company. This satisfaction also affects customer loyalty and future purchasing decisions, so companies must continue measuring and improving the quality of their services.

Factors Affecting Customer Satisfaction include several vital aspects. First, product or service quality reflects how much the product or service can meet customer needs and expectations. The second is price, which is the customer's perception of the price commensurate with the value they get. Third, service quality includes speed, friendliness, and the ability of the service provider to handle customer requests or complaints. Fourth, personal experiences from previous customer interactions, where positive experiences increase satisfaction levels, while negative experiences can decrease satisfaction. Finally, customer expectations are an essential benchmark in determining satisfaction; the more realistic and in line with expectations, the higher the level of satisfaction (Kotler & Keller, 2021).

Customer Satisfaction Indicators include several things, such as conformity to expectations, which is how well the product or service matches customer expectations. Satisfaction with service quality, where customers assess aspects such as speed, accuracy, and friendliness. Desire to repurchase indicates whether customers are satisfied enough to repurchase the product or use the service in the future. Recommendations to others are also crucial because satisfied customers tend to recommend products or services to others (Tjiptono, 2019).

Restaurant

A restaurant is a business establishment that provides food and beverages to be consumed on-site or taken away. Restaurants offer a variety of foods, from local to international dishes, with menus that usually include appetisers, main courses, and desserts. According to Kotler & Keller (2021), restaurants are a service business highly dependent on the quality of service, atmosphere, and food offered. Restaurants are places to eat and socialize, enjoy the atmosphere, and get a satisfying culinary experience. Restaurants are also categorized based on the type of food, serving style, and target market. A restaurant's success is greatly influenced by how it creates a pleasant customer experience through a combination of service, quality food, reasonable prices, and a comfortable environment. In addition, factors such as location and reputation also play an essential role in attracting customers (Ali et al., 2021).

3. RESEARCH METHODOLOGY

This research was conducted at Emerald Tree Resto & Coffee Bar on Jl. Emerald Boulevard (Bintaro Sector 9), Parigi, Pondok Aren District, South Tangerang City, Banten. The population in this study consisted of customers who visited the restaurant. The research method used was quantitative descriptive. Based on Sugiyono's opinion (2017), the quantitative method is an approach based on objective and concrete data, with measurements carried out through statistics to test data and draw conclusions from the results produced in measurable numbers. The sample in this study amounted to 100 respondents, according to the theoretical guidelines from Sugiyono (2017), which suggests that the more samples are taken, the better the research results will be. The sampling

technique used was accidental sampling, namely by selecting respondents who happened to meet directly with the researcher at the research location. This study aims to determine the quality of service provided by Emerald Tree Resto & Coffee Bar and the level of customer satisfaction, as well as measure how much influence the quality of service has on customer satisfaction. Data were collected through questionnaires distributed to respondents, using a Likert scale from 1 to 5 as an assessment tool. Data collection techniques were carried out through observation, distributing questionnaires, and literature studies.

4. RESULTS AND DISCUSSION

Table 1. Respondent Characteristics

Information	Frequency	Presentation
Gender		
Man	40	40%
Woman	60	60%
Age		
< 19 Years	6	6%
20-29 Years	47	47%
30-39 Years	2	2%
>40 years	45	45%
Type of work		
Lecturer	2	2%
Housewife	7	7%
Private employees	21	21%
Students	44	44%
Self-employed	26	26%
Student	49	49%
Frequency of Visits		
One time	53	53%
2-3 times	35	35%
>4 Times	12	12%

Source: SPSS 29 Data Processing (2024)

Based on the data in the Respondent Characteristics table, it can be concluded that the majority of respondents in this study were women, reaching 60% of the total respondents. The largest age group was those in the range of 20-29 years, which covered 47% of the total respondents. Regarding employment, most respondents worked as students (44%). In addition, most respondents were recorded as having visited once, reaching 53%. This shows that most respondents were young women who worked as students and tended to visit once.

Table 2. Validity Test

Variables	Item	r-count	r-table
Quality of Service	X1	0.786	0.195
	X2	0.752	0.195
	X3	0.730	0.195

Variables	Item	r-count	r-table	
	X4	0.735	0.195	
	X5	0.808	0.195	
	X6	0.749	0.195	
	X7	0.775	0.195	
	X8	0.807	0.195	
	X9	0.848	0.195	
	X10	0.824	0.195	
	Customer satisfaction	Y1	0.837	0.195
		Y2	0.726	0.195
		Y3	0.711	0.195
Y4		0.716	0.195	
Y5		0.788	0.195	
Y6		0.785	0.195	
Y7		0.669	0.195	
Y8		0.692	0.195	

Source: SPSS 29 Data Processing (2024)

The table above shows the validity test results for items measuring Service Quality and Customer Satisfaction using SPSS version 29. In the Service Quality variable, there are ten items (X1 to X10), while in the Customer Satisfaction variable, there are eight items (Y1 to Y8). Each item has an Rcount value of 0.195 compared to r-table. The results show that all items have r-count values greater than r-table, which means that all items are declared valid. This shows that the instruments used to measure these two variables can accurately represent respondents' perceptions of service quality and customer satisfaction.

Table 3. Reliability Test

Variables	Cronbach's Alpha Value	Criteria
Quality of Service (X)	0.937	≥ 0.60
Customer Satisfaction (Y)	0.902	≥ 0.60

Source: SPSS 29 Data Processing (2024)

The table above shows the reliability test results for two variables, Service Quality and Customer Satisfaction, using Cronbach's Alpha. Reliability is used to measure the internal consistency of the research instrument. In the Service Quality variable, Cronbach's Alpha value of 0.937 indicates that the items in this variable have perfect consistency. Likewise, the Customer Satisfaction variable has a Cronbach's Alpha value of 0.902, indicating a high-reliability level. Because both values exceed the minimum limit of 0.60, it can be concluded that this research instrument is reliable and can be relied on to measure both variables.

Table 4. Determination Coefficient Test

R	R Square	Adjusted Square	RStd. Error of the Estimate
.857a	.752	.749	2.214

Source: SPSS 29 Data Processing (2024)

Based on the table above, the results of the determination coefficient test processing using the SPSS version 29 computer program state that the Adjusted R Square value is 0.752, or 75.2%, which is the contribution of service quality's influence on customer satisfaction. The percentage figure of 24.8% is influenced by other variables that have not been studied.

Table 5. Hypothesis test

Model	Unstandardised Coefficients		Standardised Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3,839	1,706			2,250	.027
Quality of Service	.691	.040	.867		17,217	.001

Source: SPSS 29 Data Processing (2024)

Based on the table above, the results of the T-test processing using the SPSS version 29 computer program state that the t-count value of 17.217 is greater than the t-table value of 1.66023. Because the Sig value of 0.001 is less than 0.05, H0 is rejected, and H1 is accepted. From the statement above, it can be concluded that the service quality variable influences customer satisfaction at Emerald Tree Resto & Coffee Bar Bintaro Tangerang Selatan.

Based on the research results, service quality significantly influences customer satisfaction at Emerald Tree Resto & Coffee Bar, with an Adjusted R Square value of 75.2%. This means that most customer satisfaction is influenced by service quality, while other factors such as price, atmosphere and location also play a role. Service quality can be measured through five dimensions: reliability, responsiveness, assurance, empathy, and physical evidence. Each dimension has a significant impact on customer satisfaction.

Reliability refers to the restaurant's ability to provide consistent service. At the same time, responsiveness reflects the speed with which staff respond to customer needs, which was an area of improvement at Emerald Tree due to complaints about delays in serving food. Assurance refers to the sense of security customers feel when interacting with staff, while empathy includes the personal attention given to customers. Physical evidence, such as the cleanliness and ambience of the restaurant, is also essential in maintaining positive customer perceptions.

In addition to service quality, other factors such as price, menu, and atmosphere also affect customer satisfaction. Therefore, restaurant management should focus on improving the kitchen management system, increasing the number of staff during peak hours, and training staff to be more responsive and friendly. Although this study provides valuable results, sample size and

generalizability limitations must be considered. The researcher suggests further studies to include more variables, such as price and menu, and expand the study to other branches.

5. CONCLUSION

Based on the study's results, it can be concluded that service quality significantly influences customer satisfaction at Emerald Tree Resto & Coffee Bar. The results showed that service quality explains 75.2% of the variation in customer satisfaction, while the rest is influenced by other factors such as price, atmosphere, and location. Service quality dimensions consist of reliability, responsiveness, assurance, empathy, and physical evidence, essential in shaping customer perceptions of the services they receive.

The most prominent problem is the delay in serving food, especially when the restaurant is complete, negatively impacting customer satisfaction. Therefore, management is advised to improve the kitchen management system, add staff during peak hours, and train staff to be more responsive and friendly and pay more attention to customers. The cleanliness and physical atmosphere of the restaurant must also be maintained, especially when the restaurant is busy, to maintain positive customer perception.

Although this study provides valuable results, there are some limitations, including a sample size that may not represent the entire population and results that cannot be generalised to other restaurants. Further research should include other variables such as price, menu, and location in other restaurant chains to provide a more comprehensive picture of the factors influencing customer satisfaction.

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