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## SUPERIOR SERVICE AT THE BANDAR DJAKARTA TAMAN IMPIAN JAYA ANCOL INDONESIA RESTAURANT

**Pramudito, Faiza Rachim, Alifatqul Maulana, Muhammad Syaltut Abduh, Chairul Salim**

<sup>12345</sup>Trisakti Institute of Tourism, Jakarta, Indonesia

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### ABSTRACT

This research aims to analyze the influence of service quality on customer satisfaction at the Bandar Djakarta Taman Impian Jaya Ancol Restaurant. The research method used was a quantitative approach with a descriptive design, involving 150 respondents selected through a simple random sampling technique. Data was collected using a questionnaire that measures service quality and customer satisfaction variables using a Likert scale. The analysis results show that all items in the questionnaire are valid and reliable, and service quality has a significant effect on customer satisfaction, with a coefficient of determination  $R^2$  of 74%. Discussion of the importance of the elements of clarity, responsiveness and empathy in creating a satisfying dining experience, as well as having a positive impact on customer loyalty. The conclusion of this research is that superior service quality is the key to increasing customer satisfaction in restaurants. Therefore, it is advisable for restaurant management to continuously invest in staff training and collect customer feedback regularly. With collaboration between managers and customers, the quality of service in the culinary industry can improve, creating a better dining experience for all parties.

**KEYWORDS:-** Service quality, customer satisfaction Introduction.

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### 1. INTRODUCTION

In such a competitive environment, quality is a very important aspect of service because it can directly influence customer satisfaction. Positive reviews and word-of-mouth recommendations have become valuable assets for restaurants, and in today's digital restaurant era, reputation is highly dependent on how customer experiences are distributed on social media (Syah & Wijoyo, 2021). Bandar Djakarta Taman Impian Jaya Ancol Restaurant is a culinary icon in Jakarta, which highlights the importance of superior service as the key to success in the restaurant industry. In the

midst of intense competition in the capital city, this restaurant is not only required to offer quality seafood, but also to provide a comprehensive and satisfying dining experience. Therefore, Bandar Djakarta must continue to innovate and improve services to remain competitive in this increasingly busy market.

One of the key factors that is focused on in this research is precision. Reliability in restaurants is closely related to the ability to provide consistent and reliable service every time a customer visits. In Bandar Djakarta, this includes aspects such as timeliness of food serving, accuracy in order processing, as well as meeting customer expectations. When customers know they can rely on a restaurant to provide a consistently satisfying experience, they are more likely to return and recommend it to others. This not only creates customer loyalty, but also strengthens the restaurant's reputation amidst intense competition. Reliability becomes the foundation for customers to trust a restaurant and feel comfortable returning again in the future.

Responsiveness is another important element in restaurant service that a restaurant needs to emphasize, where expectations for speed of service are very high, the ability of staff to respond to customer requests quickly and efficiently becomes very crucial (Naini et al., 2022). Restaurants that are able to meet customer expectations in terms of time and quality of service will not only get positive reviews, but will also build a loyal customer base. With an efficient management system, restaurants can ensure that food processing and serving are carried out well, thereby minimizing waiting time for customers (Andre et al., 2020). High responsiveness not only makes the dining experience more enjoyable, but also shows that the restaurant respects customers' time and needs (Ratnaningtyas et al., 2022).

Additionally, empathy from restaurant staff also plays a very significant role in creating a positive experience for customers. Staff who show attention and care can make customers feel valued and cared for, thereby increasing their satisfaction levels (Marie et al., 2021). At Bandar Djakarta Restaurant, staff training to develop good interpersonal skills is very important. The ability to understand and sense customer needs will create a strong emotional bond, making them more likely to return. Thus, empathy is not just an action, but also an important strategy for building long-term relationships with customers.

In conclusion, this research confirms that superior service is a crucial element in the restaurant industry in Jakarta, and Bandar Djakarta Taman Impian Jaya Ancol is a good example of implementing these principles. By increasing visibility, responsiveness and empathy in every aspect of service, restaurants can not only increase customer satisfaction, but also build sustainable loyalty. Therefore, it is important for restaurant management to implement effective strategies in staff training and development as well as in management operations. Through this comprehensive approach, Bandar Djakarta can compete more effectively in an increasingly competitive market, while providing a satisfying and unforgettable dining experience for every customer who comes.

## **2. LITERATURE REVIEW**

Research on service quality in the restaurant industry has shown that good service has a significant impact on customer satisfaction. According to Zeithaml et al. (2018), service quality can be

measured through five main dimensions: roundness, responsiveness, assurance, empathy, and physical evidence. Reliability includes a restaurant's ability to provide consistent service and fulfill the promises it has made to customers. On the other hand, responsiveness refers to how quickly and effectively staff fulfills customer requests. Research conducted by Murad & Ali (2015) on restaurants shows that customers tend to give high ratings to restaurants that can respond to their needs quickly, and provide reliable service every time they visit.

Additionally, assurance, which relates to customers' trust and confidence in service quality, also plays an important role. Customers feel more comfortable and satisfied when they believe that restaurant staffs have the skills and knowledge to meet their needs. This is in line with the findings of Wuisan (2021). This shows that the guarantee dimension can increase the overall level of customer satisfaction. On the other hand, empathy, which reflects staff attention and concern for customers, contributes to the positive experience felt by customers. Staff who shows empathy can create an emotional connection with customers, which in turn increases the likelihood of them returning and recommending the restaurant to others (Agritika et al., 2024).

Finally, physical evidence, which includes the restaurant environment and atmosphere, also greatly influences customer perceptions of service quality. A clean, comfortable, and attractive environment can enhance the overall dining experience. Research by Ratnaningtyas et al. (2022) show that physical aspects of restaurants, such as decoration and cleanliness, contribute to customers' perceptions of the quality of service received. In the busy context of Jakarta, where many restaurants compete to attract customers, it is important for restaurant management to pay attention to all dimensions of service quality to ensure a satisfying experience and high customer loyalty. Through a deep understanding of these factors, restaurants can formulate more effective and sustainable service strategies.

### **3. RESEARCH METHOD**

This research uses a quantitative approach with a descriptive design. This approach was chosen to analyze and describe the factors that influence the quality of service at the Bandar Djakarta Impian Jaya Ancol Restaurant and its impact on customer satisfaction. The analytical methods used in this research include descriptive and inferential statistical analysis. Descriptive analysis is used to describe the characteristics of respondents and the variables studied, while inferential analysis is used to test hypotheses and relationships between variables. The populations in this study were customers who visited the Bandar Djakarta Impian Jaya Ancol Restaurant. Customers are selected based on their frequency of visits and their experience with the services provided by the restaurant. The sample in this study consisted of 150 respondents who represent the population of restaurant customers. Sample selection was carried out to ensure that the data obtained reflected various customer segments.

The sampling technique used was simple random sampling. With this technique, every customer has the same opportunity to be selected as a respondent, thereby reducing bias in research. Data was collected through questionnaires distributed to respondents. The questionnaire is designed to measure service quality and customer satisfaction variables using a Likert scale. This technique makes it easier to collect quantitative data that can be explained further. After the data was

collected, analysis was carried out using SPSS software. Analysis includes validity and reliability tests, descriptive analysis, and regression tests to examine the effect of service quality on customer satisfaction. Thus, the results of the analysis can provide a clear picture of the relationship between the variables studied.

#### 4. RESULT AND DISCUSSION

Table 1. Respondent Characteristics

Information	Frequency	Percentage
Gender		
Male	50	33.3%
Femle	100	66.7%
Age		
< 19 years old	10	6.7%
20-29 years old	70	46.7%
30-39 years old	20	13.3%
> 40 years old	50	33.3%
Frequency of Visits		
1 times	80	53.3%
2-3 times	50	33.3%
> 4 times	20	13.4%

Source: Processed data (2024)

The table above shows the characteristics of the respondents in this study, where the majority of respondents were women (66.7%) with most ages being in the 20-29 year range (46.7%). Most respondents also visited the restaurant only once (53.3%).

Table 2. Validity of service quality question items

Quisioner Item	r-count	r-table
X1	0.850	0.195
X2	0.805	0.195
X3	0.812	0.195
X4	0.829	0.195
X5	0.841	0.195
X6	0.837	0.195
X7	0.845	0.195
X8	0.853	0.195
X9	0.860	0.195
X10	0.855	0.195

Source: Processed data (2024)

This table shows the validity results of ten question items regarding service quality. All items have an r-count that is greater than the r-table (0.195), which shows that each item in the questionnaire is valid and can be used to measure the variable in question.

Table 3. Validity of customer satisfaction question items

Quisioner Item	r-count	r-table
Y1	0.837	0.195
Y2	0.820	0.195
Y3	0.810	0.195
Y4	0.830	0.195
Y5	0.845	0.195
Y6	0.832	0.195
Y7	0.825	0.195
Y8	0.834	0.195

Source: Processed data (2024)

This table presents the validity results for eight question items regarding customer satisfaction. All items show a higher r-count than the r-table, which indicates that they are also valid for measuring customer satisfaction.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Criteria
Service Quality (X)	0.936	$\geq 0.60$
Customer satisfaction (Y)	0.902	$\geq 0.60$

Source: Processed data (2024)

This table shows the results of reliability tests for the service quality and customer satisfaction variables. The Cronbach's Alpha value for both variables is above 0.60, which indicates that this research instrument is reliable and reliable.

Table 5. Coefficient of determination

R	R Square	Adjusted Square	R Std. Error of the Estimate
0.860	0.740	0.735	1.872

Source: Data diolah (2024)

This table presents the results of the coefficient of determination which shows that 74% of the variation in customer satisfaction can be explained by service quality. The remaining 26% is influenced by other variables not examined in this research.

Table 6. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Std. Error		
(Constant)	2.839	1.562		1.814	0.042
Service Quality	0.691	0.045	0.127	15.422	0.000

Source: Data diolah (2024)

This table shows the results of hypothesis testing carried out using regression analysis. The results show that the service quality coefficient has a significant effect on customer satisfaction, with a t-value of 15.422 and a p-value (Sig.) of 0.000, which is much smaller than 0.05. This indicates that the hypothesis which states that service quality influences customer satisfaction is accepted.

Good quality at the Bandar Djakarta Taman Impian Jaya Ancol Restaurant has a significant influence on customer satisfaction because the dining experience provided by the service creates pleasant and unforgettable moments. Responsive, friendly and empathetic staffs are able to meet customer needs and expectations quickly and accurately, so that customers feel cared for and appreciated. Timeliness of serving and accuracy in ordering also improves service quality, which makes customers feel comfortable and confident that they will get a consistent experience every time they visit. Apart from that, the restaurant's beautiful atmosphere and beachfront views add to its appeal, making customers want to experience the same experience again. Superior service quality not only ensures that customers are satisfied on their current visit, but also builds long-term loyalty, as they feel an emotional connection with the restaurant. With positive word of mouth recommendations and supportive social media reviews, Bandar Djakarta's reputation is further strengthened, attracting more new customers while retaining existing customers who frequently return to enjoy the quality service and dishes.

Quality has a significant effect on customer satisfaction because good service creates positive experiences that influence customers' perceptions of the value they receive from a product or service (Kevin & Herdinata, 2024). When customers feel cared for and appreciated through responsive, empathetic, and reliable interactions from staff, they tend to have a better outlook on their overall experience, from presentation to order accuracy (Indajang et al., 2023). In a competitive environment, such as the restaurant industry, superior service quality can be a key differentiator that makes customers return and recommend the establishment to others (Kusmanto et al., 2023). Additionally, in the digital era where reviews and ratings can quickly spread via social media, positive experiences resulting from quality service can strengthen reputation and attract more customers. On the other hand, if customers receive poor service for example, if their order is not fulfilled properly or if they feel ignored this can drastically reduce their satisfaction and cause them not to return. Thus, high service quality contributes not only to immediate satisfaction, but also to long-term loyalty and a positive image gained through word-of-mouth recommendations, which are critical in maintaining market share in a crowded industry such as restaurants.

## 5. CONCLUSION

This research confirms that superior service quality at the Bandar Djakarta Taman Impian Jaya Ancol Restaurant is a crucial factor that makes a significant contribution to customer satisfaction. By strengthening key elements such as clarity, responsiveness and empathy, restaurants can create dining experiences that not only satisfy but also build ongoing customer loyalty. In a competitive environment like Jakarta, a restaurant's reputation relies heavily on positive customer experiences, which can spread through word-of-mouth recommendations and reviews on social media.

For restaurant managers, it is recommended to continue investing in staff training to improve interpersonal and service skills. Reflecting that the order management and serving processes are running efficiently will greatly help in maintaining service permits. Additionally, collecting feedback from customers on a regular basis can help restaurants better understand customer needs and expectations, so they can make necessary improvements. For customers, it is recommended to share their experiences, both positive and constructive, through reviews on social media or other review platforms. This not only helps restaurants continue to improve their service, but also provides guidance for other customers looking for a quality place to eat. By collaborating with each other, both restaurant managers and customers can contribute to improving the quality of service in the culinary industry, creating a better dining experience for all parties.

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