



ANALYSIS OF QUALITY CONSUMER SATISFACTION LEVEL SERVICE AND FOOD QUALITY IN *FOOD UPDATE* RESTAURANT TARAKAN CITY

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ABSTRACT

The demands of consumer needs for good quality service and high food, demand producers and marketers compete to provide more value. There are two considerations that become a measure of consumers to feel satisfied, namely Service Quality and Food Quality. Satisfying consumers is one of the company's goals towards *profitability*. These companies have the same desire in providing the best to their consumers with excellence in both service and food. The population in this study is consumers who have and are currently buying at *Food Update* Restaurants. The sampling method used in this study was *Purposive sampling* with 100 respondents. The analysis methods used in this study consist of *Validity Test* and *Reliability Test*. To find out about the Consumer Satisfaction Level of *Tarakan City Food Update* Restaurant, Likert scale measurement is used and the method used is *Customer Satisfaction Index* (Consumer Satisfaction Index). The result of this study is that Service Quality obtained an average score of 832, a percentage of 83% and the interpretation is Strongly Agree (SS). Meanwhile, Food Quality obtained an average score of 847, a percentage of 85% and the interpretation is Strongly Agree (SS). Recapitulation of the total score of Consumer Satisfaction Level on Service Quality and Food Quality in *Food Update* Restaurants obtained a score of 9241 with a percentage of 84.01% and the interpretation is Strongly Agree (SS). This means that consumers who have eaten at *Food Update* Restaurants are satisfied with the Quality of Service and the Quality of Food offered.

Keywords:

Level of
Customer
Satisfaction,
Quality of
Service, Quality
of Food,

INTRODUCTION

Restaurants have a positive contribution in Indonesia's economic growth. Data from the Central Bureau of Statistics in 2009 shows that the contribution of the restaurant sector to Gross Domestic Product (GDP) from 2004 to 2009 increased. The

contribution of the restaurant sector is supported by changes in people's lifestyles, especially those in urban areas. High mobility of urban communities affects behavioral changes in consuming food. They further increase the appreciation of time and

shape practical consumption patterns. One such consumption pattern is eating out of the home through restaurants [1]

According to Kasali (2009) In the increasingly fierce business world competition, consumer satisfaction is now an important requirement that must be met by all business actors and at the small business level in order to compete in the market. The demands of consumer needs for good quality service and high food, demand producers and marketers compete to provide more value. Satisfying consumers is one of the company's goals towards *profitability*. [2]

These companies have the same desire in providing the best to their consumers with excellence in both service and food. There are many efforts in facing competition in this industry, one of which is to increase consumer satisfaction. The company in this case, must be able to give its attention to things that consumers think are important. Kotler in Jentrasaswin et al., (2018) describes satisfaction as a person's feelings both happy and disappointed that come from a comparison between their expectations and impressions of a product. Consumer satisfaction is an overall assessment of the consumer's experience in buying and consuming.

Consumer satisfaction is the condition of consumers both satisfied and unsatisfied

after achieving the desires and expectations of the menu, prices, facilities and services provided. The satisfaction of the beneficiary community is determined by public perception of the performance of the product or service in meeting consumer expectations[3], [4]. Consumers feel satisfied if their expectations are met or will be very satisfied if consumer expectations are exceeded. There are two considerations that become a measure of consumers to feel satisfied, namely the quality of service, the quality of food.[5]

The quality of service and food is also no less important because it is a determining factor in the level of satisfaction obtained by consumers after purchasing and using a product. Menurut (Mowen and Minor, 2022) With good product quality, consumers will have their wants and needs for a product fulfilled. One thing that must be considered in competition is how after consumers receive and feel the value benefits of a product, these consumers already have royal behavior, a sense of satisfaction and commitment to the product[6], [7].

Tarakan City is one of the regions that has a diverse business, especially in the culinary field and in Tarakan City is growing very quickly quite a lot of restaurants, restaurants, and cafes that can be used as a stopover or gathering place for people who

want to enjoy food and drinks that can be obtained outside the home compared to what they process themselves, so that every restaurant or *cafés*. Required to always innovate, and have good quality service and food in accordance with consumer needs in order to survive, business owners must understand the factors that affect customer satisfaction, including product quality, service quality, and price[8]

"*Food Update*" restaurant is one example of a restaurant that has its own uniqueness located on Jl. Kusuma Bangsa, Mt. Lingkas, East Tarakan, Tarakan City, North Kalimantan. As the name implies, *Food Update* has a varied and *up to date* menu. This restaurant never misses updating the existing food and beverage menu. The prices offered at *Food Update* are relatively cheap and affordable. Based on *the survey*, researchers found that the restaurant has a large variety of food, besides that researchers saw the promotion of this restaurant using *online* media (such as Instagram) and word of mouth to one party to another party who had come to this restaurant. So this is what makes this "*Food Update*" get a 4.2 star rating on *google reviews* and 4 stars on *TripAdvisor* out of 5. Promotion is carried out by a company with the aim of notifying the existence of the product and giving confidence about the benefits of the product

to buyers. Promotion is one of the ways used to increase sales volume[9]

According to Cahyadi (2014) Consumer satisfaction is the starting point for the growth of customer loyalty so it is important to know the assessment of consumer satisfaction. Based on the above problems, the researcher is interested in conducting research on consumer satisfaction with the quality of service and food, so as to be able to answer the problem below the researcher took the title "**Analysis of Consumer Satisfaction Level on Service Quality and Food Quality in Tarakan City *Food Update Restaurant***". The purpose of this study is to determine the level of consumer satisfaction with the quality of service and food quality in *Food Update Restaurants*[10]

METHOD

The analytical method used in this study consists of *Validity Test* and *Reliability Test*. To find out about the Consumer Satisfaction Level of *Tarakan City Food Update Restaurant*, Likert scale measurement is used *and the method used is Customer Satisfaction Index (Consumer Satisfaction Index)*.

The CSI method has several advantages, including efficiency because it is not only a satisfaction index but includes attributes that need to be improved, besides

that it is also easy to use and simple and uses a scale that has high sensitivity and

$$\text{Tingkat Kepuasan Pelanggan} = \frac{\text{Jumlah Skor Hasil Pengumpulan Data} \times 100\%}{\text{Jumlah Skor Ideal (Tertinggi)}}$$

Angka 0% - 19,9% = Sangat Tidak Setuju

Angka 20% - 39,9 % = Tidak Setuju

Angka 40% - 59,9% = Netral

Angka 60% - 79,9% = Setuju

Angka 80% - 100% = Sangat Setuju

RESULT AND DISCUSSION

1.1. Description of Respondents

The respondents in this study were the general public in Tarakan City. The samples selected in this study are:

1. Consumers who are eating or have made purchases at *Food Update Restaurants*
2. Consumers aged 17 to 60 years who were able to understand the questionnaire given by the researcher.

Data collection using *Google Forms* obtained answers from 100 respondents who had met the criteria and the distribution of questionnaires was carried out by spreading links through social media. Descriptive respondents observed in this study include:

1. Respondent's Gender
2. Age of Respondents
3. Respondent's Type of Work

4. Frequency of Respondents' Arrivals

1.2. Responden Berdasarkan Jenis Kelamin

Based on the data from the distribution of questionnaires, respondent data based on gender from 100 respondents were obtained, as follows

Table 1 Description of respondents by gender

Gender	Sum	Persentase
Man	48	48%
Woman	52	52%
Sum	100	100%

Source : Primary Data processed, 2022.

From table 1 above, it shows that respondent data based on gender shows that the number of men is 48 people or 48%, while female respondents are 52 people or 52%. By seeing that female respondents are more dominant than male respondents, gender is an important aspect to know the company when creating a product.

1.3. Respondents by Frequency of Arrivals

Based on the data from the distribution of questionnaires, respondent data was obtained based on the Frequency of Arrival of 100 respondents, as follows

Tabel 2 Description of respondents by frequency of arrival

Arrival Frequency	Sum	Persentase
1-2 Kali	59	59%

3-4 Kali	26	26%
>5 Kali	15	15%
Jumlah	100	100%

Sumber : Data Primer diolah, 2022

From table 2 above, it shows that respondent data based on the frequency of arrivals at *Food Update* Restaurants that have the highest is 1-2 arrivals of 59 people with a percentage (59%), then 3-4 arrivals of 26 people with a percentage (26%), and >5 arrivals of 15 people with a percentage (15%).

1.4. Validity Test

Test Validity using the SPSS 26 tool. The validity test was carried out using the *pearson product moment correlation test* with an error tolerance level of 0.05. A questionnaire item is said to be valid if the value of r is calculated > from the value of r of the table, r table can be seen in the table r statistical, where N = 100 so we see the value $df\ 100 = 0.1946$.

The results of the validity test using the help of the SPSS 26 program application are as follows: :

Tabel 3 Validity Test Results

Variabel	Kode Pertanyaan	Nilai Persen Correlation (R Hitung)	Nilai R Tabel	Keterangan
Quality of Service	P1	0,715		
	P2	0,734		
	P3	0,704		
	P4	0,782		
	P5	0,757	0,1946	VALID
	P6	0,774		

Kualitas Makanan	P7	0,818		
	P8	0,673		
	P9	0,761		
	P10	0,800		
	M1	0,778		
	M2	0,740		
	M3	0,704		
	M4	0,759		
	M5	0,748		
	M6	0,773	0,1946	VALID
	M7	0,846		
	M8	0,821		
M9	0,772			
M10	0,819			
M11	0,797			
M12	0,774			
Custome r Satisfacti on	K1	0,749		
	K2	0,847		
	K3	0,806	0,1946	VALID
	K4	0,806		
	K5	0,812		
	K6	0,761		

Source : Primary Data processed, 2022

Based on the results of the variable validity test in table 4.5 using the *pearson product moment* correlation value shows that the table r or required correlation value is < 0.1946, so that all items show valid results and can be processed in further testing.

1.5. Reliability Test

Tabel 4 Reliability Test Results

Variabel	N	Cronbach's Alpha (a)	Keterangan
Quality of Service (P)	10	0,938	Reliabel

Food Quality (M)	12	0,954	Reliabel
Customer Satisfaction (K)	6	0,930	Reliabel

Tabel 5 Average Variable Score of Service Quality

Kategori	Total Skor	Indeks	
		Kepuasan Konsumen (%)	Interprestasi
<i>Tangibles</i>	838	83,8%	Very Agree
<i>Realiabilitas</i>	841	84,1%	Very Agree
<i>Responsiveness</i>	814	81,4%	Very Agree
<i>Assurance</i>	849	84,9%	Very Agree
<i>Empathy</i>	818	81,8%	Very Agree
Average	832	83%	Very Agree

Sumber : Data Primer diolah, 2022

Based on the results of the Reliability Test from table 4.6, the value of the X and Y variables gives *Cronbach's Alpha* value > 0.60 . So it can be concluded that all instruments in this study can be said to be reliable (reliable). In *Cronbach's Alpha* value (a) shows that for the variable service quality > 0.60 which is 0.938, the food quality variable > 0.60 which is 0.954, and the customer satisfaction variable > 0.60 which is 0.930. So it can be concluded that all instruments in this study are reliable in *Cronbach's Alpha* value (a).

1.6. Quality of Service

Based on Table 5 above, it shows that the quality of service obtained an average score of 832 with a percentage of 83% and the interpretation is Strongly Agree (SS). The highest score is in the *Assurance* category with a total score of 849, a percentage of 84.9% and the interpretation is Strongly Agree (SS).

This can be seen from the statement of friendliness & politeness of employees towards consumers and information statements/lists of menus and prices in restaurants are clear, these statements are rated according to what is perceived by consumers so that high scores are obtained. The results of this study are in line with the opinion of Tan *et all* (2014). That service quality has a close relationship with consumer satisfaction, because when the service is quality then consumers will feel satisfied, and when the service is not quality then consumers will feel dissatisfied[11].

1.7. Food Quality

Tabel 6 Average variable food quality

Category	Total Score	Consumer Satisfaction Index (%)	Interprestasi
<i>Appealing Presentation</i>	836	83,6%	Very Agree
<i>Menu Variety</i>	872	87,2%	Very Agree

<i>Healthiness</i>	852	85,2%	Very Agree
<i>Tastiness</i>	834	83,4%	Very Agree
<i>Freshness</i>	849	84,9%	Very Agree
<i>Temperature</i>	838	83,8%	Very Agree
Average	847	85%	Very Agree

Based on Table 6 shows that the quality of food obtained an average value of 847 with a percentage of 85% and the interpretation is Strongly Agree (SS). The highest score is in the *Menu Variety* category with a score of 872, a percentage of 87.2% and the interpretation is Strongly Agree (SS). This can be seen from the statement that this food and beverage menu is diverse, these statements are in accordance with what is expected by consumers so that consumers feel satisfied with the existing menu variants and have many menu choices that can be served. The results of the study are consistent with the opinion of Tit (2015); Kannan (2017); Almohaimmeed (2017); Tuver and Guzel (2017); Tan *et al.* (2014) that restaurants are a type of business with ready-to-eat food and beverage products for consumers so that a quality food menu is a consideration for consumers when deciding to visit a restaurant. The ability of restaurants to serve quality food also determines the level of customer satisfaction[12].

To determine the location of consumer satisfaction in the level of consumer satisfaction of *Food Update Restaurants* in

Tarakan City, it is necessary to calculate the total number of scores on each indicator, where according to the results of this study the score reached 9241. In this study, the ideal number of scores (highest score) was 11000 (high) and the lowest number of scores was 2200 (low), based on data taken from 22 statement instruments submitted to 100 respondents. Based on these 11 indicators with assessments from consumers, consumers feel strongly agreed (SS), then the location of the Food Update Restaurant Consumer Satisfaction Level index *in* Tarakan City lies in :

Consumer Satisfaction Level =

$$\frac{9241}{11000} \times 100\% = 84,01\%$$

Based on the results of the analysis using the Likert scale, it can be seen that the Consumer Satisfaction Index of *Food Update Restaurants* in Tarakan City is at 84.01% and is classified as very agreeable. This means that consumers who have eaten at *Food Update Restaurants* are satisfied with the Quality of Service and the Quality of Food offered.

CONCLUSION

The conclusion of this study is that Service Quality obtained an average score of 832, a percentage of 83% and the interpretation is Strongly Agree (SS). Meanwhile, Food Quality obtained an

average score of 847, a percentage of 85% and the interpretation is Strongly Agree (SS). Recapitulation of the total score of Consumer Satisfaction Level on Service Quality and Food Quality in *Food Update Restaurants* obtained a score of 9241 with a percentage of 84.01% and the interpretation is Strongly Agree (SS). This means that consumers who have eaten at *Food Update Restaurants* are satisfied with the Quality of Service and the Quality of Food offered.

ACKNOWLEDGMENTS

The author's thanks go to the Dean of the Faculty of Agriculture, University of Borneo Tarakan, Vice Dean 1, Vice Dean 2, and The Chairman and Secretary of the Agribusiness Study Program who have helped and supported the author during the this. Furthermore, the writing team includes Reski Amalia, MW Agang, M.Arbain, Sulastri and Wella Aulia who have contributed to the writing of this journal.

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