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By Puput Pratiwi

The Influence of Product Quality and Service Quality on Consumer Satisfaction at a Restaurant in Jakarta

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Abstract

The objective of this study is to gather data, facts, and information about the quality of the product and service at a restaurant in Jakarta, analyze it, and draw conclusions in order to determine the impact of product and service quality on consumer satisfaction at the restaurant.

The research was meticulously conducted over two months, commencing in October 2018, with the target population being the consumers of Nasi Kebuli Kebun Nanas Restaurant in Jakarta. A total of 94 individuals were involved in this comprehensive study, which employs descriptive research methodology. This study employs descriptive research methodologies. Descriptive research examines current facts pertaining to a specific problem obtained from a representative sample to examine hypotheses or address inquiries pertaining to the present condition of the subject being investigated. The variables Product Quality and Service Quality, which are crucial in understanding consumer satisfaction, are considered independent variables, denoted as X1 and X2, respectively. User Satisfaction is the dependent variable, denoted as Y.

The calculation of the coefficient of determination R² (R squared) provides a measure, expressed as a percentage, that describes the extent to which the independent variables, namely product quality (X1) and service quality (X2), contribute to the variations in consumer satisfaction at the Nasi Kebuli Kebun Nanas Restaurant in Jakarta. The variable (Y) accounts for 58.6% of the total, while the remaining 41.4% is attributed to other factors that are analyzed and also impact employee performance.

Keywords : Product Quality, Service Quality, Consumer Satisfaction

INTRODUCTION

The ongoing economic development in Indonesia is fostering the expansion of several industrial sectors. One promising area in Indonesia is the culinary business. The restaurant industry is considered to have an auspicious business opportunity, with ongoing prospects that are consistently excellent. A significant emphasis has recently been placed on business standards in the restaurant industry. Product quality has been increasingly critical in determining a company's success in attracting customers. Companies aspiring to progress and achieve higher sophistication must undertake activities that improve efficiency. Efficient operations must prioritize the quality of the goods or services they produce. Efficiency initiatives significantly impact cost reduction, aiming to ensure that

consumers can afford the price of the goods and services produced. Product quality refers to the capacity of a product to deliver outcomes or performance that meet or surpass consumer expectations. Service quality is a crucial element of a corporation with a strategic significance. Acquiring a product is frequently accompanied by a component of assistance.

Conversely, a service is frequently enhanced by incorporating or appending tangible objects to the service offering. Typically, services are intangible, meaning they cannot be perceived through sight or touch. Users can only experience services directly. Service, conversely, encompasses concrete elements that are observable and can be physically interacted with, such as the physical aspects of the service.

A firm can be deemed successful based on its customer service element. Consequently, the quality of service significantly impacts a company's customer base, and consumers play a crucial and essential role in determining the operations of a well-established organization. In addition, consumers also play a crucial role in ensuring the viability of a company. Therefore, organizations must prioritize the quality of their products or services to ensure customer happiness. The word "satisfaction" is derived from the Latin words "Satis," which denotes something sufficient or satisfactory, and "Facio," which means to accomplish or create. Satisfaction can be defined as the endeavor to achieve or make something sufficient. (Rohiman et al., 2022) Amidst the current era of globalization, customers have developed a heightened level of discernment when selecting items or services that align with their expectations. Consumers also consider the expenses they will bear and the advantages they will receive from the goods or services. (Aditia et al., 2021)

In light of the exponential progress in technology, it is now commonplace for individuals to possess devices that facilitate the implementation of promotional tactics. Consequently, clients can conveniently place restaurant orders, even when pressed for time. In the highly competitive industry, a restaurant in Jakarta employs diverse strategies to thrive and advance in this field, including implementing internet marketing campaigns through online platforms. In 2015, the company initiated internet marketing by establishing a website, www.nasikebuliindonesia.com, to expand

product reach and facilitate consumer access to product information. Additionally, the company aimed to enhance consumer visibility of the various product offerings through online platforms such as Facebook, Instagram, and others. Corporations have intense rivalry to develop superior products or services that align with consumer preferences. Hence, for a company to thrive and endure, it must comprehend and prioritize the demands and preferences of its customers about the products or services it offers. Additionally, the company must consistently introduce new advancements to uphold the product/service quality and ensure consumer contentment. (Alzahrani et al., 2019; Gopi & Samat, 2020; Özkan et al., 2019) Societies will generally make intelligent, pragmatic, and practical judgments as science and technology advance.

Given the behavior and mindset of this sophisticated culture, professional entrepreneurs face the challenge of adapting quickly to every change. This is crucial to seize opportunities and maximize the growth of their businesses.

The restaurant's sales in 2016 were higher than in 2017, with a drop of Rp. 226,000,000. There were fluctuations at the start of each month throughout the year. The diverse characteristics of the residents in Jakarta City influence their preferences in selecting culinary products. The products and services offered by a company are the main factors that consumers consider to meet their expectations and satisfy their needs. (Adi Wibowo et al., 2022; Alzoubi et al., 2022) If consumers believe that a company's products or services can meet their needs, they are likely to continue using them. (Prentice et al., 2020; Saad

et al., 2022; Shen & Yahya, 2021) On the other hand, if consumers are dissatisfied with the product or service, they will feel disappointed and are likely to stop purchasing it.

The relevance of product quality in a firm's growth is unquestionable. (Alzoubi et al., 2022) In a time characterized by a focus on effectiveness, the primary factor determining a company's competitiveness is the quality of its products. Product quality encompasses both meeting consumer expectations and delivering satisfactory results or performance. In addition, the quality of service also plays a vital role in the consumer's overall experience. (Saputri & Guritno, 2021; Sinurat et al., 2021) Despite the intangible nature of services compared to products, they significantly influence consumer happiness.

Ensuring consumer satisfaction is the primary objective for any firm striving for success. Within this particular framework, consumers serve as both the beneficiaries of products or services and the primary catalyst for a company's triumph. Hence, it is imperative for organizations to provide utmost importance to the quality of their products and services in order to guarantee customer satisfaction. Consumer happiness is not a static concept, but rather a dynamic outcome that requires consistent efforts to meet and exceed consumer demands and expectations.

Amidst the age of globalization and technological advancements, consumer behavior is becoming progressively intricate. Consumers prioritize the quality of products or services and consider the additional benefits offered by the organization. (Munawar, 2021) The key to

reaching current consumers, who are discerning and always linked to technology, is implementing effective marketing techniques, including leveraging internet technologies.

One of the key players in the culinary industry in Jakarta is also grappling with similar challenges in sustaining and enhancing its competitiveness. This restaurant is implementing an internet marketing plan to broaden its market reach and make product information more readily available to consumers. However, in the face of intensifying competition, it is crucial for this restaurant to persistently focus on and enhance the quality of its offerings and amenities to uphold consumer satisfaction, a factor that is increasingly shaping the success of the culinary industry in Jakarta.

This research intends to investigate the impact of product and service quality on consumer satisfaction at the Nasi Kebuli Kebon Nanas Restaurant in the given setting. By gaining a more profound comprehension of the elements that impact client happiness, these restaurants may discover effective tactics to enhance their competitiveness in a progressively competitive industry.

METHOD

Grasping the importance of research methodologies is vital for ensuring the success of a study. In our research, which focuses on a significant topic, "The Influence of Product Quality and Service Quality on Consumer Satisfaction at a restaurant in Jakarta," the cross-sectional survey was chosen as the primary method for data collection. This quantitative

approach, known for its ability to gather data from a representative sample of respondents, was deemed the most effective for our research due to its systematic and methodical nature in measuring the essential variables.

The target audience for this study comprises all individuals who have patronized a restaurant in Jakarta. Nevertheless, for pragmatic reasons, convenience sampling was used. This methodology enables researchers to choose participants based on convenience and ease of access. Therefore, the anticipated sample size is around 94 responders. This amount is deemed sufficient to guarantee proper representation of the broader population.

A structured questionnaire was utilized as the data-gathering instrument in this investigation. The questionnaire was meticulously crafted to encompass all pertinent aspects of this study, specifically product quality, service quality, and consumer happiness. The Likert scale is employed in questionnaires to assess the respondent's degree of concurrence or dissent with the provided assertions. This enables participants to offer their comments with adequate elaboration, resulting in more comprehensive and significant data for analysis.

The research instrument, our questionnaire, will undergo a rigorous testing process to ensure its validity and reliability. Two approaches, content validity and construct validity, will be used. Content validity guarantees that the questions in the questionnaire adequately encompass crucial elements of the topic you intend to assess. This is accomplished by soliciting opinions from many pertinent specialists to evaluate the appropriateness and

pertinence of the inquiries. Exploratory factor analysis, a robust method, will be used to test the construct validity. This analysis aims to uncover the primary elements that underlie the concepts examined in this study, thereby confirming the validity of using the questionnaire.

The research instrument's reliability will be assessed to verify that the questionnaire consistently measures the variables under study. This is accomplished by conducting an analysis using Cronbach's Alpha coefficient. The Cronbach's Alpha Coefficient quantifies the degree of internal consistency among the items in a questionnaire. A high value signifies that the questionnaire possesses a commendable level of reliability and can be used for data-gathering purposes.

The data-gathering procedure, a crucial step in this study, will involve a meticulous process of distributing and collecting questionnaires. These will be distributed to a randomly chosen sample of respondents at a restaurant in Jakarta. To ensure the integrity of the data collection process, researchers will be stationed at the restaurant to personally distribute and collect questionnaires from respondents. This study will be carried out over a specific duration to provide a sufficient and representative sample size of participants from the public.

Once the data is gathered, it will undergo analysis utilizing descriptive and inferential statistical methods. Descriptive analysis will examine the characteristics of the respondents and present data in tables and graphs. Meanwhile, inferential analysis, such as linear regression tests, will examine the correlation between independent variables (product quality

and service quality) and the dependent variable (customer satisfaction). This study aims to address research inquiries and ascertain the primary determinants that significantly impact consumer happiness at a restaurant in Jakarta.

Ultimately, the research methodology employed in this study was specifically devised to gather the necessary data for addressing the research inquiries in a methodical and organized manner. The study tools will undergo testing to assess their validity and reliability, ensuring that the data collected is not only dependable but also invaluable for generating precise and meaningful conclusions. Therefore, it is anticipated that this study will make a significant contribution to our comprehension of the variables that impact consumer happiness in the culinary sector.

²¹ RESULTS AND DISCUSSION

The data analysis results indicate that both product and service quality significantly impact consumer satisfaction at a restaurant in Jakarta. The R² value is 0.64651, indicating a strong correlation between the variables. The significance value is 0.000, suggesting that the relationship is statistically significant. The data indicates that product and service quality factors can account for 64.651% of the variability in consumer satisfaction.

The regression significance test provides compelling evidence: the calculated F value of 64.651 surpasses the critical F value of 3.13 at a significance level of 0.000 < 0.005. This robustly supports the hypothesis that both the quality of the product⁶ and the service significantly impact consumer satisfaction. Therefore, the hypothesis

proposed in this study is not only supported but also deemed valid.

⁴ Consumer happiness is undeniably shaped by the quality of the product and the quality of the service provided. The quality of a product, determined by its physical and functional characteristics, and the quality of service, influenced by the interaction between customers and the restaurant during the service process, are pivotal. In the context of a restaurant in Jakarta, these two characteristics are not just important but play a critical role in shaping consumer perceptions and experiences.

Product quality assessment encompasses various aspects, such as flavor, visual appeal, and uniformity in portioning. Restaurants that consistently deliver high-quality food and match consumer expectations generally receive excellent⁹ evaluations from customers. In addition, the quality of service is also determined by factors such as efficiency, amiability, and courtesy of the restaurant staff, which ultimately enhance the whole consumer experience.

Consumer satisfaction is assessed by comparing consumer expectations for the quality of a desired product or service¹⁵ with its actual experience or perception. When a restaurant's products and services meet or exceed consumer expectations, consumer satisfaction is typically high. On the other hand, if the product or service fails to satisfy consumer expectations, it can lead to a decline in consumer satisfaction.

Consumer satisfaction is not a mere evaluation, but a powerful emotional response⁹ that can make or break a restaurant's success. It's not just about the quality of the product or service, but also about meeting the expectations

of consumers, which ultimately determines their happiness.

Enhancing the quality of products and services is a crucial approach for the Nasi Kebuli Kebon Nanas Restaurant to uphold and enhance consumer happiness. By enhancing product quality, restaurants may guarantee that the products they provide exceed clients' quality expectations. Similarly, enhancing friendliness, politeness, and efficiency in service can enable restaurants to enhance pleasant consumer experiences.

In a competitive industry, the key to survival and growth is client satisfaction. Satisfied customers not only become loyal patrons but also serve as powerful advocates for the restaurant. Conversely, dissatisfied customers can quickly turn into negative reviews and potential loss of business, underscoring the importance of meeting consumer expectations.

Hence, it is crucial for the Nasi Kebuli Kebon Nanas Restaurant always to prioritize and enhance its offerings and customer service to uphold consumer contentment. By gaining a more profound comprehension of the elements that impact client happiness, these eateries can formulate efficient tactics to enhance their competitiveness in a progressively cutthroat industry. This research enhances comprehension of the impact of product and service quality on client happiness. Additionally, it offers practical suggestions for restaurant management to enhance business performance.

This study enriches our understanding of the variables that influence consumer satisfaction in the culinary sector, particularly within restaurants. The quality of the product and the

service are pivotal factors that must be considered to maintain and enhance market share. Restaurants, including Nasi Kebuli Kebon Nanas Restaurant, can leverage the practical findings of this research to elevate the quality of their offerings and services. This will empower them to meet consumer expectations and maintain their satisfaction, thereby enhancing their business performance.

In addition, this research offers practical implications for restaurant management to enhance the effectiveness of their marketing and operational initiatives. Restaurants may enhance the consumer experience by identifying areas for improvement and implementing necessary adjustments based on understanding the elements that influence consumer satisfaction.

In conclusion, this research has significantly advanced our understanding of the relationship between product quality, service quality, and consumer happiness in the culinary sector. By continuing to conduct further research and incorporating these findings into their operational strategies, restaurants can consistently evolve and position themselves as highly sought-after culinary destinations for the general public. This potential for growth and success should inspire optimism and hope among the restaurant owners and managers.

CONCLUSION

The findings of this study indicate that both the quality of the product and the quality of the service substantially impact consumer satisfaction at the Nasi Kebuli Kebon Nanas Restaurant in Jakarta City. The data analysis reveals that product and service quality have a

simultaneous influence of 64.651, with a significance level 0.000. This demonstrates that the product and the restaurant's service quality can account for most of the variability in consumer satisfaction.

The regression significance test indicates that the Fcount value of 64.651 exceeds the Ftable value of 3.13 at a significance level of $0.000 \leq 0.005$. These findings suggest that product quality and service quality have a substantial impact on consumer satisfaction. Thus, the study hypothesis put out is deemed valid.

A Restaurant in Jakarta is primarily influenced by two key variables: product quality and service quality. These factors play a significant role in shaping consumer views and experiences. The quality of a product is determined by its physical and functional characteristics. In contrast, the quality of service is determined by the interaction between customers and the restaurant during the service process. These two variables synergistically contribute to forming the whole consumer experience in a restaurant.

Product quality assessment encompasses multiple aspects, such as flavor, visual appeal, and uniformity in portioning. Restaurants that consistently deliver high-quality food and match consumer expectations often receive positive evaluations from consumers. Similarly, the quality of service is also a crucial factor in shaping favorable consumer experiences, encompassing the promptness, amiability, and courtesy exhibited by restaurant workers.

Enhancing the quality of products and services is a crucial approach for the Nasi Kebuli

Kebon Nanas Restaurant to uphold and enhance consumer happiness. By enhancing product quality, restaurants may guarantee that the products they provide exceed clients' quality expectations. Similarly, enhancing friendliness, politeness, and efficiency in service can enable restaurants to enhance pleasant consumer experiences.

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