

## THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, AND DINESCAPE ON CUSTOMER SATISFACTION AT MIE SS PASURUAN

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**Abstract:** This study aims to analyze the effect of food quality, service quality, and DINESCAPE on customer satisfaction at Mie SS Pasuruan. The independent variables of this study are kualitas makanan (X1) kualitas pelayanan (X2), Dinescape (X3) the dependent variable of this study is Satisfaction customer (Y1). This research is included in quantitative research because the approach used for research proposals, hypothesis determination, and data analysis up to writing uses aspects that involve measurement, calculation formulas, and data in numerical form. The sample of this research is SS Noodle customers aged over 17 years. using the heirs theory, the required number of samples is determined to be 190 respondents. The data collection method used was distributing questionnaires to respondents through a printout of the questionnaire. The data that was collected was analyzed using SPSS 15 by testing data validity, data reliability, multiple linear regression tests, t-tests, and r-squared tests. The results of this study indicate that food quality, service quality, and dinscape significantly affect customer satisfaction.

**Keywords:** *food quality, service quality, DINESCAPE, customer satisfaction.*

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### 1. Introduction

The food industry in Indonesia is growing faster and developing. Business competition that is getting tougher every year requires entrepreneurs to always change so that consumers do not switch to other products or services. Asosiasi Pengusaha Kafe dan Restoran Indonesia (APKRIND) estimates that the development of the Food and Beverage industry (FB) in East Java can increase by around 30 percent by the end of 2022 when the economy recovers. Vice President of Apkrindo East Java Ferry Setiawan, said that the growth in food and beverages is also in line with the increasing number of new investors in the culinary sector, which has so far grown 30 percent.

The food and beverage industry is a very important area of development in the form of advances in the use of industrial technology in the 4.0 era. This digital transformation is expected to have a positive impact on increasing investment and production, as well as creating a quality workforce. Meanwhile, the Director of the Badan Standardisasi dan Kebijakan Jasa Industri (BSKJI) of the Ministry of Industry (2022) stated that his party continues to actively encourage Indonesian industrial stakeholders to work together with the government to transform the industry into the 4.0 era. Therefore, BSKJI and its 24 technical

service units in various regions of Indonesia are ready to help companies carry out the transformation of the 4.0 era. This starts with assessment, consulting to certification.

In addition to the continued growth of the food and beverage business, several industries have also not been able to survive amid the COVID-19 pandemic. The health crisis and economic downturn caused the collapse of several industries. However, food and beverage companies continue to look for ways to survive as a major supplier of daily necessities. This can be seen from the positive developments over the past year. In the first quarter of 2021, this industry grew by 2.45%, one of which was manufacturing. The food and beverage industry isn't the only one experiencing growth over the past year. The chemical, pharmaceutical, traditional pharmaceutical, and basic metal industries have also developed rapidly during the coronavirus pandemic. Both sectors were able to achieve quite strong growth in the past year. However, since the second quarter of 2020, only the food and beverage industry has grown steadily (Kun, 2022).

Indonesian culture includes lovers of spicy food. Indonesian people's desire to eat chili is believed to have existed for a long time. Historically, chilies have been an important trade item in Indonesia since ancient Javanese times and are increasingly known in Indonesia. The phenomenon that is currently trending is the rise of spicy food in Indonesian society. Currently, many spicy noodles are scattered in various places and are liked by the public.

Obtained from Mawarni (2022) states that the sales trend of spicy food on the Tokopedia marketplace has doubled in 2021. In this case, it can be seen from the large number of processed spicy foods and processed spicy products sold on the Tokopedia marketplace, with so many choices of processed spicy variants. and the level of spiciness sold by Indonesian people. In a survey conducted by Grab Food which was published by Liputan 6 that at least there was an increase in food orders that were most ordered during the day including spicy fried noodles, dumplings, smashed chicken, cakes, rendang rice, grilled chicken rice, fried chicken, and shrimp.

Spicy culinary lovers in the Pasuruan City area, are already familiar with a menu called Mie Setan and Gacoan. Currently, there is a newcomer who adds the nuances of spicy food, namely SS Noodles (Special Sambal). Mie SS has various kinds of noodles with different levels of spiciness. Not only serving noodles, but also dim sum, buns, chicken feet, tofu skin, dumplings, spring rolls, and a variety of interesting drinks. With pocket-friendly prices, many people love noodles with different levels of spiciness. However, based on the results of a review conducted on Google reviews and monthly reviews of food couriers (Grab, Gojek, and Shopee food), Mie SS shows several main problems.

This study was written to find out the various factors that play a role in causing the customer complaints mentioned above. Ginting et al (2023) is related to service quality, which can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery so that they are in line with consumer expectations.

Most consumer complaints are caused by 3 factors: food quality, service quality, and Dinescape (Bramantiv, 2022; Kezia et al., 2023; Rahmah et al., 2023). Starting from the long service, the order of the number of food products, the stability of food products, politeness in service, the appearance of employees, the ambiance when enjoying food, and noise to the comfort of eating food. All should have been reprimanded and regulated by the owner directly but there is still no clear SOP from the outlet so everything must be monitored. The problems in the complaint can give SS noodles a bad image and have an impact on sales which can ultimately result in no repeat buying from customers due to disappointment by the

customer. Later, Mie SS outlets will be quiet and this could lead to outlet closures. The importance of research to increase customer satisfaction at Mie SS Pasuruan.

Based on the phenomena that occur, researchers want to make SOPs to increase customer satisfaction by knowing the effect of food quality, service quality, and landscape on customer satisfaction. Therefore, researchers are interested in conducting a research entitled: "The Influence of Food Quality, Service Quality, and Dinescape on Customer Satisfaction at Mie SS Pasuruan".

## **2. Research Method**

Quantitative research method used in this study. According to Taherdoost (2022), the quantitative method is a research method based on the philosophy of positivism, which studies certain populations or samples, collects information through research tools, and analyzes data that is quantitative/statistical in nature and the aim is descriptive and test hypotheses that have been set.

Quantitative research method used in this study. According to Jahel et al. (2023), the quantitative method is a research method based on the philosophy of positivism, where a particular population or sample is studied, information is collected through research tools, and data analysis is quantitative/statistical in nature because the aim is descriptive and to test the hypotheses that have been made. The population that is the object/subject of this study is all customers of Mie SS Pasuruan. The entire population will be limited by a purposive sample, namely a sample of data taken aimed at target visitors for a certain period.

The sampling method for this research is non-probability sampling and purposive sampling (Bae et al., 2022). Purposive sampling is a sampling technique based on certain criteria (Thomas, 2022). These consumers must order food from Mie SS Pasuruan and be over 17 or at least high school. Data collection was carried out for three months from February to April 2023. Data collection was carried out by distributing questionnaires to 190 visitors and one questionnaire per receipt. The contents of the questionnaire include the limitations of the problems analyzed: Service Quality, Food Quality, and Dinescape.

The method of data analysis with validity and reliability tests was carried out to test whether the questionnaire is feasible to be used as a research instrument. besides using multiple regression to solve the problem of regression analysis which produces a relationship between two or more independent variables.

## **3. Results and Discussion**

### **3.1. Results**

This research was measured by distributing questionnaires to consumers from Mie SS. Based on the results of distributing the questionnaires, 190 respondents filled out the questionnaire. The results of the questionnaires that have been obtained, then obtained descriptive data regarding the characteristics of the respondents and data processed using the SPSS program.

Results Based on gender characteristics, it can be seen that the majority of respondents were female, namely 99 people (52.1%). And the remaining 91 people (47.9%) are male. The characteristics of this gender, both male and female, are needed because Mie SS is a business engaged in the culinary field where both male and female genders have the main need for food and this is by the intended target market.

Based on the age of the respondents, it was found that most of the respondents were aged 17-25 years, namely 101 people (53.2%). Meanwhile, 64 people (33.7%) were aged between

26-45 years. And the remaining 25 people (13.2%) are over 45 years old. This age range is important in this study because Generation Z is the largest consumer segment and this will have an impact on the economy, including in the culinary sector.

### Validity Test

**Tabel 1. Validity Test Results**

Variable	Statement	Pearson Correlation	Sig.	Conclusion
Service Quality (X <sub>1</sub> )	X <sub>1.1</sub>	0.810	0.000	Valid
	X <sub>1.2</sub>	0.803		
	X <sub>1.3</sub>	0.860		
	X <sub>1.4</sub>	0.849		
	X <sub>1.5</sub>	0.886		
Food Quality (X <sub>2</sub> )	X <sub>2.1</sub>	0.811	0.000	Valid
	X <sub>2.2</sub>	0.853		
	X <sub>2.3</sub>	0.852		
	X <sub>2.4</sub>	0.827		
	X <sub>2.5</sub>	0.864		
Dinescape (X <sub>3</sub> )	X <sub>3.1</sub>	0.743	0.000	Valid
	X <sub>3.2</sub>	0.767		
	X <sub>3.3</sub>	0.742		
	X <sub>3.4</sub>	0.781		
	X <sub>3.5</sub>	0.761		
	X <sub>3.6</sub>	0.747		
Customer Satisfaction (Y)	Y <sub>1</sub>	0.865	0.000	Valid
	Y <sub>2</sub>	0.867		
	Y <sub>3</sub>	0.849		

Source: Processed data (2023)

Table 1 shows that all statements in the variables of service quality, food quality, dinescape, and customer satisfaction have a significance value of 0.000 or below 0.05. It can be concluded that all statement instruments on the variables in this study were declared valid.

### Reliability Test

**Table-2. Reliability Test Results**

Variable	Statement	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Conclusion
Service Quality (X <sub>1</sub> )	X <sub>1.1</sub>	0.887	0.896	Reliable
	X <sub>1.2</sub>	0.883		
	X <sub>1.3</sub>	0.866		
	X <sub>1.4</sub>	0.872		
	X <sub>1.5</sub>	0.858		
Food Quality (X <sub>2</sub> )	X <sub>2.1</sub>	0.885	0.897	Reliable
	X <sub>2.2</sub>	0.870		
	X <sub>2.3</sub>	0.871		
	X <sub>2.4</sub>	0.878		
	X <sub>2.5</sub>	0.866		
Dinescape (X <sub>3</sub> )	X <sub>3.1</sub>	0.827	0.849	Reliable

	X <sub>3.2</sub>	0.826		
	X <sub>3.3</sub>	0.826		
	X <sub>3.4</sub>	0.817		
	X <sub>3.5</sub>	0.825		
	X <sub>3.6</sub>	0.824		
Customer Satisfaction (Y)	Y <sub>1</sub>	0.732	0.820	Reliable
	Y <sub>2</sub>	0.717		
	Y <sub>3</sub>	0.813		

Source: Processed data (2023)

Table 2 shows that Cronbach's alpha value of each variable in this study is worth more than 0.6. This can be interpreted that all statements from the variables of service quality, food quality, dinscape, and customer satisfaction are declared reliable.

### Multiple Linear Regression Test Results

This study uses multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable. The following is the result of processing multiple linear regression analysis with the help of the SPSS program:

**Table 3 Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	T-test	Sig.
	Coef	Std. Error	Beta		
(constant)	0.473	0.222		2.127	0.035
Service Quality	0.170	0.081	0.175	2.082	0.039
Food Quality	0.369	0.078	0.369	4.719	0.000
Dinescape	0.340	0.088	0.303	3.879	0.000

Source: Processed data (2023)

Based on Table 3, it can be concluded that the results of the multiple linear regression equation in this study are:

$$Y = 0.473 + 0.170X_1 + 0.369 X_2 + 0.340X_3 + e$$

Information:

Y: Customer Satisfaction

X<sub>1</sub>: Service Quality

X<sub>2</sub>: Food Quality

X<sub>3</sub> : Dinescape

e: Error

The results of the multiple linear regression equation above show a constant value of 0.473. Then the results of multiple linear regression tests also show that the variables of service quality, food quality, and escape have a significance value below 0.05, which means that these three variables have a significant effect on customer satisfaction. The coefficient of the service quality variable has a positive value of 0.170, which means that each service quality variable experiences a unit increase, so customer satisfaction will increase by 0.170

assuming the food quality variable, landscape, and any variables that are not the same are in error. Then it can be seen also that the coefficient of the food quality variable shows a positive number of 0.369. That is, for each variable of food quality there is an increase in units, so customer satisfaction will increase by 0.369 assuming the variable service quality, landscape and any variables that are not the same are in error. Next, the last variable, namely the discrete variable, has a positive coefficient value of 0.340. This means that every time there is an increase in units of discape, customer satisfaction will also increase by 0.340 assuming the variables of food quality, service and the rest are in error. Of the three independent variables in this study, the one with the greatest influence was the food quality variable. Because the highest coefficient has a significant effect on customer satisfaction assuming other variables such as food quality and landscape remain constant.

Table 3 shows the significance value of the service quality, food quality, and dinscape variables, each of which is less than 0.05. This shows that the three variables have a partially significant effect on customer satisfaction.

### F-Test

The F test in this study serves to see the effect of the independent variables jointly (simultaneously) on the dependent variable. The following is a table of F test results:

**Table-4 F-Test Results**

Model	Sum of Square	df	Mean square	F	Sig.
Regression	44.195	3	14.732	96.474	0.000 <sup>a</sup>
Residual	28.402	186	0.153		
Total	72.596	189			

a. Predictors: (Constant), Dinscape, Food Quality, Service Quality

b. Dependent Variable: Customer Satisfaction

Source: Processed data (2023)

Table 4 shows the significance value of this F test of 0.000 or less than 0.05. Based on the results obtained, it can be concluded that the variables of service quality, food quality, and discape have a significant influence on customer satisfaction.

### Correlation Coefficient Test (R)

**Tabel-5 Correlation Coefficient Test Results (R)**

		Service Quality	Food Quality	Dinscapee	Customer Satisfaction
Service Quality	Pearson Correlation	1	0.783**	0.783**	0.701**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	190	190	190	190
Food Quality	Pearson Correlation	0.783**	1	0.742**	0.731**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	190	190	190	190
Dinscapee	Pearson Correlation	0.783**	0.742**	1	0.714**
	Sig. (2-tailed)	0.000	0.000		0.000



	N	190	190	190	190
<b>Customer Satisfaction</b>	Pearson Correlation	0.701**	0.731**	0.714**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	190	190	190	190

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2023)

Table 5 shows the significance values for the variables of service quality, food quality, and dinscape, each of which is less than 0.05. This shows that there is a fairly strong relationship between these three variables and customer satisfaction.

### **Coefficient Test Coefficient of Determination (Adjusted R Square)**

**Table 6 Test Results for the Coefficient of Determination (Adjusted R Square)**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
0.780 <sup>a</sup>	0.609	0.602	0.391

Source: Processed data (2023)

The coefficient of determination or adjusted R square is 0.602 or 60.2%. That is, the percentage of the influence of the independent variables (service quality, food quality, and dinescape) on the dependent variable (customer satisfaction) is 60.2%, the rest is weighted in e (error) or explained by error.

### **3.2. Discussion**

The results of this study are similar results with the research conducted by Saripudin et al. (2021). The results of this study reveal that the service quality variable influences customer satisfaction. Service quality that meets consumer expectations will lead to satisfaction. Customer satisfaction is of course important because if customers are satisfied with the services provided by a business, then the position of the business will be good in the eyes of consumers. Carolina (2019) reveals that service quality has become critical to the success of a business because services are of high quality and can meet consumer expectations, so that's where satisfaction grows in consumers.

This study has similar results to research conducted by Carolina (2019). The results of this study prove that food quality variables affect customer satisfaction. Quality food can be shown from a distinctive taste with an appropriate taste of food that can even exceed consumer expectations. In general, consumers will judge the quality of food based on the freshness, hygiene, and appearance of the food served. The better the quality of the food served, the higher the satisfaction of consumers. So the quality of this food plays an important role in the success of the restaurant business.

The results of this study have similarities with research conducted by Ryu and Jang (2007) and Afifah (2020). The research reveals that dinscape has a significant influence on customer satisfaction. This is caused by the distinctive atmosphere that is built in a dining place such as architectural design and its aesthetics, lighting, furniture, and cutlery used will create comfort for consumers who come. So from that, consumer satisfaction can be formed in the SS Noodle business.

#### **4. Conclusion**

Based on the results of the analysis and discussion, the researcher can draw the following conclusions: (1) Service quality has a significant effect on customer satisfaction at Mie SS Pasuruan, (2) Food quality has a significant effect on customer satisfaction at Mie SS Pasuruan, (3) Dinescape has a significant effect on customer satisfaction at Mie SS Pasuruan. In addition, there is a conclusion that Mie SS needs to make SOPs so that food quality and service quality are always maintained to be able to provide and increase customer satisfaction. Core product development can also be carried out by companies into product diversity to attract new markets without eliminating the main market. In addition, Mie SS can create a comfortable atmosphere for dine-in and provide good lighting so that customers are comfortable. In addition, Mie SS can update the cutlery so that it always looks clean and it is hoped that it can increase customer satisfaction from Mie SS.

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