

EVALUATION OF SERVICE QUALITY TO INCREASE CUSTOMER SATISFACTION AT UMKM RESTAURANT YOI

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Abstract : Satisfaction towards customers or consumers is one of the success factors in running a business, therefore customers or consumers must get excellent service. This study aims to evaluate and identify the service quality so as to increase customer satisfaction. The benefits of research are feedback, recommendations and implementation of improving service quality in the service sector, Yoi restaurant. Data collection methods are through questionnaires, observation, documentation and literature study. Analysis method is through service quality to analyze consumer perceptions and expectations. Based on the analysis, the level of service quality at the restaurant is unsatisfactory.

Keywords: *Quality, Service, Satisfaction, Consumers, Customers, Restaurant*

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1. Introduction

The development of the culinary or food business in Indonesia is currently fairly rapid, based on 2022 data, there are 11,223 culinary businesses spread throughout Indonesia in 2020. A total of 8,042 businesses (71.65 percent) of which are restaurants or food stalls, 269 businesses (2.40 percent) are catering, and the remaining 2,912 businesses (25.95 percent) are in other categories (Galih, 2023), (Chelin, 2023).

Certainly, the high competition in the culinary field makes restaurant owners have to pay attention to what consumers expect. Various efforts are made by restaurant owners to achieve customer satisfaction (Brilian, 2022). The same thing is practiced by the owner of Resto Yoi, a fast food restaurant located not far from a well-known campus in Surakarta with a wide variety of menus and affordable prices that implement marketing strategies. Marketing strategy is marketing logic implemented with the expectation that the business unit will achieve marketing goals (Budiwati, 2012).

Based on the data from the Central Bureau of Statistics (BPS) Surakarta 2022, according to expenditure groups, 68.40% of the population aged 15-64 years with the lowest 40% of expenses and 71.29% of the same age population with the middle 40% of expenses. Those aged 15-64 years with the top 20% expenses are 72.71%. The high number of people aged 15-64 years with the top 20% expenses is comparable with further BPS data, namely the average per capita expense in Surakarta of Rp1,746,011 (Galih, 2023). Based on the data, the expenses for food or culinary needs that occur must be balanced with the service quality, so that consumers feel satisfied. To achieve customer satisfaction, the stages of evaluation, identification, service

improvement strategies and evaluation of buyer (consumer) satisfaction are needed. Service quality strategies can be applied to analyze problems. Problems that occur at Resto Yoi: (a) waiting room facilities are not yet comfortable, (b) ease of customer access in service is not optimal, (c) the ability of service time to serve is not optimal, (Elmawati, 2020); (d) the menu offered lacks variance, (e) less alert in handling feedback and complaints (Maulana, 2023), (f) prices that are relatively above average compared to other places, (g) inconsistent menu flavors. Improving service quality can combine, service quality and the role of Marketing Mix as a marketing tool used to continuously achieve its marketing objectives in the target market. The implementation of the 4P marketing mix (product, price, promotion, place) in the service business is no longer effective (Alma, 2011), (Kotler, 2009). Especially in the service sector, it is necessary to add the implementation of people (personnel), process, and physical evidence (physical facilities) as a step to improve marketing (Christine and Budiawan, 2017). The implementation is carried out so that consumer buying interest increases, revenue increases, sales increase.

Seeing the proliferation of culinary businesses in Surakarta, especially in strategic places such as campuses, tourist attractions and offices, requires good management, it is to attract consumers (Maulana, 2023), (Putri, 2022). This research can be used as feedback, recommendations and implementation of evaluations in developing and improving consumer-related restaurants, it is expected to increase the number of consumers.

Resto Yoi, located near a well-known campus in Surakarta, with a consumer segmentation of more than 40,000 college students, is certainly and expected to be successful. However, in reality, it cannot be as expected with the problems encountered, so an evaluation, problem identification and service improvement strategies are needed to improve satisfaction (Harminto, 2021), (Maulana, 2023).

Consumers certainly have criteria in choosing a culinary place which is comfortable, having delicious menu, affordable price, high service quality, and affordable place. Therefore, this study analyzes (identifies and evaluates) the service quality to satisfaction at Resto Yoi with the service quality method in the expectation of finding out the level of service reality and expectations of consumer satisfaction. The concept of this research is that service quality improves customer satisfaction, or vice versa, according to Figure-1.



Figure-1. service quality conceptual thinking

2. Research Methods

The research conducted used nonprobability sampling techniques using purposive sampling. Purposive sampling as a sampling approach that does not provide equal opportunities or opportunities for all samples or respondents from the population to be sampled (Zahra, 2021). Based on the criteria related to sample selection, it has the following criteria: (a) consumers who have bought at Resto Yoi, referred to as customers and feel the services available at the restaurant; (b) Consumers or buyers who can fill out a questionnaire and are ready to be interviewed, (c) the number of samples used is 60 consumers, both men and women, between the ages of 15 years and 65 years.

The sampling stage is as follows: (a) identification of problems and solutions, (b) designing variables, questionnaire variable attribute items and questionnaire tryouts to 15 respondents to test validity and reliability, (c) distributing questionnaires from valid and

reliable questionnaire items, (d) identifying service quality, (e) strategy and implementation solutions to standardize process operations (SOP), observing the implementation of feedback and recommendations for 2 months to see the development of service quality, according to SOP.

The implementation of the servqual method is to measure the service quality that have been implemented, calculating the method by calculating the service quality of the attributes of each dimension (Maulana, 2023), so that a gap value will be obtained which is the difference between consumer perceptions of the services received and consumer expectations of the services to be received (Harminto, 2021). There are 5 dimensions of characteristics used as a variable approach to analyze service quality, (1) tangible (physical evidence), (2) empathy, (3) reliability, (4) responsiveness, (5) assurance (guarantee) (Putri, 2021). As for the score measurement, according to the formula:

$$\text{Servqual score} = \text{reality score} - \text{expectation score} \quad \dots(1)$$

Note:

Servqual score as service quality.

Reality score as visitor perception of real service.

Expectation score as visitor expectations of service expectations obtained.

There are three possible gaps that will occur, namely gap = 0 (satisfied customers), gap > 0 (very satisfied customers), gap < 0 (dissatisfied customers) (Pranitasari, 2021).

3. Result and Discussion

3.1. Result

The stage of variable determination

The variable determination is in the form of service quality with five dimensions, and customer satisfaction with three categories. Then tryout test the validity and reliability of the questionnaire measure whether the item is valid as a measuring tool or not (Rohman, 2021). Validity test with alpha cronbath is with a significance level of 5% with a value of 0.3, and reliability of 0.7 (Soegiyono, 2016). The validity test results are as per table-1.

Table-1 Item Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	46,9000	61,253	,905	,962
P02	46,8500	61,818	,803	,963
P03	47,0500	67,208	,319	,971
P04	46,8500	64,871	,714	,965
P05	46,8500	61,818	,929	,962
P06	46,8500	61,082	,878	,962
P07	47,0500	64,155	,642	,966
P08	46,8500	60,871	,801	,964
P09	46,9000	61,253	,905	,962
P10	46,8000	60,800	,781	,964
P11	46,7500	61,566	,874	,962
P12	46,8000	60,800	,781	,964
P13	46,8500	62,029	,904	,962
P14	46,9500	61,734	,791	,964
P15	46,8500	62,871	,808	,963

Data Source: (2023)

In the table above, it can be seen that the correlation coefficient of the question items with the total item (Corrected Item-Total Correlation) has a value greater than 0.3, meaning that all items are valid. It corresponds to (Soegiyono, 2016) that items with a positive correlation with the criterion (total score) and a high correlation, indicate that the item has high validity as well. The minimum requirement to be considered eligible is if $r = 0.3$. Thus, all items contained in the questionnaire used to measure entrepreneurial mentality are valid while the reliability test is according to table-2.

Table-2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,966	15

Data Source: (2023)

In table-2, it can be seen that the Cronbach Alpha coefficient value is $0.966 > 0.60$ and is declared reliable or the questionnaire can be relied on and trusted to collect data (Soegiyono, 2016). Thus, the questionnaire is declared feasible or reliable as a measuring tool.

The next stage uses service quality analysis to measure the service quality at Resto Yoi. This method calculates the service quality from the attributes of each dimension, so that a gap value will be obtained which is the difference between the perception of the service received and the expectations of the service to be received by customers or consumers, buyers at Resto Yoi (Harminto, 2021). The analysis uses 5 dimensions or indicators, each dimension has 3 attribute questions, so it has 5 dimensions with 3 indicators and each indicator has 1 to 2 questions, there are positive and negative questions, so there are 25 total items. The results of servqual processing between respondents' perceptions and expectations can be seen in table-3.

Table-3. The processing of Servqual result

Attribute Number	Indicator	Perception	Expectation	Gap
1	How the facilities of dining room is (Putri, 2021).	3,96	3,95	0,01
2	How the internet facilities are in the restaurant	3,96	3,98	-0,02
3	How the comfort condition of waiting room is in the restaurant	3,86	3,76	-0,10
4	How the condition of the equipment used by the service provider is neat and clean enough (Utami, 2018 at Maulana, 2023).	3,62	3,64	0,02
5	How easy the costumer access is in the service (Elmawati, 2020).	3,75	3,76	-0,01
6	How easy it is to find the restaurant	3,82	3,81	0,01
7	How the cleanliness and satisfaction of room stayed by the patient (Maulana, 2023).	3,84	3,85	0,01
8	How the procedures for accepting buyers is served quickly and straight forwardly (Harminto, 2021).	3,78	3,82	-0,04
9	How the product price is, whether it is affordable or not	3,68	3,79	-0,11
10	How the staff ability is in using service reliability (Elmawati, 2020).	3,8	3,9	-0,1
11	How the staff is able to explain the service and product in detail (Rohman, 2021).	3,78	3,77	0,01

Attribute Number	Indicator	Perception	Expectation	Gap
12	How the intention of service in solving the complaint (Maulana, 2023).	3,83	3,84	-0,01
13	How the staff is in providing qualified food and beverage (Alifah, 2020 at Maulana, 2023).	3,58	3,54	0,04
14	How the staff responds the buyer (Pranitasari, 2021).	3,62	3,61	0,01
15	How the staff alerts with the customers (Utami, 2018 at Maulana, 2023).	3,74	3,73	0,01
16	How the staff provides the maximum service (Nurbayani, 2020 at Maulana, 2023).	3,72	3,70	0,02
17	How the comfort condition of the place (music, environment) (Rohman, 2021).	3,64	3,67	-0,03
18	How the visitor feeling in buying the products whether they feel safe with the parking or not (Wibowo, 2018).	3,65	3,60	0,05
19	How the ability of excellent service performed by the waiter is (Putri, 2021)	3,72	3,71	0,01
20	How the proficiency, time, and service knowledge (Elmawati, 2020)	3,87	3,80	-0,07
21	How the staff serves equally and sometimes has empathy (Elmawati, 2020).	3,73	3,71	0,02
22	How the staff pays attention, positive feedback towards customers (Utami, 2018 at Maulana, 2023).	3,82	3,94	-0,12
23	How the staff gives discount or fee waiver (Harminto, 2021)	3,74	3,76	-0,02
24	How the staff looks friendly when delivering a greeting, smile, be polite, and neat (Wibowo, 2018).	3,65	3,63	0,02
25	How the staff applies 5R and 5S at the workplace	3,78	3,76	0,02
Total		93,94	94,03	-0,09

Based on the results of the servqual processing above, a gap is generated between the perceived value and the expected value. It was found that of the 60 respondents who had given an assessment of the 25 questions, the results showed that some were negative and some were positive. It can be seen that the total value of the gap is -0.09, which means that visitors are not satisfied with the services at Resto Yoi so that evaluation and improvement are needed to improve service quality. The service quality value of each dimension is according to table-4.

Table-4. Servqual values on each dimension

Dimension	Average reality	Average expectation	GAP	Rank
Tangible	3,85	3,,83	0,020	1
Empathy	3,77	3,80	-0,030	5
Reliable	3,72	3,72	0,000	3
Responsive	3,61	3,60	0,010	2
Assurance	3,75	3,76	-0,010	4

Based on the calculation of the servqual value of each dimension in table-4 above, it is found that the tangible dimension has a positive gap value, meaning that consumers are very satisfied with the service related to the condition of the restaurant. While responsiveness is gaining a second positive ranking about the responsiveness of excellent service, and reliability is considered satisfied with a value of 0, but assurance and empathy towards consumers experience negative values. It certainly needs to be improved, so it is necessary to fix and improve service quality so that visitors feel satisfied.

3.2. Discussion

Based on the stages of research, tryout of questionnaire items, filling out questionnaires by respondents, validity and reliability tests, to excellent service, of the five variables, there are 2 that have more satisfaction (tangible, namely the physical condition, place or facilities of the restaurant), and responsive in the form of service responsiveness to consumers who are quite dexterous and responsive. There is one satisfied value of reliability in service, but it needs to be improved in consistency. There are weaknesses and improvements in prices, skills, internet, the waiting room is made even more comfortable, and so on.

After the average value of the gap is known, improvements are applied through the SOP (Standard Operation Procedure), with recommendations for improving implementation for 1 month to determine the positive or negative trend in improving service quality towards satisfaction.

- 1) Make and implement SOP (Standard Operational Procedure), SOP is a written instruction that explains the steps of work or the implementation of daily routine activities. SOPs are often used to demonstrate compliance with regulations or procedures, as well as document or continue how tasks must be carried out in group or individual organizations, for example service time, serving SOP, waiting room SOP, eating and drinking SOP (Maulana, 2023). Improvement of existing SOPs in the restaurant as a standardization of the way employees complete specific jobs, to minimize errors and omissions. Therefore, researchers make SOPs in the hope of optimizing the performance of each service in the restaurant (Maulana, 2023).
- 2) Conduct a training for employees as a training to improve knowledge, skills and behavior of a productive work culture. The lack of employee cooperation is often a complaint from each visitor, therefore training is carried out for each employee. Training or development training for company employees has many benefits both for the employees themselves and for the company. Employees will have improved knowledge, potential and skills, which will have positive implications for the restaurant (Maulana, 2023).
- 3) The availability of adequate infrastructure facilities (hand washing stations, weight scales, wifi, hand sanitizers, internet access, waiting rooms, etc.). Infrastructure facilities are all types of tools, work equipment and facilities that function as the main / auxiliary tools in carrying out work, and also in the context of interests that are related to the restaurant. The condition of the space in the restaurant still has several complaints, such as the absence of a place to wash, the comfort of air conditioning, hot conditions, the length of service, an inconsistent menu tasted then a sink for washing hands and a place for hand sanitizer to be included. In particular, it is necessary to improve internet facilities, waiting rooms, ease of access, faster buyer responsiveness, service, prices need to be reviewed, menu reliability, room comfort, environmental conditions, serving service time, feedback on criticism, and discounts need to be done.

4. Conclusion

After conducting research in the restaurant, regarding the service quality to customer satisfaction, it can be concluded; (a) that visitors' perceptions of service quality are categorized as poor and unsatisfactory, if not corrected, it will go out of business, (b) the calculation results are 2 very satisfying, 1 satisfied and 2 unsatisfactory; (c) the proposed improvements are given based on visitor complaints by making and implementing SOP (Standard Operating Procedure) for existing activities, in order to improve service. Therefore, employees need to apply 7S, not only 5S optimally (Greetings, salutations, smiles, polite, courteous, patient and alert) so as not to give the impression of being bad-tempered, unfriendly, ignorant or apathetic. Then apply the 5Rs (clean, tidy, concise, maintain and diligent).

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