

## The Influence of Service Quality on Customer Satisfaction at Fried Duck H. Slamet Restaurant Bogor

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### ABSTRACT

This study analyzes the effect of service quality on customer satisfaction at Bebek Goreng H. Slamet restaurant in Bogor. A descriptive-verify quantitative approach was used with a sample of 100 respondents through a Likert-scale questionnaire. Service quality was measured based on the five SERVQUAL dimensions, while satisfaction was assessed from the alignment of expectations and the intention to revisit. The results show a positive and significant effect of service quality on satisfaction. Improving responsiveness, accuracy, and service consistency is key to strengthening customer experience and competitiveness

## INTRODUCTION

The rapid growth of the culinary industry in Bogor has intensified competition and shifted the focus toward service excellence. Service quality has become a key factor in customer satisfaction, as customers evaluate not only the product but also the overall experience. Complaints related to delays, order errors, and inconsistent responses indicate a gap between expectations and service performance, thus requiring systematic examination.

This study uses the SERVQUAL model and highlights the context of duck-based restaurants with high demand and the need for fast service, which remains relatively under-researched. The findings enrich the literature through contextual analysis, identify the most influential service dimensions, and provide practical implications for improving retention and competitiveness. The novelty lies in integrating customer feedback with quantitative validation that connects service theory and practice.

## THEORETICAL REVIEW

Service quality according to the SERVQUAL model (tangibles, reliability, responsiveness, assurance, empathy) determines the fulfillment of customer expectations. Satisfaction refers to the Expectation Disconfirmation Theory, namely the alignment with or exceeding of performance relative to expectations. In the culinary context, the two are interrelated because service experience shapes consumer perceptions and behavior.

A number of studies, such as Asti & Ayuningtyas (2020), Sander & Wahyudi (2021), as well as Kurniawan & Soliha (2022), show that service quality has a positive and significant effect on customer satisfaction, thereby reinforcing that improving service drives customer evaluation and loyalty.

H1: Service quality has a positive and significant effect on customer satisfaction.

### *Explanation of Theory and Hypothesis*

Service quality theory emphasizes that organizational performance is evaluated through the alignment between expected and perceived service outcomes on key dimensions such as reliability and responsiveness. Meanwhile, customer satisfaction theory highlights revisit intention as a consequence of positive consumption experience behavior. When service consistently meets expectations, it not only generates satisfaction but also strengthens customers' intention to return.

Empirical evidence shows that higher service quality significantly increases revisit intention, as satisfied customers tend to make repeat visits in a competitive service environment.

H2: Service quality has a positive and significant effect on customers' revisit intention.

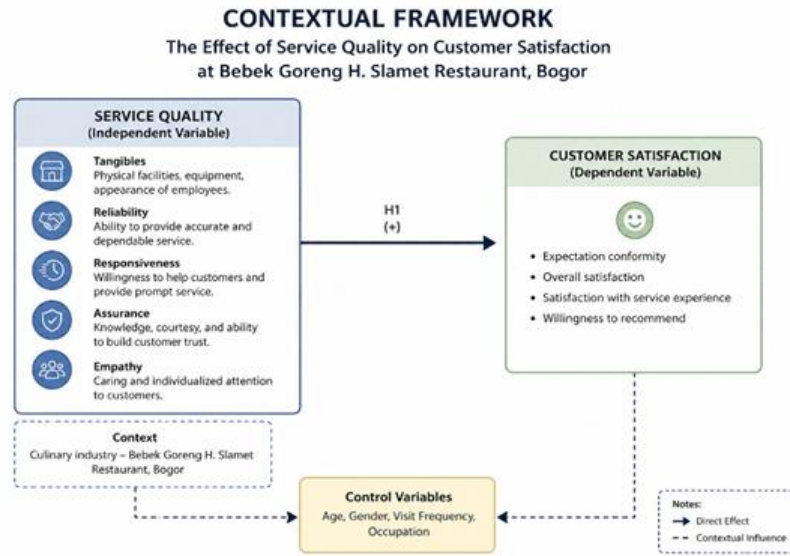


Figure 1. Conceptual Framework

## METHODOLOGY

This study uses a quantitative approach with a descriptive-verification design. The population includes all customers, with a sample of 100 respondents (Bernoulli formula). Data were collected through a Likert scale questionnaire and analyzed using SPSS through validity tests, reliability tests, classical assumption tests, and simple linear regression.

## RESEARCH RESULTS

This study uses structured quantitative analysis to examine the effect of service quality on customer satisfaction. The analysis begins with descriptive statistics to summarize respondents' perceptions, followed by instrument testing (validity and reliability), classical assumption tests, and hypothesis testing using simple linear regression.

Table 1. Three Box Method (Score Interpretation)

| Scores          | Criteria |
|-----------------|----------|
| 50.00 – 100.00  | Low      |
| 100.01 – 150.00 | Medium   |
| 150.01 – 200.00 | High     |

Descriptive results indicate that both service quality and customer satisfaction fall within the high category, reflecting positive customer perceptions. However, several indicators such as responsiveness and reliability showed relatively lower scores compared to other dimensions. Instrument testing shows that all questionnaire items are valid ( $r\text{-count} > r\text{-table}$ ) and reliable (Cronbach's Alpha  $> 0.60$ ), confirming measurement consistency.

The regression model is expressed as:

$$Y = a + bX \dots\dots\dots (1)$$

Where Y represents customer satisfaction and X represent service quality.

Table 2. Regression Analysis Summary

| Variable            | Coefficient (b) | t-value | Sig. |
|---------------------|-----------------|---------|------|
| Service Quality (X) | 0.65            | 7.85    | 0    |

The results indicate that service quality has a positive and significant effect on customer satisfaction (t-value > t-table; Sig. < 0.05).

Table 3. Correlation and Determination

| Statistic                       | Value |
|---------------------------------|-------|
| Correlation (R)                 | 0.72  |
| Determination (R <sup>2</sup> ) | 0.52  |

The correlation value (0.72) shows a strong relationship, while R<sup>2</sup> (52%) indicates that service quality explains 52% of the variation in customer satisfaction, with the remaining influenced by other factors.

Overall, the statistical findings confirm that improving service quality significantly enhances customer satisfaction. All equations must also be numbered.

## DISCUSSION

These findings confirm that service quality plays a significant role in shaping customer satisfaction in the culinary sector. Responsiveness and reliability are the most determining dimensions, especially during high demand. Although service perceptions tend to be positive, inconsistencies in implementation indicate a gap between expectations and actual performance. These results align with the SERVQUAL framework and confirm the expectation that satisfaction is formed through the evaluation of experiences. Academically, consistency, timeliness, and empathy are key prerequisites for maintaining satisfaction and competitiveness.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that service quality has a positive and significant effect on customer satisfaction in the culinary sector. Consistency, responsiveness, and service reliability are proven to enhance experiences and encourage repeat visits, although gaps in operational consistency still exist.

Practically, management needs to strengthen staff training, improve service responsiveness, and maintain operational standards. Further research is recommended to include variables such as price, product quality, and atmosphere to broaden the understanding of customer satisfaction.

## FURTHER STUDY

This study is limited to a single object and a relatively small sample, thus generalization remains limited. This research also focuses solely on service quality without considering other variables. Future studies are recommended to use a broader sample across the culinary sector and include factors such as price, product quality, and atmosphere to obtain a more comprehensive understanding of customer satisfaction.

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