

Taste, Service Quality, And Customer Satisfaction

Megasari Gusandra Saragih

Management Study Program, Faculty of Social Science, Universitas Pembangunan Panca Budi, Medan, Indonesia

megasarigusandrasaragih@dosen.pancabudi.ac.id

Abstract

This study aims to find the effect of taste and service quality on customer satisfaction. Respondents were 80 customers at Nelayan Shanghai Kitchen. The model used is Multiple Linear Regression and processed using SPSS version 24.0. It was found that taste and service quality had a significant effect either partially or simultaneously on customer satisfaction. Based on the coefficient of determination, it is known that 65.7% of customer satisfaction can be obtained and explained by taste and service quality. While the remaining 34.3% is explained by other variables not included in this study.

Key Words: *Taste, Service Quality, Costumer Satisfaction.*

1. INTRODUCTION

Along with the development of technology and science, people's needs and desires are becoming increasingly complex. It can be seen from people's lifestyles that are increasingly varied, one of which is spending time in restaurants and cafes after carrying out activities as a modern society full of pressure and challenges, this has become a habit that gives prestige to modern people living in big cities. Therefore, the culinary business is growing rapidly and becomes one of the businesses that is believed to have bright prospects, because food is a physiological human need that never stops from the beginning of life to the end of life. Where these physiological needs must be satisfied even though one person's assessment of satisfaction will be different from others.

According to Zeithaml and Bitner (2000:75), the definition of customer satisfaction is a response or consumer response regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. There are many factors that influence consumer satisfaction, where according to Irawan (2004:37) the factors that drive customer satisfaction are as follows: product quality, service quality, emotional factors, cost and habit, and price. Where taste is one part of product quality. According to Stanner and Buttriss (2009:23) taste is a way of selecting drink characteristics that must be distinguished from the taste of the drink. Taste is an attribute of a drink that includes appearance, smell, taste, texture, and temperature. Taste is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight, and hearing.

Furthermore, Luthans (1995:16) states that service is a process of meeting needs through the activities

of others concerning all problems aimed at other people to solve problems. And according to (Brata, 2003:9) Service is an activity that is formed due to a process of providing certain services from the service provider to the party it serves. Added that a service can occur between one person with another person, a person and also with a group, or also a group with someone as well as people who are in an organization. Which also provides services to the people around them who also need information about the organization itself.

The city of Medan is known as a culinary paradise, with various cultures that influence the culinary world. One of them is Chinese food which has influenced the culinary world in the city of Medan. Nelayan Shanghai Kitchen is one of the Nelayan restaurant outlets located in one of the largest shopping centers in the city of Medan, namely Sun Plaza located on the IV floor. Fisherman’s restaurant is a company owned by one person and not a franchise. Carrying the name of the Nelayan restaurant, all Nelayan outlets have a characteristic in their interior design, namely the combination of blue and red colors with wood elements in the furniture found in almost all of their outlets. Blue is identical to the sea which is the theme of several menus as well as symbolizing the quality of their products which are always maintained from time to time which keeps fishermen alive, red is a color that is believed to increase one’s desire to stimulate the appetite of customers and is believed to be a color that brings good luck Chinese belief.

The hallmark of the atmosphere of almost all Nelayan outlets is the dim lighting because according to Chinese beliefs, dim lighting makes customers feel at home. There are several Nelayan outlets with different atmospheres following the name of the outlet, for example, Mie Jaring Nelayan provide leafy ornaments on the walls and nets on the roof of the outlet, at Lius Garden Nelayan there is an aquarium in front of the entrance. At the Nelayan Shanghai Cafe and Nelayan Shanghai Kitchen, there are lanterns and bamboo as interior design ornaments. Therefore, fishermen are one of the restaurants that pay attention to and implement a store atmosphere for all their outlets. Fishermen management uses the services of a head chef from China to maintain quality and make menu variations to maintain quality and prevent consumers from getting bored. Control by the head chef is carried out at least once a month for all their dimsum menus, starting from the raw materials, appearance, and seasoning composition. Menus at Nelayan such as le hongkien, durian pancakes, grilled rice, and various noodles are their mainstay. Due to the large variety of menus at Nelayan, the management offers their dimsum products with sales promotion girl (SPG) staff who go around the area in the restaurant by bringing several variations of the dimsum menu so that customers can immediately choose the dimsum menu they want. To establish a good relationship with customers, the management issued a discount card of 15% with the condition that a purchase of IDR 500,000 was made.

Various actions implemented by the Nelayan management are expected to attract consumers to make purchasing decisions that will bring benefits to the Nelayan of Shanghai Kitchen Sun Plaza so that they can continue to survive the existing competition. The following is the number of consumers of the Shanghai Kitchen Sun Plaza Nelayan restaurant which fluctuates every month, these fluctuations can be seen in the table below table:

Table 1. Number of Consumers of Shanghai Kitchen Fishermen in 2020

Month	Number of Consumers
April	3020 people
May	3450 people
June	2636 people
July	4870 people
August	3423 people

September	3150 people
October	2870 people
November	5340 people
December	5810 people

Table 1.1 shows that there are fluctuations in the increase and decrease in consumers of Nelayan Shanghai Kitchen Sun Plaza in certain months. There was a fluctuation in the number of consumers from April to June, a decrease in the number of consumers was seen in June, namely 2636 people, in August to October there was a decrease in the number of consumers, in October there was a significant decrease in the number of consumers to 2870 people, it did not reach the target has been determined by the management. However, there was an increase in consumers from November and September, the increase in the number of consumers reached its peak in December of 5810 people, presumably due to holidays such as Christmas and New Year which caused a significant increase. The number of consumers at the Nelayan Shanghai Kitchen Sun Plaza which fluctuates every month cannot be separated from factors that are thought to have an effect, such as the taste of products and services that influence consumers to continue to choose Nelayan Shanghai Kitchen Sun Plaza as their choice.

Customer assessments of the taste of food and drinks offered by Nelayan Restaurant can still be said to be good, considering the many positive reviews about Nelayan restaurants on various social media and on Google. This positive review shows that the taste of the food served at Nelayan Restaurant is quite good. Likewise, the service felt by customers is still quite good, but there are still complaints from some customers. Among them are: food ordered a little late, especially when there are many customers. The existence of complaints submitted by customers shows the experience felt by customers is still less than optimal.

2. RESEARCH METHODOLOGY

The type of research method used is quantitative research methods. This research was conducted at the Nelayan Shanghai Kitchen, Sun Plaza, which is located on Jalan KH. Zainul Arifin No. 7, Madras Hulu, Medan Polonia District, Medan City, North Sumatra 20152. Using the slovin formula, the sample size is 80 respondents.

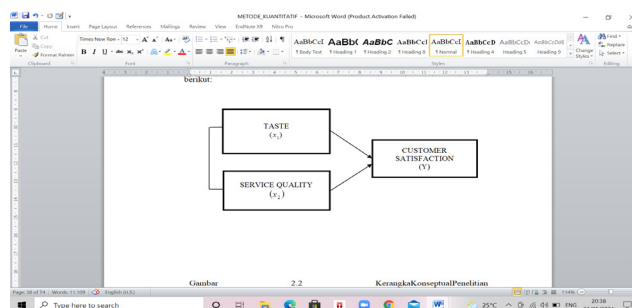


Fig 1. Conceptual Framework

The data collection technique used a questionnaire with an ordinal scale of 1-5. The analytical tool used in SPSS 24.0. The data analysis technique used data quality test (validity and reliability test), classical assumption test (normality test, heteroscedasticity test, and multicollinearity test), suitability test (multiple linear regression test, t-test, and F test), and coefficient of determination test.

3. RESEARCH RESULTS AND DISCUSSION

a. Characteristics of Respondents

Based on the results of the study, it is known that there are 45 male respondents (56.2%) and 35 female respondents (43.8%). The majority of respondents aged between 31 - 45 years, as many as 43 people or 53.75% of the total respondents. Then the majority of respondents who have the latest high school education are 57 people or 71.25% of the total respondents.

b. Data Quality Test

The results of the analysis showed that the number of research samples with $n = 80$, obtained a calculated r-value greater than 0.30. Therefore, all of the research indicators are declared valid and can be used to measure the variables in this study.

The results of the SPSS output are known that the Cronbach's Alpha value of all variables in this study are: taste (X1) 0.920, (X2) 0.917, service quality (X3) 0.847, and customer satisfaction (Y) 0.858, where the overall value of Cronbach's Alpha variable is greater than 0, 60 so it can be concluded that the questions presented to the respondents are reliable or reliable.

c. Classic Assumption Test

1) Normality Test

The results of the data normality test using the PP Plot image show that the data points are spread around the diagonal line so that the data is normally distributed. Here's a graphic image:

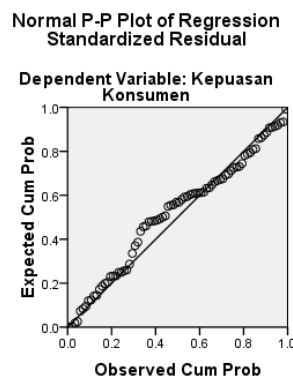


Fig 2. PP-Plot Grafik

Furthermore, by using the Kolmogorov Smirnov test, it can also be seen that the data is normally distributed with a significance value greater than 0.05 ($p = 0.200 > 0.05$).

Table 2. Kolmogorov-Smirnov Test

	Unstandardized	Result
N		76
Normal Parameters ^a	Mean	.000000
	Std. Deviation	2.294545
Most Extreme Differences	Absolute	.089
	Positive	.085
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.289 ^b

a. Test distribution is Normal.
 b. Critical Value(s):
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

2) Heteroscedasticity Test

In this study, the method used to detect symptoms of heteroscedasticity by looking at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Here's the picture:

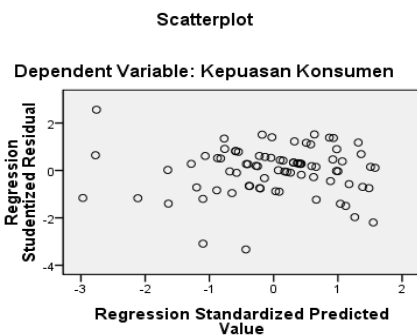


Fig 3. Scatterplot Grafik

The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line. From the results of this test, it shows that this regression model is free from heteroscedasticity problems.

3) Multicollinearity Test

Table 3. Multicollinearity Test

	Tolerance	VIF
(Constant)		
1	1.000	1.000
2	0.999	1.001
3	0.999	1.001
4	0.999	1.001
5	0.999	1.001

Tolerance Taste value is $0.864 > 0.10$ and Service Quality is $0.448 > 0.10$, Variance Inflation Factor (VIF) is less than 10, among others are $1.158 \text{ Taste} < 10$, $2.233 \text{ Service Quality} < 10$, and thus free from multicollinearity.

d. Classic assumption test

1) Multiple Linear Regression Test

Multiple linear regression aims to calculate the magnitude of the effect of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. Based on this analysis, the following multiple linear regression equation was obtained:

$$Y = 2,347 + 0,437 X_1 + 0,315 X_2$$

2) Hypothesis testing

a. Partial Test (t Test)

A partial test was conducted to determine the effect of the independent variable on the dependent variable.

Table 4. t Test

Model		Unstandardized Coefficients		Standardized Coefficients ^a	t	Sig.
		Std. Error	Beta			
1	(Constant)	2.347	4.720		.497	.620
	Taste	.437	.085	.473	5.128	.000
	Service Quality	.315	.071	.409	4.410	.000

a. Dependent Variable: Costumer Satisfaction

Based on the table above, it can be concluded that:

- a) Based on the table above, it can be seen that the taste variable with tcount value is 5.128 while ttable is 1.665 (tcount $5.128 >$ ttable 1.665) with a significant level of $0.000 < 0.05$, meaning that there is a significant influence between taste on customer satisfaction at Nelayan Shanghai Kitchen.
- b) Based on the table, it can be seen that the service quality variable with tcount value of 4.410 while ttable of 1.665 (tcount $4.410 >$ ttable 1.665) with a significant level of $0.000 < 0.05$, meaning that there is a positive and significant influence between Service Quality on customer satisfaction at Nelayan Shanghai Kitchen.

b. Simultaneous Test (F Test)

Table 5. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1643.180	3	547.727	50.194	.000 ^b
	Residual	807.499	74	10.912		
	Total	2450.679	77			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Taste, Service Quality

It can be seen that the value of Fcount is 50,194 with a significant level of 0.000. This means that simultaneously there is a positive and significant influence between the taste variable (X1), the service quality variable (X2) on the dependent variable of customer satisfaction (Y) at Nelayan Shanghai Kitchen.

c. Coefficient of Determination

Here are the results of the determination test:

Table 6. Coefficient of Determination

The screenshot shows a document titled "Uji Koefisien Determinasi (R²)". It contains the following text:

Uji Koefisien Determinasi (R²)
 Analisis koefisien determinasi ini digunakan untuk mengetahui persentase besarnya variasi pengaruh variabel bebas terhadap variabel terikat.

Table 4.26 Hasil Uji Koefisien Determinasi (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.671	.657	3.30228

Rekomendasi tabel diatas dapat dilihat bahwa angka Adjusted R Square 0.657 yang dapat disebut koefisien determinasi yang dimana hal ini berarti 65.7% dapat diprediksi dan dijelaskan oleh variabel

Based on the table above, it can be seen that the Adjusted R Square number is 0.657 (65.7%) which means the taste and service quality variables, while the rest (100% - 65.7% = 34.3%) can be explained by other independent variables.

4. CONCLUSION

- There is a significant influence between taste on customer satisfaction at Nelayan Shanghai Kitchen.
- There is a significant influence between service quality on customer satisfaction at Nelayan Shanghai Kitchen.
- There is a significant influence between taste and service quality on customer satisfaction at Nelayan Shanghai Kitchen.

5. REFERENCES

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