

## SERVICE QUALITY ON CUSTOMER SATISFACTION ASIA RESTO

### KARAWANG

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### ABSTRACT

This research aims to determine the quality of service on customer satisfaction of Asia Resto Karawang. This type of research uses descriptive methods with a qualitative approach. In this method, surveys are carried out by searching for data through interviews, observing directly at the research location and presenting the results of observations in the form of discussions. The results of this research are that the quality of service at Asia Resto has deficiencies in the dimensions of physical evidence (tangible) and responsiveness, this is proven by the results of interviews. So it can be concluded that service quality has a very strong relationship with consumer satisfaction, which means that when service quality is improved, consumer satisfaction will increase and contribution influences consumer satisfaction.

Keywords: Service quality, customer satisfaction

### ABSTRACT

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## **BACKGROUND**

The increase in the population of Karawang according to the Karawang Population and Civil Registration Service in 2023 has increased by 1% from the previous year (BPS Karawang, 2023). The increase in population is in line with the increasing demand for food consumption, this can be seen from data originating from the Karawang Regency Culture and Tourism Office which records that there has been an increase in the number of restaurants every year from 2019 (BPS Karawang 2023). In 2019 there were 1,233 restaurants. In 2020 there were 1,263 restaurants. In 2021 there will be 1,328 restaurants, while in 2022 there will be a decrease in the number of restaurants in Karawang Regency, so that the number of restaurants in Karawang in 2022 will be 455 restaurants. In 2023 there will be a very large increase, so that the number of restaurants in Karawang district will be 2,388 restaurants (BPS Karawang 2024). The increase in the number of restaurants proves that business in the food sector is growing every year.

The restaurant business has a great opportunity to make a profit based on the same basic human needs, namely physiological needs (Maslow, 1943). One form of fulfilling these physiological needs is food. With changes in the lifestyle of modern society, which often requires moving practically, easily and quickly, consumption patterns have also shifted towards saving time by choosing fast food. People are given the convenience to directly buy the food they are interested in without having to cook it first, one of which is buying at a restaurant or restaurant. Therefore, providers of food products offered must be able to provide services according to customer expectations.

One of the most important things in determining the success of a restaurant to survive in the growing intensity of competition in the restaurant business is products and services. Customer satisfaction can be achieved if the products and services consumed match or even exceed customer needs, desires and expectations (Veloutsou, 2005). A study conducted by Istianto and Tyra (2012) shows that service quality, which consists of physical evidence, reliability, responsiveness, guarantee and empathy, has a significant effect on customer satisfaction. This means that the better the quality of service perceived by consumers, the more satisfied consumers will feel. This research is also in line with research conducted by Rizan and Andika (2011), Lauw and Kunto (2013), Sukawati (2011), Utama (2010), Ramalu and Wei (2011), Sudirman (2011), and also Ravichandran and Kumarn (2010). Customer satisfaction is the key to creating customer loyalty. This is in line with research conducted by Aini (2008) that service quality has a positive and significant effect on repurchase intentions.

Customer satisfaction is a post-purchase evaluation, if customer satisfaction is achieved then customer loyalty will arise, therefore customer satisfaction is an important thing in a business, especially culinary. This also does not rule out the possibility that consumers will tell other people about their experiences with the quality of the products and services they have used.

Asia Resto, as one of the restaurants in Karawang Regency, precisely in East Telukjambe subdistrict, is taking competitive opportunities with offers that are needed by the community. The theme offered is family or can be called a family-restaurant. Asia Resto was founded in 2022 after the COVID-19 pandemic passed. Asia Resto provides a variety of food ranging from Chinese food, various seafood, Indonesian food, to snacks and coffee. This restaurant not only provides delicious food but also strives for good quality services such as providing a clean, neat and comfortable place.

However, unfortunately, based on the results of field observations, Asia Resto is currently experiencing fluctuations in visits. This fluctuation in visits can be seen from the decline in the number of restaurant consumers over the last few months. Based on the results of interviews conducted by researchers, this decline could be caused by various complaints submitted by consumers. The dominant complaints made by consumers are employees' lack of responsiveness to consumer requests, employees' less attractive appearance, and food serving that takes too long. These complaints are caused by consumer dissatisfaction with the services provided by restaurants (Chan and Chin., 2010). Based on the background of the problem above, it is necessary to carry out in-depth research on how much influence service quality has on customer satisfaction at Asia Resto Karawang, so that appropriate anticipation or improvements can be made for the sustainability of the business.

## **THEORITICAL REVIEW**

### **A. Definition of Marketing Management**

The marketing concept is an activity that aims to achieve the Company's goal, namely customer satisfaction, by means of marketing design. All activities that adhere to the marketing concept must be directed to achieve this goal. According to Kotler and Keller (2016) As an art and science, marketing management is used to select market objectives, retain consumers, and develop consumers. Alma (2009) defines marketing management as a process that aims to increase the efficiency and effectiveness of marketing activities carried out by individuals or companies. From the above definition, it can be emphasized that marketing management is an art and science carried out by

individuals or groups to increase efficiency and effectiveness in selecting target markets and achieving, maintaining and growing customer value by creating, delivering and communicating customer value.

## **B. Service quality**

Kotler in Laksana (2008) believes that service is any action or activity that can be offered by a party to another party which is basically intangible and does not result in any ownership. Meanwhile, according to Hasibuan (2007), service is the activity of providing services from one party to another. Good service is service that is carried out in a friendly, fair, fast, precise manner and with good ethics so that it meets the needs and satisfaction of those who receive it. An organizational or individual activity that has service characteristics that cannot be felt physically but seeks to fulfill consumer satisfaction and demand. Service quality is the ability of a product or service provider to fulfill consumer needs in accordance with customer needs and expectations (Kencana & Wahidah, 2024)

Service quality is a unique phenomenon because its parameters vary among all the people involved in it. Service quality refers to services that can meet consumer needs and expectations (Sudrajad & Andayani, 2019). Service quality can also be determined by comparing consumer perceptions of correct service and the actual service received by consumers. Service can be called quality depending on the consumer's assessment which is built from the consumer's perception of the service. So it can be concluded that consumer perceptions and opinions become the overall value of the quality of a service (Kurni etc., 2023)

Parasurman in Indrasari (2019) explains that the dimensions of service quality include direct evidence (tangibles), namely related things that can be seen directly, such as facilities, cleanliness of the location, appearance of employees, availability of parking space, and so on. Another dimension is empathy, namely how the relationship between employees and consumers. Reliability is the ability of employees to serve consumers in accordance with consumer expectations. Responsiveness is employee initiative in helping consumers responsively, quickly and correctly. Guarantee (assurance) is a guarantee for consumers to avoid risks or other dangers. The service dimensions described by Parasurman are the most popular dimensions used in measuring service quality.

Measuring service quality usually uses the five dimensions proposed by Parasurman. Because this dimension is the most popular dimension and has been widely used by researchers to examine service quality. A service can be called quality depending on consumer assessment, in other words, consumer perception or opinion. Consumer perception is the overall value of the superiority of a service quality.

### **C. Customer satisfaction**

After purchasing a product or service, consumers will evaluate the product and service whether it meets what the consumer expects or does not match what the consumer expects. If the product or service meets expectations, consumers will feel satisfied, conversely, if the product and service does not meet expectations, consumers will feel less or dissatisfied. This shows that consumer satisfaction is closely related to the evaluation results after consumers make a purchase. According to Shandy Widjoyo et al in Lovelock and Wirtz (2007), consumers observe the performance of products and services, and compare them with consumer standards or expectations, and then form a satisfaction decision based on this comparison. This opinion is in line with that expressed by Kotler and Keller (2016) Consumer satisfaction is a person's feeling of happiness or disappointment as a result of a comparison between perceived and expected achievements or products.

Kotler and Keller (2006) reveal that the main key to retaining consumers is consumer satisfaction. This is because sales in each period come from new consumers and existing consumers. As best as possible, service improvements must be provided to achieve consumer satisfaction. Saniantara and Widiastini (2023) formulate that customer satisfaction is the result obtained by consumers from purchasing or using products and services in accordance with consumer expectations and needs.

Based on the definitions above, it can be emphasized that consumer satisfaction is a feeling or emotional assessment of consumers regarding the use of products and services where consumer expectations and needs are met.

### **D. Customer Satisfaction Factors**

Customer satisfaction really depends on customer perceptions and expectations, so as a product supplier you need to know the factors that influence it. According to Tjiptono (2016), there are five factors that can influence consumer satisfaction, namely product quality, price, service quality, emotional factors, and cost and convenience.

Good product quality will make consumers feel satisfied, and for products with the same quality but at a relatively low price, consumers will give high value. Consumers will also give high value to a product if consumers have the belief that other people will be amazed by them if they use a particular product, this is also called the emotional factor. Consumers will feel more satisfied if the costs incurred to obtain the product or service are relatively easy and efficient.

The success of a marketing strategy for a product or service can be said to be achieved if consumer satisfaction has been met, consumer satisfaction can be achieved if consumers feel satisfied and happy with the product or service they use, with the formation of consumer satisfaction the basis for making repeat purchases will be created so as to create loyalty towards a product or service and the formation of a positive transmission that will benefit the owner of the product or service (Rahayu, 2023).

### **E. Types of Customer Satisfaction**

According to Stauss and Neuhaus (2005), there are 3 types of customer satisfaction and 2 types of customer dissatisfaction, namely Demanding Customer Satisfaction or what can be called the active type of satisfaction.

Relations with service providers are colored by positive emotions, especially optimism and trust. Based on positive experiences in the past, guests with this type of satisfaction hope that the service provider will be able to satisfy increasing expectations in the future. Stable Customer Satisfaction or what can be called a positive aspiration level. Positive emotions towards service providers are characterized by steadiness and trust in the current relationship. They want everything to stay the same. Based on the positive experiences that have been formed, they are now willing to continue their relationship with service providers. Resigned Customer Satisfaction, this type of satisfaction also feels satisfied. However, his satisfaction is not caused by fulfilling expectations, it is based on the impression that it is unrealistic to expect more. This type of guest behavior tends to be passive. They are not willing to make any efforts to demand improvement of the situation.

Apart from the level of satisfaction, there is also a level of dissatisfaction with a product or service, including Stable Customer Dissatisfaction, the level of



dissatisfaction occurs when consumers are not satisfied with the service but they tend not to do anything about it. Their relationships with service providers are characterized by negative emotions and assumptions that their expectations will not be met in the future. In this case, consumers also do not see any opportunities for change and improvement. Demanding Customer Dissatisfaction, this type of dissatisfaction is characterized by a level of active aspiration and demanding behavior. At the emotional level, dissatisfaction gives rise to protests and positions. This implies that they will be active in demanding improvements. At the same time, they also feel no need to remain loyal to service or product providers. Based on their negative experience, they will not choose the same service provider again in the future.

Customer satisfaction has 4 dimensions, namely re-purchase, which will give rise to word of mouth, give rise to product image, and will give rise to buyer determination (Dewi et al, 2019).

#### **F. Definition of Restaurant**

According to Ninemeier and Hayes (2013) a restaurant is a profitable food service operation whose main basis includes the sale of food and drinks to individuals and guests in small groups. Meanwhile, according to Suarthana (2006) a restaurant is a commercial business place whose scope of activity is providing food and drink services to the public at its place of business. This is also in line with the definition of a restaurant according to Saniantara and Widiastini (2023) that a restaurant is a building that provides services and sells food and drinks.

From the definition above, it can be concluded that a restaurant is a business place that serves consumers by providing food and drinks to the public and the aim is to make a profit.

#### **G. Restaurant Classification**

According to Marsum (2005), judging from the management and serving system, restaurants can be classified into several types, namely A'la Carte Restaurant, Coffee Shop or Brasserie, Cafeteria or Café, Dining, Discotheque, Grill Room (Rotisserie), Inn Tavern, Pizzeria, Gourmet Restaurant. A'la Carte Restaurant is a restaurant that has received permission to sell complete meals with many variations where guests are free

to choose the food they want themselves. This restaurant is a restaurant whose service system uses American Service and the food serving is sometimes done in a buffet manner, where at this restaurant guests can get lunch and dinner.

*Coffee Shopor* Brasserie is a restaurant that prioritizes selling cakes, sandwiches, coffee and tea. The food choices are limited and they don't sell alcoholic drinks. Dining is a restaurant in small hotels with more economical prices compared to restaurants in 3 star hotels, but this restaurant is open to guests from outside the hotel. Discotheque is a restaurant that only provides snacks, in this restaurant guests can enjoy snacks accompanied by music. Grill Room (Rotisserie) is a restaurant that provides various kinds of grilled meat. In general, the restaurant and kitchen are separated by a glass wall so that guests can choose the cut of meat they want and guests can see how the food is made.

*Inn Tavernis* a restaurant located on the edge of town which is managed by individuals and the prices are quite cheap. Pizzeria is a restaurant that specializes in selling Italian dishes such as pizza and spaghetti. Gourmet Restaurant is a restaurant that provides food and drink services for people who have extensive experience in the fields of cooking and drinks. The specialty of this restaurant is that the food and drinks are delicious and the service is magnificent at quite expensive prices.

## **FRAMEWORK**

The conceptual framework in this research refers to the theoretical basis and previous research related to service quality and consumer satisfaction. Based on the theoretical basis and research results, it can be formulated that consumer satisfaction depends on the quality of the service provided, when a product or service meets or even exceeds customer expectations, this will have a positive influence on consumer satisfaction. Therefore, the hypothesis of this research can be formulated that 'Service quality has a positive effect on consumer satisfaction'.

## **RESEARCH METHODS**

### **Types of research**

This type of research uses a descriptive method with a qualitative approach, namely a method carried out by collecting data, interviews, documentation and interaction with entrepreneurs. According to Sugiyono (2017) qualitative research is a type of research whose specifications are systematic, planned and structured from the beginning to the creation of the



research design to the implementation stage. Apart from that, qualitative descriptive research does not provide treatment, manipulation or changes to the variables studied but rather describes a condition as it is. The only treatment provided is the research itself, which is carried out through observation, interviews and documentation. In this method, surveys are carried out by searching for data through interviews, observing directly at the research location and presenting the results of observations in the form of discussions.

### **Time and Place of Research**

This research was conducted from November 2023 to January 2024. The place where this research was carried out was Asia Resto Karawang which is located on Jl. Bharata Raya, Sukaluyu, East Telukjambe, Karawang.

### **Data collection**

The data collected in this research came from observations, direct interviews with business owners, employees and consumers from Asia Resto. The questions asked in the interview aim to collect actual information regarding the quality of service at Asia Resto.

### **Research subject**

The population in this study were business owners, employees and consumers of Asia Resto who had purchased Asia Resto products directly.

### **Data Analysis Techniques**

The data collection technique in this research uses Random Sampling Technique. The random sampling technique is a random sampling technique from the target population.

## RESEARCH RESULTS AND DISCUSSION

### Business Profile

Asia Resto is a restaurant in Karawang Regency, precisely in East Telukjambe subdistrict, which carries a family-restaurant theme. Asia Resto was founded in 2022 after the COVID-19 pandemic passed. Asia Resto was founded based on the realization of the business owner that all humans have basic needs, namely food, so the business owner established a business in the food and beverage sector with a family restaurant theme.

The Asia restaurant building consists of three floors, where the first floor is a non-AC dining area and there are two bathrooms, the cooking kitchen is also on the first floor, even the kitchen for the grilled seafood menu is outside so consumers can choose the fish and seafood they want and see the cooking process. The second floor is a dining area with AC facilities which is usually used for consumers who have made reservations with a minimum purchase of one million. On the second floor there is also a bathroom and sink available so that consumers do not need to go down to the first floor if they want to go to the bathroom. The third floor of the Asia Resto building is used as a storage warehouse for restaurant goods.



Figure 1.1 First floor of the Asia Resto building

Asia Resto provides a variety of food ranging from Chinese food, various seafood, Indonesian food, to snacks and coffee. This restaurant not only provides delicious food but also strives for good quality services such as providing a clean, neat and comfortable place. Asia Restaurant also sets a selling price of Rp. 7000 to Rp. 50,000. Asia Resto provides various types of fresh fish and sea fish, apart from variations of fish, this restaurant also provides variations in fish weight so that consumers can choose the weight of fish according to the consumer's needs and desires. Not only fish menus, packaged menus are also menus that are sought

after by many consumers because the prices are very economical and affordable. To make things easier for consumers, Asia Resto even provides several types of menu packages for consumers who come in groups. In the package menu, all types of food are available including rice, vegetables, fish or chicken, and even snacks.

Asia Resto has 9 employees, including two cooks, two cleaners, three waiters, one cashier and one manager. Asia Resto employees always wear uniforms when working, the chefs are provided with chef's clothes for work. Asia Resto waiters have the obligation to tie their hair without a headscarf, as well as short hair for male employees. This ensures that the cleanliness of the food served is always maintained.

Asia Resto already has its own Instagram account called @asiaresto to make it easier for consumers to interact. In this account, Asia Resto often holds quizzes and giveaways for its consumers. This social media account is used as a digital marketing tool for Asia Resto. Another digital marketing tool from Asia Resto is the registration of Asia Resto as a GrabFood and ShopeeFood partner, based on the results of interviews with restaurant owners, this is one of Asia Resto's digital marketing tools to increase sales results.

Apart from digital marketing, Asia Resto is also active in activities held in Karawang, one of which is the Tropicana Slim event to commemorate World Diabetes Day. This aims to make people know more about the existence of Asia Resto. Asia Resto also actively distributes pamphlets so that local people know more about the existence of Asia Resto in Karawang.

Every company has a vision and mission to achieve the company's goals, as does Asia Resto. Asia Resto's vision and mission is to become the number 1 restaurant in Karawang, to be an organization that can be trusted and is beneficial to the surrounding environment, to create customer satisfaction by providing a comfortable place, quality products and friendly service, as well as creating a good environment for employees to work and develop.

## **DISCUSSION**

Based on the results of interviews with Asia Resto managers, it is known that there have been fluctuations in the number of sales in the last few months, for September there were 414 sales, for October there were 358 sales, while in November there were only 275 sales. The sales number also reflects the type of income that decreased from September to November. The sales amount is also included in digital sales. Based on the results of the interview with the manager, this is due to the lack of service quality from the restaurant which has an impact on decreasing consumer satisfaction. The dimension of service quality that is lacking from Asia Resto is the lack of responsiveness of the waiters. According to the Asia Resto manager, the waiters lack the initiative to offer food. best-seller from Asia Resto, this is in line with the results of interviews conducted with Asia Resto business owners. Asia Resto business owners concluded that the decline in sales results in the last few months was due to the lack of responsiveness of Asia Resto waiters in fulfilling consumer desires. Thus, service

quality is often a topic of discussion during the direction or briefing process for both business owners and restaurant operations managers. This is in line with research conducted by Saniantara and Widiastini (2023) that poor service quality is the main factor influencing the decline in customer satisfaction in restaurants.

The interview results also prove that the quality of the food is always maintained by the restaurant business owner by conducting regular food tastings to maintain the taste of the dishes provided by Asia Resto. Before launching a new menu, business owners and employees also carry out food tastings several times so that the taste of the food is maintained and in line with customer expectations. Asia Resto also provides guarantees to consumers, if consumers feel that the product they purchased does not meet consumer expectations, then consumers have the right to file a complaint and get a new product. In fact, Asia Resto openly accepts criticism and suggestions from consumers through various means provided, whether from social media, direct criticism and suggestions, or contacting via WhatsApp. The business owner himself also openly provides his cellphone number if consumers are dissatisfied with the quality of services and products provided by Asia Resto.

Based on the research results, the restaurant cleanliness factor or included in the physical evidence dimension in the service quality dimension also determines the level of consumer satisfaction. In this case, cleanliness does not only refer to the restaurant environment itself, but to every individual who works in the restaurant (grooming). The cleanliness of the restaurant area will make customers feel comfortable when enjoying food or drinks at the restaurant. Apart from that, customer comfort and satisfaction will increase if it is supported by the cleanliness and tidiness of every individual working in the restaurant. This statement is supported by research results from Soekotjo & Astuti (2020) which state that cleanliness has a positive effect on consumer satisfaction.

Based on interviews with several Asia Resto consumers, consumers stated that the water in Asia Resto was sometimes dirty, so consumers questioned whether this water was also the same water used for cooking. This raises doubts about the cleanliness of the products provided by Asia Resto. The results of interviews with Asia Resto employees also stated that many consumers criticized the water problem. In response to this, the Asia Resto manager stated that to cook food and beverage products, he always uses gallon water and does not use pumped water. In fact, to try to increase customer satisfaction, the Asia Resto business owner is planning to drill for groundwater as the main water source at Asia Resto so that the water used is always clean. The results of interviews with Asia Resto consumers also show that the lack of parking makes consumers reluctant to stop by if the restaurant parking lot looks full.

Based on the results of interviews with consumers, business owners, managers and Asia Resto employees, it can be concluded that Asia Resto's service quality, especially in the dimensions of physical evidence (tangible) and responsiveness, has an influence on Asia Resto customer satisfaction. The lack of value in the service quality dimension has an impact on reducing the satisfaction value of Asia Resto customers. This is in

accordance with previous research conducted by Melati Arum Pertiwi, Fandy Ahmad, Dwi Aryani and Febriani Rosinta and Dimas Cahyana which concluded that there is a significant influence between service quality and consumer satisfaction.

## **CONCLUSION**

Based on the results of research and discussions carried out by the author, it can be concluded that the quality of service at Asia Resto is lacking in the dimensions of physical evidence (tangible) and responsiveness. This is based on the results of research on the quality of service at Asia Resto is good, this is proven by the results of interviews. Service quality has a very strong relationship with consumer satisfaction, which means that when service quality is improved, consumer satisfaction will increase and the contribution influences consumer satisfaction.

## **SUGGESTION**

Based on the conclusions from the research results and discussions that have been carried out, the author provides the following suggestions. Asia Resto needs to increase the speed of service to consumers, such as providing training to employees to be more skilled and agile in serving, evaluating employee performance results every day to keep consumers coming back again. to buy food at Asia Resto Then provide motivation to employees by giving rewards every month such as a "Exemplary Employee" so that employees are more active in working. Asia Resto has improved the restaurant facilities provided, such as the cleanliness of each dining table, toilet, floor and sink and the availability of the facilities provided. Asia Resto restaurants must increase consumer satisfaction, such as paying more attention to the suggestion box and evaluating it every week so that complaints from consumers are handled more quickly.

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