The Effect of Service Quality, Facilities and Location on Customer Satisfaction: A case Study in the food industry

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ABSTRACT

This research was conducted to see the effect of waiters service quality, facilities and location on customer satisfaction at Mutia Garden Medan Restaurant. By using quantitative descriptive data analysis methods, and the analysis model is multiple linear regression, coefficient determination (R2), simultaneous test (F test), partial test (t test), while the application used to process data is spss 22 this study was conducted. The sampling technique used is simple random sampling, obtained a sample of 125 people as customers of this restaurant. By using questionnaires the authors did for data collection. From the results of data processing, it was found that the variables of service quality, facilities and location had a positive and significant effect on guest satisfaction both simultaneously and partially.

INTRODUCTION

Economic growth depends on entrepreneurial activities that lead to the formation of new businesses and the production of new goods and services. The development of the service sector from time to time shows an increasing trend in almost all corners of the world due to market openness. Service is an *intangible* experience received by customers along with tangible products of a product purchased. In hospitality, service is given to guests by people (waiters who serve in restaurants) or by systems (the use of computers that facilitate service). There are many people involved in this sector both on a small scale and on a global scale with various types of services both existing and in the field of services that are just emerging. In buying a service, consumers often have difficulty choosing the appropriate service provider who will serve them as expected. This happens because the nature of a service is intangible so that consumers can assess the quality of a service after they consume it (Harsasi, 2006, Iskamto, 2014, 2017; Iskamto et al., 2020)) The quality of services depends on who and how the service is provided. The consumer of services in this case is directly involved in the process of production of the service itself.

Of the many types of services managed by the community, one of them is the service business in the restaurant sector. This business is very promising both in small business size to international restaurant business. The number of entrepreneurs and the public who take a role in this business will automatically increase the level of competition that is getting sharper (Bakhri, 2022; Harwina, 2021).

Not only the quality of food and beverages that are the reason people visit a restaurant but no less important is the quality of service, location and facilities in a restaurant which is also the reason

customers visit. The more businesses in the market, it also triggers the level of competition. Entrepreneurs with all their marketing strategies and techniques try as optimally as possible so that the business they run will bring optimal profits as well. As a result of the high intensity of people working outside the home, the fulfillment of daily food and drink needs can no longer be done inside the house so that people tend to look for food and drink instantly, namely by visiting restaurants that are ready to meet the needs and desires of consumers.

Good service quality is very important in the service sector so that customers will like the service provided by waiters and eventually customers will return to make repeat purchases (Risnawati, et al. 2019).

The better the quality of service, facilities and the more strategic a restaurant location will increase customer satisfaction (Kurniawan &; Soliha. 2022). Customers have a high bargaining position determining their choice to come to a restaurant as a result of many restaurant businesses today.

Desrianto and Afridola (2020) in their research concluded that the location of their research object and the service of the waiter at Coffee Town Bakery Batam had a positive and significant effect on consumer satisfaction. The goal of every business should be to give every customer a reason to stay by providing competent, trust-building, satisfying customer service at all times in every support channel. Provide optimal and great service to customers so that they will not think about moving to existing business competitors in the market. In the midst of today's increasingly sharp business competition climate, attention to customer satisfaction cannot be ignored anymore. This is in line with the increasing crowding of business people so that it directly triggers a high level of competition.

Customer satisfaction in using or consuming products is one thing that must be the main focus of entrepreneurs, especially in the field of services. This sense of satisfaction arises after consumers compare the performance obtained with the expectations in the minds of consumers. This will cause a sense of loyalty in the minds of consumers to a product or service which in turn will not only make repeated purchases but will also help product producers and service providers in marketing their products among family, friends, colleagues and groups that are considered to be able to become markets for the products and services they market. This action will contribute very positively to increasing the profit of a company. In accordance with the characteristics of the service, factors outside the product are very decisive such as service quality, strategic location selection and owned facilities that will cause customer interest to come again to enjoy the products and services offered. In accordance with the results of research conducted by Donovan and Fadhilah (2020) that service quality and strategic location selection have a positive and significant effect on customer satisfaction (Setiawan et.al 2019), (Haryoko and Rabani 2019).

Consumers feel satisfaction when what is expected in their minds can be fulfilled, and feel very happy if their expectations can be exceeded (Suwitho, 2015), (Dedy &; Alfandi, 2022).

METHODS

Quality of Service
According to Arianto (2018) Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on punctuality to meet customer expectations. Quality of Service applies to all types of services provided by the company while the client is in the company.

As for according to Rusydi in (Rastini, 2016) argues that service quality is the company's ability to provide the best quality service compared to its competitors.

Kotler in (Maulana, 2016) service is any action or activity that can be offered by one party to another, basically intangible and does not result in any ownership. Although there are some differences in the definition of service services, there are some characteristics of the following services that will provide a better answer to the definition of service services, namely: *intangible*, *inabilily to inentory*, production and consumption together, entering it more easily. strongly influenced by external factors.

So quality service is a way of serving, helping to prepare, take care of, solve the needs and needs of consumers individually or in groups that match or exceed consumer expectations.

According to Kotler (201: 7), defining service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or felt is as expected, then the quality of service is perceived as good and satisfying.

Through service quality indicators lie in five dimensions, which are as follows: a) Physical evidence (tangibles); b) Reliability; c) Responsiveness; d) Assurance; and e) Empathy (emphaty) we can measure a service provided by the company / organization to its customers.

Facilities

According to (Munawir, 2018) facilities are physical resources that must previously be available before a service can be promoted. Facilities can also be in the form of everything that makes it easier for consumers to enjoy satisfaction. (Setyawati et al. , 2018) interprets the word facility, which is everything to support consumer comfort provided/prepared by service sellers/agencies, namely in the form of physical equipment. Facilities according to (Syahsudarmi, 2018) are part of the physical evidence of a service. Physical evidence or physical *evidance* services include all aspects of the company's physical facilities (including: embodied, man-made, physical evidence environment).

According to (Herawati, 2019) Facilities are facilities provided to facilitate customers in carrying out their activities so that their needs can be met such as internet banking. Facilities are important tools and equipment in an effort to increase satisfaction such as presenting convenience, meeting needs and providing a sense of comfort to consumers (Oetama &; Sari, 2017).

There is also an understanding of facilities according to Prof. Dr. Hj. Zakiah Daradjat, an expert in Islamic psychology, who argues that facilities mean everything that can facilitate efforts and facilitate work in order to achieve a certain goal. Meanwhile, according to Prof. dr. Suharsini Arikunto who is a lecturer and researcher in the field of education and research, facilities mean everything that can facilitate and facilitate the implementation of all business things.

Location

According to Heizer & Render (2015), location is a driver of costs and revenues, so location often has the power to make a company's business strategy. The strategic location aims to maximize the benefits of the company's new location.

For companies, location determination services are very important because, location is a condition where consumers will go to the service provider's place. Before determining the location, the company should think about the distance, the ease of consumers in determining the location, the availability of public transportation for the convenience of consumers in traveling to the location.

Location decisions are one of those business decisions that must be made carefully. The term location refers to the local community where the business is located. Although success does not only depend on the location of the business, but location factors will influence the success of a business. In this context, business success can vary but is generally related to obyektif and subjective size.

Customer Satisfaction

According to Kotler and Keller in (Sumartini &; Tias, 2019), satisfaction is a person's feeling of pleasure or disappointment produced by comparing the performance or results of a perceived product or service with expectations. If the performance or experience is not as expected, then the customer will feel dissatisfied. And if reality exceeds expectations, then customers will feel very satisfied or happy. Consumer is every person who uses goods and / or services available in society, both for the benefit of themselves, family, others, and other living beings and not to be traded. According to M. Nur Nasution, consumers are all people who demand us or the company to meet a certain quality standard, and therefore will have an influence on performance in the company.

Characteristics of Respondents

Table 1: Characteristics of respondents by age

AGE	Number (of people)
20 – 24 years	35
25 – 30 years	55
30 – 35 years	25
35 – 40 years	10
Total	125

From the data above , it can be seen that the majority of respondents visiting Mutia Garden Medan Restaurant are aged 20-24 years and 25-30 years because at that age is the most productive age to visit

Table 2: Characteristics of respondents by sex

Gender		Number (of people)
Man		50
Woman		75
	Total	125

From the table 2, it is known that the number of male and female respondents, it can be seen that more women are happy to visit this restaurant.

Table 3: Characteristics of Respondents by Employment

Recent Education	Sum
Student	45
Civil Servants	25
Private	20
Businessman	35
Total	125

The table 3 above shows respondents with more student backgrounds than respondents with other worker backgrounds, because most respondents visit and enjoy the atmosphere and photo spots for students and students.

The study used quantitative methods where data were obtained directly from respondents (primary data) using questionnaires that were distributed to respondents by *means of simple random sampling*, namely giving to customers who happened to meet the author.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

The Validity Test is used to see the permanence of the instruments used in the study. An instrument is said to be valid if $r_{counts} > r_{table}$. The validity results of each research variable statement are as follows:

Table 4 : Instrument Validity Service Quality Variables (X1)

Instruments	Value Validity		Conclusion
	Rhitug	r-table	
Quality of Service 1	0.610		Valid
Quality of Service 2	0.603	0.1771	Valid
Quality of Service 3	0.795		Valid
Quality of Service 4	0.699		Valid

From table 4 , the test results of each service quality variable instrument (X1) have an r_{count} of 0.1771, so it can be concluded that all instrument statements from the service quality variable used are valid.

The Validity Test is used to look at the instruments used in the study. An instrument is said to be valid if $r_{counts} > r_{table}$.

Table 5 : Validity of Facility Variable Instruments (X2)

Instruments	Value Validity		Conclusion
	r-calculate	r-table	
Facilities 1	0.603		Valid
Facilities 2	0.765	0.1771	Valid
Facilities 3	0.812		Valid
Facilities 4	0.828		Valid

From table5 X2 , the test results of each facility variable instrument (X2) have an r_{count} of 0.1771, so it can be concluded that all instrument statements from the facility variable used are valid.

The Validity Test is used to see the permanence of the instruments used in the study. An instrument is said to be valid if $r_{counts} > r_{table}$. The validity results of each research variable statement are as follows:

Table 6 : Instrument Validity Location Variable (X3)

Instruments	Value Validity		Conclusion
	r-calculate	r-table	
Location 1	0.880		Valid
Location 2	0.951	0.1771	Valid
Location 3	0.947		Valid
Location 4	0.895		Valid

The table 6 above shows the test results of each Location variable (X3) has an r_{count} of 0.1771 so it can be concluded that the overall instrument statement of the service quality variable used is valid.

Table 7 : Instrument Validity Guest satisfaction variable (Y)

Instruments	Value Validity		Conclusion
	r-calculate	r-table	
Customer Satisfaction 1	0.776		Valid
Customer Satisfaction 2	0.876	0.1771	Valid
Customer Satisfaction 3	0.845		Valid
Customer Satisfaction 4	0.903		Valid

The table 7 above shows the test results of each guest satisfaction variable (Y) has a $_{calculated}$ r value of 0.1771, so it can be concluded that the overall guest satisfaction variable statement instrument used is valid.

The reliability test is to explain that the instrument used is a reliable, consistent and stable instrument when used repeatedly at different times.

The instrument is said to have reliable values of Cronbach's alpa count > Cronbach's alpha tolerance (0.6). The results of reliability testing look like the following:

Table 8: Research Instrument Reliability Results

No	Variable	Cronbach's Alpha Value	Conclusion
1	Quality of Service (X1)	0,809	Reliable
2	Facilities (X2)	0,832	Reliable
3	Location (X3)	0,844	Reliable
2	Guest Satisfaction(Y)	0,838	Reliable

From table 8 The reliability test showed the result that the value of Cronbach's alpha of all variables was greater than 0.6, so it was concluded that the questionnaire of this study was said to be reliable.

Simple Linear Regression Test Results

This test was conducted to determine the effect of service quality on guest satisfaction. Here's a table of simple linear regression test results on variables:

Table 9: Multiple Linear Regression Test Results

Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,293	1,034		3,184	,002
	X1	,659	,111	,663	5,966	,000
	X2	,695	,115	,732	6,593	,000
	X3	,609	,105	,548	3,235	,001

a. Dependent Variable: Y

According to the test results above, the multiple linear regression equation can be formulated:
Y= 3.293+0.659+0.695+0.609
From the multiple linear regression model , a guest satisfaction constant value of 3.293 is obtained, meaning that if the independent variable (X) is 0, then the bound variable (Y) is 3.293. The regression coefficient of the independent variable is positive, meaning that customer satisfaction at Mutia Garden Medan Restaurant can be influenced by the quality of service, facilities and location.

Hypothesis Testing
Coefficient of Determination (R^2)

The coefficient of determination aims to measure how much the ability of the independent variable to explain the dependent variable. The value of the coefficient of determination can be seen in the following table:

Table 10: Test Results of Coefficient of Determination (R2)

Model Summary[b]

Type	R	RSquare	Adjusted R Square	Std. Edrror of the Estimate
1	.0815[a]	,664	,655	,97613

a. Predictors:(Constant), X3,X1,X2

The value of the coefficient of determination obtained at .664 or 66.40% shows that the variables of service quality, facilities and location are able to explain the variations that occur in customer satisfaction at Mutia Garden Medan Restaurant, while the rest is explained by other variables that were not studied in this study.

a. Simultaneous Test (Test F)

Simultaneous test (F test) is carried out to see the effect of service quality, facilities and location simultaneously on customer satisfaction. This test is carried out at a confidence level of 95% or level = 0.05 (5%) with the following criteria:

a. If $F_{counts} \leq F_{table}$, then H_0 is accepted, H_1 is rejected, meaning that simultaneously the study has no effect.

b. If Fcalculate > Ftable, then H0 is rejected, H1 is accepted, meaning that simultaneously this study has an effect

Table 11: Simultaneous Test Results (Test F)

ANOVA[a]

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	227,555	3	75,852	79,606	,000[b]

Residuals	115,293	121	,953	
Total	342,848	124		

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

From the table 11 above,you can see the $_{calculated}$ F value is 79.606 > the table F value is 2.68 and the significant value is 0.000 < from nilai alpha 0.05. Thedecision taken H_0 rejected H_1 accepted. The receipt of H_1 shows that the independent variables of service quality (X1), facilities (X2), and location (X3) are able to explain the dependent variable (Y), thus the variable of service quality simultaneously has a positive and significant influence on customer satisfaction.

b. Partial Test (Test t)

The partial test (t-test) aims to see the effect of service quality, facilities, and location on guest satisfaction with the following criteria:
1. If $F_{counts} \leq F_{table}$, then H_0 is accepted, H_1 is rejected, meaning that simultaneously the study has no effect.
2. If $F_{counts} > F_{table}$, then H_0 is rejected, H_1 is accepted, meaning that partially the study is influential.

Table 12: Partial Test Results (t-test)

Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3,293	1,034		3,184	,002
X1	,659	,111	,663	5,966	,000
X2	,695	,115	,732	6,593	,000
X3	,609	,105	,548	3,235	,001

a. Dependent Variable: Y

 Based on the table 12 it can be seen that:

1. The calculated t value for the service quality variable is 5.966 $> t_{table}$ 1.979 and the significant value is 0.000 > of alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially the service quality variable has a positive and significant effect on customer satisfaction.
2. The calculated t value for the facility variable 6.593 $> t_{table}$ 1.979 and a significant value of 0.000 > of alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially the facility variable has a positive and significant effect on customer satisfaction.
3. The calculated t value for the location variable is 3.235 $> t_{table}$ 1.979 and the significant value is 0.001 > of alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially the location variable has a positive and significant effect on customer satisfaction

The results of the first hypothesis test show that the variables of service quality, facilities and location are able to explain the variables that occur in customer satisfaction at Mutia Garden Medan Restaurant, this is evidenced by the value of the coefficient of determination (R^2) obtained by 0.664 or 66.40%, while the rest is explained by other variables that are not studied in this study.

The results of the second hypothesis test show that the variables of service quality, facilities and location simultaneously have a positive and significant effect on customer satisfaction of Mutia Garden Medan Restaurant is evidenced by the $_{calculated}$ F value of 79.606 > the F value of the $_{table}$ which is 2.68 and a significant value of 0.000 < from the alpha value of 0.05. The results of this study support the results of Sakum's research (2019) in a study conducted at Zuri Express Hotel Lippo Cikarang concluded that

service, facilities and location affect consumer satisfaction. In addition, the results of this study support several other studies that are used as references with the same results, namely service, facilities and location have a positive and significant effect on guest satisfaction.

The Effect of Service Quality on Customer Satisfaction
In the minds of consumers when consuming or using products, there is an expectation that the thought of what is brought from home will be the same obtained when obtaining the product or service. The service delivered by waiters and other attendants will provide memories whether the memories are good or bad. When consumers get excellent service, the memory and experience of consuming and getting service will imprint and will provide satisfaction to these customers.

The Effect of Facilities on Customer Satisfaction
The experience of transacting with the company will leave a positive impression that will have an impact on the company's profits in the long run. Meeting the needs and desires expected by customers by providing adequate facilities that can meet consumer expectations is also a consideration for producers or service providers. Good facilities and meeting customer expectations will give a positive impression such as parking lots, toilets, places of worship etc.

The Effect of Location on Customer Satisfaction
Location is one of the factors that affect customer satisfaction. A location that is affordable by customers with safe and conducive conditions is a consideration for customers visitingmBali to a place.

CONCLUSION

The conclusion that can be stated in this study is that the results of the study will provide benefits to Mutia Garden Medan Restaurant as evaluation material for its operational implementation. The three variables are the quality of service of all its staff, the facilities owned by Mutia Garden Medan Restaurant and the selection of locations that are easily accessible, safe and conducive have a positive and significant effect on customer satisfaction both partially and simultaneously.

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