

Measurement The Customer Satisfaction Towards The Service Quality At The Suri Delima Restaurant

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ABSTRACT

Efficiency and the quality are recognized as the key component of business strategies especially in the restaurant. The concepts of efficiency, while prepared with the capabilities of quality, help the organizations especially restaurant achieve the service effectiveness and excellence. Today's organizations (restaurant) need to manage continuous improvements and breakthrough in quality that meet customer requirement and expectation. This paper presents the examination of the attributes which influence customer satisfaction towards the service quality at the Suri Delima restaurant. The objectives of this study is to determine the quality the priority of the customers at Suri Delima Anggun Restaurant, to identify customer expectation at Seri Delima Anggun Restaurant, to evaluate customer satisfaction at Seri Delima Anggun Restaurant and to determine relationship between service quality and customers satisfaction. The variables in this study is food and the customers satisfaction and the researcher used the questionnaire as the method to get the information. The research conducted at Suri Delima Anggun Restaurant and the population of the research is the customer of this restaurant. The sample size of the research is 127 respondents and quantitative research methods have been use. Beside that, reliability statistics, descriptive statistics, and Pearson Correlation analysis are use to analyze this research. Based on this research, the researcher fined that food is the most factors that contribute towards customer satisfaction.

Keywords: Customer Satisfaction, Food, Restaurant, Service Quality

INTRODUCTION

This research is study about the satisfaction of the customers toward the Suri Delima Anggun Restaurant services provided. The interest of the researchers who want to study this research is because the researcher wants to know whether food can that attribute to the customer satisfaction or not. In this research the independent variables are quality of food and the dependent variable of this study is customer satisfaction.

Customer satisfaction is critically important because it reflects subjective customer evaluations of the attribute performance associated with the consumption experience (Cronin and Taylor, 1992). Customer satisfaction is often defined in the marketing literature as a customer's overall evaluation of his or her purchase and consumption experience of a good or service (Cronin and Taylor, 1992). Satisfaction of the customer is depends on several variables. The evaluation on those variables will lead to the satisfaction towards the good and service. The experience that the customer gained in the activities of relating to the purchasing of the good and service will lead to their satisfaction. This will result in their returning to the place as if they are satisfied with the good or service provided to them. Evaluation made by the customers towards the good and service serve to them contributed to the level of their satisfaction later on which this will reflects the satisfaction of the customers in the that place.

(Dulen, 1999; Susskind and Chan, 2000), they had suggested that food, atmospheric, and services are three major components of the restaurant experience. Then, Dulen (1999), emphasize that food, physical environment (décor), and restaurant's quality. The other previous researcher, Susskind and Chan (2000), stated that food, physical environment and service are significant determinants that can boost guest check averages and set restaurants apart from competitors in consumer's estimation. So, it clearly can be clearly said that the entire previous

researcher highlighted that ‘food’ is one of the essential part that required in the restaurant.

METHODOLOGY

In this study, the researchers used the hypothesis testing. The study engaged in hypothesis testing that usually explains the nature of the certain relationship or established the differences among of the groups or the independent of two or more factors in a situation (Sekaran, 2006).

Sampling Technique

Convenience samplings were made in this research where the researcher distributes the questionnaires at the restaurant to all the customers. Convenience sampling is most often used during the exploratory phase of a research because it is the best way to get the information quickly and efficiently. There are a few customers who did not know on how to answer the questionnaires. But, mostly the customers can answer the questionnaires properly. The population in this research is the customer in the Suri Delima Anggun Restaurant. The researcher distributes 127 of the questionnaires only in one single day and it is being distributed from 8 p.m. until 11 p.m. in the evening.

DATA COLLECTION METHODS

In the research study, the researchers use questionnaire as a data collection method in order to get the information about the “Measurement on customer satisfaction using the service quality at Suri Delima Anggun Restaurant”. The researchers had distributed the questionnaires to the customers at the Suri Delima Anggun Restaurant.

In the questionnaire, the researchers divided the question into four parts of questions. Part A, the question is about general information of the respondent which is the demographic question is about the personal background of the respondents, Part B question about the priority of the customers regarding the food at the Suri Delima Anggun Restaurant, Part C question about the customer expectation regarding the food at Suri Delima Anggun Restaurant and Part D question is about the customer satisfaction on the food at Seri Delima Anggun Restaurant.

CONCLUSION

As a conclusion, the objectives that the researchers made are relates with the results that the researchers got. The objectives of this study are to determine the customer satisfaction towards the food, to evaluate customer's satisfaction in food and also to determine the relationship between food and customers satisfaction. The researchers found that most of the customers satisfied with that restaurant. The researchers found that there has the relationship between the service quality (food) and customer satisfaction because the customers feel satisfied with the restaurant through of their service quality that provided by the restaurant which is in terms of their food. So, the objective of this research has been achieved that the researchers believed that the independent variables were achieved towards the dependent variable.

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APPENDIX

RELIABILITY STATISTICS

Reliability Statistics

Cronbach's Alpha	N of Items
0.953	57

Table 3.1.1 Reliability statistics

From Table 3.1.1 above, the researchers found that the reliability of the research is 0.953. It clearly shows that the questionnaires measure that has been undertaken is considered to be good. The total number of sample is about 127 of respondent where the customers that choose to dine at the Suri Delima Anggun, Sungai Petani. The reliability shows that this questionnaire is acceptable because the reliable of the questionnaire is 0.953 where almost close to the 1.0 coefficient. Additional this shows that the question that being asked is easy to understand.

DESCRIPTIVE STATISTICS

Descriptive Statistics

	N	Minimum	Maximum	Effectiveness	Std. Deviation
Priority of food	127	8.00	25.00	20.0866	3.04210
Expectation of food	127	12.00	25.00	20.0630	3.21393
Satisfaction of food	127	9.00	25.00	19.8504	2.86766

Table 3.1.2 Descriptive Statistics

Table 3.1.2 above shows about independent variable which is food where the result shows that the effectiveness on the priority food which is menu

item variety, presentation, taste, freshness, and food quality high (20.08), effectiveness on the expectation food is high (20.06) and the effectiveness on the satisfaction food is high (19.85). This shows that the most of the respondents are more concern on their food as their priority, expectation and satisfaction.

CORRELATION

Correlations

		Food	Satisfaction food
Food	Pearson Correlation	1	.609**
	Sig. (2-tailed)		.000
	N	127	127

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3.1.3 Correlations

In Table 3.1.3 above present the food and the satisfaction food and the findings from above table shown there is significant relationship between food and satisfaction food where as $p = 0.01$ and $r = 0.609$. Significant level is $p < 0.01$ ($p = 0.000$). So the researchers have rejected the null hypothesis.