

## THE INFLUENCE OF FOOD QUALITY AND DINESCAPE ON CUSTOMER SATISFACTION IN RESTAURANT IN GARUT DISTRICT WEST JAVA PROVINCE

Gugung Gumilar<sup>1</sup>, Siska Mandalia<sup>2</sup>

<sup>1</sup> Politeknik Pariwisata Lombok

<sup>2</sup> Universitas Islam Negeri Mahmud Yunus Batusangkar

Email: [gugung.gumilar@ppl.ac.id](mailto:gugung.gumilar@ppl.ac.id), [siskamandalia@iainbatusangkar.ac.id](mailto:siskamandalia@iainbatusangkar.ac.id)

Submitted: 2023-01-14

Published: 2023-06-30

DOI: 10.24036/jpk/vol15-iss01/1210

Accepted: 2023-06-29

URL: <http://dx.doi.org/10.24036/jpk/1210>

### Abstract

The background of the study was coming from the restaurant customer complaints in Garut to the food quality amounting to 21.58% and to the restaurant dinescapes amounting to 20.86%, each of which caused a decrease in the number of customers. This complaint data was found since the researcher has participated in the organization of AKAR (Association of Café and Restaurant) for Garut area. The decrease of customers' visit showed that the quality and the dinescape of the restaurants in Garut are not satisfying. This research is aimed at identifying the food quality, analyzing the restaurant dinescape, and knowing to what extent the influence of food quality toward the restaurants dinescapes in Garut. The research method in this study was the survey explanatory whose characteristic is descriptive and verificative. Data were gathered through questionnaire distributed to respondents; they are the restaurant customers in Garut. The number of questionnaires spread out were 381 respondents and responded by Cargo, D'Anclom and Lify Eatery restaurants di Garut. The data was analysed using Path Analysis which is assisted by SPSS 21.0 system. The result of analysis shows that the food quality and dinescape of Cargo, D'Anclom, and Lify Eatery restaurants are not good. In addition, the data analysis also indicates that the food quality and dinescape of the restaurant influence significantly the customers' satisfaction in Garut with the total of influence amounting to 85.3%. Conclusion: Based on the result of study, it could be identified that the food quality and dinescape must be of great importance to be paid much attention by the owners because the food quality and dinescape which are served well are potential to the restaurant managements to be able to keep the customers as one of high profitable sources for restaurants.

**Keywords:** *Food Quality, Dinescape, Customer Satisfaction*

### Introduction

The key factor in managing tourists who come to an area is the management of the tourist experience (Middleton, 2001). The main indicator in measuring tourist experience is customer satisfaction (Bitner and Zeithaml, 2003). Satisfaction is the result of a reflection of feelings of satisfaction or disappointment that arise from comparing the level of expectation with the level of perception (Bitner and Zeithaml, 2003). The



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2017 by author and Universitas Negeri Padang.

level of satisfaction is an assessment of the characteristics and features of products and services that provide a level of customer satisfaction related to achieving customer expectations that are created through services and service support components (Lovelock, 2012).

The level of guest satisfaction at restaurants in Garut Regency, namely Cargo Resto, D'Anclom Restaurant, and Lyfe Eatry Restaurant based on the results of the pre-survey analysis of guest ratings, it is known that as many as 147 guests gave opinions, the results obtained that food quality was the main focus with the number of respondents who answered by 21.58%, then followed by the atmosphere quality aspect with 20.86% of 147 customers. This is reinforced by the opinion of experts who state that one of the components forming customer satisfaction in the restaurant business is food quality (Kurniawan, 2015). The results of interviews with the relevant restaurant manager stated that the percentage of consumer complaints was quite large when compared to the target to be achieved, namely zero defects, meaning that there were no customers who complained.

This shows that even though restaurants in Garut Regency always try to improve product quality and an attractive atmosphere, there are still consumers who feel dissatisfied, so as a result of this consumer dissatisfaction, restaurants in Garut which are the locus of research, experience a decrease in visits. guests who are on a dietitian, this decrease is due in part to the quality of the food. This is in accordance with the author's findings because the author is also involved as an administrator for AKAR (Association of Cafes and Restaurants, Garut branch) where AKAR oversees all restaurants and cafes in Garut Regency.

The above findings are in line with Sariono's opinion in Ryu (2005: 5) which states that "The most important reason for the customer's intention of returning to the restaurant is the quality of food". A similar opinion was expressed by Law, Hui, & Zao (2004, in Capistro and Padilla, 2013) which explains that "staff attitude, food quality and variety and environment significantly affect customer satisfaction, however, food plays a key part but by no means is the only part in satisfying the customer".

Based on the data at the research locus and referring to the opinions of the experts above, the researcher is interested in exploring how the influence of food quality and dinescape has on customer satisfaction in restaurants in Garut Regency, which in this study are represented by Cargo Resto, D'Anclom and Lyfe Eatry. as a research locus. The researcher chose these three restaurants as loci because they were considered to represent similar and classy restaurants in Garut Regency. The purpose of this study was to determine how far the influence of food quality and dinescape on customer satisfaction at restaurants in Garut Regency.

## Method

This study uses path analysis, where path analysis is a method of decomposing correlations and developing multiple regressions with the aim of providing magnitude level estimates into different parts to interpret the significance of hypothetical causal associations. (Davidson, 2008). The structure of the relationship between X and Y is tested using path analysis which reads "there is a significant influence between food quality and landscape on customer satisfaction". In this study, before carrying out the analysis, coding was carried out according to the respondents' answers, then the data was inputted into tabular form to facilitate work in researching data accuracy. Next, the ordinal data is transformed into interval data using the MSI program in Ms. Excel. After the interval scale data, then the independent variable data pairs are determined from all research samples and the data is input for hypothesis analysis using SPSS 21.0.

## Result and Discussion

One of the data collection techniques used in this study was a questionnaire. Where this technique is carried out to complete data on food quality, dinescape and customer satisfaction at 3 research loci. There are 16 questions posed in this Questionnaire, namely 6 (six) statements related to Food Quality, 5 (five) statements regarding Dinescape, and 5 (five) statements related to Customer Satisfaction. Questionnaire statements are presented in the form of a Likert Scale so that the answers from respondents can be measured and analyzed systematically. This Likert Scale is adopted from Blaikie (2003: 167) by using a range of 5 = Very Good, 4 = Good, 3 = Fair, 2 = Not Good, 1 = Very Bad. The data collection process using a questionnaire was carried out from 13 October 2017 – 30 March 2018 in collaboration with the Cafe and Restaurant Association (AKAR). AKAR's operational team helped distribute questionnaires to customers every day until 381 people collected questionnaires consisting of 141 from Cargo Kitchen and Lounge, 123 from D'Anclom, and 117 from Lyfe Eatery.

### 1. Food Quality

**Table 1** Results of Food Quality Descriptive Analysis

No	Questionnaire Items	F	Score (Likert Scale)					Actual Score	Ideal Score	Percentage (%)
			5	4	3	2	1			
1	Food Appearance	F	1	2	218	153	7	980	1905	51,44%
		%	0,3	0,5	57,2	40,2	1,8			
2	Taste of food	F	1	11	215	143	11	991	1905	52,02%
		%	0,3	2,9	56,4	37,5	2,9			
3	Dish Quality	F	1	2	139	204	35	873	1905	45,83%
		%	0,3	0,5	36,5	53,5	9,2			
4	Nutrient content	F	2	12	212	144	11	993	1905	52,13%
		%	0,5	3,1	55,6	37,8	2,9			
5	Food Temperature	F	1	5	237	128	10	1002	1905	52,60%
		%	0,3	1,3	62,2	33,6	2,6			
6	Raising Special	F	1	8	239	119	14	1006	1905	52,81%
		%	0,3	2,1	62,7	31,2	3,7			
<b>Total Accumulation</b>							<b>5845</b>	<b>11430</b>	<b>51,14%</b>	

Source: Processed data, 2018

Table 1 below shows the total percentage of food quality variables at 51.14%. of course, these numbers are obtained based on the responses of the respondents which are then processed and produce an overview as in table 1 below. The total accumulation of descriptive analysis of food quality from food performance indicator points consisting of food taste, dish quality, nutritional content, food temperature and distinctive appearance is 51.14% where this percentage refers to Narimawati (2007: 83-85) states that 51.12% was in a bad presentation. In other words, this shows that the food quality at three restaurants in Garut district is considered not good.



2. Dinescape

Table 2 below shows the total percentage of the discape variable at 50.31%. of course these numbers are obtained based on the responses of the respondents which are then processed and produce an overview as in table 2 below. The total accumulated descriptive analysis of food quality from the point indicators of aesthetic design, restaurant atmosphere, restaurant layout, food equipment, and employee service is 50.31% where this percentage refers to Narimawati (2007:83-85) stating that 50.31% is in the percentage not good, in other words this shows that the dinscape at three restaurants in Garut district is considered to be classified as not good.

**Table 2** Dinescape Descriptive Analysis Results

No	Questionnaire items		Score ( <i>likert scale</i> )					Score actual	Score ideal	Percentage (%)
			5	4	3	2	1			
1	Aesthetic Design	F	3	9	229	127	13	1005	1905	52,76%
		%	0,8	2,4	60,1	33,3	3,4			
2	Restaurant atmosphere	F	2	17	109	237	16	895	1905	46,98%
		%	0,5	4,5	28,6	62,2	4,2			
3	Restaurant Layout	F	0	24	125	223	9	926	1905	48,61%
		%	0,0	6,3	32,8	58,5	2,4			
4	Food Equipment	F	5	28	147	186	15	965	1905	50,66%
		%	1,3	7,3	38,6	48,8	3,9			
5	Employee Service	F	2	25	191	155	8	1001	1905	52,55%
		%	0,5	6,6	50,1	40,7	2,1			
<b>TOTAL ACCUMULATION</b>							<b>4792</b>	<b>9525</b>	<b>50,31%</b>	

Source: Processed data, 2018

3. Customer Satisfaction

Table 3 below shows the total percentage of the Dinscape variable of 51.91%. These numbers are obtained based on the responses of the respondents which are then processed and produced an overview as in table 2 below. The total accumulated descriptive analysis of customer satisfaction from point indicators of customer satisfaction which consists of visiting again, recommending restaurants, remembering restaurants, willing to pay more, giving suggestions and ideas to the company is 51.91%, where this percentage refers to Narimawati (2007: 83-85) states that 51.91% is in a less good percentage. in other words, this shows that customer satisfaction at three restaurants in Garut district is considered to be classified as poor.

**Table 3** Results of Descriptive Analysis of Customer Satisfaction

No	Questionnaire items		Score ( <i>likert scale</i> )					Actual score	Ideal score	Percentage (%)
			5	4	3	2	1			
1	Will Visit Again	F	1	28	199	137	16	1004	1905	52,70%

		%	0,3	7,3	52,2	36,0	4,2			
2	Would Recommend Restaurant	F	2	25	189	150	15	992	1905	52,07%
		%	0,5	6,6	49,6	39,4	3,9			
3	Will Remember This Restaurant	F	1	29	129	193	29	923	1905	48,45%
		%	0,3	7,6	33,9	50,7	7,6			
4	Willing to Pay More	F	2	25	207	138	9	1016	1905	53,33%
		%	0,5	6,6	54,3	36,2	2,4			
5	Giving Advice and Ideas to the Company	F	2	5	245	115	14	1009	1905	52,97%
		%	0,5	1,3	64,3	30,2	3,7			
<b>TOTAL ACCUMULATION</b>								<b>4944</b>	<b>9525</b>	<b>51,91%</b>

Source: processed data, 2018

### 1.3 Joint Test Results (Simultaneous)/F Test

Model	tcount	ttable	Sig.	$\alpha$	Description	Conclusion
$X_1 \rightarrow Y$	23,761	1,966	0,000	0,05	Ho rejected	Significant

To be able to find out how far the effect of food quality and landscape on customer satisfaction simultaneously (F test), it is necessary to test the hypothesis, where the results obtained can be seen in Table 4. The form of statistical test used for simultaneous hypothesis testing is the F test. The test results using the SPSS 21.0 program can be presented in the following table:

**Table 4** Simultaneous Hypothesis Testing

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1543,647	2	771,823	939,122	,000 <sup>b</sup>
	Residual	310,662	378	,822		
	Total	1854,308	380			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Dinescape, Kualitas Makanan

Source: Secondary data processed

In the table above it can be seen that the Fcount value obtained is 939.122. The Ftable value used as a critical value in this simultaneous test is 3.020 which is obtained from the F distribution table with an  $\alpha$  of 5%,  $df_1(k)$  2 and  $df_2(n(381)-k(2)-1)$  378. The rest, the Fcount value of 939.122 is greater than the Ftable value (3.020) and is in the area of Ho rejection, the rest with a 95% confidence level it is decided to reject Ho and accept Ha. Furthermore, this shows that food quality and dinescape simultaneously have a significant effect on customer satisfaction at restaurants in Garut Regency.



### 3.4 Individual Test Results (Partial)/T Test Results

The statistical method used in this partial hypothesis test is the t test. The ttable value used as a critical value in this t test has a value of 1.966 which is obtained from the t distribution table with  $\alpha$  5% and df  $(n(381)-k(2)-1)$  378 for the two-party test. Below is a summary of the test results presented in the table below:

Table 5. T Test (Partial) Effect of Food Quality on Customer Satisfaction

Table 5 above shows that the tcount value of 23.761 is in the area of  $H_0$  rejection, so with a 95% confidence level it was decided to reject  $H_0$  and accept  $H_a$ . This shows that food quality has a significant effect on customer satisfaction at restaurants in Garut Regency.

After conducting simultaneous and partial hypothesis testing, the next step is to find out the contribution of the direct and indirect influence of the food quality and landscape variables on customer satisfaction. As for we can find out about this in table 6 below.

Model	Path Coefficient	Direct Effect	Indirect Effect		Total Influence (%)
			X <sub>1</sub>	X <sub>2</sub>	
X <sub>1</sub> → Y	0,666	44,4%	-	14,2%	58,6%
X <sub>2</sub> → Y	0,323	10,4%	14,2%	-	24,6%
Total Influence					83,2%

Source: Questionnaire data processed using SPSS and MS. Excel

In the table above, it can be seen that food quality contributes 58.6% to customer satisfaction with details of 44.4%, where this value is a value that has a direct influence, meaning that food quality has a direct influence on customer satisfaction, this is in line with what was conveyed by Sariono in Ryu (2005: 5) that the main reason customers return to restaurants is good food quality. Whereas dinescape contributed 24.6% to customer satisfaction with details of 10.4% being a direct effect and 14.2% being an indirect influence through food quality, this happened because the dimensions of dinescape were not all direct effects on customer satisfaction. This is in line with the results of the descriptive analysis supported by Anggara's (2014) statement that not all dimensions of the landscape directly affect customer satisfaction. Furthermore, the cumulative results of the two independent variables in the table above obtained a total effect of 83.2%.

### Conclusion

Based on this discussion, it can be concluded that food quality and dinescape have a significant effect on customer satisfaction at restaurants in Garut Regency.

### Reference

Afina, A., & Hastuti, Y. (2018). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. *Jurnal Samudra Ekonomi Dan Bisnis*, 9(1), 21-30.

Bitner dan Zeithaml. 2003. *Service Marketing*. New Delhi: McGraw Hill.

Christy Elsa Ulita, Pengaruh Kualitas Sistem, Kualitas Informasi Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Pt. Eka Sari Lorena Esl Express, *Jom Fisip* Vol. 6: Edisi II Juli – Desember 201

- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. *Journal of management information systems*, 19(4), 9-30.
- Kabu, M. (2019). Pengaruh Daya Tarik Wisata dan Aksesibilitas Terhadap Tingkat Kunjungan Wisata ke Desa Boti Kabupaten Timor Tengah Selatan. *Jurnal Tourism*, 2(1), 24-31.
- Khaldun, M. I., & Prihatini, A. E. (2016). Analisis Tingkat Kepuasan Pelanggan Atas Kualitas Pelayanan Dan Harga Pada Po. Sindoro Satriamas Semarang. *Jurnal Ilmu Administrasi Bisnis*, 5(3), 193-203.
- Kurniawan, E. 2015. Pengaruh Kualitas Makanan dan Kualitas Layanan Pada Kepuasan Dan Loyalitas Konsumen Restoran Korea "Myoung Ga" Di Surabaya Dengan Peran Moderasi Atmosfer. *Jurnal Ilmiah Mahasiswa Universitas Surabaya* , 12-23.
- Listyawati, I. H. (2020). Pengaruh Fasilitas Wisata, Citra Destinasi, dan Kepuasan Terhadap Loyalitas Wisatawan. *Jurnal Bisnis, Manajemen, dan Akuntansi*, 6(2), 35-44.
- Lovelock, C. 2012. *Manajemen Pemasaran dan Pemasaran Jasa*. Jakarta: Erlangga.
- Mandalia, S. & Rizal (2021). Potential of Pariangan Tanah Datar hot spring for domestic tourism. *Journal of Tourism, Hospitality & Culinary Arts*, 13(3), 01-08.
- Mandalia, S. & Taufik Hidayat. et. al. (2022). Income Analysis of Merchants at Istano Basa Pagaruyung Tourism Object Tanah Datar Regency during the Covid-19 Pandemic. Vol 4. <https://conference.metaskrip.com/index.php/icon-uce/issue/view/9>
- Mandalia, S. & Taufik Hidayat. (2022). Using Importance-Performance Analysis in The Measurement Of muslim Visitor's Satisfaction with Hotel Facilities in Taiwan. Vo 12. No 2 [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=zv118zQAAAAJ&citation\\_for\\_view=zv118zQAAAAJ:\\_FxGoFyzp5QC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=zv118zQAAAAJ&citation_for_view=zv118zQAAAAJ:_FxGoFyzp5QC)
- Mezghani, M. (2008). Study on electronic ticketing in public transport. *European Metropolitan Transport Authorities (EMTA)*, 56, 38.
- Middleton, V. 2001. *Marketing in Travel and Tourism 3rd Edition*. Bodmin: MPG Books Ltd.
- Ryu, K. 2005. Dinescape, Emotions and Behavioral Intentions in Upscale Restaurants. *Journal Doctor of Philosophy*, 166-179.

