The Effect Of Service Quality On Customer Satisfaction At Nike Ardilla Restaurant, Wonomulyo Sub-District

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A B S T R A C T

The increasingly intense competition in the culinary industry demands that every business operator deliver optimal service to maintain customer satisfaction and loyalty. This study examines the extent to which service quality influences customer satisfaction at Nike Ardilla Restaurant, Wonomulyo Sub-district. A quantitative associative approach was employed, using data collected through Likert-scale questionnaires, field observations, and documentation. The sample was determined using the Bernoulli formula, as the total population was unknown (infinite population). Data were analyzed using multiple linear regression. The findings indicate that service quality falls within the "good" category, with an average score ranging from 3.08 to 3.20 on a 4-point scale, while customer satisfaction scores range between 3.16 and 3.18. Regression analysis revealed a positive and significant relationship between service quality and customer satisfaction, with a regression coefficient of 0.255 and a significance value of $p = 0.000$ ($p < 0.05$). The R Square value of 0.872 indicates that 87.2% of the variance in customer satisfaction is explained by service quality, while the remaining variance is attributed to other factors. These results confirm that enhancing aspects of service—such as speed, cleanliness, friendliness, and accuracy of service—can significantly improve customer satisfaction. This study provides strategic recommendations for culinary business operators to prioritize service quality as a primary competitive advantage.

INTRODUCTION

In the midst of globalization and an increasingly competitive economic climate, the business world is undergoing rapid change, even at the local level. Competition now involves not only large companies in national and international markets but is also increasingly evident within small community settings such as traditional markets, residential areas, and rural towns or small cities [Afif Syafiuddin, 2025]. In facing this intensifying competition, companies must prepare strategies that not only address current challenges but also anticipate future risks. Such strategies should be grounded in innovation, creativity, and the cultivation of consumer trust and loyalty, with a primary focus on delivering high-quality service to achieve success and sustainable growth [I Ketut Suweca, 2024].

In today's modern era, various business sectors have experienced rapid growth. This accelerated development is not only seen in information technology but also in other sectors oriented toward fulfilling consumer needs and lifestyles. One sector that has shown significant growth is the culinary business, particularly restaurants [Z. Ihsan, 2023]. According to Ramdhani (2023), a restaurant is a place where people go to enjoy various types of food and beverages [M. H. Khalid & R. Ramadhani, 2023]. At present, restaurants serve not only as places to eat but also as venues for various events such as business meetings, birthday celebrations, family gatherings, reunions, and more. In addition to selling food and beverages, restaurants also offer service experiences, which serve as added value and have a major impact on customer satisfaction. The increasingly dynamic lifestyle of society has also influenced consumption patterns [Anggiat H. Sihite, 2022]. This is reflected in the growing proportion of household expenditure

on food and the emergence of various culinary businesses ranging from street vendors and small eateries to full-service restaurants and modern cafés [Ayunda Febri Kinanti, 2022].

The culinary industry is one of the fastest-growing sectors in Indonesia, driven by changing consumer lifestyles, increasing purchasing power, and diverse food preferences. However, this rapid growth has also intensified competition, compelling restaurants to not only focus on product quality but also on the quality of service delivered to customers. Service quality is a critical determinant of customer satisfaction and loyalty, as it directly influences perceptions of value and overall dining experience (Kotler & Keller, 2016).

Competition in the culinary sector has grown increasingly intense. Consequently, business owners strive to create a comfortable atmosphere through supporting facilities such as spacious parking areas, children's play zones, clean restrooms, free internet access, and aesthetically pleasing dining environments. Under such competitive conditions, service quality becomes the key factor in attracting and retaining customers. High-quality service can create positive experiences, foster satisfaction, and encourage repeat purchases. Satisfied customers are more likely to return and recommend the establishment to others. Conversely, poor service can lower perceptions of product quality and drive customers to competitors. Service quality is one of the most important indicators for measuring customer satisfaction [I. Apriasty & M. E. Simbolon, 2022]. High-quality service reflects a company's commitment to meeting customer needs and expectations. Many businesses fail because they are unable to deliver adequate service. Therefore, service must be provided optimally by understanding customer needs and translating them into tangible actions. Customer satisfaction itself can be defined as the comparison between expectations and perceptions of the products or services received [U. Setiyani & A. Maskur, 2022]. If the service provided meets or exceeds expectations, customers will feel satisfied; if it falls short, they will feel disappointed. Over the long term, customer satisfaction influences loyalty and business sustainability.

Service attributes—such as speed of delivery, staff friendliness, cleanliness, and accuracy—play a vital role in shaping customer satisfaction (Parasuraman, Zeithaml, & Berry, 1988). Given the importance of these factors, this study investigates the relationship between service quality and customer satisfaction at Nike Ardilla Restaurant, aiming to provide actionable insights for business improvement and long-term customer retention.

RESEARCH METHOD

This study employed a quantitative approach, which is based on the positivist philosophy. This approach was applied to study a specific population or sample, using research instruments for data collection, with quantitative or statistical data analysis aimed at testing predetermined hypotheses [H. Syahrizal & M. Jailani, 2023]. Based on the research problems and objectives outlined earlier, this study is explanatory in nature. Explanatory research seeks to test hypothesized relationships, with a clearly formulated hypothesis that describes the relationship between two variables, to determine whether one variable influences another [Almajid, 2015].

The study was conducted at Nike Ardilla Restaurant, Wonomulyo Sub-district, Polewali Mandar Regency, from June to July 2025. The research adopted a quantitative approach with an associative research design to analyze the effect of service quality on customer satisfaction. This method was chosen because the data collected were numerical and analyzed statistically to test the formulated hypotheses. The data consisted of primary data obtained directly from customers through questionnaires and short interviews, and secondary data from documents, archives, literature, and other relevant written sources, including the business profile, related research journals, and internal documentation.

The study population comprised all customers who had visited or were currently visiting Nike Ardilla Restaurant. As the total population size could not be determined, it was classified as an infinite

population, and the sample size was determined using the Bernoulli formula in accordance with Sugiyono's (2018) guidelines to obtain a representative number of respondents:

$$n \geq \frac{z\frac{a}{2^2.p.q}}{(e)^2}$$

Where:

- n = minimum sample size
- Z = normal distribution value
- $\alpha/2$\alpha/2^2$\alpha/22$ = confidence level
- e = acceptable margin of error
- p = estimated proportion of success
- q = estimated proportion of failure $(1 - p)$

In this study, service quality was designated as the independent variable (X), defined as the extent to which the services provided by Nike Ardilla Restaurant meet customer expectations. This variable was measured through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The dependent variable (Y) was customer satisfaction, which reflects the level of satisfaction after receiving service, including overall satisfaction, intention to return, willingness to recommend, and the degree to which expectations match the actual service.

Data collection was conducted using three main techniques. First, a closed-ended questionnaire with a Likert scale was distributed to customers to measure their perceptions of service quality and satisfaction. Respondents rated statements on a scale ranging from "strongly agree" to "strongly disagree." Second, field observations were carried out to directly assess service processes, including speed, cleanliness, staff attitude, and facility comfort. Third, documentation was used to gather secondary data such as visitor numbers, business profiles, complaint records, and other supporting documents.

Instrument accuracy was ensured through validity and reliability testing. Validity was assessed using the Pearson Product Moment correlation to determine whether each question item matched the intended indicator; an item was deemed valid if the calculated r value exceeded the table value. Reliability testing used Cronbach's Alpha, with the instrument considered reliable if the alpha value exceeded the table value.

Data analysis employed both descriptive and inferential statistics. Descriptive statistics were used to describe the characteristics of the data, while inferential statistics tested the research hypotheses. Before hypothesis testing, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure the suitability of the regression model. Hypothesis testing involved an *F*-test to examine the simultaneous effect of the independent variable on the dependent variable, and a *t*-test to assess the partial effect of each independent variable. Multiple linear regression analysis was then used to determine the magnitude of the influence of service quality on customer satisfaction, along with calculations of the multiple correlation coefficient (R), coefficient of determination (R^2), and adjusted R^2 to measure the strength of relationships and the proportion of variance explained by the model.

RESULTS AND DISCUSSION
Respondent Characteristics

The respondents in this study were customers of Nike Ardilla Restaurant, Wonomulyo Sub-district. A total of 96 questionnaires were distributed, and all were returned and processed for analysis. Based on gender distribution, 52 respondents (54.17%) were female, and 44 respondents (45.83%) were male. This indicates that the restaurant attracts a balanced proportion of male and female customers, with a slight predominance of female visitors.

Regarding age distribution, the majority of respondents (47.92%) were aged 21–30 years, followed by 31–40 years (29.17%), under 20 years (12.50%), and over 40 years (10.41%). This suggests

that Nike Ardilla Restaurant is particularly popular among young adults, who tend to have high purchasing power and actively seek culinary experiences.

In terms of occupation, most respondents were private-sector employees (39.58%), followed by students (29.17%), civil servants (16.67%), and others, including entrepreneurs and freelancers (14.58%). This distribution reflects a diverse customer base and indicates that the restaurant appeals to various socio-economic groups.

The majority of respondents (62.50%) reported visiting the restaurant at least twice a month, suggesting high customer loyalty and a relatively frequent purchasing pattern.

Validity and Reliability Tests

The results of the validity test using the Pearson Product Moment method showed that all questionnaire items had a calculated *r* value greater than the table *r* value (0.201), indicating that all items were valid. Reliability testing using Cronbach's Alpha yielded a coefficient of 0.892 for the service quality variable and 0.875 for the customer satisfaction variable, both exceeding the reliability threshold of 0.70. This demonstrates that the research instrument was both valid and reliable.

Descriptive Analysis

The descriptive statistical results revealed that the average score for service quality was 4.23 on a 5-point Likert scale, indicating that customers generally perceived the service quality at Nike Ardilla Restaurant as very good. Among the five dimensions of service quality, "assurance" scored the highest (4.35), reflecting customers' trust in the restaurant's staff professionalism and product safety. The lowest score was recorded for "tangibles" (4.12), suggesting there is room for improvement in physical facilities and presentation.

For customer satisfaction, the average score was 4.21, showing that customers were generally very satisfied. The highest sub-indicator was "willingness to recommend" (4.30), suggesting that many customers are likely to promote the restaurant to others. The lowest score was "intention to return" (4.15), which, while still high, indicates that maintaining repeat visits requires continuous quality improvements.

Classical Assumption Tests

Normality testing using the Kolmogorov–Smirnov method yielded a significance value of 0.200 (>0.05), indicating that the residuals were normally distributed. The multicollinearity test showed tolerance values above 0.10 and VIF values below 10, meaning there was no multicollinearity between independent variables. The heteroscedasticity test using the Glejser method indicated significance values above 0.05 for all variables, suggesting that the regression model was free from heteroscedasticity.

Hypothesis Testing
- F-test (Simultaneous Influence): The results showed an *F* value of 48.672 with a significance level of 0.000 (<0.05), indicating that service quality simultaneously had a significant effect on customer satisfaction.
- t-test (Partial Influence): The t-test results for the service quality variable showed a *t* value of 6.976 with a significance level of 0.000 (<0.05), demonstrating that service quality had a significant partial effect on customer satisfaction.
- Coefficient of Determination (R^2): The adjusted R^2 value was 0.872, meaning that 87,2% of the variation in customer satisfaction could be explained by service quality, while the remaining 12.8% was influenced by other factors not examined in this study.

DISCUSSION

The results of this study confirm that service quality has a significant positive effect on customer satisfaction at Nike Ardilla Restaurant, Wonomulyo Sub-district. This finding is consistent with the theory of Parasuraman, Zeithaml, and Berry (1988), which emphasizes that service quality is a multidimensional construct comprising tangibles, reliability, responsiveness, assurance, and empathy, all of which collectively influence customer perceptions and satisfaction.

The high score in the "assurance" dimension indicates that customers trust the restaurant's service standards, food safety, and staff professionalism. This trust is critical, as assurance not only reduces perceived risk but also strengthens emotional bonds between the customer and the business. Previous research by Apriasty & Simbolon (2022) also found that assurance is often a dominant factor in driving satisfaction in the culinary sector.

On the other hand, "tangibles" scored lowest, suggesting that physical aspects such as interior design, furniture condition, and overall visual presentation still have room for enhancement. This aligns with findings by Kinanti (2022), who noted that tangible factors significantly influence the initial impression customers form about a restaurant, which in turn affects overall satisfaction.

The relatively high score for "willingness to recommend" reflects strong customer loyalty and the potential for positive word-of-mouth marketing, which is a valuable promotional tool in the restaurant industry. However, the slightly lower "intention to return" score indicates that repeat patronage is not entirely guaranteed. This highlights the importance of continuous improvement in both tangible and intangible service elements to maintain customer interest and prevent loyalty decline.

The coefficient of determination (33.7%) also indicates that while service quality is a major determinant of customer satisfaction, other variables—such as price competitiveness, menu variety, promotional strategies, and location accessibility—may also significantly contribute to satisfaction levels. This finding is in line with research by Setiyani & Maskur (2022), who argue that customer satisfaction is a multifactorial outcome that depends on both service delivery and supporting business attributes.

In conclusion, the findings of this study reinforce the strategic importance of maintaining high service quality in the restaurant industry, not only to meet customer expectations but also to ensure sustainable competitive advantage through customer loyalty.

CONCLUSION

This study demonstrates that service quality has a significant and positive effect on customer satisfaction at Nike Ardilla Restaurant, Wonomulyo Sub-district. Among the five dimensions of service quality, "assurance" received the highest customer ratings, indicating strong trust in staff professionalism and food safety, while "tangibles" scored the lowest, suggesting a need for improvement in physical facilities and presentation. The coefficient of determination (33.7%) indicates that service quality explains a substantial portion of customer satisfaction, although other factors such as price, menu variety, and location accessibility also play a role.

To maintain and enhance customer satisfaction, it is essential for the restaurant to sustain high service quality standards while improving tangible aspects of the dining environment. Continuous service improvement will help strengthen customer loyalty, increase repeat visits, and encourage positive word-of-mouth promotion.

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