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“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

The Impact of Food Quality, Service Quality, and Price on Restaurant Customer Satisfaction in Surabaya**Aldino Suryadinata Santoso¹, Lilik Indrawati^{1*}**¹Universitas Katolik Darma Cendika Surabaya

Jl. Dr. Ir. H. Soekarno No.201, Surabaya, Indonesia

***Email:** lilik.indrawati@ukdc.ac.id**ABSTRACT**

The purpose of this study was to determine the impact of food quality (X1), service quality (X2), and price (X3) on customer satisfaction at the IKON all you can eat restaurant Surabaya. The research method uses quantitative research with data collection techniques using questionnaires. The population in this study are customers of IKON all you can eat restaurant Surabaya. The sampling technique in this study used purposive sampling. The analysis techniques used were validity test, reliability test, classic assumption test (normality test, heteroscedasticity test, multicollinearity test), multiple linear regression test, coefficient of determination, and t test using the SPSS version 25.0. The results showed that food quality (X1) and price (X3) had no impact on restaurant customer satisfaction (Y) all you can eat IKON Surabaya, while the service quality variable (X2) had a significant impact on customer satisfaction (Y) restaurant all you can eat IKON Surabaya.

Keywords : Food Quality, Service Quality, Price, Customer Satisfaction

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INTRODUCTION

Developments and competition in a business today are getting tougher, especially in efforts to market products and services. The intense competition forces companies to continue to create and develop innovation, creativity, policies and strategies in an effort to maintain the company's survival. Food and beverage itself is one of the business categories that does not recognize a crisis period, because food and beverage is one of the basic needs for humans that must be fulfilled. These basic needs are of concern to many companies engaged in the provision of food and beverage services or restaurants to offer products that have many variations in an effort to meet these basic needs. Business owners of food and beverage providers are required to continue to adjust and meet the needs of food and beverage consumers with various innovations that are continuously developed.

Along with the development of the times, humans are filled with dense activities or jobs that require them to be able to fulfill their food and drink needs practically. This condition has led to the mushrooming trend of food and beverage sales, starting from the level of small food stalls to star-rated restaurants, which compete with each other to get customers and provide the best service for customers. For culinary connoisseurs who like to eat dishes that have large portions, the presence of a restaurant with all you can eat service is an attractive choice to satisfy their appetite. “IKON” Surabaya is a restaurant with an all you can eat service concept that has only just started operating during the COVID-19 pandemic.

When eating food at a restaurant with an all you can eat service, customers can feel satisfied because they can eat all the menu dishes served by the restaurant. Despite the all-you-can-eat concept, customer satisfaction is often limited by the specified duration. The longer the duration of the meal given, the greater the satisfaction that can be obtained. The concept of this restaurant applies that customers pay a certain amount of money and can enjoy the dishes served by the restaurant, but are also limited by the time set by the restaurant, such as 1 (one) to 2 (two) hours. All you can eat is one of the restaurant concepts that is popular with most Indonesian people, especially teenagers, because customers can enjoy all the menus served at a relatively affordable cost.

In facing competition in the business world, especially in the culinary business which is currently rampant, business actors must always innovate and develop strategies to continue to acquire and retain consumers or customers. The most important component in the restaurant business is the food and drinks offered. Generally, humans will look for healthy, safe and hygienic food to meet their needs. To start a culinary business, especially with the all you can eat service concept, you must always maintain the quality of the food served.

Establishing a restaurant during a pandemic is not an easy thing, especially with the regulations or restrictions in place, such as reducing mobility and imposing social restrictions indoors. This condition requires restaurants to implement the best service strategies and procedures to increase customer comfort and satisfaction, especially for restaurants that were just established during the pandemic. Customer satisfaction at "IKON" Surabaya restaurant can be improved in various ways. Researchers plan to conduct research related to 3 (three) aspects that can influence the level of customer satisfaction, namely food quality, service quality, and price. These three variables have also been studied in previous studies. In previous studies it can be concluded that there are inconsistencies in the research results.

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Hypotheses

This research have 3 hypotheses :

1. Food quality (X1) has a significant impact on customer satisfaction (Y) at IKON All You Can Eat Restaurant Surabaya
2. Service quality (X2) has a significant impact on customer satisfaction (Y) at IKON All You Can Eat Restaurant Surabaya
3. Price (X3) has a significant impact on customer satisfaction (Y) at IKON All You Can Eat Restaurant Surabaya

METHOD

Sugiyono (2017: 39) states that the object of research can be interpreted as an attribute of humans, objects, or activities used by researchers to study and conclude. The research objects in this study are Food Quality (X1), Service Quality (X2), and Price (X3) on Customer Satisfaction (Y) at the All You Can Eat Restaurant "IKON" Surabaya which is located at Jalan Raya Kertajaya no. 42A, Gubeng District, Surabaya City.

This study uses a quantitative research model with a descriptive approach. According to Sugiyono (2017: 11), the quantitative method is a method or method with a basic philosophical foundation of positivism which produces data in the form of numbers or statistics and indicates a population or sample that has been tested using a research instrument to test predetermined hypotheses. While the data source in this study is the primary data source, namely customers of the all you can eat IKON Surabaya restaurant. According to Sugiyono (2018: 456), primary data is data provided by respondents to researchers or data collectors.

1. Validity Test

Validity test is used to measure the validity of questionnaire. The research questionnaire will be declared valid if the value of $r_{count} \geq r_{table}$ with a significance level of 0.05. Conversely, if $r_{count} < r_{table}$ then it is declared invalid.

2. Reliability Test

Reliability test is used to measure each question item derived from the indicator of a variable to be studied.

- a. If the Cronbach's Alpha value is > 0.70 , then the data is declared reliable.
- b. If the Cronbach's Alpha value is ≤ 0.70 , then the data is declared unreliable

3. Normality Test

Normality test is used to determine whether sample data has been drawn from a normally distributed population within some tolerance. The normality test using One Sample Kolmogorov-Smirnov test with the following indicators:

- a. If the significance value is > 0.05 , the data has a normal distribution
- b. If the significance value is ≤ 0.05 , the data does not have a normal distribution

4. Multicollinearity Test

Multicollinearity test is used to test whether there is a correlation between all independent variables. The indicators in conducting multicollinearity tests are:

- a. If the Tolerance value shows > 0.10 and $VIF < 10.0$, then multicollinearity is not found
- b. If the Tolerance value shows ≤ 0.10 and $VIF \geq 10.0$ then multicollinearity is found

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5. Heteroscedasticity Test

Heteroscedasticity test is used to test the similarity of the variance of the residual observations to one another. The heteroscedasticity test using the Glejser test with the following indicators:

- If the significance value shows > 0.05 then there is no heteroscedasticity found.
- If the significance value shows ≤ 0.05 then there is or is found heteroscedasticity.

6. Multiple Linear Regression Test

Multiple linear regression test is a regression equation consisting of 1 (one) dependent variable and more than 1 (one) independent variable. The multiple linear regression equation or formula is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Y = Customer Satisfaction, a = Constant, b = Regression Coefficient, X1 = Food Quality, X2 = Service Quality, X3 = Price

7. Coefficient of Determination

Coefficient of determination is carried out to measure the ability of all independent variables to influence the dependent variable. If the r-square value is small, then the ability of the independent variable to influence the dependent variable is also considered small. The interpretation of the coefficient of determination is as follows:

Table 1. Interpretation of the Coefficient of Determination

Coefficient Intervals	Influence Level
0%-19,99%	Very Weak
20%-39,99%	Weak
40%-59,99%	Moderate
60%-79,99%	Strong
80%-100%	Very Strong

8. t-test

t-test was conducted to test the hypothesis in research to determine the effect of each independent variable on the dependent variable. The results of the hypothesis test (t test) can be seen in the t-distribution and t-score and their significance level, where the significance level is 0.05. The t-distribution value can be calculated using the following formula:

$$t\text{-distribution} = a/2 ; n-k-1$$

a = Costant, n = total sample, k = total independent variables.

The indicators from the t test are as follows:

- If the significance value of the t test shows > 0.05 , then there is no significant effect between the independent variables on the dependent variable.
- If the significance value of the t test shows ≤ 0.05 , then there is a significant influence between the independent variables on the dependent variable.

RESULT AND DISCUSSION

1. Validity Test

Table 2. Validity Test Results

Variable	r-score	Description
X1.1	0,546	VALID
X1.2	0,648	VALID
X1.3	0,775	VALID

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Variable	r-score	Description
X1.4	0,682	VALID
X1.5	0,798	VALID
X2.1	0,648	VALID
X2.2	0,558	VALID
X2.3	0,743	VALID
X2.4	0,721	VALID
X2.5	0,776	VALID
X3.1	0,661	VALID
X3.2	0,781	VALID
X3.3	0,785	VALID
X3.4	0,825	VALID
Y1.1	0,726	VALID
Y1.2	0,845	VALID
Y1.3	0,830	VALID

Table 2. explaining all statement items for each variable in the research questionnaire filled out by respondents having r count > r table 0.227, thus stating that all statement items are valid or valid.

2. Reliability Test

Table 3. Reliability Test Results

Variable	Alpha Cronbach
Food Quality (X1)	0,732
Service Quality (X2)	0,729
Price (X3)	0,762
Customer Satisfaction (Y)	0,722

Based on table 3, the results of the reliability test in this study show that all variables have a Cronbach Alpha value of > 0.70, so that all variables in this study are said to be reliable or consistent.

3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.28307578
Most Extreme Differences	Absolute	.080
	Positive	.069
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 1. Normality Test Result

The results of the normality test in this study indicate that all variables have a significance value of > 0.05 which is equal to 0.200, so it can be concluded that all variables have a normal distribution.

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4. Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF Value
Food Quality (X1)	0,897	1,115
Service Quality (X2)	0,888	1,126
Price (X3)	0,899	1,112

Table 4. states that the results of the multicollinearity test stated that all variables in this study had a tolerance value of > 0.1 with a VIF value < 10 . This stated that all variables in this study did not find multicollinearity.

5. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Significance
Food Quality (X1)	0,779
Service Quality (X2)	0,886
Price (X3)	0,450

Table 5. states that all variables have a significance value of > 0.05 . This explains that there was no heteroscedasticity found in this study.

6. Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficient	
		B	Std. Error
I.	Constant	5,324	1,959
	Food Quality (X1)	0,033	0,072
	Service Quality (X2)	0,231	0,078
	Price (X3)	0,096	0,08

Table 6. states the equation between 1 (one) dependent variable and 3 (three) independent variables with the following equation:

$$Y = 5.324 + 0.033 X1 + 0.231 X2 + 0.096 X3$$

From these equations, it can be concluded that:

- 1) The constant value (α) of 5.324 states that if the variables X1, X2, and X3 are 0 (zero), then the value of Y is 5.324.
- 2) The regression coefficient value of the food quality variable (X1) is 0.033 stating that if the level of the food quality variable (X1) increases by 1 (one) unit assuming the other independent variables are constant, then the level of customer satisfaction (Y) for all you can eat restaurant customers "IKON "Surabaya will increase by 0.033 units.
- 3) The regression coefficient value of the service quality variable (X2) is 0.231 stating that if the level of service quality variable (X2) increases by one unit assuming the other independent variables are constant, then the level of customer satisfaction (Y) for all you can eat restaurant customers "IKON" Surabaya will increased by 0.231 units.

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- 4) The regression coefficient value of the price variable (X3) is 0.096 which states that if the level of the price variable (X3) increases by one unit assuming the other independent variables are constant, then the level of customer satisfaction (Y) for all you can eat restaurant customers "IKON" Surabaya will increase by 0.096 units.
7. Coefficient of Determination

Table 7. Coefficient of Determination

Model	R	R-square	Adjusted R-square	Std. Error of the Estimate
1	0,412	0,169	0,134	1,30990

Table 7. states that the R Square value is 0.169 or 16.9% with an adjusted R square value of 0.134 or 13.4%. This figure is adjusted to the interpretation of the correlation coefficient in table 3.2 which states that the three independent variables namely food quality (X1), service quality (X2), price (X3) simultaneously make a very weak contribution to the dependent variable, namely customer satisfaction (Y), so residual value of 86.6% is influenced by other variables.

8. t-test

Table 8. t-test Results

	Model	t-score	Significance
I	Constant	2,718	0,008
	Food Quality (X1)	0,452	0,652
	Service Quality (X2)	2,953	0,004
	Price (X3)	1,125	0,265

DISCUSSION

t-score of the food quality variable is 0.452 or $< t$ -distribution 1.99394 with a significance level of $0.652 > 0.05$. The results of the t-test on this variable are inconsistent with the initial hypothesis stating that H_0 is accepted and H_1 is rejected. That is, it can be concluded that the food quality variable has no impact on customer satisfaction at the all you can eat restaurant IKON Surabaya. t-score of service quality variable is 2.953 or $> t$ -distribution 1.99394 with a significance level of $0.004 < 0.05$. The results of the t test on this variable are in accordance with the initial hypothesis which states that H_0 is rejected and H_1 is accepted. That is, it can be concluded that the service quality variable has a significant impact on customer satisfaction at the all you can eat restaurant IKON Surabaya. t-score of the price variable of 0.452 $< t$ -distribution 1.99394 with a significance level of $0.265 > 0.05$. The results of the t test on this variable are inconsistent with the initial hypothesis which states that H_0 is accepted and H_1 is rejected. That is, it can be concluded that the price variable has no impact on customer satisfaction at the all you can eat restaurant IKON Surabaya. Price is not a benchmark for customers in determining their satisfaction with the all you can eat IKON Surabaya restaurant.

The results of this t test support the research of Haryadi et al (2021) which states that food quality has no effect on customer satisfaction at This Baru Steak Boyolali Restaurant. The results of this study also support the research of Noor (2020) which concluded that the service quality variable has a significant influence on PT Herba Penawar Alwahida Indonesia's customer satisfaction. The results of this study also support the research of Agung (2018) which states that price has no effect on customer satisfaction at Indomaret and Surya supermarkets.

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IMPLICATIONS

Based on this study, it can be concluded that service quality affects customer satisfaction at the all you can eat IKON Surabaya restaurant. Some aspects that need to be improved, namely:

1. Through this research, the all you can eat IKON Surabaya restaurant can open and develop a call center service, as well as a suggestion-criticism service for restaurants through wider media in order to develop a restaurant service system.
2. All you can eat IKON Surabaya restaurant can introduce new concepts in restaurant service systems such as home delivery or create special take-away menus especially during the COVID-19 pandemic which is still not over, so that customers can still enjoy all you restaurant dishes. can eat IKON Surabaya wherever the customer is.

CONCLUSION

The conclusions that can be drawn according to the results of the research and discussion above are as follows:

1. Food quality (X1) has no impact on customer satisfaction (Y) at the all you can eat restaurant IKON Surabaya.
2. Service quality (X2) has a significant impact on customer satisfaction (Y) at the all you can eat restaurant IKON Surabaya.
3. Price (X3) has no impact on customer satisfaction (Y) for the all you can eat restaurant IKON Surabaya.

ACKNOWLEDGEMENT

1. Food quality has no effect on customer satisfaction at the all you can eat restaurant IKON Surabaya. The quality of the food in the restaurant is considered the same or similar to the quality of food from other all you can eat restaurants
2. Service quality has a significant effect on customer satisfaction at the all you can eat restaurant IKON Surabaya. The all you can eat IKON Surabaya restaurant provides services according to customer expectations, provides call center services, online delivery as well as criticism and suggestion services, employees who respond and take responsibility quickly and precisely, provide a sense of calm and comfort for customers, and can understand and meet customer needs.
3. Price has no impact on customer satisfaction at the all you can eat restaurant IKON Surabaya. Customers will pay whatever the price is from the restaurant because price is not the customer's main consideration in making a purchase. In addition, the prices for the all you can eat restaurant IKON Surabaya are considered reasonable and the same as most competitors

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