Analyzing the Influence of Service Quality and Facilities on Customer Satisfaction at Mie Gacoan Jatinangor

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INFO ARTIKEL	ABSTRACT
	In this modern era, there is a lot of progress in the business world. Competition is so tight that every manufacturer continues to develop its business to win the competition. Service quality is a strategy used by companies to retain and attract consumers. For business people, providing superior service is a very important strategy because it can generate more new consumers. . Apart from the quality of service, facilities also play an important role in influencing consumer satisfaction so that consumers will continue to come back to the Mie Gacoan branch because it has facilities such as a comfortable place. This research aims to find out how the quality of service and facilities affects consumer satisfaction at Mie Gacoan Jatinangor Branch. The population used was 52 consumers. The analysis technique used is multiple regression analysis using SPSS. The research results show that the quality of service and facilities influences consumer satisfaction.
	Di era modern ini, terdapat banyak kemajuan di dunia bisnis. Persaingan sangat ketat sehingga setiap produsen terus mengembangkan bisnisnya untuk memenangkan persaingan. Kualitas layanan merupakan strategi yang digunakan perusahaan untuk mempertahankan dan menarik konsumen. Bagi pelaku bisnis, memberikan layanan yang unggul merupakan strategi yang sangat penting karena dapat menghasilkan lebih banyak konsumen baru. Selain kualitas layanan, fasilitas juga memainkan peran penting dalam memengaruhi kepuasan konsumen sehingga konsumen akan terus kembali ke cabang Mie Gacoan karena memiliki fasilitas seperti tempat yang nyaman. Penelitian ini bertujuan untuk mengetahui bagaimana kualitas layanan dan fasilitas memengaruhi kepuasan konsumen di Cabang Mie Gacoan Jatinangor. Populasi yang digunakan adalah 52 konsumen. Teknik analisis yang digunakan adalah analisis regresi berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa kualitas layanan dan fasilitas memengaruhi kepuasan konsumen.

INTRODUCTION

This era of globalization has encouraged and motivated people to establish various types of businesses with the same goal, namely meeting consumer needs and desires so as to achieve consumer satisfaction and obtain the maximum possible profit. Business opportunities in Indonesia are also increasingly wide open considering the condition of the Indonesian economy, which recently continues to develop in a positive direction, with fairly stable economic development having a positive impact on the business world.

The culinary business in Indonesia has grown rapidly. This is proven by information that the performance of the food and beverage industry *until* the fourth quarter of 2022, the performance of

the food and beverage industry per quarter (q on q) experienced a contraction or decline of minus 1.03 percent. Meanwhile, annual growth in the food and beverage industry sector (year on year) until the 4th quarter of 2022 grew positively. This positive growth performance continues the performance of previous years which was always positive.
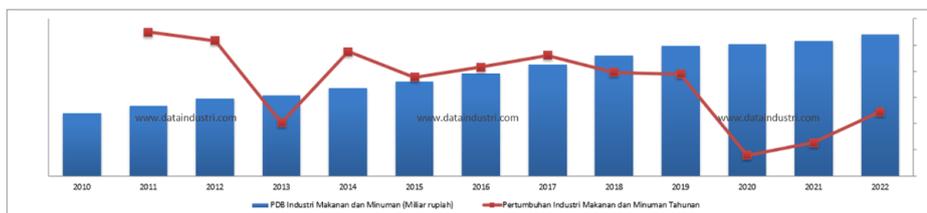

Figure 1. Food and Beverage Industry growth data

These conditions make competition between business people in the culinary sector increasingly tight. Intense competition between business actors results in the need for various strategies and innovations to produce interesting ideas in order to be able to produce products that are comparable to competitors. Business owners are required to know what the public or consumers want and need so that consumers buy or use the products they produce.

Consumer satisfaction can be interpreted as a feeling of satisfaction, a person's feeling of pleasure due to consuming a product or service to get service (Maulana 2016). Consumer satisfaction has a big impact on business continuity. Meanwhile, according to (Ruslim and Rahardjo 2016) service quality is influenced by expectations, process quality and output quality, in other words the service standards of customers who have experienced the service, their feelings and experiences. Criteria for a person's comfort vary, especially those related to facilities. Following the current general rule, facilities at restaurants will highlight non-physical facilities in the form of: (1) cleanliness (2) beauty (3) comfort at restaurants. Facilities influence consumer satisfaction, because a consumer's comfort affects the good name of the company.

Restaurant is a general term to refer to a culinary business that serves dishes to the public and provides a place to enjoy these dishes and provides facilities and services to consumers. Restaurants are starting to appear and develop, especially in the Jatinangor Regency area. The interior design of most restaurants has a modern feel like a cafe which will be a special attraction for culinary lovers, especially the current generation.

Mie gacoan is a trademark of the number 1 spicy noodle restaurant chain in Indonesia, which is a subsidiary of PT Pesta Pora Abandi. Founded in early 2016, currently the "Noodle Gacoan" brand

has grown to become a major market leader in the provinces of East Java, Central Java, West Java, Bali Islands, and is on a strong track to develop into the number 1 largest brand nationally.

One of Mie Gacoan's branches is in the Jatinangor Galuh Mas area. The values that are always built and maintained are: quality, service and cleanliness. Mie Gacoan is the best place to eat noodles, especially for school and college students, where they can hang out, work on assignments, chat casually, and have fun together. With an attractive place and also equipped with various facilities such as: wifi, electrical outlets, contemporary music and it is guaranteed to make customers feel at home and want to come back again.

Based on the background above, the author conducted research with the title "The Influence of Service Quality and Facilities on Consumer Satisfaction of Mie Gacoan Jatinangor Branch". It is hoped that the results of this research will provide benefits for the management of Mie Gacoan Jatinangor to develop strategies to improve the quality of services and facilities in order to increase purchases from consumers.

METHODS

The research used in this research is quantitative research. Quantitative research methods are a type of research whose specifications are systematic, planned and clearly structured from the start until the creation of the research design. Quantitative research methods, as stated by Sugiyono (2011: 8), are: "Research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypothesis that has been established".

Data collection used primary data. According to Sugiyono (2017:137), primary data is a data source that directly provides data to data collectors. The primary data in this research is a questionnaire distributed to respondents, namely consumers who often visit Mie Gacoan Jatinangor Branch.

The data analysis technique used is simple Linear Regression Analysis used to measure the influence of more than one predictor variable (independent variable) on the dependent variable with the help of SPSS tools including:

1. Validity and Reliability Test
2. Statistical hypothesis testing (T test, F test, coefficient of determination test)
3. Multiple linear regression.

RESULTS AND DUSCUSSION

Analysis results

test using the CronbachAlpha formula. The decision to know that the instrument is:

Table 1. Research Validity Test Results

Correlations

		X1P1	X1P2	X1P3	X1P4	X1P5	X1P6	X1P7	X1P8	X1TOTAL
X1P1	Pearson Correlation	1	.378**	.103	.130	.162	.063	-.171	-.101	.371**
	Sig. (2-tailed)		.006	.466	.357	.250	.656	.225	.478	.007
	N	52	52	52	52	52	52	52	52	52
X1P2	Pearson Correlation	.378**	1	.241	.224	.349*	.356**	-.085	.092	.543**
	Sig. (2-tailed)	.006		.085	.111	.011	.010	.551	.515	.000
	N	52	52	52	52	52	52	52	52	52
X1P3	Pearson Correlation	.103	.241	1	.468**	.534**	.390**	.275*	.316*	.689**
	Sig. (2-tailed)	.466	.085		.000	.000	.004	.048	.023	.000
	N	52	52	52	52	52	52	52	52	52
X1P4	Pearson Correlation	.130	.224	.468**	1	.271	.244	.217	.203	.614**
	Sig. (2-tailed)	.357	.111	.000		.052	.081	.122	.150	.000
	N	52	52	52	52	52	52	52	52	52
X1P5	Pearson Correlation	.162	.349*	.534**	.271	1	.587**	.371**	.293*	.735**
	Sig. (2-tailed)	.250	.011	.000	.052		.000	.007	.035	.000
	N	52	52	52	52	52	52	52	52	52
X1P6	Pearson Correlation	.063	.356**	.390**	.244	.587**	1	.289*	.310*	.685**
	Sig. (2-tailed)	.656	.010	.004	.081	.000		.038	.026	.000
	N	52	52	52	52	52	52	52	52	52
X1P7	Pearson Correlation	-.171	-.085	.275*	.217	.371**	.289*	1	.478**	.494**
	Sig. (2-tailed)	.225	.551	.048	.122	.007	.038		.000	.000
	N	52	52	52	52	52	52	52	52	52
X1P8	Pearson Correlation	-.101	.092	.316*	.203	.293*	.310*	.478**	1	.547**
	Sig. (2-tailed)	.478	.515	.023	.150	.035	.026	.000		.000
	N	52	52	52	52	52	52	52	52	52
X1TOTAL	Pearson Correlation	.371**	.543**	.689**	.614**	.735**	.685**	.494**	.547**	1
	Sig. (2-tailed)	.007	.000	.000	.000	.000	.000	.000	.000	
	N	52	52	52	52	52	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X2P1	X2P2	X2P3	X2TOTAL
X2P1	Pearson Correlation	1	.594**	.325*	.847**
	Sig. (2-tailed)		.000	.019	.000
	N	52	52	52	52
X2P2	Pearson Correlation	.594**	1	.314*	.805**
	Sig. (2-tailed)	.000		.023	.000
	N	52	52	52	52
X2P3	Pearson Correlation	.325*	.314*	1	.683**
	Sig. (2-tailed)	.019	.023		.000
	N	52	52	52	52
X2TOTAL	Pearson Correlation	.847**	.805**	.683**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Y1P1	Y1P2	Y1P3	Y1P4	Y1TOTAL
Y1P1	Pearson Correlation	1	.234	.417[**]	.545[**]	.518[**]
	Sig. (2-tailed)		.095	.002	.000	.000
	N	52	52	52	52	52
Y1P2	Pearson Correlation	.234	1	.103	.062	.611[**]
	Sig. (2-tailed)	.095		.469	.660	.000
	N	52	52	52	52	52
Y1P3	Pearson Correlation	.417[**]	.103	1	.852[**]	.827[**]
	Sig. (2-tailed)	.002	.469		.000	.000
	N	52	52	52	52	52
Y1P4	Pearson Correlation	.545[**]	.062	.852[**]	1	.792[**]
	Sig. (2-tailed)	.000	.660	.000		.000
	N	52	52	52	52	52
Y1TOTAL	Pearson Correlation	.518[**]	.611[**]	.827[**]	.792[**]	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	52	52	52	52	52

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

Source: data processing results (2023)

The results of the validity calculations in the table above, can be seen that r count > r table, there are 52 questionnaires that are declared valid because r count is more than r table.

Table 2. Research Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.705	8

Reliability Statistics

Cronbach's Alpha	N of Items
.676	3

Reliability Statistics

Cronbach's Alpha	N of Items
.664	4

Source : Data processing results (2023)

Result of table on showing validity test results give good value on items _ indicator from each variable. Total item value of all variables are indicated reliable . This can seen from mark *Cronbach's Alpha* of each variable, both independent variables as well as the dependent variable own average value , namely above 0.60. So all construct variables are valid and reliable so that can accepted and used For more statistical analysis carry on .

Hypothesis testing in a way partial (T test)

Table 3. Hypothesis Testing Partial

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	4.889	1.858		2.632	.011		
	X1TOTAL	.158	.081	.350	1.951	.057	.428	2.334
	X2TOTAL	.226	.158	.257	1.431	.159	.428	2.334

a. Dependent Variable: Y1TOTAL

Source : Data processing results (2023)

calculation results in the table above are quality variables service t calculated value 1.951 More big from The t table value is 057 , so H0 is rejected and Ha is accepted . With thereby quality service influential significance to satisfaction consumer . Whereas results calculation for facility variables calculated t value amounting to 1,431 of The t table value is 159 , so H0 is rejected and Ha is accepted . With thereby facility influential significant to satisfaction consumer and Ha accepted .

Hypothesis testing in a way simultaneous (F test)

Table 4. Hypothesis Testing Simultaneous

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.066	2	14.033	11.764	.000[b]
	Residual	58.453	49	1.193		
	Total	86.519	51			

a. Dependent Variable: Y1TOTAL
b. Predictors: (Constant), X2TOTAL, X1TOTAL

Source: Data processing results (2023)

Hypothesis test results in a way simultaneous (F test) with level significant (sig) is 0.05 with F table value 11.764 with level significant 000 then Ha is accepted . With thereby quality and facilities influential to satisfaction consumer .

Multicollinearity test

Table 5 Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.889	1.858		2.632	.011		
	X1TOTAL	.158	.081	.350	1.951	.057	.428	2.334
	X2TOTAL	.226	.158	.257	1.431	.159	.428	2.334

a. Dependent Variable: Y1TOTAL

Source : Data processing results (2023)

The results of the coefficients table above are the multicollinearity test If The VIF value of each variable is located more < 10, then can said happen symptom multicollinearity .
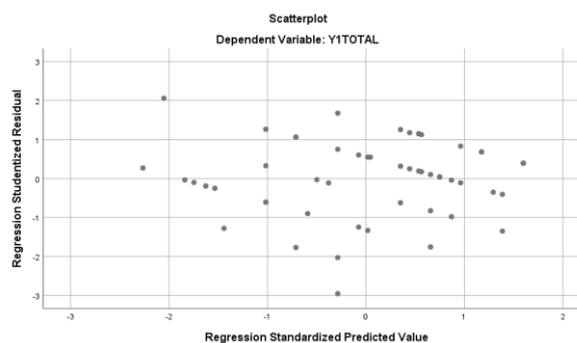
Heteroscedasticity Test

Figure 1. Heteroscedasticity test results

Source : Data processing results (2023)

The picture above seen dot , dot , dot spread Good on nor under number 0 on the Y axis . p This can concluded that No happen heteroscedasticity . Besides that pointed out No There is pattern formed _ in other words graphics depicts a spread plot .

Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		52
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.07057618
Most Extreme Differences	Absolute	.108
	Positive	.065
	Negative	-.108
Test Statistic		.108
Asymp. Sig. (2-tailed)		.182[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 2. Normality test results

Source : Data processing results (2023)

If mark significance more big than 0.05 then the research data normally distributed . So from That based on picture on mark significance of 0.182 can said normally distributed .

Analysis Regression Multiple

Table 6. Analysis Regression Multiple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.889	1.858		2.632	.011		
	X1TOTAL	.158	.081	.350	1.951	.057	.428	2.334
	X2TOTAL	.226	.158	.257	1.431	.159	.428	2.334

a. Dependent Variable: Y1TOTAL

Source : Data processing results (2023)

Based on results process the data above with mark constant of 4.889 , meaning the quality variable services and facilities considered 0 (zero) or ignored Eat satisfaction consumer is amounting to 4,889. With mark equal to 0.158 (X1), if the quality variable service (X1) increases equal to 1 unit , then quality service will also follow increase satisfaction consumer . With assumption that other variables are considered still or constant . In other words quality service influential to satisfaction consumer . The value is 0.226 (X2) if the facilities variable increase of 1 unit . Then the facilities will

too follow increase satisfaction consumer . In other words , facilities influential to satisfaction consumer .

Discussion

The influence of service quality and facilities on consumer satisfaction

Satisfaction consumer is things that can make trust consumer to the food industry increase . Wake up results of hypothesis testing and analysis regression in study This shows _ that the quality variable services and facilities in a way simulyan or Together _ influential significant to satisfaction consumers and their influence is postive . This matter means that connection between the two independent variables on the dependent variable own influence in a way simultaneous or Together .

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Influence quality service to satisfaction consumer

Based on hypothesis test results found that the quality variable service in study This own significant influence _ to satisfaction consumer specifically consumer noodles gacoan Jatinangor , and influence from quality variables service to satisfaction consumer is significant

Influence facility to satisfaction consumer

Based on results hypothesis testing found that the facility variable in study This choose significant influence _ to satisfaction consumer specifically consumer noodles gacoan Jatinangor , and influence from variable facility to satisfaction consumer is significance and direction postive.

CONCLUSION

Based on the findings of this study and debate, the following conclusions are reached:

1. The workload variable has a positive and substantial influence on the performance of PT Astra International Tbkemployees, which means that as the workload increases, so will employee performance.

2. The work environment variable has a positive and substantial influence on the performance of PT Astra International Tbkemployees, implying that if the work environment is enhanced further, employee performance would improve.

3. The career development variable has a positive and substantial influence on the performance of PT Astra International Tbkemployees, implying that as career development improves, employee performance improves significantly.

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