

# The Influence of Food Quality, Service Quality, and Service Recovery on Consumer Satisfaction at Geprek Assalam 99 Plaosan Magetan

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## ABSTRACT

*The business world has quite a variety of problems, especially in terms of the quality of what is marketed by business actors, for that researchers conduct in-depth research in terms of consumer satisfaction. This study took the object of Assalam 99 Plaosan Magetan geprek consumers. The method used in this study is a quantitative method using multiple linear regression analysis, with hypothesis testing and assisted by determination analysis and instrument testing in the form of validity and reliability. This research uses primary data with a tool in the form of a questionnaire which is distributed directly to related objects in this scientific research. Research shows that food quality has a significant effect on consumer satisfaction. Service quality has a significant effect on customer satisfaction. Service recovery has a significant effect on customer satisfaction.*

**Keywords:** Food Quality, Service Quality, Service Recovery, Customer Satisfaction

## INTRODUCTION

As time progresses, an increasing number of culinary businesses have emerged within society. This development has created new competitive conditions for culinary entrepreneurs, as contemporary consumers tend to prefer purchasing food outside the home rather than preparing it themselves. This situation presents new opportunities for culinary business owners in Magetan, leading many culinary enterprises to compete in attracting consumers by fulfilling their needs. Culinary business operators are therefore required to formulate appropriate strategies in order to win competition and sustain their businesses.

Culinary products are highly demanded by all individuals because they represent a basic necessity and a source of daily sustenance. In addition to generating profit for business operators, the culinary sector can also influence lifestyle changes, as people become accustomed to eating outside the home. Dining out is perceived as efficient and can also serve as a means of relaxation with family or friends. In the culinary industry, consumer satisfaction is a determining factor in the success of a restaurant. Customer satisfaction is dynamic in nature and represents a unique phenomenon. Satisfaction levels toward goods or services may change over time, as needs, desires, and expectations are not constant. Consequently, customer satisfaction varies depending on both external and internal conditions inherent to the consumer.

Consumers do not merely purchase products but also the accompanying services. In general, customers feel satisfied when they are treated politely, kindly, attentively, and regarded as important, which leads to satisfaction in purchasing goods or services and

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fosters loyalty to the company. Customer satisfaction is influenced not only by the food quality offered, but also by the service quality and service recovery provided by the company. Quality can be defined as the degree to which inherent characteristics fulfill requirements. According to Tjiptono and Chandra (2011) as cited in Arianty (2016), there are five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. These dimensions significantly influence customer satisfaction and are used to measure service quality within a company.

Service quality essentially represents the services received by consumers, enabling them to evaluate the service provided by a restaurant. For restaurant and food service operators, competitive advantage lies in the ability to meet and even exceed the quality desired by consumers. When services are delivered in accordance with expectations, consumers will provide positive evaluations of the restaurant's service. Satisfaction refers to the level of feeling in which an individual compares the perceived performance of a service or product with expectations (Lupiyoadi, 2014). Service companies that achieve customer satisfaction can reduce price sensitivity, lower marketing failure costs, enhance advertising effectiveness, reduce operational costs due to increased customer retention, and improve business reputation.

In the culinary business, food quality is a key determinant in creating customer satisfaction after purchasing and consuming a product. Quality in terms of taste, portion size, and distinctive flavor reflects the ability of food quality to perform its functions. Food quality describes the extent to which a product is able to meet and satisfy customer needs (Kotler and Armstrong, 2010). One of the primary determinants of customer satisfaction is customer perception of service quality. When companies improve the quality of product attributes and services, customer satisfaction is expected to increase, which in turn supports customer retention.

Service quality that satisfies consumers will lead to repeat purchases and increased sales. High quality service creates satisfaction and loyalty while helping companies maintain a competitive advantage (Kotler, 2012). A company's commitment to customer satisfaction is not only reflected in promises made to customers, but also in how the company responds when service failures occur. Effective service recovery consists of a series of procedures designed to resolve problems and address dissatisfied customers. Service recovery strategies are essential for achieving customer satisfaction and loyalty.

Service recovery refers to actions taken by a company in response to service failures, with the objective of transforming dissatisfaction into satisfaction and retaining customers (Sahjadi and Bohrer, 2017). Sciarelli et al. (2017) define service recovery as a set of ideas, plans, and processes intended to compensate for customer dissatisfaction following service failure. Service recovery plays a crucial role in restoring or achieving customer satisfaction and loyalty. Situmorang and Mulyono (2019) define service recovery as specific actions undertaken by an organization to ensure that customers receive solutions after experiencing service failures that lead to dissatisfaction.

Alignment between service quality, product quality, and service recovery can generate customer satisfaction. By improving quality, customers are expected to feel satisfied and remain loyal to the product or service, thereby benefiting the company. The object of this study is consumers of Geprek Assalam 99, located on Jalan Raya Sarangan No. 360 Plaosan, in front of the Plaosan Public Health Center, Magetan Regency, East Java.

This object was selected because Geprek Assalam 99 is one of the fried chicken outlets with a relatively large customer base compared to other similar businesses and operates two branches in Magetan. Consumers prefer Geprek Assalam 99 due to its variety of chili options that cater to diverse preferences.

The increasing variety of culinary offerings and the rapid growth of culinary establishments in Magetan, ranging from small scale businesses such as angkringan and food stalls, to medium scale cafes, and large scale restaurants, intensify competition. Restaurants such as Laziza and Rocket Chicken represent competitors of Geprek Assalam 99. This competitive environment motivated the researcher to conduct a study focusing on the culinary business, particularly restaurants. Geprek Assalam 99 continuously strives to improve food quality and presentation, while also providing responsive service to achieve customer satisfaction.

Based on observations conducted with several customers who had visited Geprek Assalam 99, some customers indicated that food taste occasionally lacked consistency for the same menu items. Other customers expressed dissatisfaction with service friendliness, slow service, self-service ordering, and insufficient communication between staff and customers, which resulted in order inaccuracies.

Geprek Assalam 99 Magetan endeavors to improve and maintain food quality, service quality, and maximize service recovery for its customers. These conditions motivated the researcher to examine customer satisfaction at Geprek Assalam 99 and to evaluate the importance of food quality, service quality, and service recovery in enhancing customer satisfaction, which ultimately affects the sustainability of the business. Therefore, this research is conducted under the title The Influence of Food Quality, Service Quality, and Service Recovery on Consumer Satisfaction at Geprek Assalam 99 Plaosan Magetan.

Marketing is defined as activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large according to the American Marketing Association. The UK Chartered Institute of Marketing defines marketing as a management process that identifies, anticipates, and satisfies customer requirements efficiently and profitably. Marketing programs consist of the marketing mix, including product, price, place, and promotion. For service products, the traditional four Ps may be expanded to include people, process, and physical evidence (Tjiptono and Diana, 2016). Physical evidence reflects service quality through elements such as decoration, brochures, employee uniforms, and communication quality. The term servicescape refers to the quality of physical evidence, encompassing ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts that influence customer perceptions.

According to Potter and Hotchkiss (2012), food quality refers to characteristics of food that are acceptable to consumers, such as size, shape, color, consistency, texture, and taste. Delicious and fresh food plays an important role in surpassing competitors. Thus, food quality is one of the most effective ways to achieve success in the restaurant business. Ryu and Han (2010) state that food quality is the most important attribute of overall service quality and has a positive relationship with customer satisfaction and loyalty. Therefore, restaurants must develop products that meet customer needs and expectations, with food quality as a primary consideration.

Service quality represents a distinctive form of production or service that is capable of satisfying consumer needs and desires (Hermawan, 2018). Service providers require direct interaction between customers and business actors, where employee behavior, attitudes, and communication skills play a critical role in differentiating service delivery (Lovelock and Wirtz, 2011). High service quality has a positive impact on companies by fostering customer loyalty and generating business benefits.

According to Komunda and Osarenkhoe (2012), service failures can result in dissatisfaction, decreased customer trust, negative word of mouth behavior, and customer defection. Service recovery represents systematic efforts by companies to address problems caused by service failures and maintain customer goodwill (Lovelock and Wirtz, 2010). Gitasiswhara et al. (2016) define service recovery as company actions in response to service failures that cause dissatisfaction, either before service use, during service delivery, or after complaints are submitted. Sajadi and Bohrer (2017) describe service recovery as decisions taken by companies to transform dissatisfaction into satisfaction and retain customers.

A company that delivers good service and actions to consumers will generate satisfaction and be considered successful. According to Tjiptono (2011), consumer satisfaction is a post-purchase evaluation in which perceived performance meets or exceeds expectations. Kotler (2010) defines satisfaction as feelings of pleasure or disappointment resulting from comparisons between perceived performance and expectations. Consumer satisfaction serves as both a marketing objective and tool. Satisfaction levels differ among individuals due to factors such as age, occupation, income, education, gender, social status, economic level, culture, mental attitudes, and personality. Satisfaction is therefore a function of the discrepancy between perceived performance and expectations.

Schiffman and Kanuk as cited in Yustiawan (2016) describe consumer behavior as the study of how individuals allocate available resources when making decisions. Ariely and Zaiberman as cited in Etta Mamang and Sopiah (2013) define consumer behavior as actions undertaken by individuals, groups, or organizations related to decision making in acquiring and using goods or services influenced by environmental factors. According to Mamang and Sopiah (2013), consumer behavior dimensions include marketing stimuli and other stimuli, the consumer's black box, and consumer responses.

## **METHODS**

The location of this study is Geprek Assalam 99 Plaosan Magetan, which is located on Jalan Raya Plaosan Sarangan. The objects of this study focus on aspects related to food quality, service quality, and service recovery and their influence on consumer satisfaction. Based on the identified problems, no previous research has examined customer visits to the Geprek Assalam 99 Plaosan Magetan restaurant. This study employs a quantitative research method using primary data and multiple linear regression analysis, accompanied by hypothesis testing.

## **RESULTS AND DISCUSSION**

### **Research Results**

## Multiple Linear Regression Analysis

The following are the results of hypothesis testing using multiple linear regression analysis:

**Table 1. Results of Regression Analysis**

Variable	Regression Coefficient	t-value	Significance
<b>Constant</b>	7,420	6,234	0,000
<b>Food Quality</b>	-0,406	2,413	0,018
<b>Service Quality</b>	0,299	2,314	0,023
<b>Service Recovery</b>	0,299	2,779	0,007
<b>R Square</b>	<b>0,616</b>		

Source: Processed Primary Data, 2021

A more detailed explanation of the analysis results is as follows:

$$Y = 7,420 + 0,227X1 + 0,281X2 + 0,299X3 + e$$

The constant has a value of 7.420 and is positive. This value indicates that when the variables Food Quality (X1), Service Quality (X2), and Service Recovery (X3) are absent or held constant, the value of Consumer Satisfaction is 7.420. This value represents the influence of other variables that are not included in the regression model. The Food Quality variable (X1) has a positive regression coefficient of 0.227, indicating a positive effect of Food Quality on Consumer Satisfaction. This means that if the Food Quality variable (X1) increases by one unit, Consumer Satisfaction (Y) will increase by 0.227 units. The Service Quality variable (X2) has a positive regression coefficient of 0.281, indicating a positive effect of Service Quality on Consumer Satisfaction. This means that if the Service Quality variable (X2) increases by one unit, Consumer Satisfaction (Y) will increase by 0.281 units. The Service Recovery variable (X3) has a positive regression coefficient of 0.299, indicating a positive effect of Service Recovery on Consumer Satisfaction. This means that if the Service Recovery variable (X3) increases by one unit, Consumer Satisfaction (Y) will increase by 0.299 units. The coefficient of determination  $R^2$  is 0.785 or 78.5 percent. This value indicates that the contribution of the independent variables Food Quality, Service Quality, and Service Recovery to the variation in the dependent variable Consumer Satisfaction is 78.5 percent, while the remaining 21.5 percent is explained by other variables not included in the multiple regression equation proposed in this study.

**Table 2. Results of the t Test**

1	Variable	T	Sig.
	<i>Food Quality</i>	2,413	0,018
	<i>Service Quality</i>	2,314	0,023
	<i>Service Recovery</i>	2,779	0,007

Source: Processed Primary Data, 2021

The calculated t value for X1 is 2.413 with a significance value of 0.018, while the t table value for a two-tailed test with  $\alpha = 0.05$  and degrees of freedom ( $n - 2$ ) =  $85 - 2 = 83$  is 1.989. Since the calculated t value of 2.413 is greater than the t table value of 1.989, it can be concluded that H01 is rejected and Ha1 is accepted. This indicates that the Food

Quality variable (X1) partially has a significant effect on the Consumer Satisfaction variable (Y). The calculated t value for X2 is 2.314 with a significance value of 0.023, while the t table value under the same conditions is 1.989. Because the calculated t value of 2.314 is greater than the t table value of 1.989, H02 is rejected and Ha2 is accepted. This means that the Service Quality variable (X2) partially has a significant effect on Consumer Satisfaction (Y). Based on these results, it can be concluded that Service Quality partially has a positive and significant effect on Consumer Satisfaction. The calculated t value for X3 is 2.779 with a significance value of 0.007, while the t table value remains 1.989. Since the calculated t value of 2.779 is greater than the t table value of 1.989, H03 is rejected and Ha3 is accepted. This indicates that the Service Recovery variable (X3) partially has a significant effect on Consumer Satisfaction (Y). Based on the hypothesis testing results, it can be concluded that Food Quality, Service Quality, and Service Recovery each partially have a positive and significant effect on Consumer Satisfaction.

## **Discussion**

### **Food Quality and Consumer Satisfaction**

The results of this study support the first hypothesis, indicating that the food quality variable (X1) affects consumer satisfaction (Y). Based on the regression analysis, the regression coefficient value is 0.227, which has a positive sign. This means that if food quality increases by one unit, consumer satisfaction will increase by 0.227 units. Based on the t test, the calculated t value is 2.413. When compared with the two-tailed t table value at a 5 percent significance level of 1.989, the calculated t value is greater than the t table value. In addition, the significance value of 0.018 is smaller than 0.05. These results indicate that H01 is rejected and Ha1 is accepted, meaning that food quality partially has a significant effect on consumer satisfaction. Food quality is widely regarded as a primary criterion used by customers to evaluate restaurant performance. High quality and safe food are considered essential attributes sought by customers when assessing food quality. As a result, perceived food quality can generate customer satisfaction (Ramanathan, 2015). The findings of Ramanathan (2015) also show that food quality has a significant influence on customer satisfaction, where service quality, food quality, and perceived value are key elements affecting customer satisfaction in the fast food industry.

### **Service Quality and Consumer Satisfaction**

The results of this study support the second hypothesis, indicating that the service quality variable (X2) affects consumer satisfaction (Y). The regression analysis shows a positive regression coefficient value of 0.281. This indicates that an increase of one unit in service quality will increase consumer satisfaction by 0.281 units. Based on the t test results, the calculated t value is 2.314, which is greater than the t table value of 1.989 at a 5 percent significance level. The significance value of 0.023 is also smaller than 0.05. These findings indicate that H02 is rejected and Ha2 is accepted, meaning that service quality partially has a significant effect on consumer satisfaction. Service quality is highly important for culinary businesses because it attracts consumers to purchase offered products. Service quality that meets consumer expectations creates satisfaction, which in turn encourages customers to continue purchasing the products offered (Inka, 2014). The findings of Windari (2017) also demonstrate that product quality and service quality have a positive and significant effect on consumer satisfaction based on t test results.

## Service Recovery and Consumer Satisfaction

The results of this study support the third hypothesis, indicating that the service recovery variable (X3) affects consumer satisfaction (Y). The regression analysis produces a positive regression coefficient value of 0.299. This means that if service recovery increases by one unit, consumer satisfaction will increase by 0.299 units. Based on the t test results, the calculated t value is 2.779, which is greater than the t table value of 1.989 at a 5 percent significance level. The significance value of 0.007 is also smaller than 0.05. These results indicate that H03 is rejected and Ha3 is accepted, meaning that service recovery partially has a significant effect on consumer satisfaction. Service recovery is closely related to customer satisfaction and can generally be implemented through several approaches. First, service providers treat dissatisfied customers in a manner that maintains their loyalty. Second, service providers offer comprehensive guarantees beyond merely providing compensation. Third, service providers meet or exceed customer expectations by effectively handling complaints. Service recovery does not only involve complaint handling but also includes interactions between service providers and customers, service failures, service provider responses to failures, and the expected outcome of transforming customer dissatisfaction into satisfaction (Lewis and Spyrapopoulos, 2001, as cited in Sudarti, 2013). An appropriate service recovery system is able to detect and resolve problems, prevent dissatisfaction, and encourage customers to submit complaints. Even when service recovery results in satisfaction levels lower than those experienced during flawless service delivery, it can still have a positive impact on customer evaluations. Customers who experience high levels of dissatisfaction are often willing to reestablish relationships with service providers if their problems are resolved satisfactorily. As customer awareness and expectations continue to increase, organizations are required to enhance service recovery strategies in order to improve customer satisfaction (Lewis and Spyrapopoulos, 2001, as cited in Sudarti, 2013). The findings of Khoiri and Edward (2014) further confirm that service recovery has a significant effect on consumer satisfaction, indicating that improvements in service recovery attributes can increase customer satisfaction.

## CONCLUSIONS

The results of the study indicate that the food quality variable has a significant effect on consumer satisfaction. Service quality also has a significant effect on consumer satisfaction, and service recovery has a significant effect on consumer satisfaction. Based on the limitations of this study, future researchers are encouraged to select different research objects and samples. Future studies may also apply alternative methods in examining consumer satisfaction, for example by conducting in-depth interviews at Geprek Assalam 99 Plaosan, in order to obtain more innovative and comprehensive information beyond the responses obtained from the existing questionnaires.

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