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Analyzing Customer Experience and Service Quality's Impacts on Customer Satisfaction at a Traditional Restaurant

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ARTICLE INFO	ABSTRACT
	This research's goal is finding out what factors that influence customer satisfaction at Rumah Makan Padang Payakumbuah is the primary goal of this research. A quantitative methodology based on surveys is used in the research. Information was gathered by randomly sampling clients of Rumah Makan Padang Payakumbuah and then administering questionnaires to them. To find out how customer satisfaction (the dependent variable) relates to the independent factors (service quality and customer experience), the data analysis made use of multiple linear regression techniques. The study's anticipated results will perhaps shed light on ways in which restaurant management can up their game when it comes to serving customers better and making their dining experience more memorable. **Keywords:** Customer Experience, Service Quality, Customer Satisfaction, Rumah Makan Padang Payakumbuah.

I. INTRODUCTION

Padang Restaurants in particular are more than just a spot to fill your stomach; they're also great places to meet new people and indulge in delicious food. No matter where you go, you're bound to come across Padang restaurants. Remarkably, CNN named rendang, one of its side dishes, the most delicious food in the world in July 2011. This white rice menu can be enjoyed anywhere and anytime, along with a variety of side dishes made with coconut milk. Padang restaurants are easily accessible and affordable, making them a daily staple for people of all social classes. The term "Padang cuisine", which originated in the Minangkabau province of West Sumatra, is often used to describe a variety of cuisines inspired by Padang. In addition, there are also neighboring areas such as Padang Pariaman, Solok, Payakumbuh, and Bukittinggi. (https://www.goodnewsfromindonesia.id/2021/08/03/sejarah-rumah-makan-padang-yang-melegenda-sejak-dulu-kala#google_vignette, accessed November 14, 2024). Some of the Padang Restaurants that are often visited are Pagi Sore, Padang Merdeka, Sari Ratu, Simple, Payakumbuah, RM Padang Garuda, and many others. But there are also Padang MSME Restaurants that we often encounter such as RM even dibbo, RM Padang Bu Mus, Cinto Mandeh, and others. (https://www.orami.co.id/magazine/restoran-padang, and https://food.detik.com/info-kuliner/d-6885485/5-rm-padang-enak-di-bandung-legendaris-hingga-konsep-prasmanan, accessed November 14, 2024).

The problem found in customer experience is that there is a discrepancy in expectations with the quality of service provided by Padang Payakumbuah Restaurant and what is conveyed by some food vloggers feel that they do not meet expectations, both in terms of food taste, service, or the atmosphere of the place.

The level of customer satisfaction is determined by how well a firm meets the expectations of its customers following the purchase of a product or service. Researchers Hasniati et al. identified [4]. According to Perkasa

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and Emanuel [8], the number of satisfied customers is a good indicator of how likely they are to buy the product or service in question. When consumers are happy with a product or service, they are more likely to buy it again, keep buying it, and even shun competing companies, according to Anindya and Mindhayani [1].

According to Safitri et al. [10] and Wardhana [14], customer experience is one factor that influences customer happiness. When it comes to consumer experiences, Antara et al. [2] state that although experiences are based on stimulus responses, customer experiences are the product of direct observation and/or involvement in activities that can be real, hypothetical, or virtual. A customer's experience is their whole impression of their contacts with an organization, taking into account their cognitive, physical, emotional, subconscious, and psychological aspects. This impression affects how customers act, which in turn creates memories that fuel client loyalty, which in turn affects the monetary value that the business creates. Latif and Hasbi [6] state that customer experience may be impacted by a number of elements. These include being accessible, competent, helpful, personalized, problem-solving, fulfilling promises, and valuable for time.

According to Safitri et al. [10] and Wardhana Wardhana [14], service quality is another factor that influences customer happiness. Asri and Dwiayanto [3] state that the ability of a service to fulfill the wants and requirements of its users is a key indicator of service quality. Customer satisfaction with an organization's services is defined as service quality according to Asri and Dwiayanto [3].

II. LITERATURE REVIEW

2.1.1. The Relationship Between Customer Experience and Customer Satisfaction

Customer experience affects customer satisfaction as explained by Wardhana [13].

2.1.2. Relationship Between Service Quality and Customer Satisfaction

Service quality affects customer satisfaction as described by Putri [9], Wardhana [15].

Thus, the model in this study is shown in figure 1, and the following hypotheses are also visible, based on the past research of the offered theory:
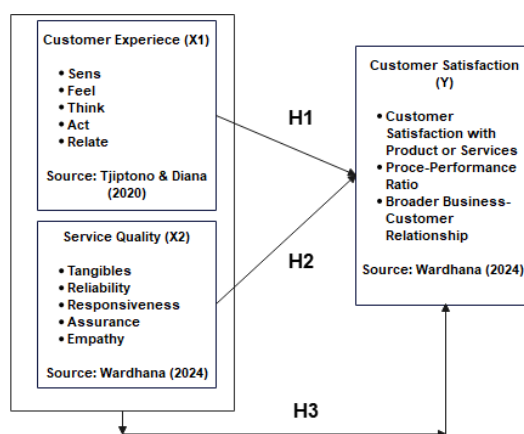
2.2 Research Hypothesis

Figure 1: Research Model

H1: "Customer experience has a positive effect on customer satisfaction at Padang Payakumbuh Restaurant.

H2: The quality of service has a positive effect on customer satisfaction at Padang Payakumbuh Restaurant.

H3: Customer experience and service quality simultaneously have a positive effect on customer satisfaction at Padang Payakumbuh Restaurant."

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III. METHODOLOGY

3.1 Type of Research

The research methodology used in this study is quantitative. According to Waruwu [16], quantitative research is defined as studies that make use of numerical data and statistical analysis. Statistics allows us to test hypotheses and draw conclusions about the world around us. The use of numerical data derived from statistical analyses is central to quantitative research, which Lena [7] defines as an approach to understanding a phenomenon through investigation. In order to explain a particular symptom or phenomenon, this research adheres to a deductive mindset, which entails comprehending a common symptom or notion. This study utilized a survey as its research approach. In order to describe, compare, or explain people's knowledge, attitudes, and behaviors, surveys are defined by Sekaran and Bougie [11] as a systematic way of gathering data from or about individuals. Sugiyono [12] states that surveys are a method of quantitative research that gathers information about people's thoughts, feelings, traits, actions, and the connections between different variables. We opted for a quantitative approach because we want to draw conclusions about the relationship between our independent variables—customer experience and service quality—and our dependent variable—customer satisfaction—based on measurable, quantifiable facts. An accurate and thorough understanding of a condition or phenomenon can be achieved through descriptive study. Wardhana and Iba [5]. When looking for correlations between several variables, the causality research method is a good bet. Important insights into the construction of effective policies and strategies to improve overall performance of organizations or individuals can be gleaned from causality research, which analyzes the interaction and interinfluence between different variables. Wardhana and Iba [5].

1) **3.1.1 Samples**

If there is a big enough population but not enough time, money, or manpower to investigate everyone, researchers can use samples from that group to draw conclusions, as stated by Rochaety et al. (2019). This study's sample was chosen using the purposive sampling technique. This implies that customers who have visited Padang Payakumbuah Restaurant more than twice were chosen from a larger pool of potential participants. According to Kotler & Keller (2021), what is meant by customers is consumers who have made a repeat purchase (second purchase and so on). Customers who are willing to provide responses or answer questionnaires given. Because the size of the population is not known for sure in this study, the researcher will determine the sample size using the sampling method with the Cochran formula. Sugiyono [12] as follows:

$$n = \frac{z^2 pq}{e^2}$$

In this study, the researcher applied a significant level of 5% with a confidence level of 95% (Z = 1.96). The margin of error was set at 5% (0.05). By applying these values into the Cochran's formula, the minimum required sample size is calculated as follows:

$$n \geq \frac{(1,96)^2 (0,5)(0,5)}{(0,05)^2}$$

$$n \geq 384,16 \text{ atau } n = 385$$

2) **3.1.2 Multiple Regression Analysis**

Various Regression Models Its purpose is to determine whether factors, such as service quality and customer experience, have an effect on customer satisfaction. In order to determine the relative importance of customer experience and service quality as independent variables affecting customer satisfaction, the researcher will employ a multiple regression analysis model.

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IV. RESULT

Given the significance level of sig. A result of 0.116 in the Kolmogorov-Smirnov test using the Monte Carlo approach indicates that the GIS is greater than 0.05, allowing us to conclude that the residual data follows a normal distribution. The significance level, Sig. Both the GIS value and the customer experience variable are 0.899. A value of 0.145 indicates great service quality. The significance level of sig. Heteroscedasticity is not present in the regression equation model since the second variable is greater than 0.05. The customer experience variable had a tolerance value of 0.260 and the service quality variable had a VIF value of 3.851. It can be concluded that both the tolerance value and the VIF value are greater than 0.10. This study's regression model does not exhibit signs of multicollinearity, as a result.

Table 1

Multiple Regression Analysis

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.611	.811		6.920	.000
	Customer Experience	.324	.038	.548	8.441	.000
	Service Quality	.097	.026	.238	3.656	.000

a. Dependent Variable: Customer Satisfaction

Customer satisfaction rises by 0.324 units for every one unit increase in customer experience (X1), according to the positive regression coefficient of 0.324 for this variable. This suggests a one-way relationship. A positive value of 0.097 for the service quality variable's regression coefficient suggests a unidirectional influence; that is, a one-unit improvement in quality-of-service will lead to a 0.097-unit rise in customer satisfaction.

Table 2

Hypothesis Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1229.831	2	614.916	265.138	.000[b]
	Residual	885.946	382	2.319		
	Total	2115.777	384			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Customer Experience

Implications:

The F-calculus results demonstrated a statistically significant value of 0.000<0.05. (265.138) is more than or equal to the F-table. (3.04), we can conclude that Hypothesis 3 is correct. Thus, Customer Satisfaction (Y) can be significantly impacted by the combo of Customer Experience (X1) and Service Quality (X2).

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	5.611	.811		6.920	.000
Customer Experience	.324	.038	.548	8.441	.000
Service Quality	.097	.026	.238	3.656	.000

a. Dependent Variable: Customer Satisfaction

Implications:

The t-value was computed with a significance level of 0.000, which is less than 0.05. Customer experience has a positive regression coefficient value of 0.324 and a t-table value of 8,441. In light of the evidence presented, we can say that Customer Experience (X1) significantly affects Customer Satisfaction (Y), confirming the first hypothesis. When t is computed, the significance level (sig. 0.000) is less than 0.05. With a positive regression efficiency value of 0.097 and a service quality variable of 3,656 > t-table (1.649), the results are encouraging. It follows that the second hypothesis is correct; is, that the service quality (X2) variable significantly affects the customer satisfaction (Y) variable in a favorable way.

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V. CONCLUSION

There is a partial and simultaneous relationship between customer pleasure and the quality of the customer experience and the service they receive. On the other hand, when comparing service quality and customer experience, the regression coefficient shows that the former has a much stronger impact on satisfaction levels. Wardhana [15] and Safitri et al. [10] have shown similar outcomes, and our investigation backs them up.

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