

ANALYSIS THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT FUJIYAMA SUSHI RESTAURANT JEMBER

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DOI: <https://doi.org/10.xxxxx/xxxxx>

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Published: Juli, 2023



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Abstract: This study aims to determine the effect of physical dimensions (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) on customer satisfaction at Fujiyama Sushi Jember Restaurant. Culinary businesses such as Sushi Restaurants are quite promising businesses. Sushi restaurants have become a popular choice for consumers seeking a unique and satisfying dining experience. Customer satisfaction is a critical factor in the success of a sushi restaurant as it can impact customer retention, restaurant reputation and business continuity. Therefore, the reason of this consider is to analyze the variables that influence client fulfillment in sushi eateries and their impacts on eatery administration. The sort of think about utilized in this ponder is quantitative. The ponder populace comprised of clients of his Fujiyama Sushi Jember Eatery, and his 181 respondents were drawn utilizing arbitrary testing procedures. Information collection strategy by perception and survey by Google shape. The information investigation utilized is different direct relapse and speculations are tried utilizing t-tests. As a result, we found that physical prove, unwavering quality, and responsiveness angles have a critical affect on client fulfillment in a few cases. On the other hand, the factors security and sympathy don't altogether influence client fulfillment. Recommendations for future analysts to include supporting factors to degree client fulfillment. Utilize cost, taken a toll, and sentiment factors to assist give a more total picture of the variables that impact client fulfillment.

Keywords: Customer Satisfaction, Physical Evidence, Reliability, Responsiveness, Security (Assurance), Empathy

INTRODUCTION

Different components can influence the era of client fulfillment, counting quality of benefit. According to (Kotler, 2015), benefit is the treatment of customers within the frame of behaviors and demeanors towards their fulfillment. Benefit quality, on the other hand, alludes to how well the level of benefit given by a company meets client desires. Concurring to (Parasuraman et al., 2015), benefit quality has five measurements, specifically physical prove (concrete), unwavering quality (unwavering quality), responsiveness (reactivity), and security (assurance). , and there's empathy (empathy). Physical prove (unmistakable prove) may be a tangible resource. H. Resources of restricted financial esteem and as a rule in physical shape. Substantial resources can as a rule be exchanged at a certain money related esteem at any given time, but their liquidity may shift from showcase to market. Substantial resources are the inverse of intangible resources, having a hypothetical esteem instead of an exchanging trade rate. Reliability is an element of quality service. Quality service is a company's effort to meet customer expectations. High quality service with an emphasis on customer satisfaction the company that provides the service; The success of companies operating in the service sector depends on the services provided (Parasuraman et al., 2015). Responsiveness is the willingness to help solve the problems facing the community. This is measured using the following metrics: Prompt service, clear information and willingness to help the community, timely service and responsiveness to community requests (Parasuraman et

al., 2015). A assurance is a contract between a manufacturer and a consumer, in which the manufacturer promises to provide the consumer with the best of various products and services. A warranty is an asset that the manufacturer promises to the consumer (Parasuraman et al., 2015). And empathy comes from the word "empathia" which means "to feel". Empathy is a state of mind in which one person feels the same thoughts, feelings, or situations as another person. This sense of empathy manifests as an ability to awaken in dealing with the emotions of others and act to help them (Parasuraman et al., 2015). Companies that want to expand their business in a competitive environment should consider marketing as a central key to achieving their corporate goals. The purpose of marketing is to know and satisfy the needs of buyers. And it is clear that marketing is very important for companies, especially in the current era of economic globalization, and it has a great influence on marketing activities (Kotler, 2015). The development of the food and beverage industry in Indonesia is accelerating. The food and beverage industry will continue to grow. With the market still wide open and with a large population, the opportunities to invest in the culinary sector are very promising. Indonesia's economic growth and population size support this income growth. Below is a table showing the development of the culinary industry in Indonesia over the past five years. The restaurant business in Indonesia is currently developing very well and the chances of success in this business are very high. If managed properly, restaurant businesses will thrive over the long term (Fury, 2013). In the course of the gastronomic boom, many restaurant concepts have also emerged. One of the restaurant concepts offered to the consumer is the concept of typical cuisine of the country or region, using cuisine as a typical feature of the country or region. Because typical foods have their own charm and uniqueness, consumers all want to try something unique, such as a Japanese restaurant serving typical sushi or sashimi (Fury, 2013).

The growth of the Japanese restaurant industry in Indonesia continues today, starting with fast food, buffets, restaurants and izakayas. The dishes served are ramen, udon, sushi, sashimi, teriyaki, yakiniku, shabu-shabu, teppanyaki, okonomiyaki, and takoyaki. One indicator of the prosperity of the Japanese restaurant industry in Indonesia is the fact that the number of people who prefer Japanese cuisine is increasing. This market is used by entrepreneurs to set up Japanese restaurant business in Indonesia. Among the various types and numbers of Japanese restaurants, some are directly imported from Japan through franchises, while others have been developed from scratch by Indonesians themselves. Restaurants that do not import directly from Japan often modify the original taste to suit Indonesian tastes.

Fujiyama Sushi is one of many Japanese restaurants in Indonesian provinces and cities. Fujiyama Sushi Restaurant is a mid-priced restaurant with an all-you-can-eat and a la carte concept. At Fujiyama Sushi Restaurant, you can dine from 25,000 to 250,000 IDR per person. You can enjoy a variety of dishes such as sushi, sashimi, shabu-shabu, udon, ramen, okonomiyaki, and teriyaki. Fujiyama Sushi Restaurant also offers a wide variety of cold and hot beverages for consumer enjoyment. Consumers can choose from a variety of dishes offered by Fujiyama Sushi using an order system, and can freely choose dishes that are prepared by themselves at the table, such as shabu-shabu.

With so many Japanese restaurants in Indonesia, consumers consider many things when choosing a particular Japanese restaurant. The management of Fujiyama Sushi Restaurant strives to meet all consumer standards, including quality of service that satisfies the consumer. If this is ignored, there will be a gap between consumer desires (expectations) for service quality, prices, and products at Fujiyama Sushi. Therefore, the success or failure of communication between restaurants and customers depends on the best service. Fujiyama Sushi is not the only Japanese restaurant in Indonesia. Fujiyama Sushi has competitors and rivals that offer the

same menu, and is as popular as Fujiyama Sushi. Due to this competitive phenomenon, Fujiyama Sushi strives to improve the quality of service so that consumers will be satisfied when they visit Fujiyama Sushi.

Service plays an important role in determining customer satisfaction. Fujiyama Sushi Restaurant's service providers always ensure the maintenance of service quality through intensive and continuous training. This is done to ensure that all food/drinks served meet the set quality standards. Service at Fujiyama Sushi Restaurant is inseparable from consumer satisfaction. The results of the initial survey of service staff at Fujiyama Sushi Restaurant are supported by consumer information from the initial survey at Fujiyama Sushi Restaurant.

In 2017, the turnover reached Rp7,394,938,600 with an average net turnover of Rp20,260,000 per day. The revenue share in 2018 decreased by -13.02% from Rp6,731,772,000, reaching Rp18,443,000 on average RTA net revenue per day. In 2019, sales decreased by -4.49% to Rp6,721,228,564 with an average daily net turnover of Rp18,414,000. In 2020, the turnover decreased by -1.50% from Rp6,620 to Rp228,564 in daily turnover. of Rp18,137,000 in 2021, Fujiyama Sushi Jember Restaurant's turnover decreased by Rp5,320,428,564, with an average daily turnover of Rp14,576.00. From this data, we can see that the sales of Fujiyama Sushi restaurants have decreased significantly, but the revenue is the net sales of Fujiyama Sushi Jean Bell restaurants, and of course capital costs such as employee salaries, rent, and purchase of necessities. is canceled out by production needs. The decline in sales at the Fujiyama Sushi Jember store mentioned above indicates the potential for customer dissatisfaction due to poor service quality when they move to other stores. If Fujiyama Sushi's customers are highly satisfied, consumers will be motivated to make a contract instead of going elsewhere. Customer dissatisfaction is caused by several issues.

Based on the background description above, the formulation of the problem in this study is determined as follows: Does physical evidence (tangible) have a significant effect on customer satisfaction at Fujiyama Sushi Jember Restaurant?, Does reliability have a significant effect on customer satisfaction at Fujiyama Sushi Jember Restaurant?, Does responsiveness have a significant effect on customer satisfaction at Fujiyama Sushi Jember Restaurant?, Does assurance have a significant effect on customer satisfaction at Fujiyama Sushi Jember Restaurant?, Does empathy have a significant effect on customer satisfaction at Fujiyama Sushi Jember Restaurant?

Literature Review

Service Marketing Management

In common, benefit showcasing could be a social and administrative handle by which people or organizations procure what they require or need through the creation and trade of esteem for others (Tjiptono, 2017). In a smaller trade setting, promoting is all almost building profitable trade connections with profitable clients. Promoting is characterized as the method by which a company builds solid connections with its clients with the objective of making esteem for them and getting esteem from them in return.

Marketing as a business strategy is the act of adapting a market-oriented organization to business realities, both in an ever-changing micro- and macro-environment. The marketing process is expected to add value to customers and build customer relationships. There are five marketing processes (Kotler, 2015), including:

1. Get it showcase and client needs and wants. Human needs are states of shortage, wants are human needs formed by culture and identity, while request is human wants support-ed by obtaining control.
2. Plan a customer-centric promoting methodology. To plan a great showcasing technique, the marketing chief ought to know which clients ought to be served and how best to serve those cus-tomers in light of our values. must be able to reply.

3. Make an coordinates showcasing program that conveys prevalent esteem. Promoting programs construct connections with clients by executing promoting techniques. Procedures related to a company's showcasing exercises are characterized by promoting blend procedure (Kotler, Philip, Am-strong, 2012). This methodology states that the promoting blend may be a controllable set of showcasing variables that a company controls in arrangement. To attain the specified reaction "target advertise".

Consumer Behavior

Understanding Consumer Behavior

Opinion-based consumer behavior (Dharmesta & Handoko, 2013) is the activity of people directly involved in the procurement and use of goods and services, including the decision-making processes in preparing and deciding on these activities. Another opinion on consumer behavior is (Engel et al., 2015). "Consumer behavior is behavior that is directly related to the acquisition, consumption or adjustment of a product or service, including the decision-making processes that precede and follow those behaviors." Marketing Management Professionals on Consumer Behavior There are different opinions about understanding. From the perspective of these experts, we can conclude that consumer behavior is consumer activity directly out of the decision-making process.

According to (Mangkunegara, 2018), there are three variables in studying consumer behavior, namely stimulus variables, response variables, and intermediate variables:

1. Stimulus variables, are variables that are outside the individual (external factors) that are very influential in the buying process, such as price, service, quality, brand image.
2. Response variable, is an individual activity as a reaction to a stimulus variable, the response variable depends on the individual and the strength of the stimulus, for example the decision to buy goods, the assessor of goods, changes in attitudes towards a product.
3. An intermediate variable, is a variable between stimulus and response. This variable is an individual's internal factors, including buying motives, attitudes toward events, and perceptions of goods. The role of intermediate variables is to modify responses. Intermediate variables are not used in the research to be conducted. Because this study does not analyze the individual internal factors of consumers, but focuses on external factors of consumers.

Quality of Service

Understanding Service Quality

Modernization and mechanical propels will make exceptionally furious competition in drawing in and re-taining clients. Quality of benefit is basic for a company's survival and gaining the believe of its customers. Customers' utilization designs and ways of life require companies to be able to supply high-quality services. The company's capacity to supply quality benefit depends on the benefit quality approach created by Parasuraman et al., 2015.

Methods

Such quantitative survey/research information incorporates essential and auxiliary information gotten from clients. The inquire about examination instrument utilized is numerous straight relapse investigation, which permits us to decide the ex-tent of the affect of benefit quality and publicizing on client fulfillment. Free factors in this consider included X1 is physical prove, X2 is unwavering quality, X3 is responsiveness, X4 is security, and X5 is compassion. The subordinate variable for this overview is client fulfillment (Y). Variable markers of physical prove incorporate :

- a. Police officers are neat and professional
- b. State of the art equipment, furnishings, equipment
- c. Wear clear identification regarding name, position, authority and responsibility.

In general, as explained at the beginning, the purpose of this study is to demonstrate and analyze physical evidence for customer satisfaction, reliability, responsiveness, assurance and empathy. This study is a kind of explanatory study that explains the causal relationship between physical prove, unwavering quality, responsiveness, security, compassion and client fulfillment based on the pur-
 pose of the think about. Different relapse investigation is utilized as a sort of examination to decide or degree the quality of the relationship between a subordinate variable (Y) and a few autonomous factors (X).

RESULTS AND DISCUSSION

The regression model used can be formulated as :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where :

- a = Number constant
- e = Confounding variables
- Y = Customer satisfaction
- X₁ = Physical evidence
- X₂ = Reliability
- X₃ = Responsiveness
- X₄ = Assurance
- X₅ = Empathy
- b_{1,2,3,4,5} = Regression coefficient

Table of multiple linear regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	25.88	2.13	
X1	-0.37	0.04	-0.61
X2	0.41	0.10	0.39
X3	0.72	0.13	0.56
X4	-0.47	0.10	-0.34
X5	-0.49	0.07	-0.42

a. Dependent Variable: Kepuasan Pelanggan

Source: primary data, processed, 2023

Based on the results of the multiple regression analysis in the table above, we have the following regression model:

$$Y = 25.88 + 0,37 + 0,41 + 0,72 + 0,47 + 0,49$$

Based on the multiple linear regression model mentioned above, we can explain this :

1. The constant value of the equation above is a positive constant value, which means that if the values of the independent variables physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) are considered constant, then satisfaction customer (Y) in this study has a positive relationship.
2. Physical evidence variable (X1) has a positive coefficient towards customer satisfaction (Y). this proves that physical evidence has a positive relationship to the dependent variable, namely customer satisfaction at Resto Fujiyama Sushi Jember. If the value of physical evidence increases, the value of customer satisfaction will increase. Likewise, if physical evidence decreases, customer satisfaction will decrease.
3. The reliability variable (X2) has a positive coefficient direction on customer satisfaction (Y). this proves that reliability has a positive relationship to the dependent variable, namely customer satisfaction at Resto Fujiyama Sushi Jember. If the value of reliability increases, customer satisfaction also increases, and vice versa if the value of reliability decreases, the value of customer satisfaction will decrease.
4. The responsiveness variable (X3) has a positive coefficient direction on consumer satisfaction (Y). this proves that responsiveness has a positive relationship to the dependent variable, namely customer satisfaction at Resto Fujiyama Sushi Jember. If the responsiveness value increases, customer satisfaction also increases, and vice versa if the responsiveness value decreases, the customer satisfaction value will decrease.
5. Assurance variable (X4) has a positive coefficient direction on customer satisfaction (Y). this proves that assurance has a positive relationship to the dependent variable, namely customer satisfaction at Resto Fujiyama Sushi Jember. If the guarantee value increases, the value of customer satisfaction will increase. Likewise, if the guarantee decreases, customer satisfaction will decrease.
6. The Empathy variable (X5) has a positive coefficient direction on customer satisfaction (Y). this proves that empathy has a positive relationship to the dependent variable, namely customer satisfaction at Resto Fujiyama Sushi Jember. If the value of empathy increases, the value of customer satisfaction will increase. Likewise, if empathy decreases, customer satisfaction will decrease.

Conclusion

The study was conducted to determine whether there's a noteworthy affect on client fulfillment, believe in client fulfillment, responsive-ness to client fulfillment, security in client fulfillment, and center on client satisfac-tion. Based on the calculations and theory testing comes about of the past chapter, a few con-clusions have been drawn, to be specific :

1. At Fujiyama Sushi Jember Restaurant, physical evidence (visible) has a great impact on customer satisfaction. According to the findings of this study, the higher the visible quality of Fujiyama Sushi Jember Restaurant, the higher the customer satisfaction when purchasing products at Fujiyama Sushi Jember Restaurant.
2. Reliability has a big impact on customer satisfaction at Fujiyama Sushi Jember Restaurant. According to the findings of this study, the more trustworthy Fujiyama Sushi Jember

Restaurant is, the more satisfied customers are when purchasing products at Fujiyama Sushi Jember Restaurant.

3. Responsiveness has a big impact on customer satisfaction at Fujiyama Sushi Jember Restaurant. According to the results of this study, the better Fujiyama Sushi Jember Restaurant is, the more satisfied customers are when purchasing products at Fujiyama Sushi Jember Restaurant.
4. The Assurance does significantly affect customer satisfaction of Fujiyama Sushi Jember Restaurant. The findings of the study found that the better the improvement in security at Fujiyama Sushi Jember Restaurant, the higher customer satisfaction when buying from Fujiyama Sushi Jember Restaurant.
5. Empathy does significantly affect customer satisfaction at Fujiyama Sushi Jember Restaurant. According to the findings of this study, the lower the Fujiyama Sushi Jember Restaurant's empathy, the lower the Fujiyama Sushi Jember Restaurant's customer satisfaction.

Suggestion

1. Share Fujiyama Sushi Jember Restaurant

- a. In improving the service quality of Fujiyama Sushi Jember Restaurant in terms of empathy, it would be nice to receive criticism and suggestions from customers and meet customer needs.
- b. Fujiyama Sushi Jember Restaurant should further improve the quality of service in terms of reliability by better understanding the use of tools in the sushi making process.
- c. Fujiyama Sushi Jember Restaurant remains consistent in serving distinctive menus, so that the authenticity of taste is still maintained.

2. For the next researcher

- a. In future research, it is expected to add variables related to customer satisfaction as an example of variables adding menu variants in restaurants.
- b. In the next study, it would be nice to add the number of research samples so that they really represent the population in this study so that the results of the study can be more accurate.

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