Service Quality Approach to the Restaurant in Jakarta

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Abstract. The development of tourism in Indonesia is currently quite fast. With the number of tourist trips, it will increase the demand for tourism goods and services, one of which is the restaurant business. on the other hand, to be able to develop tourism, reliable quantity and quality are needed to serve tourists. The health and economic crisis during the Covid-19 pandemic caused many business sectors to slump. However, several industries, such as the food and beverage industry, still have resilience in the midst of sluggish public purchasing power. This study aims to analyze the performance of restaurants located in Jakarta in terms of customer satisfaction with service quality. The strategy utilized is Importance Performance Analysis (IPA). IPA is done to figure out status pointers connected with administration quality. furthermore, to decide the situation with markers connected with administration quality. This is to give contribution to the executives in making key moves. The number of samples is 114 respondents. After conducting the research, it was found that the priority factors for the technical response should be made. The indicators that are the focus of improvement in this research are the dimensions of Reliability (the existence of a reservation system) and Assurance (the ability of employees to provide fast service, compensation if an error occurs from the restaurant and requires employees to implement health protocols). Furthermore, the results of the House of Quality include employee training and the creation of service standards.

Keywords: Servqual; Importance Performance Analysis

1 Introduction

Service quality developed by Parasuraman, Zeithaml, and Berry in 1985, five gaps such as knowledge, standards, delivery, communication, and service are very important to provide service quality, and developed the SERVQUAL instrument which measures five gaps between guest quality expectations and perceptions. Service providers must meet or exceed their expectations (positive gap) to provide quality services. Although service quality is a very subjective phenomenon, the SERVQUAL instrument consists of several qualities which are combined into five quality dimensions such as reliability, assurance, tangibles, empathy and responsiveness. Tangibles measure the quality of environmental conditions (also referred to as services), while the other four dimensions show aspects of service quality. Clients are a significant resource for the organization, in this way, their perspective is vital and ought to be

investigated consistently. Companies must focus on the voice of the customer to maintain customer loyalty. To find out customer desires, companies can build direct interactions by conducting market research, so that companies can find out the level of customer satisfaction..

In the SERVQUAL instrument the estimation of administration quality depends on an examination of client assumptions and their view of the administrations gave. The distinction between the assumption and discernment scores is known as the SERVQUAL hole. The negative hole demonstrates that the help got doesn't meet client assumptions. Alternately, a good hole demonstrates that clients feel that assistance conveyance surpasses their assumptions [1] Research using the SERVQUAL method is considered suitable for the problems experienced by fast food restaurants, which can be clearly seen what customers expect in accordance with the reality and ways to improve the quality of these services. [2] From the above definition, it can be seen that service quality is the level of difference between the product or service received and the product or performance expected by consumers. When the product or service received is below expectations, consumers will feel dissatisfied. Conversely, if the product or service received is above expectations, the consumer will feel satisfied. Providing service quality services to consumers will provide good benefits for the company, satisfied consumers will become loyal, so they have a greater chance of coming back. Loyalty literally means loyalty, namely one's loyalty to an object. according to [3] Purchaser dependability is a client's obligation to a brand, store or provider in view of an exceptionally certain nature in long haul buys and brand unwaveringness is one of the brand resources, which shows the high worth of steadfastness, on the grounds that to fabricate it there are many difficulties that should be confronted and it requires some investment. Steadfastness is a profoundly held obligation to purchase or re-support a favored item or administration in the future regardless of situational impacts and promoting endeavors that make clients switch [4].

Importance Performance Analysis (IPA) was first presented by Martilla and James (1977). IPA is a tool in analyzing or used to compare to what extent the performance/service perceived by service users is compared to the desired level of satisfaction. [5]. The degree of similarity is the aftereffect of the correlation between the execution score and the significance score, so that this level of conformity will determine the priority scale that will be used in handling. IPA is a method that can be used to analyze consumer responses to the restaurant business in a quantitative descriptive manner, interval scale data is scored quantitatively to be used in the calculation. In this technique, it is important to quantify the degree of adjustment to figure out how much shoppers are happy with the organization's presentation, and how much the specialist co-op comprehends what purchasers need for the administrations they give [6]. This method is used to obtain information about the level of customer satisfaction with services performed by measuring expectations and performance. The results of the assessment of the degree of significance and the results of the presentation assessment will obtain a calculation regarding the level of conformity between the level of interest and the level of implementation by the service provider. The degree of congruity is the consequence of an examination between the execution score and the significance score, so that this level of conformity will determine the priority scale that will be used in handling factors that affect service quality [7].

In food companies, fulfillment is regularly estimated on a fundamental Likert scale (from exceptionally fulfilled to extremely disappointed) or answering different food quality credits. Clients mark a number on the scale demonstrating how fulfilled or disappointed with each trait is. In any case, the truth of the matter is that a portion of these characteristics are less or more vital to clients than others. Thusly, this study conducted an analysis of the company's overall

service quality on customer satisfaction. As far as service quality, a few analysts have executed IPA utilizing the SERVQUAL structure Parasuraman et al. (1988). As this research [8] analyze the quality of bakery products and services in Bekasi. The results showed that improvement priority is a taste marker for item quality. Then again, the consideration pointer is the need of administration quality which possesses a situation in Quadrant A. Similarly [9] analyzed the quality of products and services at a coffee shop. The results of her research are that product quality has a positive and significant effect on customer equity.

2 Methodology

This study uses a mix method, namely mix methode approaches. Analysts utilize a subjective methodology since this study investigates administration quality markers to decide client insights. In the mean time, a quantitative approach was used in processing the data, the results of the questionnaire were converted into numbers. Subsequently, this study investigates references in drive-through joints and further develops pointers by applying several studies with restaurant owners, practitioners, and academics to strengthen the questionnaire design. The survey has 19 service quality indicators. Figure 1 describes the concept of the Research Framework.
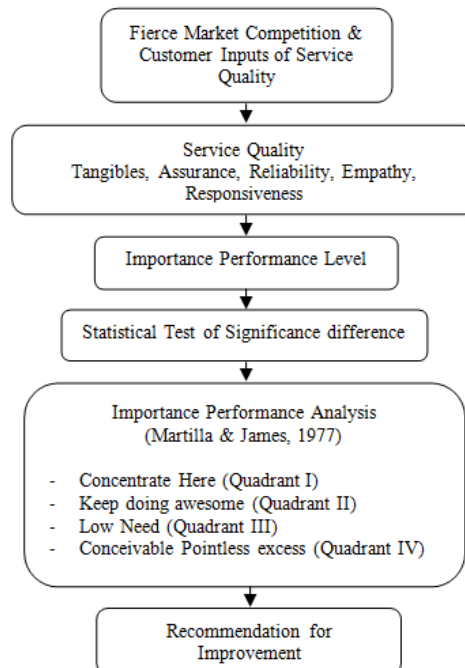

Fig. 1. Research Design Model

Questionnaires were disseminated to clients utilizing a probability sampling strategy. The sampling technique is appropriate to be applied because consumer data cannot be obtained from restaurants accurately. As a fast food restaurant, it does not pay attention to client information. Thusly, a likelihood examining method is appropriate to be picked. The sample

was then, at that point, taken by purposive examining strategy as the measures for selecting the sample. Security sampling (also known as random sampling or chance sampling) is non-probability sampling or non-random sampling that the target population meets certain practical criteria [10]. Samples were taken by accident especially during top hours on work days and ends of the week. This permits the analyst to get an outline of the client. What's more, to stay away from degenerate testing like taking some unacceptable example (like another client), intentional examining is applied. The unit of investigation or test utilized in this review are clients who have visited no less than multiple times at the eatery, to give a superior assessment of the quality of products and services for improvement purposes.

As much of 114 complete questionnaires were used as samples therefore, the sample utilized in this study was adequate. A five-point Likert scale is applied to the IPA review. This reaches from exceptionally insignificant (1) to vital (5) for the degree of significance. Moreover, exceptionally disappointed (1) to extremely fulfilled (5) for the degree of execution. Then, at that point, specialized information examination was performed utilizing IBM SPSS 25 statistical software. Then, at that point, legitimacy and dependability tests were completed as factual techniques. This is to guarantee that the exploration instrument is legitimate and dependable. Statistical tests are needed to determine the significant distinction among significance and execution. The marks of consumer loyalty investigation in the review are as displayed in Table 1. IPA shows the connection between the significance of a mark of seen fulfillment or execution. The initial phase in the IPA investigation is to ascertain the normal significance and fulfillment level for every marker thing. utilizing the accompanying condition.

$$\overline{Xi=} \quad \frac{\sum_{i=1}^{k} X1}{n} \tag{1}$$

$$\overline{yi=} \quad \frac{\sum_{i=1}^{k} Y1}{n} \tag{2}$$

It comprises of three things. In the first place, is the normal load of the I-thing fulfillment level (Xi). Second, there is a normal load of the I-level things that are significant (Y). The latter is the quantity of respondents (n). Next is to decide the pivot (across the line) on the Cartesian outline. This study involves the middle worth as a hybrid line. Martilla and James (1977) utilize the middle worth as the hub in the IPA outline. Involving the middle worth in the hub can recognize vital properties from credits at low degrees of execution. Contrasted with the mean, the middle worth can be utilized to keep away from solid reactions during the review [8]. The third step is to make a Cartesian chart comprising of four quadrants. It tends to be found in Figure 2. Quadrant An is "concentrate here". In this quadrant, clients esteem the service attributes that are very important. However. This shows low fulfillment, so the restaurant must gather in this quadrant to further develop execution to get most extreme results. Quadrant B is "maintain achievement". In this quadrant, clients assess the significance of administration credits and satisfaction with a given execution. Quadrant C is "low priority". In this quadrant, clients are dissatisfied with execution and rate service attributes as unimportant. Quadrant D is "probably overkill". In this quadrant, clients are happy with their presentation, however they value service attributes that are less important.
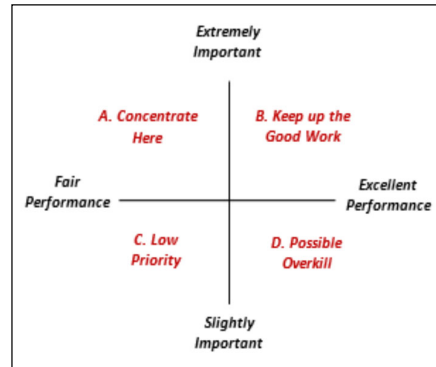
Fig. 2. Matrix IPA
(Source: Martilla & James, 1977)

Table 1. Service Quality Pointers

No.	Pointers	Remarks	Refrences
1	Menu	Food & Beverage	[11]
2	Comfortable	Seat	[12]
3	Outlet	neat, lighting	[13]
4	Safety	barrier with a cashier	[14]
5	Employee appearance	clean, neat, interesting	[15]
6	Place Availability	Smoking Area	[16]
7	Menu Book	informative	[11]
8	Booking	Online System	[17]
9	Packaging	clean and well covered	[18]
10	Reservation	Room	[19]
11	Payment transactions	Exactly on the bill	[1]
12	Quick Respond	Customer Needs	[20]
13	Employee Knowledge	Food & Beverage	[21]
14	Employee Faster	Service	[15]
15	Employee Ability	answer complaint questions	[15]
16	Compensation	Complain	[22]
17	Health Protocol	wear masks & gloves	[23]
18	Polite & Friendly	Customer Service	[24]
19	willing to apologize	Wrong service	[25]

3   Results and Discussion

Validity and reliability tests were carried out through a list of questions. Table 2 and shows the validity of the test results for service quality.

Tabel 2. Legitimacy Trial Of Importance Indicators

Item	r Count	r Table (5%)	Remark
P1	0.251	0.184	legitimate
P 2	0.215	0.184	legitimate
P 3	0.210	0.184	legitimate
P 4	0.195	0.184	legitimate
P 5	0.262	0.184	legitimate

Item	r Count	r Table (5%)	Remark
P 6	0.213	0.184	legitimate
P 7	0.236	0.184	legitimate
P 8	0.314	0.184	legitimate
P 9	0.249	0.184	legitimate
P 10	0.270	0.184	legitimate
P 11	0.260	0.184	legitimate
P 12	0.217	0.184	legitimate
P 13	0.265	0.184	legitimate
P 14	0.251	0.184	legitimate
P 15	0.322	0.184	legitimate
P 16	0.228	0.184	legitimate
P 17	0.357	0.184	legitimate
P 18	0.193	0.184	legitimate
P 19	0.382	0.184	legitimate

(Source: data processed, 2021)

In light of Table 2, there is no thing that has a legitimacy worth of r Count < 0.184 (r-table). so it very well may be reasoned that the 19 service quality items on the survey are legitimate. And the cronbachs alpha worth is 0.95 so that the value of this study is reliable. Similarly, based on Table 3, there is no thing that has the worth of the legitimacy coefficient is underneath 0.184 (r-table). Can concluded that the 19 performance items in the questionnaire is valid. Reliability alpha worth is 0.97. What is implied by research instrument dependable.

Tabel 3. Validity Test Of Performance Indicators

Item	r Count	r Table (5%)	Remark
P1	0.266	0.184	legitimate
P 2	0.208	0.184	legitimate
P 3	0.226	0.184	legitimate
P 4	0.258	0.184	legitimate
P 5	0.279	0.184	legitimate
P 6	0.281	0.184	legitimate
P 7	0.207	0.184	legitimate
P 8	0.266	0.184	legitimate
P 9	0.337	0.184	legitimate
P 10	0,240	0.184	legitimate
P 11	0.281	0.184	legitimate
P 12	0.188	0.184	legitimate
P 13	0.243	0.184	legitimate
P 14	0.211	0.184	legitimate
P 15	0.302	0.184	legitimate
P 16	0,207	0.184	legitimate
P 17	0.202	0.184	legitimate
P 18	0.221	0.184	legitimate
P 19	0.254	0.184	legitimate

(Source: data processed, 2021)

The majority of respondents who filled out the questionnaire were women (61%) men (39%). Age 23-45 years (31%) > 45 years (69%). Undergraduate education (51%) High school (49%). Some of them work as private employees (63%). and visited the restaurant 2-3 times/Month (48%). This phenomenon shows that clients need the organization to offer better support quality contrasted with what is as of now accessible. Then, at that point, do the IPA

analysis, a technique that is straightforward, and significant for the organization. This ought to be a concern. What's more, it identifies areas of overuse of assets (Martilla and James, 1977). In this review, IPA investigation was completed to portray the situation with the marker from the customer's point of view. Table 3 shows the importance of product quality performance indicators. This is the result of processing questionnaire data. In addition, Figure 3 is a Cartesian graph of service quality. The chart shows that the indicators of booking a place, employee speed, compensation and implementing health protocols occupy positions in Quadrant A (concentration here). Safety, availability of smoking areas, online ordering system & willingness of employees to apologize for being in Quadrant B (still working well). Outlet display, food packaging, payment transactions, employee knowledge & employee abilities are in Quadrant C (low priority). Food menu, employee appearance, menu book & Response, are in Quadrant D (maybe redundant). Then, Seating comfort & politeness & friendliness of employees lies exactly at the intersection line.

Tabel 4. Mean Significance and Execution of Service Quality Pointers

| IPA Code	Service Quality Indicator	Importance	Performance
1	Menu	2.96	2.95
2	Comfortable	3.17	3.09
3	Outlet	3.03	2.92
4	Safety	3.10	3.08
5	Employee appearance	2.82	2.74
6	Place Availability	2.94	2.90
7	Menu Book	2.93	2.89
8	Booking	3.29	3.25
9	Packaging	2.87	2.86
10	Reservation	2.97	3.01
11	Payment transactions	2.85	2.87
12	Quick Respond	3.02	2.96
13	Employee Knowledge	3.06	2.99
14	Employee Faster	3.23	3.19
15	Employee Ability	2.89	2.89
16	Compensation	2.92	2.91
17	Health Protocol	3.08	3.01
18	Polite & Friendly	3.12	3.06
19	willing to apologize	3.00	3.04

(Source: data processed, 2021)
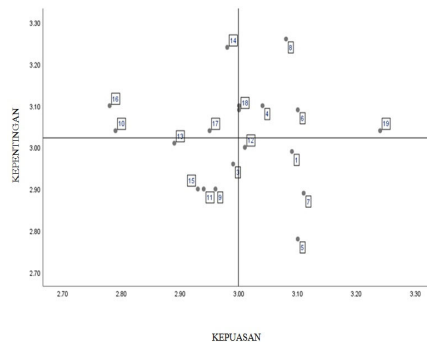
Fig. 3. sCartesian Service Quality Diagram
(Source: data processed, 2021)

The priority of improvement based on the Cartesian diagram is an indicator of booking places, employee speed, compensation and implementing health protocols. based on the restaurant service quality result diagram, management should focus harder on these indicators to improve customer fulfillment. Getting to the next level these indicators by adding reservation quotas for customers, providing training to employees to enable them with information and skills in serving clients better, providing more attractive compensation to visitors if an error occurs in service and lastly employees are more concerned with discipline to apply health protocols. Indicators in Quadrant B Safety, availability of smoking areas, online ordering system & willingness of employees to apologize are in Quadrant B (still working well). is the strength of this restaurant and should be maintained. Management must maintain this achievement by always monitoring these indicators properly so that customers become loyal to the restaurant so that they will return again to transact. Although indicators in Quadrant C are considered low priority such as outlet display, food packaging, payment transactions, employee knowledge & employee abilities are in Quadrant C (low priority). Meanwhile, management should not spend a lot of money on indicators in Quadrant D: food menu, employee appearance, menu book & response. It is smarter to allot assets to Quadrant A , which is a need for improving the quality of restaurant services must keep the indicators of seating comfort & politeness & friendliness of employees on the cross line because they are considered as low significance. Notwithstanding, its presence can excite delight for customers.

Comparison with previous research [8] this shows that IPA can investigate administration quality and give data to the board in making key moves. The outcomes acquired in this study are unique in relation to past investigations on the grounds that the object of the previous study was a bakery. Thus, this study contributes to building a service quality framework in restaurants. It provides extensive knowledge for the executives to examine its clients. The outcomes accomplished in this study apply just to this contextual investigation and can't be summed up. Notwithstanding, the temper can be applied to different eateries that have comparable conditions.

4   Conclusion

The conclusions that can be drawn from the examination case in this restaurant are the indicators for booking places, employee speed, compensation and implementing health protocols. It is considered a priority for development in Quadrant An IPA Café the board should focus on these pointers. to perform client support, it is prudent to engage staff with information and abilities to serve clients better. The limit of this study is that it just depicts the situation with markers, and can't give guidance on how all pointers are for the purpose. Furthermore, this research is recommended to be carried out using the Dinning Service Quality (Dinserv) method, this method can provide direction for management in achieving better service quality.

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