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The Effect of Service Quality and Delivery Service on Consumer Satisfaction at Pizza Hut Paramount Bintaro Branch

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ABSTRACT

This study aims to determine service quality and delivery service on customer satisfaction at Pizza Hut Paramount Bintaro Branch. The method used is explanatory research with analytical techniques using statistical analysis with regression, correlation, determination, and hypothesis testing. This study shows that the quality of service significantly affects customer satisfaction by 45.0%, hypothesis testing is obtained t count > t table or (7.062 > 2,000). Delivery service significantly affects consumer satisfaction by 50.8%; hypothesis testing is obtained t count > t table or (7,942 > 2,000). Service quality and delivery service simultaneously significantly affect customer satisfaction with the regression equation Y = 5.789 + 0.368X1 + 0.501X2. The contribution of influence is 63.6%,

Keywords: Quality of service, Delivery service, Customer satisfaction.

INTRODUCTION

In Indonesia today, many restaurants are popping up, both from within the country and franchise restaurants from abroad. A restaurant is a place where food and drinks are available, sold at a certain price, and other supporting facilities. Among the various types of restaurants, the fast-food restaurant is the restaurant with the most demand.

The development and improvement of services at fast-food restaurants from year to year are increasingly becoming a public concern. It can be seen from the intense competition in product quality, price, promotion, and distribution among the many fast-food restaurants in Indonesia.

Intense competition causes a restaurant to make efforts to provide the best service to its customers. It causes existing restaurants to compete to provide convenience and completeness of products by consumer desires to achieve customer satisfaction. A distribution strategy is one of the options that is currently developing. One of them is the delivery service system. Delivery service is a convenience provided by the producer, the restaurant, to deliver the desired product orders to a place desired by consumers.

The prospect of using the delivery service facility is quite large. The increasing number of vehicles passing by on the streets bearing the name of the producer's restaurant, including Mc Donalds, Pizza Hut, KFC, and others. Even now,

the delivery service facility does not only focus on the restaurant industry, but also small stalls, pharmacies, laundry, etc.

Service quality, in this case, the service of service facilities, is an important factor influencing customer satisfaction. If the quality of service received is higher than expected, then the perceived service quality will be satisfactory. If the quality of service is the same as expected, then the quality is perceived as the ideal quality. Conversely, if the quality of service received is lower than what is expected, then the quality of service is perceived as poor quality and can be a problem for the company in the long term; therefore, good or bad service quality depends on the ability of the service provider to meet expectations consumers consistently.

Increasing customer satisfaction is an important issue because of the benefits it brings to the company. In the short term, satisfaction is characterized by repeat purchases of products consisting of goods and services. Meanwhile, in the long term, customer satisfaction generates loyalty that leads to company profitability.

The company's main purpose in maintaining customer satisfaction is to build and improve and maintain customer loyalty to the company and the products or services it produces. Companies that want to achieve customer satisfaction should meet the needs of their customers. It can be achieved by knowing the service quality attributes of the company.

One of the fast-food restaurants in Indonesia is PT. Sarimelati Kencana, Tbk who founded a PIZZA HUT restaurant, which spreads in many areas in Indonesia. Purwaningsih (2006) suggests that most PIZZA HUT consumers are Dine-in Customers (consumers eat on the spot). PIZZA HUT also provides service facilities, but not many consumers take advantage of these facilities. Several factors are considered the cause of the lack of delivery service consumers, including delays in food delivery, food has cooled, the taste has changed, and errors in delivering the type of food.

1. Quality of Service

The development of the company creates intense competition. Various ways are done in order to get customers and keep them. One of the strategies used by companies to win the competition is good service quality. Customers are interested in buying a product or service because of good service quality. According to Tjiptono (2019: 59) states that "Service quality is the level of excellence expected and control over the level of excellence to meet customer desires".

2. Delivery Service

In business, some factors influence the success or failure of a delivery service, according to Henriette Bjerreskov Dinitzen (2010), namely: Delivery time from the point where the customer orders the product to the point where the product arrives at the customer.

3. Consumer satisfaction

According to Kotler and Keller (2017:138), satisfaction is a person's feeling of pleasure or disappointment after comparing a product's perceived performance with their expectations. If the performance does not meet expectations, the customer is dissatisfied, and if the performance is in line with expectations, the customer is satisfied. Furthermore, it is explained that five dimensions measure customer satisfaction: Can meet expectations, Can meet needs. Telling good things and willing to recommend Paying less attention to competing brands and product advertisements Buying other products from the same company Offering product or service ideas to the company.

4. Research Model

According to Sugiyono (2018), "The research model is a synthesis that reflects the relationship between the variables studied and is a guide for solving research problems and formulating hypotheses in the form of a flow chart equipped with qualitative explanations". In this study, the research model is made as follows:

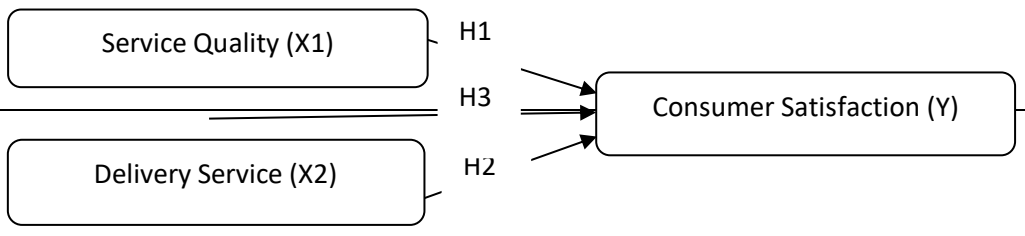

Figure 1. Research Model Paradigm

5. Research Hypothesis

According to Sugiyono (2018: 63), "the hypothesis is a temporary answer to the research problem formulation, where the problem formulation is stated in a statement sentence". Thus, the hypothesis that the researcher proposes is as follows:

H1: It is suspected that there is a significant effect of service quality on customer satisfaction at Pizza Hut Paramount Bintaro Branch.

H2: It is suspected that there is a significant effect of delivery service on customer satisfaction at Pizza Hut Paramount Bintaro Branch.

H3: It is suspected that there is a significant effect of service quality and delivery service simultaneously on customer satisfaction at Pizza Hut Paramount Bintaro Branch.

METHOD

Methods include research design, population, sample, development of research instruments, data collection techniques, and data analysis techniques, described briefly.

This type of research is quantitative, while the population in this study amounted to 63 respondents at Pizza Hut Paramount Bintaro Branch, and the sample in this study amounted to 63 respondents. Data analysis techniques used in instrument testing, classical assumption, regression, correlation coefficient, coefficient of determination, and hypothesis testing.

RESULT and DISCUSSION

1. Test Instrument

(a) From the test results, it was obtained that all questionnaire items on the service quality variable obtained a 2-tailed significance value of 0.000 <0.05; thus, the instrument was valid.

(b) From the test results, all questionnaire items on the delivery service variable obtained a 2-tailed significance value of 0.000 <0.05; thus, the instrument is valid.

(c) From the test results, it was obtained that all questionnaire items on the consumer satisfaction variable obtained a 2-tailed significance value of 0.000 <0.05; thus, the instrument was valid.

(d) From the results of reliability testing, the following results were obtained:

Table 1. Reliability Test Results

Variable	*Cronbach's Alpha*	Alpha Critical Standard	Information
Quality of service (X1)	0.768	0.600	Reliable
Delivery service (X2)	0.668	0.600	Reliable
Consumer satisfaction (Y)	0.724	0.600	Reliable

Based on the test results above, the overall service quality variable (X1), delivery service (X2), obtained a Cronbach alpha value greater than 0.600. Thus declared reliable.

2. Classic assumption test

a. Normality test

The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

Table 2. Kolmogorov-Smirnov Test . Normality Results

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Consumer satisfaction (Y)	.090	63	.200*	.966	63	.083

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Based on the test results in the table above, a significance value of 0.200 is obtained where the value is greater than the value of = 0.050 or (0.200 > 0.050). Thus, the assumption of the distribution of the equations in this test is normal.

b. Multicollinearity Test

Multicollinearity test was carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

Table 3. Multicollinearity Test Results with Collinearity Statistics.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	5.789	3.189			
	Quality of service (X1)	.368	.080	.415	.740	1.351
	Delivery service (X2)	.501	.090	.501	.740	1.351

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the tolerance value of each independent variable is 0.740 < 1.0, and the Variance Inflation Factor (VIF) value is 1.351 < 10; thus, this regression model does not occur multicollinearity.

c. Autocorrelation Test

The test was carried out with the Darbin-Watson test (DW test). The test results are as follows:

Table 4. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.797a	.636	.624	2.297	2.185

a. Predictors: (Constant), Delivery service (X2), Quality of service (X1)
b. Dependent Variable: Consumer Satisfaction (Y)

The test results in the table above obtained the Durbin-Watson value of 2,185; the value is between the intervals 1,550 – 2,460. Thus the regression model stated that there was no autocorrelation disorder.

d. Heteroscedasticity Test

The results of the heteroscedasticity test are as follows:

Table 5. Heteroscedasticity Test Results with Glejser Test Model

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.128	1961		-1.595	.116
	Quality of service (X1)	.045	.049	.131	.913	.365
	Delivery service (X2)	.084	.056	.217	1,517	.134

a. Dependent Variable: RES2

The results of the test using the glejser test obtained the value of Sig. > 0.05. Thus, the regression model has no heteroscedasticity disorder.

This test is used to determine each variable's minimum and maximum scores, mean scores, and standard deviations. The results are as follows: t the results of the study can be generalized.

3. Descriptive Analysis

Table 6. Results of Descriptive Statistics Analisis Analysis

Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
Quality of service (X1)	63	29	48	37.11	4.228
Delivery service (X2)	63	29	45	37.56	3,749
Consumer satisfaction (Y)	63	32	47	38.24	3.745
Valid N (listwise)	63				

And future research Engagement is currently one of the many constructs recognized in various countries.

The quality of service obtained a minimum variance of 29 and a maximum variance of 48 with a mean score of 3.711 with a standard deviation of 4.228.

Consumer satisfaction obtained a minimum variance of 32 and a maximum variance of 47 with a mean score of 3.824 with a standard deviation of 3.745.

4. Quantitative Analysis.

This analysis is intended to determine the effect of the independent variable on the dependent variable. The test results are as follows

a. Multiple Linear Regression Analysis

The results of multiple linear regression testing are as follows::

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.789	3.189		1,815	.075
	Quality of service (X1)	.368	.080	.415	4,583	.000
	Delivery service (X2)	.501	.090	.501	5.536	.000

Based on the test results in the table above, the regression equation Y = 5.789 + 0.368X1 + 0.501X2. From these equations, it is explained as follows:

1) A constant of 5.789 means that if there is no service quality and delivery service, then there is a customer satisfaction value of 5.789 points.

2) The regression coefficient of service quality is 0.368; this number is positive, meaning that every time there is an increase in service quality of 0.368, consumer satisfaction will also increase by 0.368 points.

3) The regression coefficient for delivery service is 0.501; this number is positive, meaning that every time there is an increase in delivery service of 0.501, customer satisfaction will also increase by 0.501 points.

b. Correlation Coefficient Analysis

The results of the correlation coefficient test are as follows:

Table 8. Results of Testing the Correlation Coefficient of Service Quality on Consumer Satisfaction

Correlationsb

		Quality of service (X1)	Consumer satisfaction (Y)
Quality of service (X1)	Pearson Correlation	1	.671**
	Sig. (2-tailed)		.000
Consumer satisfaction (Y)	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained, a correlation value of 0.671 means that the quality of service has a strong relationship to customer satisfaction.

Table 9. Results of Testing the Correlation Coefficient of Service Delivery on Consumer Satisfaction.

Correlations[b]

		Delivery service (X2)	Consumer satisfaction (Y)
Delivery service (X2)	Pearson Correlation	1	.713**
	Sig. (2-tailed)		.000
Consumer satisfaction (Y)	Pearson Correlation	.713**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained, a correlation value of 0.713 means that delivery service strongly relates to customer satisfaction.

Table 10. Results of Testing the Correlation Coefficient of Service Quality and Service Delivery Simultaneously on Consumer Satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797a	.636	.624	2.297

a. Predictors: (Constant), Delivery service (X2), Quality of service (X1)

The test results obtained a correlation value of 0.797, meaning that the quality of service and delivery service simultaneously have a strong relationship with customer satisfaction.

c. Coefficient of Determination Analysis

The results of testing the coefficient of determination are as follows:

Table 11. Results of the Coefficient of Determination of Service Quality on Consumer Satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671a	.450	.441	2,800

a. Predictors: (Constant), Quality of service (X1)

Based on the test results obtained a determination value of 0.450, meaning that service quality has a contribution of 45.0% influence on consumer satisfaction.

Table 12. Results of Testing the Coefficient of Determination of Delivery Service on Consumer Satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713a	.508	.500	2,647

a. Predictors: (Constant), Delivery service (X2)

The test results obtained a determination value of 0.508, meaning that delivery service has a contribution of 50.8% influence on consumer satisfaction.

Table 13. Results of the Coefficient of Determination of Service Quality and Service Delivery on Customer Satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797a	.636	.624	2.297

a. Predictors: (Constant), Delivery service (X2), Quality of service (X1)

Based on the test results obtained a determination value of 0.636, meaning that the quality of service and delivery service simultaneously contribute 63.6% influence on consumer satisfaction, while other factors influence the remaining 36.4%.

d. Hypothesis testing

Partial hypothesis test (t-test)

Hypothesis testing with a t-test is used to determine which partial hypothesis is accepted.

The first hypothesis: There is a significant effect of service quality on customer satisfaction.

The second hypothesis: There is a significant effect of delivery service on customer satisfaction.

Table 14. Hypothesis Test Results Service Quality on Consumer Satisfaction.

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	16,192	3.142		5.154	.000
	Quality of service (X1)	.594	.084	.671	7.062	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (7,062 > 2,000), thus the first hypothesis proposed a significant influence between service quality and customer satisfaction is accepted.

Table 15. Results of Hypothesis Testing of Service Delivery on Consumer Satisfaction.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11.493	3.384		3.397	.001
	Delivery service (X2)	.712	.090	.713	7,942	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the value of t count > t table or (7,942 > 2,000), thus the second hypothesis proposed a significant influence between service delivery on customer satisfaction is accepted.

Simultaneous Hypothesis Testing (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted.

The third hypothesis There is a significant influence between service quality and service delivery on customer satisfaction.

Table 16. Hypothesis Test Results Service Quality and Service Delivery on Consumer Satisfaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	552.823	2	276,411	52,383	.000b
	Residual	316,606	60	5,277		
	Total	869,429	62			

Based on the test results in the table above, the calculated F value > F table or (18,770 > 2,760), thus the third hypothesis proposed that there is a significant influence between service quality and service delivery on customer satisfaction is accepted.

Discussion of Research Results

1. The Effect of Service Quality on Consumer Satisfaction

From the analysis results, it was found that the service quality variable had a significant effect on customer satisfaction with a correlation value of 0.671, meaning that the two variables had a strong relationship with the contribution of 45.0%. Testing the hypothesis obtained the value of t count > t table or (7.062 > 2,000). Thus, the first hypothesis proposed a significant effect between service quality and customer satisfaction is accepted.

2. The Effect of Delivery Service on Consumer Satisfaction

From the analysis results, it was found that the delivery service variable had a significant effect on consumer satisfaction with a correlation value of 0.713, meaning that the two variables had a strong relationship with the contribution of 50.8%. Testing the hypothesis obtained the value of t count > t table or (7,942 > 2,000). Thus, the second hypothesis proposed a significant effect between service delivery and customer satisfaction is accepted.

3. The Influence of Service Quality and Delivery Service on Consumer Satisfaction

From the results of the analysis, the variables of service quality and service delivery have a significant effect on customer satisfaction with the regression equation Y = 5.789 + 0.368X1 + 0.501X2, the correlation value is 0.797, meaning that the two variables have a strong relationship with the contribution of 63.6% influence. At the same time, the rest amounted to 36.4%, influenced by other factors. Testing the hypothesis obtained the calculated F value > F table or (18,770 > 2,760). Thus the third hypothesis proposed a significant effect between service quality and service delivery on customer satisfaction is accepted.

CONCLUSION

a. Service quality has a significant effect on consumer satisfaction; the correlation value is 0.671 or strong with a contribution of 45.0%. Hypothesis test obtained value of t count > t table or (7,062 > 2,000). Thus there is a significant influence between service quality and customer satisfaction at Pizza Hut Paramount Bintaro Branch.

b. Delivery service has a significant effect on customer satisfaction with a correlation value of 0.713 or strong with an influence contribution of 50.8%. Hypothesis test obtained value of t count > t table or (7,942 > 2,000). Thus there is a significant influence between delivery service on customer satisfaction at Pizza Hut Paramount Bintaro Branch.

c. Service quality and service delivery significantly affect consumer satisfaction with a correlation value of 0.797 or strong with a contribution of 63.6% influence while other factors influence the remaining 36.4%. Hypothesis test obtained value of F count > F table or (18,770 > 2,760). Thus, service quality and delivery service are significantly affected simultaneously on customer satisfaction at Pizza Hut Paramount Bintaro Branch.

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