

The Effect of Service Quality and Food Products on Guest Satisfaction at The Flavor Hotel Citradream Semarang Restaurant

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ABSTRACT

The phenomenon that occurs in the field shows that from the results of the suggestion box there are still complaints from guests who use the restaurant's services, these complaints include the lack of garnishes or the appearance of food and drinks that are less attractive, the lack of menu variations on the food and drinks served, the lack of friendliness of some employees. restaurants in providing service, especially when crowded conditions, limited menu books, slow and unresponsive service. These questions aim to determine and analyze the effect of service quality on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant, to determine and analyze the effect of food product quality on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant, to determine and analyze the effect of service and the quality of food products together on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant. This research is a way to find out, discuss, analyze and conclude in depth about the influence of food product quality and service on guest satisfaction at Restaurant The Flavor Hotel Citradream Semarang. The variable quality of food products is the variable that has the most influence on guest satisfaction when visiting Restaurant The Flavor Hotel Citradream Semarang.

Keywords: Service Quality; Food Products; Guest Satisfaction

INTRODUCTION

Basically the purpose of a business is to create satisfaction for its guests. According to Kotler (Sudaryanto & Astuti, 2017) states that satisfaction is a person's feeling after comparing performance or perceived results with expectations.

In addition to being supported by the quality of its products, of course in terms of services it requires services to support the level of satisfaction that guests will feel. According to Kotler (Wahyuni & Rofiah, 2017) The definition of service is any action or activity that can be offered by one party to another, which is essentially

intangible and does not result in the ownership of anything.

Product quality is an important factor that influences the creation of guest satisfaction. Machfoedz (Hatma & Nainggolan, 2021) defining product quality symbolizes the product's ability to perform its functions which include durability, reliability, ease of use and repair and other properties. Product quality is one of the factors forming guest satisfaction after purchasing and using a product.

The phenomenon that occurs in the field shows that from the results of the suggestion box there are still complaints from guests who use the restaurant's services, these complaints include

the lack of garnishes or the appearance of food and drinks that are less attractive, the lack of menu variations on the food and drinks served, the lack of friendliness of some employees. restaurants in providing service, especially when crowded conditions, limited menu books, slow and unresponsive service. With high guest complaints, it can be interpreted that many guests are not satisfied with the services provided by the Citradream hotel management.

As for this research, several questions were formulated, including: does service quality have a positive influence on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant? Does the quality of food products have a positive influence on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant? Does the quality of service and the quality of food products together have a positive influence on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant?

These questions aim to determine and analyze the effect of service quality on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant, to determine and analyze the effect of food product quality on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant, to determine and analyze the effect of service and the quality of food products together on guest satisfaction at The Flavor Citradream Hotel Semarang Restaurant.

Literature Review

In the increasingly fierce competition, the guest satisfaction factor is a serious concern. Service and guest satisfaction are important aspects in order to survive in business and competition.

According to Kotler and Keller (Wahyuni & Rofiah, 2017) Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (outcome) of the product thought to the expected performance (or result).

The definition is in line with that conveyed by Hartono (Subagiyo & Budiman, 2019) shows that guest satisfaction is the result of accumulation of guests or guests in using products and services. Therefore, every new transaction or experience

will have an influence on guest satisfaction. Thus, guest satisfaction has a time dimension because of the accumulation. Therefore, whoever is involved in the affairs of guest satisfaction, he has been involved in long-term affairs. Efforts to satisfy guests is a long experience that knows no end.

There are several methods that can be used to measure the level of guest satisfaction according to Kotler & Armstrong in (Subagiyo & Budiman, 2019) are as follows:

- (1) complaint and suggestion system, the company provides a comment card for guests to fill out regarding suggestions and complaints to be submitted.;
- (2) guest satisfaction survey; responsive companies measure guest satisfaction directly by conducting periodic surveys;
- (3) stealth shopping, companies pay people to act as potential buyers to report their findings about the strengths and weaknesses they experience when buying the company's products and competitors' products
- (4) analysis of missing guests, companies should contact guests who stopped buying or changed suppliers to learn why.

According to Lupiyoadi (Sondakh, 2015) There are five main factors that need to be considered in relation to guest satisfaction, namely product quality, service quality, emotional, price and cost. Parasuraman, et al in Harpadeles et al., (2016) said that service quality is the basis for service marketing, because the core of the product being marketed is a performance (quality), and it is performance that is purchased by guests, therefore the quality of service performance is the basis for service marketing.

In the case of service marketing, the dimension of quality that is most often used as a reference is the dimension developed by Parasuraman et. al (Harpadeles et al., 2016):

1. Reliability, namely the ability to provide the promised service immediately, accurately and satisfactorily.
2. Responsiveness, namely the desire and willingness of employees to help guests and provide responsive service.

3. Assurance, which includes knowledge, competence, courtesy and trustworthiness of employees; free from physical harm, risk or doubt.

4. Empathy, including ease in establishing relationships, effective communication, personal attention, and understanding of the individual needs of guests.

5. Physical evidence (tangibles), including physical facilities, employee equipment, and means of communication.

According to Kotler and Armstrong (Bahar & Sjahruddin, 2015) Quality is a characteristic of a product in its ability to meet predetermined and latent needs. A product is anything that can be offered to a market for attention, purchase, use, or consumption that can satisfy a want or need.

Product quality is the superiority of the products offered by the company based on the suitability of the guest's tastes or the suitability of the guest's needs and requirements.

According to Garvin quoted by Gasperz (2009), to determine the dimensions of the quality of goods, it can be done through eight dimensions as described below:

- a. *Performance*, this relates to the functional aspects of an item and is the main characteristic that guests consider in purchasing the item.
- b. *Features*, namely the performance aspect that is useful for adding basic functions, related to product choices and development.
- c. *Reliability*, matters relating to the probability or possibility of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions.
- d. *conformance*, this relates to the level of conformity to the specifications that have been previously set based on the wishes of the guest.
- e. *Durability*, which is a reflection of economic life in the form of a measure of durability or service life of goods.
- f. *Serviceability*, namely characteristics related to speed, competence, convenience, and accuracy in providing services for repairing goods.

g. *Aesthetics*, is a subjective characteristic regarding aesthetic values related to personal considerations and reflections of individual preferences.

h. *Fit and Finish*, subjective properties related to the nature of the guest regarding the existence of the product as a quality product.

According to Marsum (2005), things that must be applied in food products include Flavor (Taste), Consistency (Stability), Texture/Form/Shape (Order/Shape/Cuts), Nutritional Content (Nutritional content), Aromatic appeal (Attraction through scent), Temperature (Temperature)

From the above theories, the research hypothesis is formulated as follows H1: Service quality has a positive influence on guest satisfaction at The Flavor Restaurant Hotel Citradream Semarang.

H2: The quality of food products has a positive influence on guest satisfaction at The Flavor Restaurant Hotel Citradream Semarang.

H3 : Service quality and food product quality together have a positive influence on guest satisfaction at The Flavor Restaurant Hotel Citradream Semarang.

METHOD

This research is a way to find out, discuss, analyze and conclude in depth about the influence of food product quality and service on guest satisfaction at Restaurant The Flavor Hotel Citradream Semarang.

Research Time and Place

This research was conducted at Restaurant The Flavor Hotel Citradream Semarang, which is located at Jln Imam Bonjol No. 187 Semarang, This research was conducted from November 2019 to March 2020.

Population and Respondents

According to Sugiyono (Octafian & Palupiningtyas, 2019), population definition is a generalization area consisting of; objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and

then draw conclusions. The population in this study were all guests who had visited The Flavor Restaurant Hotel Citradream Semarang as many as 1176 people

According to Hamid & Patra (2019), the sample is a collection or part of the population selected with certain procedures that can represent the population. Based on the Slovin formula, the minimum sample used in this study was 100 respondents.

Data sources

Sources of data used in the study are:

1. Primary data,

Primary data in this study is data obtained directly from the distribution of questionnaires or a list of questions to respondents who were selected in this study, namely data relating to the identity of respondents such as: age, gender. The proposed questionnaire was compiled based on predetermined variables by providing several alternative answers.

2. Secondary data

Secondary data are generally in the form of historical evidence, records, or reports that have been compiled in archives, both published and unpublished. Another benefit of secondary data is that a researcher is able to obtain information other than the main information.

Collection Technique

Data This research uses data collection techniques:

1. Questionnaire

Questionnaire is a method of collecting data by giving questions to respondents with a questionnaire guide. The questionnaire in this study used open and closed questions.

2. Observation

Observation is a research method in which researchers make observations directly on the object of research.

Data analysis

First, the researcher conducted a validity test and reliability test using SPSS 25.0 then the data analysis technique used inferential statistics (Sugiyono, 2016)

1. Validity Test

2. Reliability Test

3. Hypothesis test

1. Multiple regression analysis

Multiple regression analysis was used to determine how much influence the relationship between the independent variables had on the dependent variable.

2. Partial Test (t-test)

Partial test or t test to determine whether or not there is a significant effect on the independent variables on the dependent variable individually

3. Simultaneous Test (F-test)

Simultaneous test or F test to see if all the independent variables really have a simultaneous or joint effect on the dependent variable.

4. Coefficient of Determination (R-Square)

The R square test is used to measure the variation in the relationship between the independent variable and the dependent variable.

RESULT and DICUSSION

The results of the analysis are presented as follows:

Table 1 Analysis results

Coefficient	B	Beta	T	Sig t
Service quality	0.108	0.236	3.077	0.003
Food Product Quality	0.292	0.607	7.910	0.000
F				62.563
Sig F				0.000
Adj R ²				0.554

From the results above, it is known that the food product variable has the most dominant

influence compared to the service quality variable.

Hypothesis test

Test F Test

From the results of multiple regression analysis, the calculated F value = 62.563 and the F table value ($\alpha = 0.05$, df numerator = $k = 2$, df denominator = $n - k - 1 = 100 - 2 - 1 = 97$) is 3.09. So F count (87.488) > F table (3.09) which means that there is a positive influence between the variables of service quality and food products on guest satisfaction together.

Coefficient of Determination

The adjusted R^2 value of 0.554 means that the magnitude of the influence of the service quality variable (X1) and the product quality variable (X2) together on guest satisfaction (Y) is 55.4% while the remaining 44.6% is influenced by other variables not included in the study.

Discussion

The Influence of Service Quality Variables on Guest Satisfaction

Hypothesis 1 test results show that there is a positive influence of service quality on guest satisfaction. This is supported by the regression coefficient of the service quality variable of 0.236 with a significance level of $0.000 < 0.05$. This means that the first hypothesis is accepted. Thus the service quality variable determines guest satisfaction Restaurant The Flavor Hotel Citradream Semarang.

The Effect of Food Product Variables on Guest Satisfaction

Hypothesis test 2, the calculation results show that there is a positive effect of product quality variables on guest satisfaction. This is supported by the regression coefficient of the product quality variable of 0.607. This means that the second hypothesis is accepted, thus the product quality variable also plays a role in determining guest satisfaction Restaurant The Flavor Hotel Citradream Semarang.

The Influence of Service Quality Variables and Product Quality Variables on Guest Satisfaction

Hypothesis testing 3, the results of the study show that there is a positive influence on service quality variables and product quality variables on guest satisfaction Restaurant The Flavor Hotel Citradream Semarang. This is reinforced by the calculated F value > F table, which is $62.488 > 3.09$, so in conclusion H_a is accepted and H_o is rejected, which means that there is a positive influence on service quality variables and product quality variables together on guest satisfaction. Thus the better the service quality variable and product quality variable, the guest will feel satisfied and will make continuous visits to the hotel Restaurant The Flavor Hotel Citradream Semarang. This is then supported by satisfaction theory according to Kotler and Keller (2007), guest satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance.

The Most Dominant Variable Influence on Guest Satisfaction

Of the 2 independent variables studied, the variable quality of food products is the variable that has the most influence on guest satisfaction when visiting Restaurant The Flavor Hotel Citradream Semarang. This is because guests really want the quality of food in accordance with what they expect, menu variations are needed because guests definitely really need a diverse menu and what is certain is the quality of the taste of the product so it is necessary to pay attention to the management from Restaurant The Flavor Hotel Citradream Semarang. This finding is also reinforced by the results of Ibrahim & Thawil (2019) that product quality has proven relationship and significant variation of customer satisfaction

CONCLUSION

1. Conclusion

- a. service quality variable determines guest satisfaction at The Flavor Hotel Citradream Semarang Restaurant.
- b. Product quality variables also play a role in determining guest satisfaction Restaurant The Flavor Hotel Citradream Semarang.

- c. the better the service quality variable and product quality variable, the guest will feel satisfied and will make continuous visits to the hotel Restaurant The Flavor Hotel Citradream Semarang.

2. Suggestion

Because guests really want food quality that matches their expectations, menu variations are needed because guests definitely really need a diverse menu and what is certain is the quality of the taste of the product so it is necessary to pay attention to the management of Restaurant The Flavor Hotel Citradream Semarang.

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