



# The Effect of Taste and Service Quality on Customer Satisfaction at Padang Minang Sae Restaurant

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**Abstract:** Food business is a business that is often desired by the community. The reason for choosing this food business is none other than because food is a basic human need. The first impression felt by customers when they first buy food or try a new food menu is definitely judged by the taste of the food. Taste for customers is the uniqueness of the taste of each food stall. Where to be able to judge the taste of a food can be seen from the aroma, taste, and level of maturity (Jones, 2000:109). This proves that the taste of culinary entrepreneurs will have a positive impact on customer satisfaction, besides that the quality of service is also very crucial to achieve satisfaction. The analysis method used in this study is a quantitative data analysis method using the multiple linear regression method. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variables have on the dependent variable Saleh & Utomo (2018). In this research example, multiple linear regression tests are carried out to get an idea of how the independent variables including taste and service affect the dependent variable, namely customer satisfaction. The analysis is carried out by processing data through SPSS. The results of this study indicate: First Hypothesis (H1), it can be concluded that Taste (X1) does not affect Customer Satisfaction (Y), Second Hypothesis (H2), it can be concluded that Service Quality (X2) does not affect Customer Satisfaction (Y), In the Third Hypothesis (H3), it can be concluded that simultaneously Taste (X1) and Service Quality (X2) do not affect Customer Satisfaction (Y).

**Keywords:** Taste, Service Quality, Customer Satisfaction

## Introduction

### Background

Food business is a business that is often desired by the community. The reason for choosing this food business is none other than because food is a basic human need. The first impression felt by customers when they first make a food purchase or try a new food menu is definitely judged by the taste of the food.

According to Maimunah, (2020) in marketing, there are various fields, one of which is the culinary business field. Of the many businesses that are developing at this time, one of them is the culinary business. In the culinary business, entrepreneurs create food and drinks, because it is a human need that must be met to carry out their daily activities, so food is very much needed in human life.

Taste for customers is the uniqueness of the taste of each restaurant. Where to be able to assess the taste of a food can be seen from the aroma, taste, and level of maturity (Jones, 2000:109). Business actors must optimize the taste of each food. The next factor is the quality of service. (Silvia & Sanjaya, 2021) explain that in building a business or business, service quality is highly prioritized, especially in the culinary business world because good service quality affects consumer purchasing interest, good service quality will make consumers comfortable and satisfied with what they have felt, besides that quality is also very important to attract consumer purchasing power.

The taste for customers is the uniqueness of the taste that each food stall has. Where to be able to assess the taste of a food can be seen from the aroma, taste, and level of maturity (Jones, 2000:109). This proves that the taste of culinary entrepreneurs will have a positive impact on customer satisfaction, besides that the quality of service is also very crucial to achieve satisfaction.

The service quality dimension components of physical evidence are the ability of a company to show its existence to external parties, the ability of the restaurant's physical facilities and infrastructure and environmental conditions. Furthermore, reliability, namely the ability to provide promised services immediately, accurately and satisfactorily, responsiveness, namely the company's ability to help and provide fast (responsive) and accurate service to customers and the delivery of clear information, assurance, the existence of certainty, namely knowledge, politeness of the restaurant to foster a sense of trust in customers, empathy, namely providing sincere attention that is individual in nature given to customers by understanding customer desires.

Service quality is one thing that needs to be considered to generate customer interest in the food business. Service quality is closely related to the attitude and way of treating customers when enjoying the food menu offered by the business owner. Service should exceed what customers dream of (Tjiptono, 2015:265). Therefore, every entrepreneur, especially in the food sector, must always strive to improve the quality of service in order to understand customer expectations for the products produced in order to create a sense of satisfaction in customers. As is the case at the Padang Minang Sae Restaurant.

Competition in facing between food businesses, Minang Sae owners must have a special strategy to remain in demand by customers. Therefore, Minang Sae chooses to highlight the authentic Padang taste with appropriate spices, but suitable for the Javanese tongue. The service provided by Minang Sae is also the best, by making customers comfortable when eating at the place. The reason researchers took this title was because they wanted to know how much influence the taste and quality of service had on customer satisfaction at **the Padang Minang SAE restaurant**.

### **Goals & Benefits**

The purpose of this study is to determine how satisfied Padang Minang Sae Restaurant customers are with the service and taste of the food. In addition, this study is useful for the owner of Padang Minang Sae Restaurant to find out how satisfied their

customers are with the service provided and the taste of the food they serve. Then the owner of Padang Minang Sae Restaurant uses this study as an evaluation material for their business to be better.

### **Theoretical Review**

According to Winarno (2008:12) taste consists of the appearance and taste of food. The appearance of food includes color, consistency, shape, portion size, and how it is served. The appearance of food is one of the main factors assessed in choosing food, while the taste of food includes the aroma, texture, and level of ripeness of food. The indicators of taste are: aroma, taste, and level of ripeness.

Taste is a distinctive form of a processed product that is made as optimally as possible in order to obtain the processed product results desired by consumers. The taste of the product that is still prioritized by the company will provide its own trust in the eyes of its consumers. So that with the trust of consumers in the products produced by the company, it will produce its own satisfaction by its consumers (Nopika Indrasari, 2017).

According to Kusumaningrum (2019), the definition of taste is a consumer assessment of food or beverage products, where there is a sensation of stimulation and stimulus that can come from external or internal and then felt by the mouth. Meanwhile, according to Melda and Yulinda (2020), taste is one way to choose food and drinks that are distinguished by the taste of food or drinks and can be distinguished from the shape/appearance, smell, taste, texture, and temperature. Saputra, *et al* (2015) said that taste is the result of cooperation between human senses, more precisely the sense of taste, which generally has four tastes, namely salty, sweet, bitter and sour.

Service quality is closely related to the success of the business being run. According to Sugiarto (2017:39) service quality is a presentation of a product according to the size that has been offered by the product provider. Service quality indicators are Reliability, Responsiveness, Assurance, Empathy, Tangibles, and Online Service systems.

Satisfaction is a customer's pleasure when they feel a product that is comparable to or exceeds a person's expectations (Kotler and Keller, 2012:138-139). Therefore, business owners must have their own strategy through the quality of service provided in order to create more value than business competitors. Indicators of customer satisfaction in this study are repeat purchases, recommending to others, and high trust in the product.

### **Methodology**

The analysis method used in this study is a quantitative data analysis method using the multiple linear regression method. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variables have on the dependent variable Saleh & Utomo (2018). In this research example, multiple linear regression tests are carried out to get an idea of how the independent variables including taste and service affect the dependent variable, namely customer satisfaction. The analysis is carried out by processing data through SPSS.

In this study, the researcher used a quantitative approach. According to Sinambela (2020) quantitative research is a type of research that uses numbers in processing data to produce structured information.

According to Sugiyono (2017;142), a questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. To collect quantitative data in this study, the researcher used Google Form to distribute questionnaires online to 10 customers who were willing to participate as respondents.

According to Morissan (2012:19) population is a collection of subjects, variables, concepts or phenomena. We can examine each member of the population to find out the nature of the population concerned. Population is the totality of all possible values, results that calculate or measure, quantitative or qualitative regarding certain characteristics of all members of a complete and clear group who want to study their properties. The population in this study were consumers who visited the Padang SAE restaurant, totaling 100 people, taken from March 2022 data.

A sample is part of the number and characteristics possessed by the population. So that the sample is part of the existing population, so that for sampling must use a certain method based on existing considerations. The sample used in this study is Nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide an equal opportunity for each element (member) of the population to be selected as a sample member. Based on the calculation results of the existing population, the sample used by the researcher is  $10\% * 100 \text{ people} = 10 \text{ people}$ .

In this study, there are two types of variables: dependent variables symbolized by the letter "Y" and independent variables symbolized by the letter "X". Where the dependent variable is customer satisfaction (Y), while the independent variables consist of product quality (X1), and service quality (X2). Researchers use a Likert scale (ranging from 1 to 5) in the questionnaire to collect the data needed during the analysis process. The multiple linear regression approach is the approach that researchers use to test existing research data and are processed using SPSS 25.

## Results and Discussion

**Table 1.** Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	service quality (X2), taste (X1) <sup>b</sup>	.	Enter

a. Dependent Variable: customer satisfaction (Y)

b. All requested variables entered.

### Testing Hypotheses H1 And H2 With t Test

Basis for decision making t-test

1. If the Sig. value < 0.05, or t count > t table, then there is an influence of variable X on variable Y.
2. If the Sig. value > 0.05, or t count < t table, then there is no influence of variable X on variable Y.

T table formula:  $t(a/2; nk-1) = t(0.05/2; 10-2-1) = (0.025; 7) = 2.365$

Table 2.

### Distribusi Nilai $t_{tabel}$

d.f	t <sub>0.10</sub>	t <sub>0.05</sub>	t <sub>0.025</sub>	t <sub>0.01</sub>	t <sub>0.005</sub>
1	3.078	6.314	12.71	31.82	63.66
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355

**Information:**

- a: confidence value= 0.05 (95%)
- n: number of respondents
- k: number of X variable

Table 3. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,817	11,644		1.187	.274
	taste (X1)	.168	.274	.225	.616	.557
	service quality (X2)	.555	.357	.568	1,555	.164

a. Dependent Variable: customer satisfaction (Y)

#### A. First Hypothesis Testing (H1)

It is known that the Sig. value for the influence of X1 on Y is 0.557 > 0.05 and the calculated t value is 0.616 < t table 2.365, so it can be concluded that the taste image (X1) is rejected, which means that the taste image (X1) does not have a significant effect on customer satisfaction (Y).

### B. Second Hypothesis Testing (H2)

It is known that the Sig. value for the influence of X2 on Y is  $0.164 > 0.05$  and the calculated t value is  $1.555 < t_{table} 2.365$ , so it can be concluded that service quality (X2) is rejected, which means that service quality (X2) does not affect customer satisfaction (Y).

### Testing The Hypothesis H3 With The F Test

Basis for decision making F Test:

1. If the Sig. value is  $< 0.05$ , or  $F_{count} > F_{table}$ , then there is a simultaneous influence of variable X on variable Y.
2. If the Sig. value  $> 0.05$ ,  $F_{count} < F_{table}$  then there is no simultaneous influence of variable X on variable Y.

Table F formula:  $F(k;nk) = F(2;10-2) = (2;8) = 4.46$

Table 4.

**Distribution Nilai Tabel  $F_{0,05}$   
Degrees of freedom for Nominator**

	1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	120	$\infty$
1	161	200	216	225	230	234	237	239	241	242	244	246	248	249	250	251	252	253	254
2	18,5	19,0	19,2	19,2	19,3	19,3	19,4	19,4	19,4	19,4	19,4	19,4	19,4	19,5	19,5	19,5	19,5	19,5	19,5
3	10,1	9,55	9,28	9,12	9,01	8,94	8,89	8,85	8,81	8,79	8,74	8,70	8,66	8,64	8,62	8,59	8,57	8,55	8,53
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96	5,91	5,86	5,80	5,77	5,75	5,72	5,69	5,66	5,63
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,77	4,74	4,68	4,62	4,56	4,53	4,50	4,46	4,43	4,40	4,37
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06	4,00	3,94	3,87	3,84	3,81	3,77	3,74	3,70	3,67
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,64	3,57	3,51	3,44	3,41	3,38	3,34	3,30	3,27	3,23
8	5,32	4,46	4,07	3,84	3,69	3,58	3,50	3,44	3,39	3,35	3,28	3,22	3,15	3,12	3,08	3,04	3,01	2,97	2,93
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,14	3,07	3,01	2,94	2,90	2,86	2,83	2,79	2,75	2,71

Table 5. ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32,270	2	16.135	4.459	.056 <sup>b</sup>
	Residual	25,330	7	3.619		
	Total	57,600	9			

a. Dependent Variable: customer satisfaction (Y)

b. Predictors: (Constant), service quality (X2), taste (X1)

### C. Testing The Third Hypothesis (H3)

Based on the output above, it is known that the significance value for the influence of X1 and X2 simultaneously on Y is  $0.056 > 0.05$  and the calculated F value is  $4.459 < F_{table} 4.46$ , so it can be concluded that H3 is rejected, which means that taste image (X1) and service quality (X2) simultaneously do not have a significant effect on customer satisfaction (Y).

## Termination Coefficient

**Table 6.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	.560	.435	1.90224

a. Predictors: (Constant), service quality (X2), taste (X1)

Based on the output above, the *R square* value is known to be 0.560, this means that the influence of variables X1 and X2 simultaneously on variable Y is 56%.

### Discussion

The R square value in study of 0.560, p. This means that influence variables X1 and X2 simultaneous to variable Y is by 56%. Meanwhile results testing hypothesis This show as following :

#### A. First Hypothesis Testing (H1)

It is known that the Sig. value for the influence of X1 on Y is  $0.557 > 0.05$  and the calculated t value is  $0.616 < t_{table} 2.365$ , so it can be concluded that the taste image (X1) is rejected, which means that the taste image (X1) does not have a significant effect on customer satisfaction (Y).

#### B. Second Hypothesis Testing (H2)

It is known that the Sig. value for the influence of X2 on Y is  $0.164 > 0.05$  and the calculated t value is  $1.555 < t_{table} 2.365$ , so it can be concluded that service quality (X2) is rejected, which means that service quality (X2) does not affect customer satisfaction (Y).

#### C. Testing The Third Hypothesis (H3)

Based on the output above, it is known that the significance value for the influence of X1 and X2 simultaneously on Y is  $0.056 > 0.05$  and the calculated F value is  $4.459 < F_{table} 4.46$ , so it can be concluded that H3 is rejected, which means that taste image (X1) and service quality (X2) simultaneously do not have a significant effect on customer satisfaction (Y).

### Conclusion

- In the First Hypothesis (H1), it can be concluded that Taste (X1) does not have a significant effect on Customer Satisfaction (Y).
- In the Second Hypothesis (H2), it can be concluded that Service Quality (X2) does not have a significant effect on Customer Satisfaction (Y).
- In the Third Hypothesis (H3), it can be concluded that simultaneously, Taste (X1) and Service Quality (X2) do not have a significant effect on Customer Satisfaction (Y).

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