

## **THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, AND CUSTOMERS EXPERIENCE TOWARD CUSTOMERS SATISFACTION AT KOKI SUNDA MEDAN**

**Vivian Lin<sup>1</sup>, Alfonsius<sup>2\*</sup>**

<sup>1,2</sup> Universitas Pelita Harapan, Medan, Indonesia

<sup>2</sup> alfonsius@uph.edu

\* Corresponding Author

### **Abstract**

Koki Sunda Medan has a 4.4 rating in Google Review, which means there are many dissatisfied customers, and most of them complain about unprofessional services from staff, food is served cold and undercooked, and customers are not having a good time. Hence, this research aims to analyze if service quality, food quality, and customer experience affect customer satisfaction at Koki Sunda Medan. Data sources are primary and secondary. The technique is convenience sampling and surveys 100 participants who have visited and purchased in Koki Sunda Medan. The model of this research is multiple linear regression. The research outcomes are that service quality has a partial effect on customer satisfaction, food quality has a partial effect on customer satisfaction, and customer experience partially affects customer satisfaction. Service quality, food quality, and customer experience simultaneously affect customer satisfaction at Koki Sunda Medan. This research recommends enhancing staff alertness, installing appliances and complimentary dishes, and holding activities for customers to create memorable experiences.

**Keywords:** Customers Experience; Customers Satisfaction; Food Quality; Service Quality

### **INTRODUCTION**

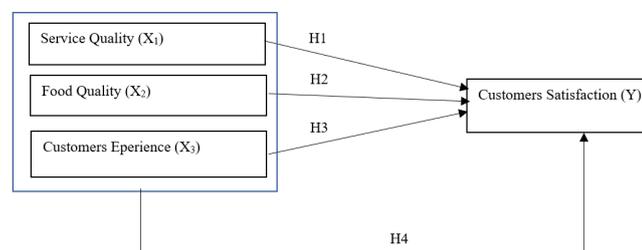
Comparing the second quarter of 2021 with the second quarter of 2020, household consumption in Indonesia recovered by 5.93% and was marked at current prices of 2.3 trillion rupiah that yielded 55.07% to gross domestic product which attained 4.2 trillion rupiah [1]. The household consumption sector that has the fastest growth in second quarter of 2021 is restaurant and hotel with rate of 16.79% [2]. The restaurant industry has a bright prospect which are able to attract more and more restaurant players since the highest importance thing a person require to survive is food and now restaurants are not only to suffice the basic needs, but can also to satisfy customers' need of serene surroundings and wanting to experience different flavor that they aren't able to prepare at their place [3]. Henceforth, in order to persist and prevail in the competition, restaurants need to have comparative edge and ensure full satisfaction for customers, because if customers are not satisfied, they will not have further intention to eat in the restaurant anymore [4].

There are several aspects that can affect customers satisfaction such as service quality, food quality, and customers experience. Customers' level of satisfaction can be determined by examining the efficacy of service quality [5] because service quality relates to how firms fulfill or excel customers' excitement and it conforms to satisfaction as the better quality entails the better satisfaction obtained by customers [6]. To surpass the rivals, pleasant-tasting and fresh foods are necessary [7]. Thus, restaurants need to monitor the quality of food to match the customers expectation which will satisfy them and even make another transaction with the restaurants if they are elated with the food quality because the more improved quality of food served to customers, customers will be more satisfied [8]. Memorable customers experience can be created when customers view the experience that they engaged with is exclusive and

they will be satisfied if they have great experiences since it is a factor relative to anticipation from customers and fulfill their needs in right manner [9].

There are some research projects that evaluated customers satisfaction is positively and significantly influenced by service quality [10], by food quality [11], and also by experience from customers [12]. Koki Sunda is one of the famous restaurants in Medan that put importance on satisfaction from customers and have more than 10 years of experience in the food and beverage sector. Nevertheless, in the Google Review, it has rating of 4.4 per March 2022 which indicated that Koki Sunda Medan is lacking in satisfying customers. This can be detected from the reviews in which customers expressed that they are not satisfied with slow and unfriendly services, quality of foods that are not suitable to customers' likings, and unenjoyable experience when eating in Koki Sunda Medan.

From all of the research and problems mentioned before, the researcher decided to investigate the effect of service quality, food quality, and customers experience toward customers satisfaction at Koki Sunda Medan with the research model and hypotheses in this research are shown below:



**Figure 1. Research model**

H1: Service quality has partial effect towards customers satisfaction at Koki Sunda Medan

H2: Food quality has partial effect towards customers satisfaction at Koki Sunda Medan

H3: Customer's experience has partial effect towards customers satisfaction at Koki Sunda Medan

H4: Service quality, food quality, and customers experience have simultaneous effect toward customers satisfaction at Koki Sunda Medan.

## METHODOLOGY

Quantitative method is applied in this research due to the fact that it is the method implemented to analyze particular population/sample according to the phenomenon which happened in reality [13]. Research that used quantitative method will need to acquire information from the variables and adopt method or assessment numerically [14]. There are three independent variables in this research which are service quality, food quality, and customers experience and for the dependent variable it is customers satisfaction. The population will be people who have made transaction at Koki Sunda Medan. To determine sample, the researcher applied non-probability technique with convenience approach as it enables researcher to select the sample in accordance with respondents that are attainable, accessible, and within reach [15]. Moreover, because the population is unknown/indefinably large, Lemeshow formulation will be employed in this research in which the result is 96.04 and rounded up to 100 participants needed in this research [13].

To obtain the data/information, researcher used primary and secondary data. For the primary data, researcher send questionnaires via online approach such as google forms and the links will be shared through several social media communication applications namely Line, WhatsApp, and Instagram due to the pandemic situation which made the researcher unable to

directly give the forms to participants. The questionnaire consisted of total 36 questions with 10 questions regarding service quality, 10 questions regarding food quality, 10 questions regarding customers experience, and 6 questions regarding customers satisfaction. The questionnaire will be measured using Likert scale which have five scale of points from strongly disagree (1) to strongly agree (5) [13]. Meanwhile, secondary data are obtained through information from online sources such as online articles, journals, and from other published works such as books or documentations in order to find more reliable and trusted information or knowledge.

When the required data are acquired, the researcher will analyze the data through testing of validity and reliability, testing of classical assumption (normality, multicollinearity, and heteroscedasticity), testing of multiple regression analysis, coefficient of determination, and hypothesis testing by utilizing IBM SPSS 26th version.

## RESULTS

### Testing of Validity and Reliability

In order to guarantee the validness and trustworthiness of the results from research, researcher must consider the testing of validity and reliability [16]. Test of validity is a measurement test to depict the intensity of accuracy between the data that really happened on the object with the data acquired by researcher [13]. This research applied Pearson Product Moment to test the validity and the basis for deciding the validity will be classified into valid if  $r_{count} > r_{table}$  because it means the item does correlated significantly with the overall value and invalid if  $r_{count} < r_{table}$  because it indicates the item does not correlated significantly with the overall value [17]. The description for the validity results can be classified into 5 category [18] which is displayed in Table 1

**Table 1. Categorization For Validity Description**

Results	Description of Validity
0.00 – 0.19	Very Weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very Strong

The participants for testing the validity in this research are 30 customers in Koki Sunda Hasanuddin Medan who have went and dine in the restaurant. When there are 30 participants and researcher decided to have significance of error as much as 5%, the  $r_{table}$  will be 0.361.

**Table 2. Validity Testing Result Of Service Quality**

Code	$R_{count}$	$R_{table}$	Validity	Description
SQ1	0.585	0.361	Valid	Moderate
SQ2	0.694	0.361	Valid	Strong
SQ3	0.470	0.361	Valid	Moderate
SQ4	0.535	0.361	Valid	Moderate
SQ5	0.578	0.361	Valid	Moderate
SQ6	0.629	0.361	Valid	Strong
SQ7	0.545	0.361	Valid	Moderate
SQ8	0.651	0.361	Valid	Strong
SQ9	0.760	0.361	Valid	Strong
SQ10	0.420	0.361	Valid	Moderate

From the result above, all of the independent variable service quality's question statements are valid as the value from rcount are greater than rtable value of 0.361. From the ten questions, there are six questions that have moderate validity, and the remaining four questions have strong validity.

**Table 3. Validity Testing Result Of Food Quality**

Code	R <sub>count</sub>	R <sub>table</sub>	Validity	Description
FQ1	0.705	0.361	Valid	Strong
FQ2	0.713	0.361	Valid	Strong
FQ3	0.528	0.361	Valid	Moderate
FQ4	0.686	0.361	Valid	Strong
FQ5	0.575	0.361	Valid	Moderate
FQ6	0.509	0.361	Valid	Moderate
FQ7	0.621	0.361	Valid	Strong
FQ8	0.703	0.361	Valid	Strong
FQ9	0.645	0.361	Valid	Strong
FQ10	0.616	0.361	Valid	Strong

Results from Table 3 can be interpreted as the question instruments in independent variable of Food Quality are valid because the output in rcount is higher than rtable. Thus, it fulfilled the criteria of being valid. From the results, three questions are moderate, and seven questions are strong in terms of validity.

**Table 4. Validity Testing Result of Customers Experience**

Code	R <sub>count</sub>	R <sub>table</sub>	Validity	Description
CE1	0.515	0.361	Valid	Moderate
CE2	0.771	0.361	Valid	Strong
CE3	0.684	0.361	Valid	Strong
CE4	0.767	0.361	Valid	Strong
CE5	0.700	0.361	Valid	Strong
CE6	0.768	0.361	Valid	Strong
CE7	0.727	0.361	Valid	Strong
CE8	0.690	0.361	Valid	Strong
CE9	0.631	0.361	Valid	Strong
CE10	0.651	0.361	Valid	Strong

From results in Table 4, the researcher can keep the statement of each questions in Customers Experience because there are higher value of rcount compared to rtable of 0.361. From the presentation in the table 4, there is only one question that the validity is moderate, while the rest are strong in the validity.

**Table 5. Validity Testing Result Of Customers Satisfaction**

Code	R <sub>count</sub>	R <sub>table</sub>	Validity	Description
CS1	0.829	0.361	Valid	Very Strong
CS2	0.751	0.361	Valid	Strong
CS3	0.841	0.361	Valid	Very Strong
CS4	0.804	0.361	Valid	Very Strong
CS5	0.672	0.361	Valid	Strong
CS6	0.763	0.361	Valid	Strong

In Table 5, the questions in customers satisfaction are confirmed to be valid as there are none rcount value that is lower than 0.361. Moreover, the validity consist of three questions with strong validity and three questions with very strong validity.

Because the question statements in service quality, food quality, customers experience, and Customers Satisfaction are valid, the researcher can move on to testing the reliability for each variables. Testing of reliability is needed to detect if the measurement is stable and consistent enough to respond the research instrument's every variables and to evaluate the reliability, Cronbach Alpha will be implemented [15]. It is reliable if Alpha coefficient is more than 60% level of significance and if the Alpha coefficient is less than 60% level of significance, then it is not reliable enough [19]. The degree of reliability test can be classified into three criteria namely poor/unacptable, acceptable, and good which can be seen in Table VI [20].

**Table 6. Categorization For Reliability Description**

Reliability Score	Reliability Explanation
<0.60	Poor/Unacceptable
0.60-0.79	Acceptable
≥0.80	Good

The outcome of reliability testing from independent variables of service quality, food quality, and customers experience and also from dependent variables of customers satisfaction will be shown in Table 7 below

**Table 7. Result of Reliability Testing**

Variable	Cronbach Alpha	Critical Number	Number of Items	Reliability	Description
Service Quality	0.783	0.6	10	Reliable	Acceptable
Food Quality	0.828	0.6	10	Reliable	Good
Customers Experience	0.876	0.6	10	Reliable	Good
Customers Satisfaction	0.869	0.6	6	Reliable	Good

As can be seen, for the Service Quality, the questions are reliable due to the value in Alpha Cronbach is 0.783 which is greater than 0.6. Hence, the researcher is able to use the 10 questions in Service Quality as the reliability is proved. Food Quality have reliable questions because based from the Cronbach Alpha calculation, the value is 0.828 which is more than the critical value of 0.6. For Customers Experience, from the four variables being tested, it has the highest Cronbach Alpha value of 0.867 which made it reliable as it passed critical value of 0.6. Lastly, the questions in Customers Satisfaction are reliable as the value of 0.869 is greater than 0.6. Meanwhile, for the description, there are three variables (Food Quality, Customers Experience, and Customers Satisfaction) that have good reliability because Cronbach Alpha score is  $\geq 0.80$  and there is one variable (Service Quality) that has acceptable reliability due to the Cronbach Alpha score is between 0.60 and 0.79. Hereby, all independent and dependent variables' questions in this research are reliable and can be applied.

### Testing of Classical Assumptions

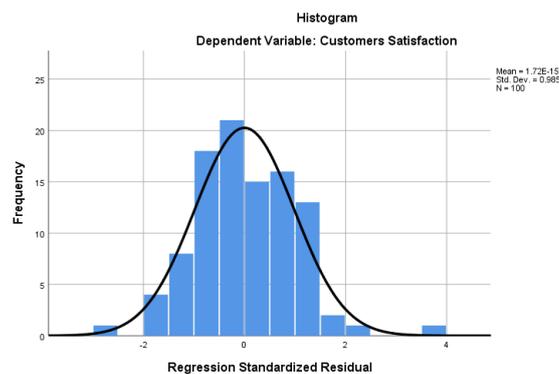
Normality, heteroscedasticity, and multicollinearity tests will be conducted for the classical assumption in this research. In the normality test, when the result from significant probability test is higher than 0.05, then it is normal data distribution. On the other hand, if the result is lower than 0.05, it is known as abnormal data distribution [21]. Researcher implemented Kolmogorov-Smirnov (K-S) methodology in testing the data to see if it has normal or abnormal distribution.

**Table 8. Normality Testing With K-S Method Result**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.89792960
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.042
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

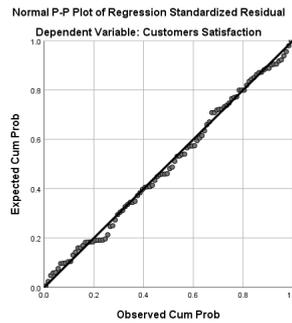
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

From the output above, the result is presented in Asymp. Sig. (2-tailed) with value of 0.200. Thus, the data in this research are being distributed normally as 0.200 is higher than significance value of 0.05. Although the mathematical output shows that the data is not abnormally distributed, the researcher will still analyze the output from Histogram figure and chart of Normal P-P Plot to make sure and support the fact that the data in this research indeed have normal distribution. In Histogram figure, data can be called as distributed normally, the graphic must be shaped symmetrically/have a bell shape [22] and for the chart of Normal Probability P-Plot, the data is distributed normally when the dots/points are spreading along the side of straight slanted/diagonal line and the spreading is not too far from the line [22].



**Figure 2. Histogram for testing normality.**

From the Figure 2, the graph is symmetric and is forming a shape like a bell which describe the data as normal distribution.



**Figure 3. Chart of normal probability P-Plot**

In Figure 3, the chart clearly displays that the dots are not spreading too far from the line and dots are following the line which researcher assumed this is normal distribution. The objective of conducting heteroscedasticity test is to see if there has unequal residual variance in regression model's results which is why appropriate regression model will show no sign of heteroscedasticity or known as homoscedasticity [24]. Heteroscedasticity will not appear in regression model if the signification value  $>0.05$ . On contrary, it will appear if the value of significance  $< 0.05$  [25]. In this research, the researcher initially applied Glesjer test but due to appearance of heteroscedasticity, researcher go on with Park test.

**Table 9. Glesjer Result of Testing Heteroscedasticity Coefficients<sup>a</sup>**

Model	T	Sig.
1 (Constant)	2.515	.014
Service Quality	1.475	.143
Food Quality	-.124	.902
Customers Experience	-2.560	.012

a. Dependent Variable: ABS\_RES

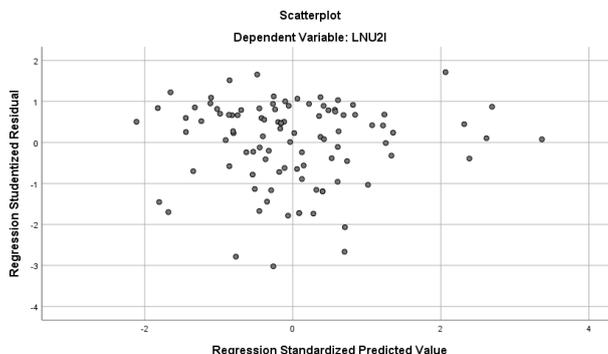
From the Table IX above, can be seen that both Service Quality and Food Quality have Sig. value more than 0.05 (0.143 and 0.902 respectively) which indicated that both did not have Heteroscedasticity. However, the Glesjer test cannot be used in this research because the variable of Customers Experience has Sig. value less than 0.05 which is 0.012 that means Heteroscedasticity happened. Thus, researcher proceeded the data by using Park Test which is squaring/quadrating the residual value and then regressed it (LNU2I) to become the dependent variable with the independent variables [24].

**Table 10. Heteroscedasticity Result with Lnu2i Coefficients<sup>a</sup>**

Model	T	Sig.
1 (Constant)	1.224	.224
Service Quality	.120	.905
Food Quality	.343	.732
Customers Experience	-1.629	.107

a. Dependent Variable: LNU2I

From the output, in the column of Sig shows that the variable of Service Quality, Food Quality, and Customers Experience did not have value less than 0.05 with value of 0.905, 0.732, and 0.107 respectively and this means that there is no Heteroscedasticity. To have more proof of Homoscedasticity, the researcher included Scatterplot results from SPSS 26th version in Fig. 4 below



**Figure 4. Scatterplot with Park test**

In the figure, there are no dots that forming specific pattern/structure like wave pattern and the dots are spread in above and below of 0 and also axis of Y, which can be concluded as there are no Heteroscedasticity in this data [24].

In order to check if there is any appearance of correlation/correspondence between the variables of independent in regression model, researcher must do testing of multicollinearity with guidelines of VIF/Variance Influence Factor <10 and tolerance >0.1 that signifies multicollinearity does not appear [24].

**Table 11. Result Of Testing Multicollinearity coefficients<sup>a</sup>**

model	collinearity statistics		
	tolerance	Vif	
1			
	(constant)		
	service quality	.626	1.597
	Food Quality	.619	1.616
	Customers Experience	.615	1.625

a. Dependent Variable: Customers Satisfaction

From the output, researcher can state that all of independent variables (Service Quality, Food Quality, and Customers Experience) did not have Multicollinearity because the VIF are greater than 0.10 with value of 0.626, 0.619, 0.615 respectively and Tolerance are not more than 10 with value of 1.597, 1.616, and 1.625 respectively.

### Multiple Linear Regression

Reference [15] mentioned that when researchers have the intention to make prediction when there are two or more independent variables that serves as predictor factors toward the degree of dependent variables, multiple linear regression analysis can be calculated by using:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 \quad (1)$$

Equation (1) can be determined with, Y is Customers Satisfaction, a means constant, X1 is Service Quality, X2 is Food Quality, and X3 is Customers Experience.

**Table 12. Result Of Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.766	2.273	
	Service Quality	.126	.055	.203
	Food Quality	.129	.063	.182
	Customers Experience	.306	.058	.471

a. Dependent Variable: Customers Satisfaction

From the result, researcher will use the equation in this research as:

$$Y = 1.766 + 0.126X_1 + 0.129X_2 + 0.306X_3 \quad (2)$$

On the output of formula (2), the constant score in this research is 1.766. So, if Service Quality, Food Quality, and Customers Experience do not have any value, then Y or the Customers Satisfaction value will always be 1.766. The coefficients section did not have negative results which interpreted there is direct/positive relationships. For instances, if Service Quality is improved by 1 value, then the Customers Satisfaction will be improved by 0.126; if Food Quality is increased by 1 value will leads Customers Satisfaction increased by 0.129; and for Customers Experience that is enhanced by 1 value, the Customers Satisfaction will be enhanced by 0.306.

### Coefficient of Determination

Coefficient of Determination which is also known as R Square test is designed for understanding the weightiness of influence from variable of independent (X) toward variable of dependent (Y) in which the less value the coefficient of determination has, the impact of independent variable towards dependent variable is getting smaller [20]. Reference [26] also mentioned that the greater the value from coefficient of determination, the better capability of independent variables to explain/describe dependent variables.

**Table 13. Output Of Coefficient Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730a	.533	.518	1.927

a. Predictors: (Constant), Customers Experience, Service Quality, Food Quality

b. Dependent Variable: Customers Satisfaction

From the output, value of adjusted R Square is 0.518 in which the percentage is 51.8%. Thus, the researcher concluded that Service Quality, Food Quality, and Customers Experience all have influence on Customers Satisfaction as much as 51.8%. However, the remaining 48.2% might be the other variables that can affect Customers Satisfaction but not being the main discussion by the researcher in this research. Several variables that the researcher unable to look into are Satisfaction from Employees, Worthiness of Price, Prestigiousness of the Restaurant, and Social Responsibilities from the Firm.

## Hypothesis Tests

The aim of conducting hypothesis test is to establish groundwork for determining the hypothesis/assumption being denied or granted [27]. In Hypothesis tests, t-test and f-test will be conducted.

Conducting partial significance test/t-test is to evaluate the relevance of every variable, in case of X1 (Service Quality), X2 (Food Quality), and X3 (Customers Experience) actually have partial effect on Y (Customers Satisfaction). Reference [24] stated that when the  $t_{count} > t_{table}$  or signification level  $< 0.05$  then independent variables have partial effect on the dependent variable, deny null hypothesis. But, when  $t_{count} < t_{table}$  or signification level  $> 0.05$  then every independent variable did not have partial effect on the dependent variable, granted null hypothesis.

**Table 14. Results Of T-Testings**

		Coefficients <sup>a</sup>	
Model		t	Sig.
1	(Constant)	.777	.439
	Service Quality	2.303	.023
	Food Quality	2.053	.043
	Customers Experience	5.291	.000

a. Dependent Variable: Customers Satisfaction

From the results in Table XIV, the researcher will accept H1, H2, and H3 because the values of significance are less than 0.05 and tcount values are higher than ttable of 1.984984 (Df= 100-4 = 96). Thus, Service Quality has partial effect towards Customers Satisfaction, Food Quality has partial effect towards Customers Satisfaction, and Customers Experience has partial effect towards Customers Satisfaction.

Reference [28] indicated that simultaneous significance test/f-test attempts to analyze the simultaneous effect of independent variables of Service Quality (X1), Food Quality (X2), and Customers Experience (X3) on the dependent variable of Customers Satisfaction (Y). The influence from independent variables is simultaneous toward dependent variable if  $F_{count} > F_{table}$  or level of signification  $< 0.05$  which also means the rejection of null hypothesis, but if  $F_{count} < F_{table}$  or level of signification  $> 0.05$ , the influence from independent variables is not simultaneous toward dependent variable and means null hypothesis acceptance [24].

**Table 15. Results Of F-Testings**

		ANOVA <sup>a</sup>		
Model		Df	F	Sig.
1	Regression	3	36.452	.000 <sup>b</sup>
	Residual	96		
	Total	99		

a. Dependent Variable: Customers Satisfaction

b. Predictors: (Constant), Customers Experience, Service Quality, Food Quality

From the results, can be seen that significance value is 0 which is less than 0.05 and F-count is 36.452 which is more than F-table of 2.699 (Df1= 4-1 = 3 and Df2= 100-4 = 96). Thereby, Service Quality, Food Quality, Customers Experience have simultaneous effect toward Customers Satisfaction and then the researcher will accept the H4.

## DISCUSSION

Based on the Table 14, it can be said that Service Quality has partly affected Customers Satisfaction at Koki Sunda Hasanuddin Medan as the researcher already accepted H1.

Moreover, the relationship between Service Quality and Customers Satisfaction is direct/positive in its direction because if Koki Sunda Hasanuddin Medan's Service Quality is downgraded then the Customers Satisfaction will also be lessened. The result in this research is in line with previous research that summarized Service Quality has the partial impact on Bayu Lagoon Restaurant's Customers Satisfaction [10]. In addition, another research also tested that in partial, Service Quality has significant influence on Customers Satisfaction in Ucello Restaurant [29]. The result has backing theories that clearly identified that the degree of satisfaction from customers will be enhanced when customers sense the quality of service is good [30] and customers typically will be delighted and reappeared when their view on the quality of service gained is same or better than their projection [31].

Based on the output from the t-testings, the researcher accepted H2 which states that Food Quality has affected partly Customers Satisfaction at Koki Sunda Hasanuddin Medan. The connection between Food Quality and Customers Satisfaction in this research is positive/direct which means they move in the same pattern/direction wherein if Food Quality is being enhanced then Customers Satisfaction will also boosted. The result in this research is compatible with the existing research that revealed quality of food in the restaurant individually has effect on Customers Satisfaction [11] and another research pointed out Food Quality has contributed in directly influencing Customers Satisfaction at restaurants in Garut regency [32]. Reference [33] is also suitable with the result as it declared customers' delectation/satisfaction will be influenced by customers' expectation on the food quality and reinforced by another theory which explained food quality strongly impacted satisfaction from customers because it is one of the purposes of why customers want to go to the restaurants [34].

In Table 14 of t-test's output also shows that the researcher accepted H3 with statement Customers' Experience has a partial effect on Koki Sunda Hasanuddin Medan's Customers Satisfaction and their connection is positive/direct which signified if Customers' Experience in Koki Sunda Hasanuddin Medan is refined, then the Satisfaction from Customers will also be prospered and vice versa. This output is correspondent with the previous research that has outcome of experience from customers influences partially on the customers satisfaction [12]. Another previous research also revealed that experiential marketing or known as Customers' Experience by using sense, feel, think, act, and relate is able to significantly control/impact Customers' Satisfaction [35]. The theory that is in line with this claimed the more significant a customer's experience, the more enjoyment and evaluation towards the service that customer can feel which generates for customer satisfaction [36]. Following this, five aspects from experiential marketing (sense, feel, think, act, and relate) acted as parameters to focus on customers' experiences which will outweigh dissatisfaction from customers and by engaging them will form customers' joyousness and devotedness [37].

In Table 15 presented F-testing's result which can be acknowledged that altogether, Service Quality, Food Quality, and Customers Experience simultaneously affect Customers Satisfaction at Koki Sunda Hasanuddin Medan. This result is in compliance with that mentioned the food and service quality from customers' assessment are derived from their own experience in the food service industry and it has pivotal part to enhance satisfactory degree of customers [38]. In addition, there is another theory explained that customers satisfaction is derived from customers' judgment/evaluation on their whole experiences and these experiences are also accompanied by quality of food and service as they are the fundamental attribute in the restaurant [39].

## **CONCLUSION**

To sum up, Service Quality has partial effect towards Customers Satisfaction, Food Quality has partial effect towards Customers Satisfaction, and Customers Experience has

partial effect towards Customers Satisfaction at Koki Sunda Medan. Simultaneously, Service Quality, Food Quality, and Customers Experience have effect toward Customers Satisfaction

Meanwhile, regarding the problems and reviews of customers, for recommendation in Service Quality, to prevent customers wait too long, there should be several staffs that are responsible to react and quickly go when there is customer who calls. Staffs should be equipped with communication device such as walkie-talkie so that when one of the staff is busy, can notify the other staffs who are unoccupied to assist customers which will enhance staffs' reactions/responsiveness. Another customized service that can be suggested is staffs can introduce the recent dishes/best-selling dishes and also menu of the day for customers.

In Food Quality, the precaution method to avoid imbalance taste and dishes served cold, Koki Sunda Medan might install software such as kitchen display system by Hash Micro since it will display the detailed information of the orders [28] and utilize appliance/tools to warm foods such as warming oven/shelves and wrap the dishes using tin foil. Meanwhile, to prevent the presentation of dishes are different from the one displayed on the menu, staffs should inspect whether the dishes and the pictures displayed on the menu are similar. Dishes can be made more palatable by experimenting colors, put attractive garnish/decoration that will enhance the dishes visually, and try organizing the dishes into several unique shapes. Despite this, if there are customers complaint the quality of food, the restaurant should come up with remedy such as new dish that free of charge or treat them sweet courses/refreshments to apologize and express regret.

For Customers Experience, every staff must be communicated on what dishes that are sold out/out of stock so that when customers want to put the order, the staffs can immediately notify to customers as a means to not let customers experienced displeased/disappointment caused by need to reorder and waiting for dishes that in the end cannot be eaten. Another solution related with this topic is that the staffs can offer substitute/alternative dishes to customers so that customers do not have to re-think again the menu. the restaurant can hold activities/giveaways that involve customers to post their experience in picture or video format on their accounts and tag the restaurant in order to win the challenges that will make memorable experience during their visit in Koki Sunda Hasanuddin Medan.

## **ACKNOWLEDGMENT**

The researcher would like to express gratitude to her mentor, Dr. Alfonsius SE, M.Si, who have encouraged, guided, and inspired the researcher to complete this research. Without his assistance and excellent insights, researcher will not be able to carry out the research.

## **REFERENCES**

- Afthanorhan, Z. Awang, N. Rashid, H. Foziah, and P. Ghazali, "Assessing the effects of service quality on customer satisfaction," *Management Science Letters*, vol. 9, no. 1, pp. 13-24, 2019.
- K. Purnomo, *Pengolahan riset ekonomi jadi mudah dengan IBM SPSS*, Surabaya: CV. Jakad Publishing, 2019.
- L. Son, "Instrumentasi kemampuan pemecahan masalah matematis: Analisis reliabilitas, validitas, tingkat kesukaran dan daya beda butir soal," *Gema wiralodra*, vol. 10, no. 1, pp. 41-52, 2019.

- M. Ngandoh, “Kepuasan konsumen melalui harga, promosi, kualitas makanan dan kualitas pelayanan,” *Jurnal Mirai Management*, vol. 6, no. 2, pp. 232-244, 2022.
- N. Putra, S. P. D. Anantadjaya, and I. M. Nawangwulan, “Customer satisfaction as A result of combination of food display & quality,” *Journal of Management and Business*, vol. 19, no. 2, 2020.
- Raj. (2021). *How to start a food business: An enhanced step-by-step guide towards a successful food business*. [Online]. Available: <https://jungleworks.com/how-to-start-a-food-business-past-present-future-with-step-by-step-guide-toward-success/>
- Rajput and R. Z. Gahfoor, “Satisfaction and revisit intentions at fast food restaurants,” *Future Business Journal*, vol. 6, no. 1, pp. 1-12, 2020.
- C. Cronk, *How to use SPSS®: A step-by-step guide to analysis and interpretation*. Routledge, 2017.
- H. Jayani. (2021). *Restoran dan Hotel Capai Pertumbuhan Tertinggi pada Kuartal II-2021*. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2021/08/06/restoran-dan-hotel-capai-pertumbuhan-tertinggi-pada-kuartal-ii-2021>
- Hidayat, A. Bismo, and A. R. Basri, “The effect of food quality and service quality towards customer satisfaction and repurchase intention (case study of Hot Plate restaurants),” *Jurnal Manajemen Bisnis*, vol. 10, no. 01, pp. 01-09, 2020.
- K. Sari and S. Paludi, “Pengaruh kualitas pelayanan, kualitas produk dan promosi terhadap kepuasan pelanggan di restoran Uccello,” *STEIN eRepository*, vol. 15, no. 1, 2020.
- D. Taluke, R. S. Lakat, and A. Sembel, “Analisis preferensi masyarakat dalam pengelolaan ekosistem Mangrove di Pesisir Pantai Kecamatan Loloda Kabupaten Halmahera Barat,” *Spasial*, vol. 6, no. 2, pp. 531-540, 2019.
- C. Awalukita, “Pengaruh experiential marketing terhadap kepuasan dan loyalitas pelanggan restoran Pempek Ny. Kamto di Surakarta,” *Agrista*, vol. 8, no. 4, pp. 27-38, 2020.
- E. T. Kurniasih and D. Kusuma, “Pengaruh kualitas layanan terhadap kepuasan pelanggan restoran Warunk Upnormal,” *JAMBI. Journal Development*, vol. 8, no. 1, pp. 76-89, 2020.
- Yusup, “Uji validitas dan reliabilitas instrumen penelitian kuantitatif,” *Tarbiyah: Jurnal Ilmiah Kependidikan*, vol. 7, no. 1, pp. 17-23, 2018.
- Dianti, “Analisi pengaruh kualitas makanan dan harga terhadap kepuasan pelanggan pada usaha kuliner di Pantai Tanjung Bias Kabupaten Lombok Barat,” *Jurnal Sangkareang Mataram*, vol. 6, no. 4, pp. 22-24, 2020.
- Ghozali, *Aplikasi analisis multivariate dengan program IBM SPSS 25*, 5th ed. Semarang: Universitas Diponegoro, 2018.
- H. B. Damanik, A. S. Lubis, and H. Siregar, “Pengaruh kualitas pelayanan jasa dan kualitas produk terhadap customer satisfaction pada Bayu Lagoon Resto Tebing Tinggi,” *ARBITRASE: Journal of Economics and Accounting*, vol. 1, no. 3, pp. 130-135, 2021.

- M. Jaya, *Metode penelitian kuantitatif dan kualitatif*, Yogyakarta: Quadrant, 2020.
- Arifin, *SPSS 24 untuk penelitian dan skripsi*, Jakarta: Kelompok Gramedia, 2017.
- Patel and P. Patel, "A study on customer experience towards coffee culture with special reference to Surat, Adajan," *International Journal of Research in Engineering, Science and Management*, vol. 3, no. 3, pp. 596-602, 2020.
- Mealey. (2019). *Practical Ways to Handle Customer Complaints in a Restaurant*. [Online]. Available: <https://www.thebalancesmb.com/how-to-handle-customer-complaints-2888421>
- B. Uddin, "Customer loyalty in the fast food restaurants of Bangladesh," *British Food Journal*, vol. 121, no. 11, pp. 2791-2808, 2019.
- M. Pakurár, H. Haddad, J. Nagy, J. Popp, and J. Oláh, "The service quality dimensions that affect customer satisfaction in the Jordanian banking sector," *Sustainability*, vol. 11, no. 4, p. 1113, 2019.
- D. Apuke, "Quantitative research methods: A synopsis approach," *Kuwait Chapter of Arabian Journal of Business and Management Review*, vol. 33, no. 5471, pp. 1-8, 2017.
- R. A. Vildayanti, "The effect of experiential marketing on cafe Excelso customer loyalty in Central Jakarta 2019," *JABE (Journal of Applied Business and Economics)*, vol. 6, no. 4, pp. 413-428, 2020.
- R. M. Savitri, "Pengaruh kualitas makanan dan dinescape terhadap kepuasan pelanggan pada restoran di Kabupaten Garut Provinsi Jawa Barat," *VITKA Jurnal Manajemen Pariwisata*, vol. 1, no. 2, pp. 16-22, 2019.
- R. Mayliza, "Analisis customer satisfaction dan behavioral intention dilihat dari service quality, food quality dan price/value di restoran Mcdonald'S Depok," 2019.
- S. F. Hilman and N. Marlana, "Pengaruh experiential marketing dan persepsi kualitas layanan terhadap kepuasan konsumen di Gubug Makan Mang Engking Juanda Sidoarjo," *Jurnal Ilmiah Manajemen*, vol. 15, no. 2, pp. 173-189, 2020.
- S. Fadiyah. (2022). *5 Reasons Why Restaurants Should Apply Kitchen Display System*. [Online]. Available: <https://www.hashmicro.com/blog/kitchen-display-system-benefits/>
- S. Riyanto and A. A. Hatmawan, *Metode riset penelitian kuantitatif penelitian di bidang manajemen, teknik, pendidikan dan eksperimen*. Yogyakarta: Deepublish, 2020.
- S. S. Rahayu, "Pengaruh Pengalaman Pelanggan dan Manfaat yang Dirasakan dari Internet Banking Terhadap Kepuasan Nasabah Bank Syariah di Surabaya dan Sidoarjo," Ph.D. dissertation, Program Studi Ekonomi Syariah, STIE Perbanas, Surabaya, 2020.
- Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Bandung: CV. Alfabeta, 2017.
- Sugiyono, *Metode penelitian kuantitatif, kualitatif, dan R&D*, Bandung: CV. Alfabeta, 2018.

- V. A. Taslim and C. A. Pramuditha, “Pengaruh harga, promosi, kualitas produk dan lokasi terhadap minat beli konsumen pada restoran Magal Korean BBQ House Palembang,” *Publikasi Riset Mahasiswa Manajemen*, vol. 2, no. 2, pp. 143-153, 2021.
- V. B. Kusnandar. (2021). *Konsumsi Rumah Tangga Tumbuh 5,93% pada Kuartal II-2021*. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2021/08/06/konsumsi-rumah-tangga-tumbuh-593-pada-kuartal-ii-2021>
- V. Herlina, *Panduan praktis mengolah data kuesioner menggunakan SPSS*, Jakarta: Gramedia, 2019.
- V. R. Inggawati, L. Lusy, and Y. B. Hermanto, “The influence of loan to deposit ratio, loan operational of income operational and nonperforming loan toward profitability of Bank Perkreditan Rakyat in Sidoarjo Regency,” *International Journal of Scientific and Research Publications (IJSRP)*, vol. 8, no. 11, pp. 510-519, 2018.
- Y. Y. Aryaningsih, A. Fathoni, and C. Harini, “Pengaruh return on asset (ROA), return on equity (ROE) dan earning per share terhadap return saham pada perusahaan consumer good (food and beverages) yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2016,” *Journal of Management*, vol. 4, no. 4, pp. 1-16, 2018.
- Y. Zhong and H. C. Moon, “What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender,” *Foods*, vol. 9, no. 4, p. 460, 2020.