

The Influence of Marketing Mix on Customer Satisfaction and Loyalty at Daja House Restaurant Lampung Indonesia

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ABSTRACT

This study aims to analyze the influence of the marketing mix, consisting of food quality, price, location, and service quality, on customer satisfaction and loyalty at Daja House Restaurant in Bandar Lampung. Data for this study was collected through an online questionnaire with 181 respondents who had visited the restaurant more than three times in the last six months. The analysis method used a quantitative approach with a 5-point Likert scale to measure consumer perceptions of the studied variables. The results indicate that each variable in the marketing mix has a positive and significant effect on customer satisfaction, and customer satisfaction has a direct impact on loyalty. This study emphasizes the importance of a positive consumer experience in creating loyalty, especially in the service industry. Practically, this research provides recommendations for the management of Daja House Restaurant to continue improving food quality, adjusting competitive prices, enhancing the layout and comfort of the environment, and training staff to provide responsive and friendly service. In this way, customer satisfaction and loyalty can be increased, ultimately supporting business sustainability amid intense competition.

Keywords - marketing mix, customer satisfaction, customer loyalty, service quality, daja house restaurant

INTRODUCTION

The food and beverage industry proliferates in various big cities, including Lampung. The following is the growth in the number of restaurants in Bandar Lampung, which shows a significant increase from 2017 to 2023.

TABLE 1.1
GROWTH IN THE NUMBER OF RESTAURANTS IN BANDAR LAMPUNG CITY

No	Year	Number of Restaurants Recorded	Growth
1	2017	463	-
2	2018	488	5.3%
3	2019	723	48.2%
4	2020	792	9.5%
5	2021	827	4.4%
6	2022	1052	27.2%

Source: BPS City of Bandar Lampung (2023)

Based on data from the Central Statistics Agency (BPS) of Bandar Lampung City, the growth in the number of restaurants in Lampung has increased significantly every year, even during the

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COVID-19 pandemic, when other sectors experienced a slowdown (Sugiyono, 2019). During this period, the number of restaurants recorded continued to increase, indicating high competitiveness and increasing the need for service and quality innovation (Kotler & Keller, 2021). Daja House Restaurant, which was just established in 2021, is a new restaurant that is still facing the challenge of declining revenue and number of visitors. Although several factors, such as food quality and price, have been considered, there are still other challenges related to customer experience and satisfaction (Uddin, 2019).

In this situation, the concept of customer satisfaction becomes key. Customer satisfaction is a determining factor in consumer loyalty, especially in the service sector such as restaurants, where customers tend to form perceptions based on the overall experience (Bougie & Sekaran, 2020). Therefore, restaurant owners such as Daja House need to pay attention to aspects of service quality, environment, price, and mainly the food served to maintain competitiveness amidst the competition (Dhillon, 2023).

This study focuses on identifying the influence of critical factors such as food quality, price, location, environment, and service quality on consumer satisfaction and loyalty. The purpose of this study is to provide deeper insight into how these factors contribute to satisfaction and loyalty formation, so that restaurant owners can make data-based decisions in improving their services (Kotler & Keller, 2021).

Theoretically, this study contributes to increasing understanding of the factors that influence customer satisfaction, especially in the restaurant sector (Bougie & Sekaran, 2020). Practically, this study is expected to provide a reference for Daja House Restaurant managers in strategies to improve service quality, thereby maintaining customer loyalty and increasing the competitiveness of their restaurants (Tjiptono, 2019).

LITERATURE REVIEW

Marketing Mix

The marketing mix is a basic concept in marketing that aims to meet consumer needs and wants through quality products or services. According to Kotler and Keller (2021), the marketing mix includes four main components: product, price, place, and promotion. For companies in the restaurant sector, product quality (food), competitive prices, strategic locations, and attractive promotions are very important factors in building consumer appeal (Tjiptono, 2019).

Consumer Loyalty

Consumer loyalty describes the long-term emotional relationship between consumers and brands, characterized by a commitment to repeat purchases and recommendations to others (Bougie & Sekaran, 2020). Research by Uddin (2019) found that product quality, such as food taste, has a strong correlation with loyalty, especially in the fast food industry. In addition, Dhillon (2023) stated that loyal consumers are not only influenced by product quality but also by the overall experience, including the service provided.

Customer Satisfaction

Customer satisfaction is a measure of how well a customer's experience compares to their expectations. This satisfaction occurs when customer expectations are met or even exceeded, and

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high satisfaction can lead to loyalty (Praditbatuga et al., 2022). According to Tjiptono (2019), restaurants that are able to consistently meet customer expectations will find it easier to attract new customers and retain old customers.

Food Quality, Price, Location, and Service Quality

Food quality and price are two main factors that influence consumer satisfaction and loyalty in restaurants (Mubarok et al., 2023). In addition, a comfortable and strategic location, as well as good service quality, are also factors that influence satisfaction. Research by Praditbatuga et al. (2022) shows that these factors contribute significantly to creating a positive experience for consumers.

METHODOLOGY

This study adopts a post-positivist paradigm with a quantitative approach, which allows for objective and structured measurement of relationships between variables (Bougie & Sekaran, 2020). The quantitative approach was chosen to ensure that the results obtained can be generalized to a wider population, as well as to allow for the identification of causal relationships between the variables studied (Sugiyono, 2019).

Primary data were obtained through online distributed questionnaires, where respondents were asked to rate their experiences. This approach allows for detailed measurement of consumer perceptions and facilitates statistical analysis (Kotler & Keller, 2021).

The population in this study were consumers of Daja House Restaurant, and the sample was selected randomly with the criteria of having visited the restaurant at least three times in the last six months (Bougie & Sekaran, 2020). Selecting a sample that repeatedly visits the restaurant will provide a more accurate picture of loyalty and perceptions of service quality.

RESULTS

Respondent Profile

This study successfully collected data from 200 respondents, but only 181 respondents were eligible for analysis. These respondents were mainly consumers of Daja House Restaurant in Bandar Lampung. The respondent profile is described through several categories, such as gender, age, occupation, and marital status, with the following details:

TABLE 4.1
RESPONDENT PROFILE

Category	Sub-Category	Number of Respondents	Percentage
Gender	Man	64	35%
	Woman	117	65%
Age	18 - 28 years	113	62%

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Category	Sub-Category	Number of Respondents	Percentage
	29 - 38 years	41	23%
	39 - 49 years	24	13%
	Over 50 years	3	2%
Work	Students	46	25%
	Employee	87	48%
	Businessman	37	20%
	Other	11	6%
Status	Not married yet	120	66%
	Marry	61	34%

Source: Actual Data 2024

From this data, it can be seen that respondents are dominated by women (65%) with an age range of 18-28 years (62%). Most respondents are employees (48%) and are unmarried (66%).

4.2 Consumer Behavior Profile

Consumer behavior profiles reveal purpose of visit, visiting companion, frequency of visit, and expenditure. The majority of respondents visit restaurants to gather with friends or family (38%) and usually visit with friends or colleagues (47%).

TABLE 4.2
CONSUMER BEHAVIOR

Category	Sub-Category	Number of Respondents	Percentage
Purpose of Visit	To enjoy food and drinks	44	24%
	For work or study	14	8%
	To gather with friends/family	68	38%
	To relax	45	25%
Biggest Expense	Less than Rp. 300,000	57	31%
	Rp. 300,001 - Rp. 450,000	57	31%
	Rp. 450,001 - Rp. 600,000	33	18%

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Category	Sub-Category	Number of Respondents	Percentage
	Rp. 600,001 - Rp. 750,000	14	8%
	More than Rp. 750,000	20	11%

Source: Actual Data 2024

From the data above, it can be seen that the respondents' largest expenditure when visiting the Daja House Restaurant ranged from IDR 300,000 - IDR 450,000, indicating a fairly high purchasing power.

4.3 Descriptive Statistics

This study uses a Likert scale to measure consumer perceptions of variables including food quality, price, location and environment, service quality, customer satisfaction, and customer loyalty. The following table shows descriptive statistics for each variable.

The data was successfully collected through the distribution of questionnaires using a Likert scale of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) with the variables *food quality, price, location and environment, service quality, customer satisfaction, and customer loyalty*.

Food Quality

The responses successfully collected through the questionnaire for indicators of *food quality* are as follows:

TABLE 4.3
DESCRIPTIVE STATISTICS OF FOOD QUALITY VARIABLES

Code	Statement	Min	Max	Mean
FQ1	This restaurant provides clean food	2	5	4.41
FQ2	This restaurant has a varied menu	2	5	4.37
FQ3	This restaurant uses fresh ingredients	2	5	4.38
FQ4	This restaurant serves food at ready-to-eat temperature.	2	5	4.28
FQ5	This restaurant provides food with an appetizing appearance.	2	5	4.13
				4.31

Source: Data Analysis (2024)

From the table above, it can be seen that the lowest average value is 4.13 with the FQ5 indicator, namely the statement "This restaurant provides food with an appetizing appearance". Furthermore, the highest average value is 4.41 on the FQ1 indicator with the statement " This restaurant provides clean food". Based on the average value for all indicators in the *food quality variable* of 4.31, it shows that the respondent's response to this variable tends towards agreement.

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Price

The responses successfully collected through the questionnaire for the *price indicator* are as follows:

TABLE 4.4
DESCRIPTIVE STATISTICS OF *PRICE VARIABLE*

Code	Statement	Min	Max	Mean
P1	The prices offered are competitive	2	5	4.29
P2	The price offered is reasonable	2	5	4.28
P3	The price offered is in accordance with the quality of food obtained.	2	5	4.31
P4	The price offered is in accordance with the services obtained	2	5	4.23
P5	The discount given by this restaurant influenced me to buy food.	2	5	4.02
				4.23

Source: Data Analysis (2024)

From the table above, it can be seen that the lowest average value is at 4.02 with indicator P5, namely the statement " The discount given by this restaurant influences me to buy food ". Furthermore, the highest average value is at 4.31 on indicator P3 with the statement " The price offered is in accordance with the quality of the food obtained". Based on the average value for all indicators in the *price variable* of 4.23, it shows that the respondent's response to this variable tends to agree.

Location and Environment

The responses successfully collected through the questionnaire for the *location and environment indicators* are as follows:

TABLE 4.5
DESCRIPTIVE STATISTICS OF LOCATION AND ENVIRONMENTAL VARIABLES

Code	Statement	Min	Max	Mean
LL1	Large parking area	2	5	4.23
LL2	This restaurant arranges the dining table position comfortably.	2	5	4.31
LL3	This restaurant provides a play area for children.	2	5	4.06
LL4	This restaurant is in an easy to reach location	2	5	4.28
LL5	This restaurant has an attractive decoration.	2	5	4.17
				4.21

Source: Data Analysis (2024)

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From the table above, it can be seen that the lowest average value is 4.06 with the LL3 indicator, namely the statement " This restaurant provides a play area for children ". Furthermore, the highest average value is 4.31 on the LL2 indicator with the statement " This restaurant arranges the dining table position comfortably". Based on the average value for all indicators in the *location and environment variable* of 4.21, it shows that the respondent's response to this variable tends to agree.

Service Quality

The responses successfully collected through the questionnaire for *service quality indicators* are as follows:

TABLE 4.6
DESCRIPTIVE STATISTICS OF PHYSICAL EVIDENCE SERVICE QUALITY VARIABLES

Code	Statement	Min	Max	Mean
KPBF1	This restaurant looks clean	2	5	4.46
KPBF2	Restaurant waiter looks neat	2	5	4.40
KPBF3	This restaurant has the latest supporting facilities.	2	5	4.29
KPBF4	This restaurant has a clear menu	2	5	4.34
KPBF5	The atmosphere of this restaurant is comfortable	2	5	4.39
KPBF6	This restaurant lists prices clearly.	2	5	4.18
				4.34

Source: Data Analysis (2024)

TABLE 4.7
DESCRIPTIVE STATISTICS OF EMPATHY SERVICE QUALITY VARIABLE

Code	Statement	Min	Max	Mean
KPE1	Restaurant employees pay attention to consumer needs	2	5	4.44
KPE2	Restaurant employees quickly respond to consumer complaints	2	5	4.30
KPE3	Restaurant employees give personal attention to each consumer.	2	5	4.15
KPE4	Restaurants pay great attention to the health of their customers.	2	5	4.16
KPE5	Restaurants take the safety of their customers very seriously	2	5	4.08
				4.22

Source: Data Analysis (2024)

TABLE 4.8
DESCRIPTIVE STATISTICS OF RELIABILITY SERVICE QUALITY VARIABLES

Code	Statement	Min	Max	Mean
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KPA1	Restaurant employees provide good service	2	5	4.48
KPA2	Restaurant employees provide good administrative accuracy (orders, payment receipts)	2	5	4.35
KPA3	The services provided are as promised	2	5	4.30
KPA4	Restaurants provide fast service	2	5	4.25
KPA5	The restaurant provides orders according to what is ordered	2	5	4.20
				4.32

Source: Data Analysis (2024)

TABLE 4.9
DESCRIPTIVE STATISTICS OF RESPONSIVE VARIABLES

Code	Statement	Min	Max	Mean
mortgage1	Restaurant employees respond quickly	2	5	4.44
mortgage2	Restaurant employees help customers with difficulties promptly	2	5	4.36
mortgage3	Restaurant employees respond promptly to customer requests.	2	5	4.29
KPR4	Restaurant employees help each other to keep service speed up.	2	5	4.28
KPR5	Restaurant employees continue to serve consumer requests outside of restaurant services.	2	5	3.97
				4.27

Source: Data Analysis (2024)

TABLE 4.10
DESCRIPTIVE STATISTICS OF GUARANTEE VARIABLES

Code	Statement	Min	Max	Mean
KPJ1	The restaurant has a good reputation	2	5	4.45
KPJ2	The restaurant maintains the quality of food and beverages consistently	2	5	4.40
KPJ3	Restaurant employees have the ability to serve customers well	2	5	4.31
KPJ4	Restaurant employees serve customers in a friendly manner	2	5	4.28
KPJ5	Restaurant employees are able to provide complete information about the products offered.	2	5	4.03
				4.30

Source: Data Analysis (2024)

From the table above, it can be seen that the lowest average value is at 4.03 with the KPJ5 indicator, namely the statement " Restaurant employees are able to provide complete information

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about the products offered ". Furthermore, the highest average value is at 4.48 on the KPA1 indicator with the statement " Restaurant employees provide good service". Based on the average value for all indicators in the *location and environment variable* of 4.29, it shows that the respondent's response to this variable tends to agree.

Customer Satisfaction

The responses successfully collected through the questionnaire for the *customer satisfaction indicators* are as follows:

TABLE 4.11
DESCRIPTIVE STATISTICS OF CONSUMER SATISFACTION VARIABLES

Code	Statement	Min	Max	Mean
KK1	I enjoy being in the restaurant	2	5	4.43
KK2	This restaurant has succeeded in offering products that match the prices offered.	2	5	4.35
KK3	This restaurant manages to offer a service that matches the price offered.	2	5	4.17
KK4	I am satisfied with this restaurant	2	5	4.29
KK5	My expectations are in line with the service provided	2	5	4.12
				4.27

Source: Data Analysis (2024)

From the table above, it can be seen that the lowest average value is at 4.12 with the KK5 indicator, namely the statement " My expectations are in accordance with the services provided ". Furthermore, the highest average value is at 4.43 on the KK1 indicator with the statement " I enjoy being in the restaurant". Based on the average value for all indicators in the *location and environment variable* of 4.27, it shows that the respondent's response to this variable tends to agree.

Customer Loyalty

The responses successfully collected through the questionnaire for the *customer loyalty indicators* are as follows:

TABLE 4.12
DESCRIPTIVE STATISTICS OF CONSUMER LOYALTY VARIABLES

Code	Statement	Min	Max	Mean
LK1	I will come back to this restaurant	2	5	4.41
LK2	I would recommend this restaurant to others	2	5	4.39
LK3	I will consume the variety of products offered by this restaurant.	2	5	4.29
LK4	This restaurant is the first place that comes to mind when you want to hang out with friends.	2	5	4.21
LK5	I will always tell my friends about this restaurant.	2	5	4.16

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				4.29
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Source: Data Analysis (2024)

From the table above, it can be seen that the lowest average value is 4.16 with the LK5 indicator, namely the statement " I will always convey positive things about this restaurant to my friends ". Furthermore, the highest average value is 4.41 on the LK1 indicator with the statement " I will come back to this restaurant". Based on the average value for all indicators in the *location and environment variable* of 4.29, it shows that the respondent's response to this variable tends to agree.

Data Analysis and Results

Based on data analysis, it was found that all research factors had a significant effect on consumer satisfaction and loyalty. The analysis showed that food quality had the greatest positive effect on satisfaction, followed by service quality, price, and environment (Uddin, 2019). Research by Praditbatuga et al. (2022) also showed that food and service quality play a major role in determining satisfaction.

DISCUSSION

The findings of this study confirm the results of previous studies showing that consumers tend to be more loyal when they receive consistently positive experiences, especially in the service sector (Kotler & Keller, 2021). These findings are relevant for restaurant managers such as Daja House to focus on improving service quality and maintaining high food standards in order to create a satisfying experience for consumers.

CONCLUSION

Conclusion

This study identified that food quality, price, location, and service quality are important factors that influence consumer satisfaction and loyalty. Consumers who are satisfied with their experience are more likely to return and recommend the restaurant to others (Sugiyono, 2019; Uddin, 2019). High loyalty among consumers is essential in building long-term relationships with customers (Kotler & Keller, 2021).

Suggestion

Daja House Restaurant is advised to continue to improve food quality, set competitive prices, improve the layout and comfort of the environment, and train employees in providing friendly and responsive service. Thus, the restaurant can increase consumer satisfaction and loyalty, which will ultimately support business sustainability amidst tight competition (Tjiptono, 2019; Bougie & Sekaran, 2020).

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