International Journal of Advanced Research in Social Studies

The Effect of Service Quality on Customer Satisfaction at Mie Celor 26 Ilir H.M Syafei Z Palembang

Miftahul Maula[1], Esya Alhadi[2]
[1,2]Politeknik Negeri Sriwijaya

Abstract

This study aims to determine the effect of service quality on consumer satisfaction at Mie Celor 26 Ilir H.M Syafei Z Palembang. The methodology used in this research is descriptive quantitative. The accidental sampling technique was applied. The participants were consumers at the stall by a total of 100 respondents. Based on the t-test, the value of t-count was higher than t-table (3.860 > 1.984). It means that service quality has a significant effect on consumer satisfaction. While in the calculation of the coefficient of determination, the result obtained was 55%. Cornbach's Alpha value on service quality also showed that it was higher than the crisis value, which was 0.902, and then the variable was declared reliable since exceeded 0.600.

Keywords: Service quality, customer satisfaction

INTRODUCTION

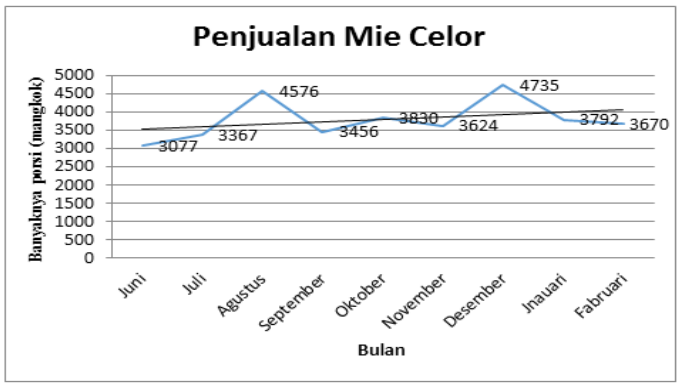
Culinary is one of the supporting factors of promising tourism. The culinary sector plays a major role in tourism development. In tourism development, there are 16 sub-sectors of the creative economy. The largest position for the creative economy sub-sector and a contributor to gross domestic product (GDP) in Indonesia fell to the culinary sector, which was 41.69%. followed by 18.15% in the fashion sub-industry and 15.70% in the handicrafts sub-industry (Creative Economy Statistics and Survey Results, 2017).

Culinary tourism is a mandatory part of tourism development and develops along with the development of culture, history, economy, and society. Because culinary is a characteristic and an added value of a destination or tourist area. Indonesia itself has a variety of culinary delights, ranging from traditional food to modern contemporary food. This is certainly a challenge to maintain traditional culinary. South Sumatra Province is one of the provinces in Indonesia that has a variety of culinary delights. From the variety of

DOI : 10.5281/zenodo.17973298

cuisines, there is one food in the city of Palembang which is also very famous, namely Mie Celor. There are many stalls selling celor noodles in the city of Palembang, but one of them that has been around for more than 50 years is Mie Celor 26 Ilir HM Syafei Palembang. Celor noodle stall HM Syafei is already quite famous among tourists because it is one of the oldest stalls selling Celor noodles.

The development of HM Syafei's celor noodle business which has been going on for a long time. To measure the level of business development and the level of profitability of a business can use the sales volume parameter. From the sales data for the last 9 (nine) months, there have been ups and downs and is fairly unstable.



Sumber : Data Sekunder yang Diolah, 2021

The data above shows a fluctuating condition where the factors that influence sales, including customer satisfaction. The existence of customer satisfaction is an indicator of the success of a business, in other words, customer satisfaction is also influenced by several other things, for example, the quality of service and the quality of food. Therefore the authors are interested in examining whether the quality of service and also the quality of food affect consumer satisfaction in Mie Celor HM Syafei Z.

LITERATURE REVIEW

Service quality

According Lupiyoadi Creep (2011: 65) quality of service , namely "how ja uh differences in customer expectations and the fact that the service will be accepted ". According Lupiyoadi and Hamdani (2009: 182) there are five dimensions that need to be considered in the quality

of services, namely: Tangible *(tangibles),* Reliability *(reliability),* Responsiveness *(responsiveness),* Security and Assurance *(assurance),* empathy *(empathy)*

Food Quality

Food quality is an important role in a consumer purchasing decision, Japrianto & Fiani (2012). In the research that has been done by Johns and Howard (1998) and Kivela et al. (1999) in Qin et al. (2009) there are 4 dimensions of food quality, namely: *Freshness, Presentation, Well cooked,* and *Variety of Food.*

Consumer Satisfaction

Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar, 2005:65). According to Zeitmal in Wijaya (2017: 253) there are 3 factors that influence consumer satisfaction, namely: *fulfillment, pleasure,* and *ambivalence.* These three things play a role in showing how much customer satisfaction is received.

METHODOLOGY

The method used is descriptive quantitative with a sampling technique, namely *Accidental Sampling.* The population sample that is used is the consumer Noodle stall Celor 26 Ilir Palembang HM Syafei Z with a sample size of 100 respondents to the calculation method of *Slovin.* The data analysis technique used the help of the IBM SPSS version 25. The testing of this research instrument was by testing the validity and testing the reliability. The research hypothesis was tested by partial test, coefficient of determination test and multiple linear regression.

RESULTS AND DISCUSSION

Based on the results of the questionnaires that the authors have collected, they can be detailed as follows:

Tabel 1 Characteristics of Respondents

Characteristics	F%	N%
Gender		
Man	25%	100%
Woman	75%	
Age		
<18	2%	100%
19-25	78%	
26-30	11%	
31-45	7%	
>46	2 %	
Work		
Student	51%	100%
Private Employee	21%	
Civil Servant	11%	
Businessman	1%	
Housewife	4%	
others	12%	

Source: Research Questionnaire Data (2021)

Based on table 1, it can be concluded that female respondents are more dominant, namely 75% and male respondents are 25%. Most of the respondents aged 19-25 are 78%, aged 26-30 are 11%, aged 31-45 are 7% and under <18 and >45 are the same, namely 2%. The position of students/students ranks first in the respondents' employment status, namely 51%, private employees 21%, civil servants 11%, others 12%, housewives 4% and entrepreneurs 1%.

Tabel 2 Validity Test

No.	r-count	Description
X1	0,604	Valid
X2	0,607	Valid
X3	0,766	Valid
X4	0,735	Valid
X5	0,656	Valid
X6	0,713	Valid
X7	0,772	Valid
X8	0,823	Valid
X9	0,777	Valid
X10	0,765	Valid
X11	0,640	Valid
Y1	0,728	Valid

Y2	0,792	Valid
Y3	0,796	Valid
Y4	0,801	Valid
Y5	0,760	Valid
Y6	0,792	Valid
Y7	0,744	Valid
Y8	0,799	Valid
Y9	0,866	Valid
Y10	0,847	Valid

Source: Data processed by IBM SPSS v.25 (2021)

Based on table 2, it can be seen that all instruments are declared valid where $r_{count} > r_{table}$ (0.1966). In testing the reliability of all instruments, it is also declared reliable where *Cornbach's Alpha* is greater than the crisis value (0.600), namely service quality 0.902 and customer satisfaction 0.933.

Table 3 Test of Determination

R	Rsquare	Adjusted Rsquare
0.742	0.550	0.541

Source: Data processed by IBM SPSS v.25 (2021)

Based on table 3, it can be seen that the coefficient of determination is 55% and the other 45% is the result of other variables that are not explained in this study.

Table 4 t test results

Variable	t_{count}	t_{table}	Prob. Sig		Description
Service Quality (X_1)	3,860	1,984	0.000	0.05	Significant Influence

Source: *Data processed by IBM SPSS 25 (2021)*

Based on table 4 t test (partial) the value of $t_{count} > t_{table}$ (3.860 > 1.984) which means that service quality has a significant influence.

CONCLUSION

From the data analysis that has been carried out, it can be concluded that the quality of service has a positive and significant impact. Service quality variables include indicators of physical evidence, reliability, captureability, assurance and empathy. Of the 5 indicators, the strongest indicator is reliability, especially on *items* providing the same service to all consumers. It can be concluded that reliability has a major influence in strengthening the relationship between the two research variables, namely service quality and customer satisfaction.

REFERENCES

Apriyani, Dwi Aliyyah dan Sunarti. 2017. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei pada Konsmen The Little A Coffee Shop Sidoarjo). Diunduh di http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2124/2516/ tanggal 6 Maret 2021.

Barlian, Evi. 2016. *Metodelogi Penelitian Kualitatif dan Kuantitatif*. Padang: Sukabina Press.

Eri Besra. (2012). "Potensi Wisata Kuliner Dalam Mendukung Pariwisata Di Kota Padang." *Jurnal Riset Akuntansi Dan Bisnis* 12, no. 1

Isdarmanto. 2017. *Dasar-dasar Kepariwisataan dan Pengelolaan Destinasi Wisata*. Yogyakarta: Gerbang Media Nusantara

Liliani, Priska.2020. *Analisis Kualitas Makanan dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan dan Dampaknya Pada Behavioral Intention Restoran Top Yammie*. Jurnal Bina Manajemen. Vol 8 hal 18-48

Setiawan Ajis, Nurul Qomariah, dan Haris Hermawan. (2019). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen.* Jurnal Sains Manajemen Dan Bisnis Indonesia 9, no. 2: 114–26.

Siyoto, Sandu dan M. Ali Sodik. 2015. *Dasar Metodelogi Penelitian*. Yogyakarta: Literasi Media Publising

Sopian. 2010. *Analisis Kepuasan Konsumen Toko Buku Togamas*. Yogyakarta: Universitas Sanata Darma

Sugiono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: CV. Alfabeta

Sumartini, Lilis Cucu & Diny Fajriani Tias. (2019). *Analisis Kepuasan Konsumen Untuk Meningkatkan Penjualan Kedai Kopi Kala Senja*. Jurnal Ekonomi Bisnis Vol 3, no.2: 111

Wijaya, Willy. 2017. Program Manajemen, Perhotelan Program, Studi Manajemen, Fakultas Ekonomi, Kata Kunci, Kualitas Makanan, and Kepuasan Konsumen. "Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen Di Yoshinoya Galaxy Mall Surabaya."

,