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The Influence Of Service Quality Dimensions On Customer Satisfaction At The Pondok Bambu Hijau Restaurant In Metro City (A Study of the Pondok Bambu Hijau Restaurant in Metro City)

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Abstract

This study aims to analyze the influence of service quality dimensions including tangibles, empathy, responsiveness, reliability, and assurance on customer satisfaction at Pondok Bambu Hijau Restaurant in Metro City. Increasing competition in the culinary sector, along with fluctuations in revenue and customer complaints, indicate that service quality has not yet reached its optimal level. This study employs a quantitative approach using a questionnaire-based data collection technique administered to 180 respondents selected via purposive sampling. The analysis method used is multiple linear regression. The results show that, simultaneously, the dimensions of service quality have a significant effect on customer satisfaction ($F = 29.142$; $p < 0.05$) with a coefficient of determination (R^2) of 0.456. Partially, all dimensions of service quality have a significant effect, with assurance being the most dominant variable. These findings indicate that service quality plays a crucial role in enhancing customer satisfaction; therefore, businesses should prioritize improvements in the assurance aspect to strengthen competitiveness and retain customers.

Keywords: ***Tangible, Empathy, Responsive, Reliability, Assurance, Customer Satisfaction***

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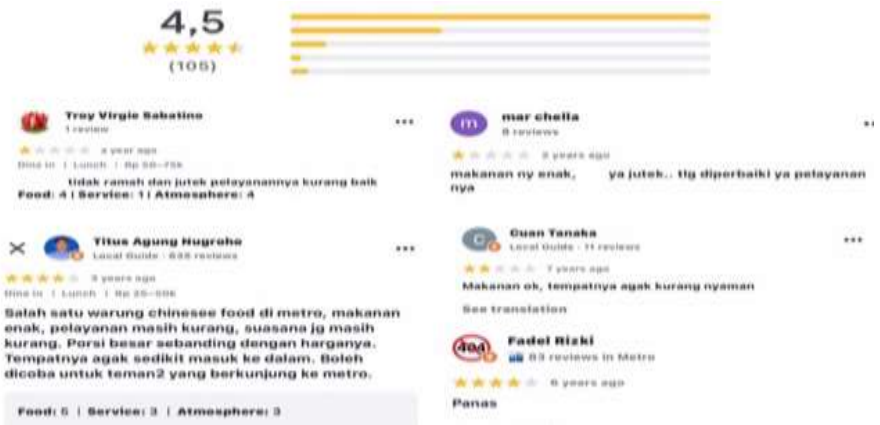
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INTRODUCTION

The culinary sector in Indonesia has experienced significant growth and has become one of the main pillars of the creative economy, particularly the food and beverage industry. Data from the Central Statistics Agency (2024) shows that in 2023 there were 4.85 million food and beverage businesses, with approximately 24.75% being restaurants and eateries. This growth has intensified competition among businesses, making service quality a critical factor in retaining customers.

This situation is also evident in Metro, which has experienced fairly robust economic growth and has spurred the development of local culinary businesses. One business facing this competition is Pondok Bambu Hijau Restaurant. Although this restaurant offers a diverse menu and has a substantial customer base, sales data from 2022–2025 indicates fluctuating revenue and even several significant declines. This situation is believed to be related to suboptimal service quality, which may affect customer satisfaction.

Service quality is a key factor in ensuring customer satisfaction, particularly in service-oriented businesses that involve direct interaction with customers. This study employs the SERVQUAL dimensions tangibility, empathy, responsiveness, reliability, and assurance to analyze service quality at Pondok Bambu Hijau Restaurant. The results of the observation indicate that the restaurant has provided fairly good service in terms of facilities, employee attentiveness, responsiveness, service reliability, and service assurance. However, there are still some customer complaints regarding service quality, indicating the need for improvements to enhance customer satisfaction and sales stability.



Source: Google Review of Pondok Bambu Hijau Restaurant

Figure 1. Google review by a customer of Pondok Bambu Hijau Restaurant

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At Pondok Bambu Hijau Restaurant, despite receiving a Google Review rating of 4.5 out of 5, there are still complaints regarding the comfort of the place, employe responsiveness, order discrepancies, and service friendliness. These conditions indicate that the quality of service has not fully met consumer expectations and is reinforced by fluctuating sales data from 2022 to 2025.

Various previous studies have shown that service quality affects customer satisfaction, but the results are still inconsistent across each SERVQUAL dimension, namely tangible, empathy, responsiveness, reliability, and assurance. In addition, research on service quality in local culinary SMEs in Metro is still limited. Therefore, this research was conducted to analyze the impact of service quality on customer satisfaction at Rumah Makan Pondok Bambu Hijau and to identify the service dimensions that most dominantly influence customer satisfaction.

LITERATURE REVIEW

Marketing

According to Philip Kotler et al. (2022), marketing is the process of creating, communicating, and delivering value to consumers to build mutually beneficial relationships. Marketing does not only focus on sales but also on understanding consumer needs thru value creation, promotion, distribution, and service to enhance consumer satisfaction (Ariyanto et al., 2023; Devi & Triyuni, 2021).

Marketing Management

According to Philip Kotler et al. (2022), marketing is the process of creating, communicating, and delivering value to consumers to meet human and social needs. In this regard, marketing management plays the role of both an art and a science in selecting target markets and acquiring and retaining customers thru the creation of superior value.

Service Quality

Service quality is the ability of a company to provide services that meet or exceed customer expectations, thereby creating consumer satisfaction and loyalty (Parasuraman et al., 1988). The measurement of service quality generally uses the SERVQUAL model, which includes tangibles, empathy, reliability, responsiveness, and assurance.

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Customer Satisfaction

Consumer satisfaction is the feeling of pleasure or disappointment after comparing the performance of a product or service with customer expectations (Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. 2022). Consumers will feel satisfied if the product or service can meet or exceed expectations, thereby increasing customer loyalty. According to Biswas, A., & Verma, R. K. (2023). consumer satisfaction is measured thru the accuracy of choosing a restaurant, the alignment of food with expectations, and satisfaction with the service provided.

METHODOLOGY

This research uses a quantitative approach with data collection techniques thru questionnaires from 180 respondents selected using purposive sampling. The analysis method used is multiple linear regression, which is a sampling technique with specific considerations or criteria that have been established by the researcher. This method was chosen for all consumers who have made purchases at Rumah Makan Pondok Bambu Hijau in Metro City.

DISCUSSION

Validity Test

Table 1. Results of the Validity Test

Indicator	*KMO*	*Anti-Image*	*Factor Loading*	Explanation
***Tangible* (X1)**				
X1.1	0.667	0.652	0.815	Valid
X1.2		0.640	0.829	Valid
X1.3		0.728	0.754	Valid
***Empathy* (X2)**				
X2.1	0.639	0.729	0.715	Valid
X2.2		0.627	0.806	Valid
X2.3		0.603	0.846	Valid
***Responsiveness* (X3)**				
X3.1	0.675	0.652	0.821	Valid
X3.2		0.691	0.785	Valid
X3.3		0.686	0.789	Valid

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***Reliability* (X4)**				
X4.1	0.699	0.724	0.815	Valid
X4.2		0.695	0.834	Valid
X4.3		0.683	0.843	Valid
***Assurance* (X5)**				
X5.1	0.710	0.727	0.835	Valid
X5.2		0.690	0.859	Valid
X5.3		0.715	0.843	Valid
Customer Satisfaction (Y)				
Y1.1	0.677	0.646	0.853	Valid
Y1.2		0.760	0.770	Valid
Y1.3		0.655	0.844	Valid

Source: Data processed with SPSS, 2026

The validity test is conducted to evaluate the ability of the indicators to reflect the latent construct. The analysis results show that all indicators have an outer loading value > 0.60, thus meeting the criteria for convergent validity. Additionally, the Average Variance Extracted (AVE) value for each construct is above 0.50, confirming that the latent variables adequately explain the variance of the indicators. Thus, all constructs are declared valid and suitable for use in structural model analysis.

Reliability test

Table 2. Reliability Test Results

Variable	*Cronbach Alpha*	Explanation >0.6 = Reliable
Tangible (X_1)	0.709	Reliable
Empathy (X_2)	0.693	Reliable
Responsiveness (X_3)	0.715	Reliable
Reliability (X_4)	0.775	Reliable
Assurance (X_5)	0.801	Reliable
Customer Satisfaction (Y)	0.760	Reliable

Source: Data processed with SPSS, 2026

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The test results show that the variables Tangible (X1), Empathy (X2), Responsiveness (X3), Reliability (X4), Assurance (X5), and Customer Satisfaction (Y) have a Cronbach Alpha value > 0.60, so all research instruments are declared reliable and suitable for use in the study.

Multiple Linear Regression Results

Table 3. Results of Multiple Linear Regression Analysis

Coefficients[a]					
Model	*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig.*
	B	*Std. Error*	*Beta*		
(Constant)	1.860	.972		1.914	.057
Tangible	.210	.056	.238	3.755	<.001
Empathy	.145	.059	.159	2.451	.015
Responsiveness	.154	.051	.180	2.993	.003
Reliability	.182	.053	.210	3.412	<.001
Assurance	.215	.053	.252	4.064	<.001

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS, 2026

Based on Table 3, the multiple linear regression equation used is as follows:

$$Y = 1.860 + 0{,}238X_1 + 0{,}159X_2 + 0{,}180X_3 + 0{,}210X_4 + 0{,}252X$$

Explanation:

Y = Consumer Satisfaction Variable
a = Instant (the value of y when X = 0)
b = Regression coefficient (value of increase or decrease)
X1 = *Tangible*
X2 = *Empathy*
X3 = *Responsiveness*
X4 = *Reliability*
X5 = *Assurance*
et = *Error*

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The dependent variable in this study is customer satisfaction (Y), while the independent variables include tangibles (X1), empathy (X2), responsiveness (X3), reliability (X4), and assurance (X5). The regression results show a constant value of 1.860. Based on the standardized coefficients (Beta), assurance is the most dominant variable affecting customer satisfaction with a value of 0.252, followed by tangibles at 0.238, reliability at 0.210, responsiveness at 0.180, and empathy at 0.159. This indicates that assurance is the most influential factor in increasing customer satisfaction.

Hypothesis Testing
Partial Significance Test (t-test)

Table 4. Partial Significance Test (t-test)

Hypothesis	t-count	Significance	Explanation
Tangible (physical evidence) affects Consumer Satisfaction. (H1)	*3.755*	*<.001*	*Accepted*
Empathy influences Consumer Satisfaction. (H2)	*2.451*	*.015*	*Accepted*
Responsiveness affects Consumer Satisfaction. (H3)	*2.993*	*.003*	*Accepted*
Reliability affects Consumer Satisfaction. (H4)	*3.412*	*<.001*	*Accepted*
Assurance (guarantee) affects Consumer Satisfaction. (H5)	*4.064*	*<.001*	*Accepted*

Source: Data processed with SPSS, 2026

The results of the hypothesis test show that all dimensions of service quality, namely tangible, empathy, responsiveness, reliability, and assurance, have a significant impact on customer satisfaction because each variable has a significance value < 0.05.

1. **The Influence of Physical Evidence on Customer Satisfaction**

   The research results show that the tangible dimension (physical evidence) has a positive and significant effect on consumer satisfaction at Rumah Makan Pondok Bambu Hijau with a t-value of 3.755 > 1.654 and significance < 0.05. The tangible dimension has the second-largest influence on consumer satisfaction with a beta value of 0.238. The average rating of respondents of 4.29 indicates that the

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physical condition of the restaurant is considered good, especially regarding the availability of parking space, while the cleanliness of the environment received the lowest score and therefore still needs improvement. These findings are in line with the SERVQUAL theory by Parasuraman et al. (1988) as well as the research by Abi (2021) and Zaini (2022), which state that tangibles significantly influence customer satisfaction.

2. The Influence of Empathy on Consumer Satisfaction

Los resultados de la investigación muestran que la dimensión tangible (evidencia física) tiene un efecto positivo y significativo en la satisfacción del consumidor en Rumah Makan Pondok Bambu Hijau con un valor t de 3.755 > 1.654 y una significancia < 0.05. La dimensión tangible tiene la segunda mayor influencia en la satisfacción del consumidor con un valor beta de 0.238. El promedio de calificación de los encuestados de 4.29 indica que la condición física del restaurante se considera buena, especialmente en lo que respecta a la disponibilidad de espacio de estacionamiento, mientras que la limpieza del entorno recibió la puntuación más baja y, por lo tanto, aún necesita mejoras. Estos hallazgos están en línea con la teoría SERVQUAL de Parasuraman et al. (1988) así como con la investigación de Abi (2021) y Zaini (2022), que afirman que los tangibles influyen significativamente en la satisfacción del cliente.

3. The Influence of Responsiveness on Consumer Satisfaction

The research results show that the responsiveness dimension has a positive and significant effect on customer satisfaction at Pondok Bambu Hijau Restaurant, with a t-value of 2.993 > 1.654 and a significance of 0.003 < 0.05. The responsiveness dimension has an influence of 0.180 on customer satisfaction. The average rating of respondents at 4.28 indicates that consumers perceive the employes as quite prompt in assisting customers and handling complaints, although responses to consumer inquiries still need improvement. These findings are in line with the SERVQUAL theory by Parasuraman et al. (1988), which states that responsiveness reflects the employes' willingness to assist customers quickly and accurately. The results of this study are also supported by the research of Biswas & Verma (2023) and Zaini (2022), which state that responsiveness has a positive and significant effect on customer satisfaction.

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4. The Influence of Reliability on Consumer Satisfaction

The research results show that reliability has a positive and significant effect on customer satisfaction at Rumah Makan Pondok Bambu Hijau with a t-value of 3.412 > 1.654 and significance < 0.05. Reliability has the third-largest influence on consumer satisfaction at 0.210, indicating that timely and consistent service can enhance consumer satisfaction. The reliability dimension received an average score of 4.24. The highest indicator was the delivery of services on time as promised, with a score of 4.27, while the lowest indicator was the conformity of orders with consumer requests, with a score of 4.21. This indicates that there are still errors in order presentation, necessitating an improvement in employe accuracy. These findings are in line with the SERVQUAL theory by A. Parasuraman et al. (1988) as well as the research by Biswas & Verma (2023) and Amoozegar et al. (2025), which state that reliability has a positive and significant impact on consumer satisfaction.

5. The Influence of Assurance on Consumer Satisfaction

The research results show that assurance has a positive and significant effect on consumer satisfaction with a t-value of 4.064 > 1.654 and a significance level of < 0.05. Assurance became the most dominant dimension with an influence of 0.252. The assurance dimension received an average score of 4.26, with the highest indicator being employe communication skills (4.30) and the lowest being employe friendliness (4.20), indicating that service friendliness still needs improvement. These findings are in line with the SERVQUAL theory by A. Parasuraman et al. (1988) as well as the research by Phan Thi Hang & Kim Quoc Trung (2024) and Biswas & Verma (2023), which state that assurance significantly affects consumer satisfaction.

Simultaneous Significance Test (F Test)

Table 5. ANOVA F Test

ANOVA[a]						
Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	*164.436*	*5*	*32.887*	*29.142*	*<.001b*
	Residual	*196.364*	*174*	*1.129*		

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	Total	*360.800*	*179*			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), assurance, responsiveness, empathy, tangible, reliability
Source: Data processed with SPSS, 2026

Based on the ANOVA test results in Table 5, the F-calculated value of 29.142 is greater than the F-table value of 2.27 with a significance of <0.001. This indicates that the variables of tangibility, empathy, responsiveness, reliability, and assurance simultaneously have a significant effect on customer satisfaction. Therefore, the regression model is deemed suitable for explaining and predicting customer satisfaction.

Coefficient of determination

Table 6. Results of the R2 Determination Coefficient Test

Model Summary				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.675[a]	.456	.440	1.06232

a. Predictors: (Constant), assurance, responsiveness, empathy, tangible, reliability
Source: Data processed with SPSS, 2026

Based on Table 6, the R Square value of 0.456 indicates that 45.6% of customer satisfaction is influenced by tangibles, empathy, responsiveness, reliability, and assurance, while 54.4% is influenced by other factors. The R value of 0.675 indicates a fairly strong and positive relationship between service quality and customer satisfaction.

CONCLUSION

Based on the research results, all dimensions of service quality, namely tangible, empathy, responsiveness, reliability, and assurance, have a positive and significant impact on customer satisfaction at Pondok Bambu Hijau Restaurant in Metro City. The assurance dimension is the most dominant factor in increasing customer satisfaction, followed by tangible, reliability, responsiveness, and empathy. This shows that communication skills, employe friendliness, service quality, environmental cleanliness, responsiveness, and order accuracy are important factors in creating customer

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satisfaction. Therefore, Pondok Bambu Hijau Restaurant needs to improve cleanliness, service friendliness, order presentation accuracy, and employe responsiveness in serving customers. In addition, it is recommended that future research include other variables such as price, product quality, location, promotion, and brand image to make the research results more comprehensive.

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