

Analysis Of Service Quality At Se'Indonesia Brand Fast Food Restaurants In Bandar Lampung

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Abstract

The competition in the fast food restaurant industry in Indonesia, particularly in the city of Bandar Lampung, requires every business actor to provide optimal service quality in order to maintain customer satisfaction and loyalty. Se'Indonesia fast food restaurants, as one of the culinary business operators, face challenges in maintaining service consistency amid increasing consumer expectations regarding speed, accuracy, comfort, and the attitude of service staff. The problem addressed in this study focuses on the quality of service provided and the extent to which the service has met consumer expectations. The purpose of this study is to analyze and describe the service quality at Se'Indonesia brand fast food restaurants in Bandar Lampung. The method used in this research is a descriptive method with a qualitative approach. Data were collected through interviews, observations, and documentation. The collected data were analyzed then inductively to understand the actual conditions of the services provided by the restaurant based on consumer perceptions and field observations. The results and discussion indicate that the service quality at the Se'Indonesia fast-food restaurant in Bandar Lampung is generally assessed as good, characterized by fast, friendly, and consistent service that is able to meet customer expectations. Most customers experience positive confirmation between their expectations and the actual service performance, although constraints still occur during peak hours, which affects service speed. Efforts to improve service quality have encompassed all SERVQUAL dimensions through improvements in facilities, order accuracy, service speed, employee professionalism, and empathetic attitudes. The integrated implementation of the tangibles, reliability, responsiveness, assurance, and empathy dimensions has been proven to have a positive impact on customer satisfaction and is in line with the SERVQUAL model.

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Keywords: Service Quality, Fast Food Restaurant, Customer Satisfaction.

INTRODUCTION

The fast food restaurant industry in Indonesia is experiencing rapid growth in line with changing consumer patterns, particularly in urban areas. Consumers increasingly prioritize convenience, speed, and time efficiency in meeting their daily food needs. This situation has driven an increase in the number of fast food restaurants with various concepts and brands competing in the market. This competition not only focuses on product aspects but also on the quality of service provided to customers. Good service is a key differentiating factor amidst the homogeneity of fast food products. Therefore, service quality is a strategic element in winning the fast food restaurant business competition (Kotler & Keller, 2016).

Fast food restaurants are fundamentally required to provide fast, accurate, and consistent service in accordance with established standards. Consumers assess not only the quality of the food but also the attitude of the staff, cleanliness, comfort of the facilities, and ease of ordering. Good service quality will create positive perceptions and increase customer satisfaction. Conversely, suboptimal service can lead to complaints and reduce repeat visits. In the long term, this can impact the restaurant's image and sustainability. Therefore, managing service quality must be a primary concern for fast food restaurant management (Lovelock & Wirtz, 2016).

Service quality is defined as the comparison between customer expectations and actual perceived service performance. If the service received meets or exceeds expectations, customers will be satisfied. Customer satisfaction plays a crucial role in building loyalty and encouraging word-of-mouth promotion. Satisfied customers are more likely to make repeat purchases and recommend the restaurant to others. Therefore, service quality impacts not only short-term satisfaction but also long-term business sustainability. This is increasingly relevant in the highly competitive fast-food restaurant industry (Parasuraman et al., in Zeithaml et al., 2018).

Bandar Lampung City is one of the centers of economic growth and trade in Lampung Province. The growing population, student population, and economic activity make the city a potential market for the development of the culinary industry, including fast food restaurants. Various fast food restaurant brands, both national and local, compete to attract consumers. This situation demands that every business owner be able to provide superior service to remain competitive. Without adequate service quality, restaurants will struggle to retain customers. Therefore, analyzing service quality in this region is crucial (BPS, 2023).

The Se'Indonesia fast-food restaurant brand is one of the local brands growing in Bandar



Lampung City. As a local brand, Se'Indonesia has the advantage of offering flavors that suit Indonesian tastes. However, local brands also face significant challenges in maintaining consistent service quality amidst limited resources and rising consumer expectations. Today's consumers compare Se'Indonesia not only with other local brands but also with national brands that already have established service standards. This situation demands that Se'Indonesia continuously improve its service quality. Therefore, it is important to understand how customers perceive the quality of service.

Service in fast food restaurants encompasses various aspects, such as speed of service, order accuracy, employee friendliness, environmental cleanliness, and comfortable facilities. During peak hours, restaurants often face challenges such as long lines and limited staff. These conditions can lead to a decline in service quality if not managed properly. Inconsistent service at certain times can lead to customer dissatisfaction. Therefore, a comprehensive evaluation of service quality is necessary. This evaluation can serve as the basis for continuous service improvement (Heizer et al., 2017).

Several previous studies have examined service quality in fast-food restaurants. Pratama and Suryani's (2020) study demonstrated that service quality dimensions significantly influence customer satisfaction in fast-food restaurants using a quantitative approach using the SERVQUAL model. These results emphasize the importance of reliability and responsiveness in service. However, this study focused more on numerical measurements and did not delve deeply into customer experiences. Furthermore, the study focused on large-scale national brands, indicating limitations in the research context.

Another study by Hidayat (2021) concluded that service speed and employee attitude are dominant factors in shaping customer loyalty at fast-food restaurants. The study used survey methods and statistical analysis to examine the relationships between variables. While providing a clear quantitative picture, this study did not detail the service conditions in the field. Furthermore, the study did not specifically examine local fast-food restaurants. Therefore, there is still room for further research with a different approach. A qualitative approach is considered capable of complementing the results of previous studies.

Based on previous research, a research gap can be identified, namely the lack of qualitative research examining service quality at local fast-food restaurants in the region. Most studies focus on major brands and use a quantitative approach. However, each region and brand has distinct service characteristics. Qualitative research allows researchers to delve deeper into customer perceptions, experiences, and assessments. Therefore, this study aims to fill this gap. Focusing on



the local context is expected to provide a more realistic picture (Sugiyono, 2020).

The novelty of this research lies in its focus on the local fast-food restaurant brand Se'Indonesia in Bandar Lampung City using a qualitative approach. This study not only assesses service quality in general but also explores customer experiences in depth. Furthermore, this study provides a perspective on fast-food restaurant service in an area that has not been widely studied in previous research. The results are expected to serve as a reference for the development of service quality theory in a local context. This novelty is expected to provide a significant academic contribution. Practically, the results of this study are expected to serve as evaluation material for Se'Indonesia restaurant management in improving its service quality. The research findings can be used as a basis for formulating more effective and sustainable service improvement strategies. Furthermore, this study can also serve as a reference for other culinary entrepreneurs in facing competition in the fast-food restaurant industry.

A pre-survey conducted by researchers among customers of several Se'Indonesia Brand Fast Food Restaurants in Bandar Lampung revealed several issues related to the quality of service perceived by consumers. Some customers reported that the speed of service was not entirely consistent, especially during peak hours, resulting in relatively long waiting times. Furthermore, there were still complaints about the accuracy of orders, which sometimes did not match consumer requests. In terms of service attitudes, several respondents assessed that employee friendliness and responsiveness were not evenly distributed, depending on the conditions and number of customers. The pre-survey also revealed limited supporting facilities, such as seating areas and cleanliness at certain times, which impacted customer comfort. These pre-survey findings indicate a gap between consumer expectations and the service received, necessitating further research to analyze service quality in depth.

METHOD

The method employed in this study is a descriptive method with a qualitative approach, which aims to provide an in-depth understanding of the phenomenon under investigation. Data were collected using multiple techniques, including interviews with key informants, direct observation of restaurant operations, and thorough documentation review to ensure comprehensive data coverage. The collected data were then analyzed using an inductive approach, allowing patterns, themes, and insights to emerge naturally from the information. This approach enables the researcher to capture the actual conditions of the services provided by the restaurant, focusing on both consumer perceptions and observable practices in the field, thereby



offering a holistic understanding of service quality and operational effectiveness.

DISCUSSION

Service Quality at Indonesian Brand Fast Food Restaurants in Bandar Lampung

The research results revealed that the service quality at the Se'Indonesia fast-food restaurant in Bandar Lampung was generally considered good. Fast, friendly, and consistent service was the primary factor in meeting customer expectations. The main challenge arose during peak hours, potentially slowing service speed. However, employee communication and responsiveness minimized dissatisfaction. Therefore, Se'Indonesia's service quality met the basic principles of modern service quality, although consistency still needed to be improved under high workload conditions.

expectation-confirmation theory, most customers experience positive confirmation between initial expectations and the service performance they receive (Brady & Cronin, 2021). This indicates that the service provided meets or even exceeds customer expectations in terms of speed, accuracy, and employee attitude. This positive confirmation is reflected in customer satisfaction after receiving service directly at the restaurant. When service performance is perceived as meeting expectations, customers tend to rate the overall service quality favorably. This condition also fosters a sense of trust and comfort during the service process. Conversely, in certain situations, such as peak hours, the potential for discrepancies can still arise, but they do not significantly reduce satisfaction. *Expectation-confirmation theory* is relevant in explaining how customer perceptions of service quality are formed. These findings reinforce the view that the congruence between expectations and service performance is a key factor in creating sustained customer satisfaction.

The research findings, when linked to the dimensions of service quality, indicate that speed and accuracy of service are the aspects most appreciated by customers. Staff responsiveness in handling orders and providing information also reinforces positive perceptions of service. These findings align with research by Ryu and Lee (2021), which found that service quality significantly influences customer satisfaction in fast-food restaurants. The main similarities lie in the focus on direct service and the customer experience during the consumption process. However, this study differs in the local context of Bandar Lampung, which has its own unique customer characteristics. This suggests that service quality remains a universal factor in the fast-food restaurant industry.

Employee performance is also a crucial element in shaping Se'Indonesia's service quality. Research shows that employee friendliness, politeness, and professionalism can create a sense of



comfort for customers. This finding supports the research of Suhartanto et al. (2021), which concluded that employee service performance directly influences customer satisfaction. The similarity between these studies lies in the emphasis on the role of human resources in service. The difference is that this study focuses more on fast food restaurants than on general services. Therefore, Se'Indonesia's service quality is inextricably linked to the contribution of employees as the spearhead of service.

In addition to direct service aspects, the consistency of service quality was also a focus in this study. Although generally considered good, service challenges still emerged during peak hours, potentially reducing service speed. This finding indicates limited operational capacity to handle the surge in customers. This situation is relevant to the research by Islam et al. (2021), which emphasized the importance of handling service disruptions or discrepancies. The similarity lies in efforts to minimize customer dissatisfaction through a rapid response. However, this study focuses more on preventing quality declines than on formal service recovery.

The study also shows that service quality directly contributes to customer satisfaction across Indonesia. Customers who feel well served tend to express higher levels of satisfaction and are willing to revisit. This finding aligns with research by Setiawan and Suryoko (2022) and Wijaya and Nugroho (2021), which found that service quality significantly influences customer satisfaction at fast food restaurants. The similarity lies in the main variables analyzed, namely service quality and satisfaction. The differences lie in the location and characteristics of the study respondents. This suggests that the relationship between service quality and satisfaction is consistent across regions.

When associated with the SERVQUAL dimensions, this study shows that *the tangibles, reliability, responsiveness, assurance, and empathy dimensions* have been implemented quite well. Clean facilities, order accuracy, and employee empathy are dominant indicators in shaping quality perceptions. This finding aligns with research by Lestari and Handayani (2023), which states that all SERVQUAL dimensions significantly influence customer satisfaction at fast food restaurants in Indonesia. The similarity of this study lies in the use of the SERVQUAL approach. The difference lies in the focus of the object and the research area. This indicates that SERVQUAL remains relevant for assessing the service quality of fast food restaurants.

Se'Indonesia's service quality also contributes to business competitiveness. Good service not only increases satisfaction but also strengthens brand image amidst the competitive fast-food restaurant industry. This finding aligns with research by Pratama and Yulianti (2023) and Kim and Kim (2022), which emphasizes the role of service quality and innovation in enhancing



competitiveness. The similarity lies in the context of the fast-food industry. The difference is that this study focuses more on the customer service experience than on macro-level competitive strategies. Thus, service quality is a strategic asset for Se'Indonesia's business sustainability.

Based on the overall discussion, it can be analyzed that the service quality of the Se'Indonesia Fast Food Restaurant in Bandar Lampung has met good service standards. Fast, friendly, and responsive service has been proven to consistently create customer satisfaction. The results of this study reinforce previous findings that service quality is a key factor in building customer satisfaction in the service sector. However, improvements are still needed, especially in maintaining service consistency during peak hours. Academically, this study confirms the relevance of the theory of service quality and *expectation–confirmation* in the context of local fast food restaurants. Thus, Se'Indonesia's service quality can be assessed as effective, adaptive, and has the potential for continuous improvement to maintain customer satisfaction.

Efforts to Improve Service Quality at Fast Food Restaurant Brands Throughout Indonesia to Increase Customer Satisfaction

Based on the research results, the Se'Indonesia Brand Fast Food Restaurant in Bandar Lampung has undertaken various structured and sustainable service quality improvement efforts. These efforts are aimed at meeting customer expectations through comprehensive improvements across all SERVQUAL dimensions. The main focus of improvement includes improvements to physical facilities, order accuracy, speed of service, employee professionalism, and strengthening empathy for customers. The implementation of this strategy demonstrates management's commitment to making customer satisfaction a top priority.

These findings align with Lupiyoadi (2021), who asserted that superior service quality will be achieved if all SERVQUAL dimensions— *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* —are implemented in an integrated and consistent manner. The implementation of these five dimensions enables organizations to provide services that are not only fast and accurate, but also convenient and customer-oriented. In the context of the Se'Indonesia Fast Food Restaurant, the integration between SERVQUAL dimensions is reflected in improved facilities, the accuracy of order preparation, and the friendly and professional attitude of employees. This demonstrates that efforts to improve service quality are not carried out partially, but comprehensively. Through an integrated approach, the potential gap between expectations and service performance can be minimized. Therefore, Se'Indonesia's service quality improvement has a strong conceptual basis and is relevant to modern service quality theory.



In the *tangibles dimension*, Se'Indonesia improved physical facilities, including restaurant cleanliness, dining room tidiness, and employee appearance. Observations indicate that a comfortable restaurant environment enhances customers' positive perceptions of service quality. This finding aligns with research by Lestari and Handayani (2023), which found that tangibles *significantly* influence customer satisfaction in fast-food restaurants. The similarity lies in the use of the SERVQUAL dimension as a measurement tool. The differences lie in location and customer characteristics. This demonstrates that improving physical facilities is a relevant strategic step in various contexts.

The reliability dimension is manifested through the accuracy of orders and the consistency of product quality received by customers. The results of the study indicate that customers rate Se'Indonesia as quite reliable in fulfilling orders according to promised standards. This finding aligns with the findings of Ryu and Lee (2021), who concluded that service reliability *significantly* influences customer satisfaction in fast food restaurants. The similarity between these studies lies in the focus on restaurant service quality. The difference is that this study emphasizes a qualitative approach based on customer experience. Thus, service reliability is a crucial foundation for improving Se'Indonesia customer satisfaction.

In the *responsiveness dimension*, Se'Indonesia strives to improve the speed of service and employee responsiveness in responding to customer needs. Interview results indicate that employees strive to respond quickly, especially when queues are long. This finding is relevant to research by Islam et al. (2021), which states that a quick response to service conditions can minimize customer dissatisfaction. The similarity between these studies lies in efforts to maintain satisfaction despite operational constraints. The difference is that this study emphasizes preventing service quality decline rather than service recovery. Thus, responsiveness is an important strategy in dealing with peak hours.

The assurance dimension reflects the professionalism and competence of employees in serving customers. The study found that politeness, product knowledge, and employee confidence enhance customers' sense of security and comfort. This finding aligns with research by Suhartanto et al. (2021), which found that employee service performance *significantly* influences customer satisfaction. The similarity lies in the central role of human resources in service. The difference is that this study specifically examines local fast food restaurants. Therefore, improving employee competency is a crucial part of a service quality improvement strategy.

The empathy dimension is manifested through friendly attitudes, attention, and employees' ability to understand customer needs. The study's findings indicate that customers



feel valued when employees demonstrate concern and good communication. This finding aligns with research by Mariyana et al. (2023), which states that service quality significantly influences satisfaction, despite the different research contexts. The similarity lies in the relationship between service quality and satisfaction. The difference lies in the service objectives, namely healthcare and restaurants. This demonstrates that empathy is a universal dimension in service delivery.

Efforts to improve Se'Indonesia's service quality also impact customer satisfaction and potential loyalty. Satisfied customers are more likely to revisit and recommend the restaurant to others. This finding aligns with research by Han and Hyun (2022) and Rather and Hollebeek (2021), which found that satisfaction is a key mediator between service quality and loyalty. The similarity between these studies lies in their focus on customer satisfaction. The difference is that this study does not explicitly measure loyalty but emphasizes satisfaction as the primary outcome. Therefore, improving Se'Indonesia's service quality has long-term implications for business sustainability.

Based on the research findings and their relationship to previous theories and research, it can be analyzed that efforts to improve the service quality of Se'Indonesia Brand Fast Food Restaurants have been implemented comprehensively and systematically. All SERVQUAL dimensions are implemented as a unified strategy to increase customer satisfaction. These research findings reinforce previous findings that service quality is a key factor in creating customer satisfaction in the service industry, particularly fast food restaurants. Although there are still obstacles during peak hours, the implemented strategy is able to maintain service according to customer expectations. Theoretically, these findings support Lupiyoadi's (2021) SERVQUAL model as a relevant framework. Thus, efforts to improve Se'Indonesia's service quality can be considered effective and have the potential to be further developed to increase customer satisfaction sustainably.

CONCLUSION

1. The service quality at the Se'Indonesia fast-food restaurant in Bandar Lampung is generally considered good. Fast, friendly, and consistent service are key factors in meeting customer expectations. Within the *expectation-confirmation framework*, most customers experience positive confirmation between expectations and service performance (Brady & Cronin, 2021). Major challenges arise during peak hours, potentially slowing service speed. However, employee communication and responsiveness minimize dissatisfaction. Se'Indonesia's service



quality meets the basic principles of modern service quality, although consistency remains a key aspect of improvement under high workload conditions.

2. Efforts to improve service quality at Se'Indonesia Fast Food Restaurants have encompassed all SERVQUAL dimensions. Facility improvements, order accuracy, service speed, employee professionalism, and empathy are the primary focus. Tangibles, *reliability*, *responsiveness*, *assurance*, and *empathy* are integrated. These efforts have positively impacted customer satisfaction. Although there are still challenges during peak hours, service is still considered to meet expectations. Se'Indonesia's service quality improvement strategy aligns with the SERVQUAL model proposed by Lupiyoadi (2021).

FUTURE DIRECTIONS

1. The management of the Se'Indonesia fast food restaurant brand is advised to continuously improve service quality through regular and planned training for all employees. This training should focus not only on technical skills but also on service attitude, communication, and handling customer complaints. Consistent monitoring of the implementation of standard operating procedures (SOPs) is necessary to ensure service quality is maintained and runs according to established standards. Regular evaluation of employee performance is also crucial to identify weaknesses and opportunities for improvement. Furthermore, management needs to adjust the service system during peak hours, such as by increasing the number of staff or organizing a more efficient workflow. Utilizing ordering technology can also be considered to expedite the service process. With these steps, it is hoped that the level of customer complaints can be minimized and customer satisfaction can continue to increase.
2. Restaurants are also advised to provide easily accessible means for customers to submit complaints and suggestions, such as *feedback forms*, *QR codes*, or other digital media. These facilities allow management to obtain direct feedback regarding customer experiences while using the service. Every complaint and suggestion received needs to be followed up quickly and systematically as material for evaluating service improvements. In addition, openness to customer input can increase trust and a positive image of the restaurant. For future researchers, it is recommended to add other variables such as product quality, price, and customer loyalty to make the study more comprehensive. The addition of these variables is expected to provide a more comprehensive picture of the factors that influence customer satisfaction. By implementing these suggestions, the quality of service and the level of



customer satisfaction at Fast Food Restaurants Brands Se'Indonesia are expected to continue to improve sustainably.

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