

The Influence of Service Quality on Customer Satisfaction in The Company at  
Damai Indah Golf PIK Course Restaurant

Wahyu Wijayanto<sup>1</sup>, Rochiyat Setiawan<sup>2</sup>, Hugo Aries Suprpto<sup>3</sup>,  
Bado Riyono<sup>4</sup>, Sigit Widiyanto<sup>5</sup>, Iramdan<sup>6</sup>

<sup>1,2</sup>Politeknik Internasional Jakarta  
<sup>3,4,5,6</sup>Universitas Indraprasta PGRI Jakarta  
Email: rochiyat.stwn1978@gmail.com

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ABSTRACT

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Nowadays, the demand for quality services has become a trend in society. This makes businesses operating in the service sector take various ways to maintain customer satisfaction, one of which is by improving the quality of their service. The aim of this research is to find out the extent of the role of service quality in increasing customer satisfaction. The research method used in this research is the descriptive method. The analysis used is the Pearson correlation analysis test and reliability test. The results obtained from this research indicate that there is a strong and unidirectional relationship between service quality and customer satisfaction at the Damai Indah Golf PIK Course Restaurant. And service quality has a positive and significant influence on customer satisfaction. The results of Service Quality (X) on Customer Satisfaction (Y) have a relationship that is not very significant, namely 0.08%. The percentage influence of service quality on customer satisfaction is not very significant, which is 0.08%, where around 0.92% is influenced by other factors not researched by the author.

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INTRODUCTION

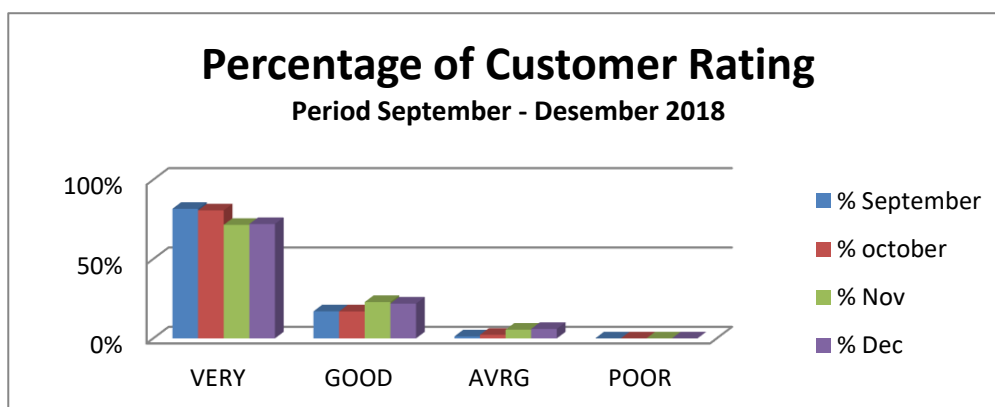
With increasing number of tourists visiting, the growth of restaurants in Jakarta has been very rapid. To attract potential customers, restaurants must offer a diverse menu that is different in taste and presentation from others. Often, choosing a strategic location also becomes a significant factor in drawing customers to a restaurant. In addition, a unique atmosphere and interior design of the restaurant also contribute to increasing the number of customers. However, above all, the most important aspect is the quality of service within the restaurant itself. Many restaurants, ranging from ordinary to luxurious, create strong competition in this industry, prompting all restaurant business players to do their utmost to improve or maintain

the quality of their service. High-quality service is believed to enhance customer satisfaction, which is an essential asset for the company.

Service quality is the measure of how well the level of service provided meets customer expectations (Lewis and Booms as cited in Tjiptono Fandi, 2011: 180). When the quality of customer service can exceed or at least meet expectations, it leads to customer satisfaction. According to Kotler and Armstrong (2018), customer satisfaction is the extent to which the performance of a product meets buyer expectations. Satisfaction comprises several factors, as stated by Lupyoadi (2013), which influence customer satisfaction such as product quality, service quality, emotions, price, and cost. Meanwhile, Zeitzmal and Bitner (2003) argue that satisfaction is a much broader concept than just an assessment of service quality, but is also influenced by factors such as service quality, product quality, price, situational factors, and personal factors of consumers.

Maintaining quality and customer satisfaction is crucial for the sustainability of a business. To ensure business continuity, companies compete to offer quality service to attract back previous customers who have visited their restaurants or to entice new potential customers. Similarly, Damai Indah Golf PIK Restaurant strives to provide the best service quality for its customers. In its operations, Damai Indah Golf PIK highly values the quality of service they provide. This can be seen from the staff who greet customers upon entering the restaurant. They are then served by prompt waiters/waitresses in carrying out their duties. Efforts related to enhancing service quality are continuously made at Damai Indah Golf PIK Restaurant to maintain customer satisfaction. These efforts can be observed through the training provided to both new and existing employees, morning briefings to evaluate each employee's performance from the previous day, and more. Many studies indicate that service quality will yield benefits for the company.

From September to December 2018, Damai Indah Golf PIK Restaurant conducted a survey regarding customer assessments that included service speed, employee friendliness, food and beverage variety, restaurant cleanliness, and value for money. The results of this survey are as follows:



From the table, it can be seen that the percentage value of the company's performance has decreased, which certainly becomes a concern for the company to improve the performance and services provided to customers. The company is expected to identify and recognize the causes of this decline in percentage value. Therefore, the author wants to re-evaluate how well the level of service quality that has been provided by the company meets the expectations and desires (satisfaction) of customers at Damai Indah Golf PIK Course Restaurant. By

understanding the causes, it is hoped that the company can enhance its quality to meet customer expectations (satisfaction). The issues that need to be identified are, the company has not maximized its understanding of whether the quality of service provided meets customer expectations and there is insufficient understanding of the influence of service quality on customer satisfaction at Damai Indah Golf PIK Course Restaurant. The objectives to be achieved are , to determine the quality of service at Damai Indah Golf Restaurant in PIK, to assess the level of customer satisfaction at Damai Indah Golf Restaurant in PIK and to understand the impact of service quality on customer satisfaction at Damai Indah Golf Restaurant in PIK.

## **METHOD**

### **Research Design**

The research employed a quantitative method using a descriptive correlational design. The objective was to examine the relationship between service quality and customer satisfaction at Damai Indah Golf PIK Course Restaurant. The population consisted of all consumers (39,500) who visited the Damai Indah Golf PIK Course Restaurant during the period of September to December 2018. A sample of 100 respondents was selected using probability sampling with a random sampling technique. The sample size was determined using Slovin's formula, aiming for a 5% margin of error. The selection criteria included respondents who had made reservations at the restaurant and were over 25 years old. Data Collection, use primary data. Collected through questionnaires administered to the selected sample. The questionnaires included questions related to service quality dimensions (reliability, assurance, tangibles, responsiveness, empathy) and customer satisfaction (meeting expectations, comparison to similar restaurants, absence of complaints).Secondary Data by Gathering from existing literature reviews, including books, journals, and research papers on service quality and customer satisfaction.

Data Analysis, use descriptive Statistics. Used to describe the characteristics of the respondents (demographics, frequency of visits, information sources) and to summarize the data on service quality and customer satisfaction. Means, standard deviations, minimum and maximum values, frequencies, and percentages were calculated. Scales used included ordinal scales for most variables and Likert scales for attitude assessments. Correlation Analysis. Pearson correlation analysis was conducted to determine the strength and direction of the linear relationship between service quality and customer satisfaction. Regression Analysis. Simple linear regression was performed to assess the effect of service quality on customer satisfaction. The adjusted R-squared was used to determine the proportion of variance in customer satisfaction explained by service quality.

The reliability and validity, use the questionnaire underwent a test of reliability (not specified which test was used, but likely Cronbach's alpha) before data collection. The level of reliability achieved is not explicitly stated in the provided text. the research methodology followed a quantitative approach, using statistical analysis to investigate the relationship between service quality dimensions and customer satisfaction. The findings were then interpreted to draw conclusions and make recommendations for improving service quality at the restaurant.

## RESULT AND DISCUSSION

The research investigated the influence of service quality on customer satisfaction at Damai Indah Golf PIK Course Restaurant. A quantitative approach was used, employing a survey with 100 respondents. Data analysis involved descriptive statistics, correlation analysis, and simple linear regression.

### Service Quality

The overall service quality score was high (mean = 3.62), indicating a generally positive perception of service. Responsiveness (mean = 3.82) was the highest-rated dimension, while Assurance (mean = 3.45) was the lowest, suggesting areas for improvement in communication and guarantees. Tangibles (mean = 3.78), Reliability (mean = 3.56), and Empathy (mean = 3.49) all received positive assessments.

### Customer Satisfaction

The overall customer satisfaction score was also high (mean = 3.59), with no complaints being a significant factor. The strongest contributor to satisfaction was the absence of complaints (mean = 3.72), followed by the alignment of service with expectations (mean = 3.68). The satisfaction level when compared to similar establishments was lower (mean = 3.38), indicating a potential area for improvement.

### Relationship between Service Quality and Customer Satisfaction

The correlation analysis showed a weak, positive relationship ( $R = 0.18$ ,  $R\text{-squared} = 0.00$ ) between service quality and customer satisfaction. Simple linear regression analysis confirmed this weak relationship, indicating only 8% of the variance in satisfaction is explained by service quality, suggesting other factors significantly influence customer satisfaction.

### Discussion

While overall service quality and customer satisfaction were high, the weak statistical correlation highlights the need to consider other factors affecting customer satisfaction (Oktariswan et al 2024). The relatively low Assurance score suggests that improvements in staff communication and service guarantees could enhance the overall experience and potentially strengthen the link between perceived service quality and customer satisfaction (Suprpto, 2022). Further research could explore factors not examined in this study, such as pricing, atmosphere, food quality, or the impact of specific promotional activities on customer perception. The relationship between service quality and customer satisfaction is a cornerstone of service marketing (Widiyanto, 2022). A strong positive correlation exists; higher service quality generally leads to greater customer satisfaction. This is because service quality directly addresses customer expectations. When a service meets or exceeds those expectations, customers feel satisfied. Conversely, poor service quality, failing to meet expectations, results in dissatisfaction. Several models attempt to explain this relationship. The SERVQUAL model, for example, uses five dimensions to measure service quality: reliability, assurance, tangibles, empathy, and responsiveness. Each dimension represents aspects of the service experience that influence customer perceptions and ultimately, their satisfaction. Meeting customer expectations across all five dimensions is key to achieving high satisfaction. Similarly, the gaps model highlights potential discrepancies between customer expectations and perceptions, and management's understanding and delivery of service, all of which influence satisfaction (Vernia, D. M., & Widiyanto, 2023).

Furthermore, customer satisfaction is not solely determined by service quality. Other factors significantly influence customer satisfaction, including product quality, price, convenience, and the overall customer experience. While high service quality is crucial for positive customer perceptions, it doesn't guarantee satisfaction in isolation. A holistic approach which considers all aspects of the customer journey is necessary for a complete understanding of satisfaction (Suprpto, 2023). The relationship isn't always linear. The impact of service quality on satisfaction can vary depending on individual customer expectations, their personal experiences, and situational factors. What one customer considers excellent service might be deemed average by another. Thus, the relationship is complex and multifaceted, requiring businesses to understand their target customer segment and their specific needs and expectations to effectively deliver high-quality service and achieve customer satisfaction. The study's limitations include a relatively small sample size which may affect the generalizability of the findings.

## CONCLUSION

Damai Indah Golf PIK restaurant demonstrates generally high service quality and customer satisfaction, the low correlation emphasizes the need for a broader understanding of the determinants of customer satisfaction beyond service quality alone.

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