



The Effect of Taste, Location, and Quality of Service on Customer Satisfaction in Mutia Garden Medan Restaurant

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ABSTRACT

This research was conducted with the aim to find out how the influence given by taste, location atmosphere and service quality on customer satisfaction at Mutia Garden Restaurant Medan. The implementation of the research used a questionnaire as an instrument in the study. The data analysis method used in the study consisted of multiple linear regression analysis, coefficient of determination or R², partial testing and also simultaneous testing. The results of this study indicate that partially or simultaneously the variables of taste, location atmosphere, and service quality have a significant influence on customer satisfaction at Mutia Garden Medan restaurant.

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1. INTRODUCTION

Intense competition in the business world occurs in various fields including the culinary business where the need for food and beverages is a basic human need that must be fulfilled so that the culinary business becomes a trend among Indonesian people. This opportunity is used by business actors to participate in exploring the culinary business by competing to create various types of unique food or drinks with the aim of attracting the attention of consumers to try to make a purchase.

Not a few also create food or beverage products that are in accordance with the needs and desires of consumers so that the more ideas that each food or beverage entrepreneur has, making the existing culinary business increasingly strict because consumers do not only have many choices of food or beverage variants. drinks to enjoy, but every time you will always get information about the latest culinary places.

For this reason, in maintaining a culinary business that has been painstakingly established, determining the right strategy accompanied by marketing activities is very important for entrepreneurs to increase their sales because one of the main goals of establishing such a business is of course to earn profits and expand the business in order to become more profitable. more than today and not a few entrepreneurs who hope just to survive in the face of tough competition has become a very good thing for their

current business. In winning this competition, consumer satisfaction plays an important role where there are several things that might affect a consumer's satisfaction when visiting a culinary place such as taste, atmosphere and services provided.

According to Drummond and Brefere (2017: 9), taste is an attribute of food consisting of taste, aroma, taste in the mouth, texture, appearance, and has a sound when chewed. According to Berman and Evan (2018: 464), store atmosphere is important in creating purchasing decisions. A comfortable store atmosphere can stimulate and arouse consumer buying interest in the products or services offered. So that in the end consumers can make a purchase. According to Tjiptono and Chandra (2019:101), service quality is a comparison between the level of service delivered by the company compared to consumer expectations which are realized through fulfilling consumer needs and desires and the accuracy of delivery in balancing or exceeding consumer expectations.

Mutia Garden is a restaurant located in the heart of Medan, namely on Jalan Cut Mutia No. 26, Medan where Mutia Garden itself serves 10 food concepts ranging from Indonesian, Western, Hot Pot, Japanese, Salad Bar and so on. With the increasingly fierce competition today, consumers have various alternative choices to meet their culinary needs. In this case, of course, it can make consumers compare Mutia Garden with various other restaurants so that from this comparison some consumers feel dissatisfied with Mutia Garden and start giving suggestions or criticisms so that Mutia Garden can make improvements in the future.

Based on observations, the researchers found that some consumers were dissatisfied with Mutia Garden due to taste because consumers felt that the taste of the food served by Mutia Garden was still unsatisfactory for consumers' taste. In addition, it can also be seen that the atmosphere of the location provided by Mutia Garden also does not experience the company so that consumers who have visited twice or more have felt bored with the atmosphere and want to find a new atmosphere. Some consumers complain about the quality of service provided by Mutia Garden is still lacking because some consumers are considered very slow in providing services and some employees are also considered less responsive to consumer requests. Some of these things ultimately make consumers feel lazy to visit again and decide to visit other places.

Furthermore, there are several previous studies that can be used as a basis for reference in this study such as research conducted by Ariyanti (2020) with the title of the influence of service quality, price, and store atmosphere on customer satisfaction of pizza hut customers in solo where the results of the study show that both partial or simultaneous variables of service quality, price, and store atmosphere on customer satisfaction of pizza hut customers in solo. In addition, there is a study from Dirhajo (2021) with the title of the effect of service and taste on increasing KFC consumer satisfaction where the results of the study show that service and taste variables have no effect on increasing KFC consumer satisfaction.

2. RESEARCH METHOD

The research location is Mutia Garden which is located at Jalan Cut Mutia No. 26, Medan. The time of the study starts from August 2022 to December 2022. The population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions are drawn. The sample is part of the number and characteristics possessed by the population or a small part of the population members taken according to certain procedures so that they can represent the population. The population is a collection of research objects that are the target of research observations. However, because sometimes the population is too large, it is necessary to use a technique that does not need to be completely observed or observed, using a sampling technique. So the sample is part of the population units selected based on scientific considerations as sampling. The population used in this

study were all consumers who made purchases at Mutia Garden for the 2021 period as many as 31,749 consumers. The technique of determining the sample used is the Slovin formula with a tolerance of 10% so that 100 research samples are obtained. The implementation of this research uses a questionnaire as a data collection instrument. Questionnaire or questionnaire is a list of questions that are divided into several categories. Likert scale has 5 answer choices for each item, namely as follows:

- a. Strongly Agree (SS) with a value scale of 5
- b. Agree (S) with a value scale of 4
- c. Doubtful (RR) with a value scale of 3
- d. Disagree (TS) with a value scale of 2
- e. Strongly Disagree (STS) with a value scale of 1

In this study, to test the feasibility and reliability of the questionnaire, the researcher will use validity and reliability testing so that after the questionnaire to be used has been tested for feasibility and reliability, the researcher will continue as a research instrument.

3. RESULTS AND DISCUSSIONS

3.1 Validity and Reliability Test

Validity test is a measure that shows the levels of validity of an instrument so that the data extracted and collected during the research is guaranteed to be stable. Validity test is used to show the extent to which the measuring instrument used in a measure is what is being measured. The testing technique used to test the validity is using the Pearson Bivariate correlation tested from two directions with a significance of 0.05. The decision to test the validity of the respondent's item is based on the value of $r_{count} > r_{table}$ with $df = N-2$ and a significant level of 5%, then the statement item is said to be valid. The reliability test aims to determine the extent to which the measurement results remain consistent, if it is carried out twice or more on the same symptoms using the same measuring instrument. The method used is Cronbach Alpha which is used to calculate reliability. The criteria for a study are said to be reliable if Cronbach Alpha > 0.6 . Based on the research, each questionnaire item variable was tested for validity, all questionnaires had met the valid criteria and were eligible to be used as questionnaires in further research. Meanwhile, in the reliability test, all questionnaire items are reliable variables and can be used as instruments.

3.2 Classic Assumption Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There are several methods to perform normality test such as histogram graph, normal probability graph regression plot and Kolmogorov Smirnov one sample statistic. Based on the test results, it is found that the line forms a bell, not to the left or to the right. This shows that the data are normally distributed and meet the assumption of normality. Based on the test results, it is found that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed. Based on the table of results of the Kolmogorov-Smirnov normality test, it proves that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test are:

- a. There is no multicollinearity if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10.

- b. Multicollinearity occurs when the tolerance value is less than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

Based on the test results, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another where in a good regression model there is no heteroscedasticity. The Scatterplot method is one of the commonly used heteroscedasticity tests where by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. In the Scatterplot method, the criteria in the assessment are as follows:

- a. If there is a certain pattern, such as the dots that form a certain regular pattern (wavy, widened then narrowed), then it identifies that heteroscedasticity has occurred).
- b. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

Based on the results of the scatterplot graph test, it was found that the points spread randomly and did not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input. of the independent variables.

3.3 Multiple Linear Regression Analysis

Regression analysis is a technique for building equations and using these equations to make predictions. Thus, regression analysis is often referred to as predictive analysis. Because it is a prediction, the predicted value is not always correct with the real value, the smaller the level of deviation between the predicted value and the real value, the more precise the regression equation formed. Multiple linear regression equation is a linear regression equation model with more than one independent variable. The general form of this equation is:

$$Y = 5,053 + 0,299 X1 + 0,515 X2 + 0,152 X3 + e \quad (1)$$

Based on the above equation, it can be described as follows:

- a. The constant (a) = 5.053 indicates a constant value, if the value of the independent variable (X1) is: taste and the variable (X2) is: location atmosphere and the variable (X3) is: service quality is worth 0, then customer satisfaction is: still worth 8,113.
- b. The coefficient of X1(b1) = 0.299 indicates that the taste variable (X1) has a positive effect on consumer satisfaction of 0.299. This means: every 1 unit increase in taste value (X1), the value of consumer satisfaction will increase by 29.9%.
- c. The coefficient X2(b2) = 0.515 indicates that the location atmosphere variable (X2) has a positive effect on consumer satisfaction of 0.515. This means: every 1 unit increase in the value of the location atmosphere (X2), the value of customer satisfaction will increase by 51.5%.
- d. The coefficient of X3(b3) = 0.152 indicates that the service quality variable (X3) has a positive effect on customer satisfaction of 0.152. This means: for every 1 unit increase in the value of service quality (X3), the value of customer satisfaction will increase by 15.2%.

3.4 Coefficient of Determination

The value of Adjust R Square (Adjusted R²) or the coefficient of determination that has been correlated with the number of variables and sample size so as to reduce the element of bias in the event of additional variables or additional sample size obtained is

0.538. This means that the influence of taste, location atmosphere and service quality on customer satisfaction is: 53.8% and the remaining 46.2% is influenced by other factors originating from outside this research model such as price, product quality, promotion and other variables:

3.5 Simultaneous Hypothesis Testing (F Test)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. In the test results it is known that the value of Fcount (39.447) > Ftable (2.36) with a significant level of $0.00 < 0.1$ so it can be concluded that there is a significant influence between taste, location atmosphere and service quality on customer satisfaction so that thus then the hypothesis is.

3.6 Partial Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether the independent variable partially has a significant effect on the dependent variable or not.

- a. On the taste variable (X1), it can be seen that the value of tcount (3.427) > ttable (1.660) with a significance of $0.001 < 0.1$ so that it can be concluded that there is a significant positive effect between taste on consumer satisfaction.
- b. In the location atmosphere variable (X2), it can be seen that the value of tcount (6,193) > ttable (1,660) with a significance of $0.000 < 0.1$ so it can be concluded that there is a significant positive effect between the location atmosphere on consumer satisfaction.
- c. In the service quality variable (X3), it can be seen that the value of tcount (2.177) > ttable (1.660) with a significance of $0.032 < 0.1$ so it can be concluded that there is a significant positive effect between service quality and customer satisfaction:

3.7 Discussion

a. The Effect of Taste on Consumer Satisfaction

In the taste variable (X1), it can be seen that the value of tcount (3.427) > ttable (1.660) with a significance of $0.001 < 0.1$ so that it can be concluded that there is a significant positive effect between taste on consumer satisfaction. The results of this study are in line with research conducted by Fresco (2020) where the results of his research show that taste has a positive and significant influence on consumer satisfaction. The coefficient of $X1(b1) = 0.299$ indicates that the taste variable (X1) has a positive effect on consumer satisfaction of 0.299. This means: every 1 unit increase in taste value (X1), the value of consumer satisfaction will increase by 29.9%.

b. The Influence of Location Atmosphere on Consumer Satisfaction

In the location atmosphere variable (X2), it can be seen that the value of tcount (6,193) > ttable (1,660) with a significance of $0.000 < 0.1$ so it can be concluded that there is a significant positive effect between the location atmosphere on consumer satisfaction. The results of this study are in line with research conducted by Almira (2019) where the results of the research show that the atmosphere or store atmosphere has a positive and significant influence on consumer satisfaction. The coefficient $X2(b2) = 0.515$ indicates that the location atmosphere variable (X2) has a positive effect on consumer satisfaction of 0.515. This means: every 1 unit increase in the value of the location atmosphere (X2), the value of customer satisfaction will increase by 51.5%.

c. The Effect of Service Quality on Consumer Satisfaction

In the service quality variable (X3), it can be seen that the value of tcount (2.177) > ttable (1.660) with a significance of $0.032 < 0.1$ so that it can be concluded that there is a significant positive effect between service quality and customer satisfaction. The results of this study are in line with research conducted by Handayani (2020) where the results of his research show that service quality has a positive and significant influence on

consumer satisfaction. The coefficient of $X_3(b_3) = 0.152$ indicates that the service quality variable (X_3) has a positive effect on customer satisfaction of 0.152. This means: for every 1 unit increase in the value of service quality (X_3), the value of customer satisfaction will increase by 15.2%.

d. The Influence of Taste, Location Atmosphere, and Service Quality on Consumer Satisfaction

In the test results it is known that the value of $F_{count} (39.447) > F_{table} (2.36)$ with a significant level of $0.00 < 0.1$ so it can be concluded that there is a significant influence between taste, location atmosphere and service quality on customer satisfaction so that thus then the hypothesis is simultaneously accepted. The results of this study are in line with research conducted by Himdani, et al (2022) where the results of his research indicate that taste and service quality have a positive and significant influence on consumer satisfaction. The value of Adjust R Square (Adjusted R^2) or the coefficient of determination that has been correlated with the number of variables and sample size so as to reduce the element of bias in the event of additional variables or additional sample size obtained is 0.538. This means that the influence of taste, location atmosphere and service quality on consumer satisfaction is: 53.8% and the remaining 46.2% is influenced by other factors originating from outside this research model such as price, product quality, promotion and other variables.

4. CONCLUSION

The conclusions that researchers can draw from the results of this study are as follows: Taste has a positive and significant effect on customer satisfaction at the Mutia Garden Medan restaurant. The atmosphere of the location has a positive and significant effect on customer satisfaction at the Mutia Garden Medan restaurant. Service quality has a positive and significant effect on customer satisfaction at the Mutia Garden Medan restaurant. Taste, location atmosphere and service quality have a positive and significant effect on customer satisfaction at the Mutia Garden Medan restaurant..

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