

Customer Satisfaction and Loyalty at the Hoka Hoka Bento Sentra Pancoran Restaurant are Impacted by the Quality of the Products and Services Provided

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Abstract: The objectives of this study are: 1) To determine the influence between service quality and product quality on customer satisfaction at Hoka Hoka Bento fast food restaurant pancoran center. 2) To find out the influence between service quality, product quality and customer satisfaction on customer loyalty at Hoka Hoka Bento fast food restaurant pancoran center. The sample in this study is all visitors to Hoka Hoka Bento Pancoran Center who have visited Hoka Hoka Bento Pancoran Center at least once. The number of samples in this study is 111 respondents. This study uses a quantitative method with multiple regression analysis techniques, and data analysis tools using the SPSS version 21 program. The results of hypothesis testing show: 1) Service Quality is significant in influencing customer satisfaction. From the results of the test carried out, it has a t-count of 1.9820 with a significance of 0.006. 2) Product Quality is significant in influencing customer satisfaction. From the results of the test carried out, it has a t-count of 1.9820 with a significance of 0.002. 3) Service Quality is significant in influencing customer loyalty. From the results of the test carried out, it has a t count of 1.9822 with a significance of 0.001. 4) Product Quality is significant in influencing customer loyalty. From the results of the test carried out, it has a t-count of 1.9822 with a significance of 0.002. 5) Customer satisfaction is significant in influencing customer loyalty. From the results of the test carried out, it has a t-count of 1.9822 with a significance of 0.000.

Keywords: Service Quality, Product Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Humans have two needs that must be met, namely physical needs and spiritual needs. One of the important physical needs that must be met is the need to eat. Food is a primary and basic need for every human being, a sizable portion of the total individual consumption expenditure. In Indonesia, the total public expenditure on food is IDR. 593,450 per capita per month or 49.21 percent while non-food is IDR. 612,412 per capita per month or 50.79 percent (according to Susenas September 2019-BPJS). This shows that the business in the field of food/culinary and culinary services in Indonesia is quite promising (Zulher & Ratnasih, 2021; Halilintar, 2018).

In the area where the industrial development is so rapid, there is the entertainment industry, the culinary industry and various other industries. From the culinary industry, the growth of restaurants is so fast, especially in big cities like Jakarta. Various restaurants have sprung up, there are regular restaurants and there are also ready-to-eat restaurants. Ready-to-eat restaurants are in great demand by the Indonesian people, this is due to changes in people's diverse consumption patterns, giving rise to the concept of practical food serving, one of which is the type of fast food. Many capital owners take advantage of business opportunities in this sector (Susilastuti, 2018).

A fast food restaurant is a restaurant that serves food and drinks quickly. Generally, hamburger shops, fried chicken shops, meatball shops, Padang restaurants are also categorized as fast food restaurants. 1 Generally, this type of restaurant is a business chain (franchise), with standard service operations. People in the city will place fast food restaurants as the first choice. In the increasingly fierce competition, many efforts are made by companies. However, one of the most important is to

understand consumer behavior and consumer characteristics in general. This can be beneficial for companies because the consumption of products in each region is different from each other. To support this study, the author took secondary data, one of which was from SWA written by Sri Niken Handayani (January 28, 2016).

Indonesian people turn out to visit fast food outlets more than other types of restaurants. According to a survey conducted by MasterCard in 2015, which held consumer purchase priorities, 80% of Indonesians prefer to go to fast food restaurant outlets, followed by hawker centers/food courts which are second with 61%, and mid-range restaurants/cafes as much as 22%. Meanwhile, only about 1% of consumers in Indonesia choose to visit restaurants for official banquets (fine dining). The survey results chose that the number of fast food restaurants is due to the number of fast-food outlets in Indonesia, one of which is the Hoka Hoka Bento restaurant.

The author identified that the number of daily visitors at Hoka Hoka Bento center of Pancoran is still categorized as medium because its position itself is in a building that is integrated with offices, therefore the researcher feels that management must increase innovation and creativity to attract the interest of the public to come and visit to enjoy food and drinks from Hoka Hoka Bento center of Pacoran. Theoretically, it is useful for academics to gain insight in developing marketing management theories, especially about customer satisfaction. This research is expected to be an input that can later be considered for quality and company profits, especially regarding Service Quality, Product Quality to provide consumer satisfaction and its implications for Hoka Hoka Bento Sentra Pancoran consumer loyalty. The results of this research can add

knowledge to be used as consideration and reference for similar research in the future, and are expected to be able to contribute knowledge and literature for those in need.

LITERATURE REVIEW

According to research conducted by Wijaya and Sugihart (2020) on a fast food restaurant in Jakarta, service quality is needed to increase customer satisfaction which will later make customers loyal to the restaurant. Restaurants must have good quality for customers so that service quality is needed. Another research conducted by Dhisasmito & Kumar (2020) states that service quality with its five 18 dimensions (tangible, empathy, responsiveness, reliability, assurance) plays an important role in the coffee shop industry in Indonesia. According to Parasuraman, et al. in Dhisasmito & Kumar (2020) on a study of coffee shops in Jakarta, service quality is divided into five dimensions, namely reliability, responsibility, assurance, empathy, and physical evidence or those related to physical facilities.

According to Kotler & Armstrong (2012) and Sawitri & Astuty (2018), product quality is the ability of a product to carry out its functions, this includes overall durability, reliability, accuracy, comfort of operation, and repair of the product, as well as other product attributes. The level of quality expectations and controlling diversity in achieving quality is aimed at meeting consumer needs (Tjiptono, 2012; Kotler & Ketler, 2012). Gasperz (2008) found the dimension of product quality consisting of performance, product reliability, additional features that generate consumer expectations, product durability, aesthetics, perceived quality, and serviceability.

Customer Satisfaction and Customer Loyalty

Satisfaction is a feeling of joy or disappointment that arises after comparing the performance (results) of the product in mind with the expected performance (or results). If performance is below expectations, customers are not discouraged. If performance meets expectations, then customers are satisfied. If the performance exceeds the price, then the posubscribers are very satisfied with the scarang (Kotler, 2006).

Service Quality and Product Quality

Kristiyanti (2009) also explained some limitations on consumers, namely consumers are any person who gets goods or services used for a specific purpose; intermediate consumers are any person who gets goods and/or services to be used for the purpose of making other goods/services or to be traded (commercial purposes); final consumers are any natural people who get and use goods and/or services for the purpose of meeting their personal needs, family and/or household and not for re-trading (noncommercial).

According to Griffin (2005), treating customers who have different needs so that the company can achieve loyal customers Adam (2015). Tjiptono (2014) and Ratnasih (2023) explained that customer commitment loyalty is directed to customer commitment to brands, stores, or entrants, based on a positive attitude and reflected in consistent repeat purchases. The characteristics consist of making repeated purchases, regularly making purchases in all product or service lines, referencing others, and showing immunity from the attractiveness of similar products from competitors.

Previous literature explains that companies need to monitor and improve their customer satisfaction because the higher customer satisfaction, the greater the likelihood that customers will remain loyal (Basrah et al., 2012). Customers will feel satisfied with the seller when they feel that high social and functional benefits occur (Atika, 2012). Product quality was found to have a positive effect on customer satisfaction. However, product quality and service quality have no effect on customer loyalty (Chasan, 2021; Widodo, 2015; Basrowi et al., 2023). This is different from Kristianto and Arief (2019) who revealed that price perception, quality, and consumer satisfaction have a positive effect on consumer loyalty.

METHOD

The quantitative method used in the study aims to investigate the influence between service quality, product quality and customer satisfaction on customer loyalty in fast food restaurants. In this study, the population was consumers at the Hoka Hoka Bento Pancoran restaurant from July 2022 to September 58 in 2022 during the Covid-19 pandemic. The total population in this study is 154 consumers, while those who make purchase transactions with Dine In or dine-in and consumers who are 17 years old and over. With a population size of 60 and using an error tolerance limit of 10 (ten) percent or 0.1, the sample size in this study was determined to be 111 consumers.

This research was conducted on all consumers of Hoka Hoka Bento Outlets at the Pancoran center branch. This research was carried out by distributing questionnaires conducted from August 2022 to October 2022 which were distributed directly by the researcher to the intended sample. The sample of this study is all consumers of Hoka Hoka Bento Outlet branch of the Pancoran center. Of the total number of consumers of the Hoka Hoka Bento Outlet of the center of the pancoran, the questionnaire was distributed to each consumer with the number of questionnaires distributed was as many as 60 people who were customers of the Hoka Hoka Bento Outlet branch of the 88 center of the pancoran. The distribution of this questionnaire was carried out through an online system and the data used was a questionnaire collected from the distribution period from August to October 2022. The data used in

this processing is a questionnaire that has been returned by each consumer.

In conducting validity and reliability testing, a tool was used to measure how many computer programs, namely IBM SPSS Statistics 20. In this study, the author wants to analyze and ascertain whether there is an influence of service quality and product quality on Consumer Satisfaction and its impact on Consumer Loyalty. According to Sugiyono (2013), path analysis is part of a regression model that can be used to analyze the causal relationship between one variable and another. Path analysis is used using correlation, regression and pathway so that it can be known to arrive at intervening variables.

RESULT AND DISCUSSION

Hoka Hoka Bento was first established under the auspices of PT. Eka Bogainti. The company was founded in 1985 in Jakarta by Hendra Arifin. The first restaurant is located in Kebon Kacang, Central Jakarta. The restaurant serves a variety of popular Japanese dishes, ranging from stir-fries (such as yakiniku, teriyaki, with a choice of beef or chicken) to fried foods (such as chicken katsu; ekkado; ebi furai; spicy chicken; tori baaga; as well as kani rolls, egg chicken rolls, and shrimp rolls), sukiyaki, shumai, gyoza, to salads and soups (such as sukiyaki, chicken tofu, shrimp balls, and shrimp dumplings) both individually and in packages. In addition, there is also Tori Pop Corn, special drinks and desserts such as bird's nest ice, ogura ice, koori konyaku, and pudding.

In the age category of respondents where the number of respondents is 60 consumers of the Hoka Hoka Bento Outlet Pancoran center branch, the most age of each consumer is between 24 years and 35 years old, while the least is under 46 years old. This research is quite a lot filled by respondents with self-employed jobs. An entrepreneur here is said to be a person who works in various industries on average and often becomes a regular customer every day. A total of 25 self-employed people are the most with a percentage rate of 42 percent and as many as 2 other types of jobs are the smallest with a percentage rate of 3 percent. Respondents had the highest income with 29 respondents with a percentage of 48% and the lowest of 1 person or 2%.

The validity test results show that all statements for each variable in the questionnaire are valid. This is evidenced by the value of Corrected Item-Total Correlation > 0.2227. The results of the reliability test show that the instrument shows a high level of reliability, this is evidenced by the value of the alpha coefficient > 0.60, so the measurement results to be obtained can be trusted.

Based on the first and second hypotheses analyzed by this study, the influence of independence and professional ethics on integrity. Multiple linear

regression analysis is used because of the dependent variable on the first and second hypotheses, namely integrity. So that this analysis is called the first path using multiple linear regression which will obtain a regression coefficient that will determine whether the hypothesis made will be accepted or rejected.

The results of data processing using SPSS, the final regression equation model is obtained as follows:

$$Y = a + \beta_1X + \beta_2X + e \quad Y = 2,761 + 0.318 X_1 + 0.594 X_2 + e$$

The regression equation is as follows: (1) The value of the constant = 2.761 indicates that if the variable (X) has a value of 0 (zero) then (Y) has a value of 2.761; (2) The value of the variable regression coefficient (X1) is 0.318 and is marked positive. This means that every unit increase in variable (X1) assuming the other variables are fixed, it will increase variable (Y) by 0.318 3; (3) The value of the variable regression coefficient (X2) is 0.594 and is marked positive. This means that every increment of one unit in the variable (X2) assuming the other variables remain, it will increase the variable (Y) by 0.594.

Based on the hypothesis analyzed by this study, the influence of service quality, product quality and consumer satisfaction on consumer loyalty. Multiple linear regression analysis is used because the dependent variable in the second path is consumer loyalty. So 102 103 with this analysis is called the second path using multiple linear regression which will get a regression coefficient that will determine whether the hypothesis made will be accepted or rejected.

The results of data processing using SPSS, the final regression equation model is obtained as follows:

$$Z = a + \beta_1X + \beta_2X + \beta_3Z + e \quad Z = 4,875 + 0.238 X_1 + 0,187 X_2 + 0,410 Y + e$$

The regression equation can be explained as follows: (1) The value of the constant = 4.875 indicates that if the variable (X) is worth 0 (zero) then (Z) is worth 4.875; (2) The value of the variable regression coefficient (X1) is 0.238 and is positively signed. This means that every increment of one unit in the variable (X1) assuming the other variables remain, it will increase the variable (Z) by 0.238; (3) The value of the variable regression coefficient (X2) is 0.187 and is positively marked. This means that every increment of one unit in the variable (X2) assuming the other variable is fixed, it will increase the variable (Z) by 0.187 4. The value of the variable regression coefficient (Y) is 0.410 and is positively marked. This means that every increment of one unit in variable (Y) assuming the other variable remains, it will increase variable (Z) by 0.410.

It is known that the t-value of the table at the significance level of 5% = 0.05 can be known as

follows: The t-value of the table with the number of samples (n) = 111, the number of independent variables (k) = 3, the significance level of 5% or 0.05. Based on the table t, the following hypothesis can be generated: (1) The significance value of the variable X1 is $0.001 \leq 0.05$ with t calculation of $3.260 > t$ table 1.9822. Thus, a decision can be made to accept the third hypothesis; (2) The significance value of the variable X2 is $0.002 \leq 0.05$ with t calculated as $3.125 > t$ table 1.9822. Thus, a decision can be made to accept the Fourth hypothesis; (3) The significance value of the Z variable is $0.000 \leq 0.05$ with t count 105 of $4.943 > t$ table 1.9822. Thus, a decision can be made to accept the fifth hypothesis.

The determination coefficient (R²) which shows the percentage of influence of independent variables on dependent variables. The percentage shows how much an independent variable can explain its dependent variable. The R Square value in the first path analysis with the dependent variable of customer satisfaction is 0.578, thus it can be concluded that customer satisfaction can be explained by Product Quality and service quality by 57.8% while the remaining 42.2% is explained by other variables that are not observed in this study.

R Square in the second path analysis with the dependent variable of customer loyalty is 0.693, thus it can be concluded that loyalty can be explained by customer satisfaction, service quality, Product Quality by 69.3% while the remaining 30.7% is explained by other variables that are not observed in this study.

The effect of service on loyalty through satisfaction. The value of t calculation ($2.454 > t$ table (1.96) or significance ($0.014 < 0.05$) was obtained. This means that there is an indirect influence of service quality on consumer loyalty through satisfaction .

The influence of products on loyalty through satisfaction. The value of t calculation ($2.674 > t$ table (1.96) or significance ($0.007 < 0.05$) was obtained. This means that there is an indirect influence of product quality on consumer loyalty through customer satisfaction through loyalty.

In the end, this finding was able to find evidence that the higher the quality of service provided by the company, the higher the consumer satisfaction with the products purchased. Because the service is good, friendly and comforting will make customers happy and at home to visit the place again. Slow or unfriendly service quality can make consumers reluctant to buy. Use polite and friendly language in responding to consumers. As soon as possible, the consumer response is as soon as possible. If there are operating hours, list those hours on your outlet profile so that consumers know when is the right time to call. The results of this study are in line with research conducted by Turyansyah Cahya, (2018) which states that product quality has a significant effect on customer satisfaction,

so if product quality increases, customer satisfaction will increase and vice versa, if product quality decreases, customer satisfaction will also decrease. In addition, the quality of the product will also affect the experience when using the product. If consumers get a pleasant experience when using a product, they are likely to repurchase the product.

Putri (2018), Prawditya (2016), and Siregar (2018) explained that the increase and decrease in customer satisfaction is influenced by the increase and decrease in the quality of the products offered, consumers will feel satisfied if the products offered are of high quality. Customer satisfaction, product quality, and service quality have been proven to have a significant influence on customer loyalty. This means that if the company is able to satisfy customers with all aspects of both products and services provided by a store or restaurant, it will make customers want to buy products and return to the same place, in other words, if satisfaction has been met, customers will be loyal to the store or restaurant. The quality of service provided in a structured and simultaneous manner continuously and on target will affect customer satisfaction when purchasing products so that finally customers feel satisfied and will return to buy products from Hoka Hoka Bento as a form of consumer loyalty.

CONCLUSION

From the results of the hypothesis test, it can be concluded that service quality and product quality have a direct effect on customer satisfaction. Service quality has a direct effect on customer loyalty. This shows that the higher the quality of service to customers to buy an item, the customer will be very comfortable to loyally buy the item again in the future. From the test results, product quality and customer satisfaction have a direct effect on customer loyalty. It can be understood that the higher the producer's efforts to improve the quality of a product and also the satisfaction of its customers, it will be able to attract the interest of the public to loyally buy products and become regular customers. From the results of the sixth hypothesis test, it can be concluded that service quality and product quality have an indirect effect on customer loyalty through customer satisfaction

Uses other than survey or questionnaire methods such as the interview method can be used to get two-way communication with the subject and get answers with a wider scope. The next research should add other independent variables that are not explained in this study, the researcher is then expected to develop this research by adding other variables that can. In relation to Service Quality, the company should establish harmonious communication with customers, so that it can carry out work properly and appropriately. It is better for the management of the Hoka Hoka Bento Sentra Pancoran restaurant to further improve the quality of the products produced, both in terms of variety. In relation to Consumer Satisfaction, the

management of the Hoka Hoka Bento Sentra Pancoran restaurant should continue to pay attention to what consumers want so that consumers remain loyal and will come again. The loyalty of the customer must be considered and maintained and improved by the Hoka Hoka Bento Sentra Pancoran restaurant, for example in product promotion, providing rewards, ease of payment, good service and others. Research can be developed with other studies by adding independent variables so that other factors can also be known that can also significantly affect consumer satisfaction and consumer loyalty.

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