



**ANALYSIS OF SERVICE QUALITY TOWARD
CUSTOMER SATISFACTION (A CASE STUDY OF
“SAMBARA” SUNDANESE RESTAURANT AND
“SEDERHANA” PADANGNESE RESTAURANT)**

By

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THESIS ADVISER

RECOMMENDATION LETTER

**This thesis entitled “ANALYSIS OF SERVICE QUALITY TOWARD
CUSTOMER SATISFACTION (CASE STUDY OF “SAMBARA”
SUNDANESE RESTAURANT AND “SEDERHANA” PADANG**

RESTAURANT)'' prepared and submitted by Villa Dianatullah Arifin in partial fulfillment of the requirements for the degree of

ABSTRACT

Indonesian culinary varies from West to East Indonesian culinary. The concept of culinary is made attractively to attract customers to come. No wonder, each restaurant always initiatives to build something innovative in making their own concepts. Especially menus served are very interesting to follow, Sundanese and Padangnese menus. To get an image on quality, both Sundanese and Padangnese restaurants have focused on quality service to attract many customers and potential visitors to come and taste the menus served. Without good service quality, a restaurant cannot build and maintain customer relationship which is the key of getting success in business. To satisfy customers' needs, both Sundanese and Padangnese restaurants should know how to cover and satisfy them to get distinctively higher market share and better returns.

The researcher uses primary data to acquire the data needed to analyze service quality toward customer satisfaction both simultaneously and partially, and to find out which is the most dominant toward customer satisfaction in both "Sambara" Sundanese Restaurant and "Sederhana" Padangnese Restaurant. Questionnaire is distributed to 30 respondents for "Sambara" Sundanese Restaurant and another 30 ones for "Sederhana" Padangnese Restaurant. The research shows that variable assurance of service quality is dominant toward customer satisfaction in both restaurants.

As the conclusion, there is a correlation between service quality toward customer satisfaction in both restaurants and assurance is the most dominant toward customer satisfaction in which $t\text{-test} > t\text{-table}$. As the recommendation, the researcher provides some information for both restaurants to put more attention to the findings of this research. This research also provides opportunities for further research regarding to the service quality in both restaurants.

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As the conclusion, there is a correlation between service quality toward customer satisfaction simultaneously in both restaurants which can be seen from F-test $(0.000) < F\text{-table} (0.05)$. Furthermore, partially there is a correlation between service quality toward customer satisfaction in both restaurants in which t-test $> t\text{-table}$. As the recommendation, the researcher provides some information for both restaurants to put more attention to the findings of this research. This research also provides opportunities for further research regarding to the service quality in both restaurants.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays food culinary can be found any inches of where we step on our feet. We can taste any food we like depending on our flavor and budget. Since it spreads everywhere, it, somehow, attracts us to visit and taste the menu served. For those who are fond of eating outside, they tend to have their own schedule to have culinary tour. It means they always try to have something new even though they have to travel miles away from their house just for a favorite menu.

There are many places serving many various menus, such as restaurants, food courts, food shops, mobile food providers, etc. In serving menus for their customers, they always develop their initiative to have new varieties and genres of food. No wonder, we can find various kinds of food, ranging from traditional, Chinese, Mediteranian, and western menus.

Indonesian culinary varies from West to East Indonesian culinary. The concept of culinary is made attractively to attract customers to come. No wonder, each restaurant always initiatives to build something innovative in making their own concepts. Especially menus served are very interesting to follow, Sundanese and Padangnese menus. They perform their best by establishing attractive and various menus. Furthermore, there are many restaurants serving Sundanese and Padangnese menus spread over many places in Indonesia because of their uniqueness and hospitality. What is unique from Sundanese restaurants is they have various menus as what Padangnese ones have. Their hospitality of employees of both Sundanese and Padangnese restaurants in serving customers is very prominent. Therefore these both restaurants always attractively establish their innovative menus and an image as well.

A good image is not a kind of product manufactured by a manufacturer but an impression gained based on knowledge and experience attached by someone on something. According to Levy in Buchari Alma (2009, p.374) an image is an interpretation, a set of inference, and reactions, it is a symbol because it is not the object itself, but refers to it and stands for it. In addition to the physical reality of product, brand and organization, the image includes its meanings, beliefs, attitudes, and feelings that have come to be attached to it.

An image which was popularly introduced in 1950s was stated in many contexts, such as an image toward an organization, company, brand, quality, self-image, and so on (Buchari Alma, 2009, p.374). To get an image on quality, both Sundanese and Padangnese restaurants have focused on quality service to attract many customers and potential visitors to come and taste the menus served. Without good service quality, a restaurant cannot build and maintain customer relationship which is the key of getting success in business. To satisfy customers' needs, both Sundanese and Padangnese restaurants should know how to cover and satisfy them to get distinctively higher market share and better returns.

As stated above, there are dimensions in service quality, such as tangible, reliability, responsiveness, assurance and empathy (Parasuraman and Zeithaml, 1988). The five factors are the keys to be considered to measure customer satisfaction. In fact, in a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and has become a key element of business successful. In many situations, once we satisfy and give good impressions to our customers, they will likely buy our products or consume our services again and tell their friends to try the product.

Therefore, the managers of Sundanese restaurant (Sambara Sundanese Restaurant) and Padangnese restaurant (Sederhana Padangnese Restaurant) are expected to get better understanding that customers are very important for the restaurant in the way to improve more profit. Furthermore, since this research is focusing on service quality affecting customer

satisfaction, it possibly can give suggestion to the managers how to take some steps and actions perform in the way to apply dimensions in service quality toward customer satisfaction in both restaurants, “Sambara” and “Sederhana” Restaurants.

1.2 Company Profile

1.2.1 “Sambara” Sundanese Restaurant

“Sambara” Sundanese Restaurant is a Sundanese Restaurant whose location is in Bandung. So far, the restaurant has had several branches spreading over in some places, two places in Bandung, two places in Jakarta, and one place in Semarang. The concept of the restaurant is very unique and artistic since the restaurant has adopted Sundanese nuances both on the menus and physical interiors. These make a distinctive atmosphere for those who come to the restaurant. They are served with not only special menus but also Sundanese music companion.

Furthermore, although the concept of the restaurant is adopting Sundanese culture but the restaurant has combined modern interiors with traditional and unique menus. The modern interiors can be seen from the display of internal interiors, walls, light ornaments, dining tables, and rooms especially. Traditional menus can be seen from various Sundanese menus served by the restaurant. By performing something distinctive, it is expected to give different impression for customers who come to the restaurant.

1.2.2 “Sederhana” Padangnese Restaurant

“Sederhana” Padangnese Restaurant is a Padangnese Restaurant whose location is in Jakarta. As far as we know Padangnese restaurants have spread over the country and some other countries as well. It is because Padangnese restaurants are very unique and uniform among of all Padangnese restaurants. “Sederhana” Padangnese restaurant has also the same concept as many other Padangnese restaurants that it performs its variety of menus and hospitality of its employees. It is hoped that the

nuances will perform the best to attract potential customers to come and taste not only the menu but also the nuance of the restaurant. What makes “Sederhana” Padangnese restaurant different from any other restaurants is “Sederhana” Padangnese restaurant always makes customers feel as if they were in their homes and enjoy all the moments by tasting all things served by the restaurant.

1.3 Problems Identified

Since both of the restaurants have their own unique basis, Sundanese and Padangnese nuances, it can be said that both of the restaurants have to compete with many other restaurants spreading in many places, especially in some cities and towns in West Java. Most Sundanese and Padangnese restaurants serve various menus and concepts in the way to attract customers to come.

Therefore, there will be more strategies and plans to be developed by the managers of “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant to modify and recreate new things in the way to attract and welcome customers. In this way, quality service dimensions can be the best alternatives to develop the best service quality, so that they will affect much to the impression and image of the restaurant toward customer satisfaction in “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant..

1.4 Statement of Problems

In this study, there are three specific problems that will be discussed. These problems are:

1. Is there any relation of tangible, reliability, responsiveness, assurance and empathy factors simultaneously toward consumer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant?

2. Is there any relation of tangible, reliability, responsiveness, assurance and empathy factors partially toward consumer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant?

1.5 Theoretical Framework

To measure the service quality, the writer has chosen the Service Quality concept of Zeithaml and Parasuraman’s “SERVQUAL” theory in (1988), which includes five dimensions of service quality as follow:

- 1) Tangible : the ability of a restaurant to show off its existence to external. Display and company physic and surrounding are the proofs of service given by the provider including facilities physically (building), equipment and utilities (technology) and the performance of the employees.
- 2) Reliability : the ability of a restaurant to give services provided accurately and reliably. The work should cover customers’ expectance which covers time accuracy, the same service to all customers without any mistakes, sympathetic attitude, etc.
- 3) Responsiveness : the willingness to help and serve quick services which are responsive and appropriate and deliver clear information to customers.
- 4) Assurance : the feeling of security and confidence. It includes competence, courtesy, credibility, and security.
- 5) Empathy : the willingness of the employees to care and pay attention to each customer. This dimension includes access, communication, and understanding customers.

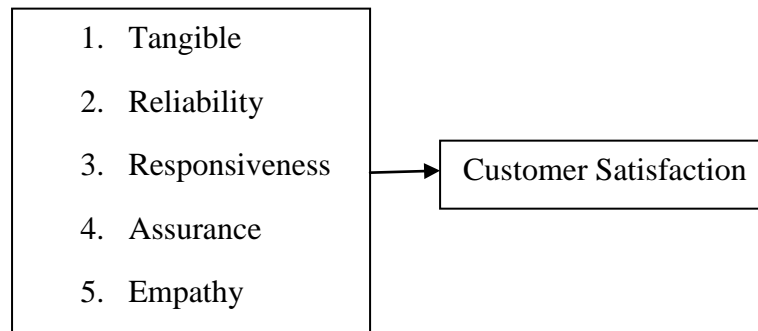


Figure 1.1: Theoretical Framework of the research; adopted from Buchari Alma (2009, p.285)

1.6 Significance or Importance of the Study

There are purposes of writing the thesis which are stated below:

1. For “Sambara” Sundanese Restaurant, it is expected that the result of the study can give meaningful information about the importance of improving service quality toward customer satisfaction in “Sambara” Sundanese Restaurant.
2. For “Sederhana” Padangnese Restaurant, it is expected that the result of the study can give meaningful information about the importance of improving service quality toward customer satisfaction in “Sederhana” Padangnese Restaurant.
3. For President University, it is expected that the result of the study can give more reference especially to develop insight and knowledge on service quality toward customer satisfaction.
4. For the writer personally, the research can be conducted to apply the knowledge gained and to sharpen the knowledge on service quality toward customer satisfaction.

5. For other researchers, the result of the study can be used as a comparative study in the way to conduct a research whose area is similar.

1.7 Scope and Limitation of the Study

The scope of the study is about to analyze service quality which includes factors of tangible, reliability, responsiveness, assurance, and empathy toward customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant. In this way from the five factors researched in this study, it will be examined which of those is the most dominant toward customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant.

The customers in this research are those who come to both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant, they frequently come and eat in there.

Limitation could be bias. The method used to measure the criteria of service quality-the Likert Scale-might have a subjective meaning. Different customers have their own different statements on what the terms, very good, good, fair, below average, and poor mean.

1.8 Assumption and Hypothesis

Hypothesis is a temporary conclusion which means that this conclusion is still needed to be tested through a series of testing steps. In this way, it is determined some hypothesis as follows:

1. It is assumed that there is no significant influence simultaneously between service quality, *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* toward customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese restaurant.
2. It is assumed that there is no significant influence partially between service quality, *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* toward customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese restaurant.

1.9 Definition of Terms

Marketing: refers to the concept which the restaurant not only gives costumers' needs but also covers costumers' wants, in this way physical products will not determine customer satisfaction but service quality.

Service: refers to some actions offered from the restaurant to customers which are basically unseen and do not result belonging toward a product.

Service Quality: is defined as the difference between customer expectations of service and perceived service.

Customer: refers to customers who come and dine in both "Sambara" Sundanese Restaurant and "Sederhana" Padangnese Restaurant.

Customer Satisfaction: is defined as a result of a cognitive and affective evaluation, which if customers feel satisfied toward a product or service, they tend to come and buy and tell others about their fancy experience toward the product or service.

CHAPTER II

LITERATURE REVIEW

2.1 Marketing

The following are definitions of marketing:

1. Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Philip Kotler & Gary Amstrong, 2010, p.29).
2. Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Mc Daniel, Lamb, Hair, 2006, p.20).
3. According McCarthy and William (1984, p.11-13) marketing is divided into two ways, *micro-marketing* and *macro-marketing*.

Micro-marketing is the performance of activities which seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.

Macro-marketing is a social process which directs an economy's flow of goods and services to consumers in a way which effectively matches supply and demand and accomplishes the objectives of society.

From the definitions of marketing above, it is concluded that marketing is a process of company to create, communicate, deliver, and build value for customers in case of capturing value of customer relationships in return.

Below is the figure of marketing process that Kotler and Amstrong stated (2010, p.29):

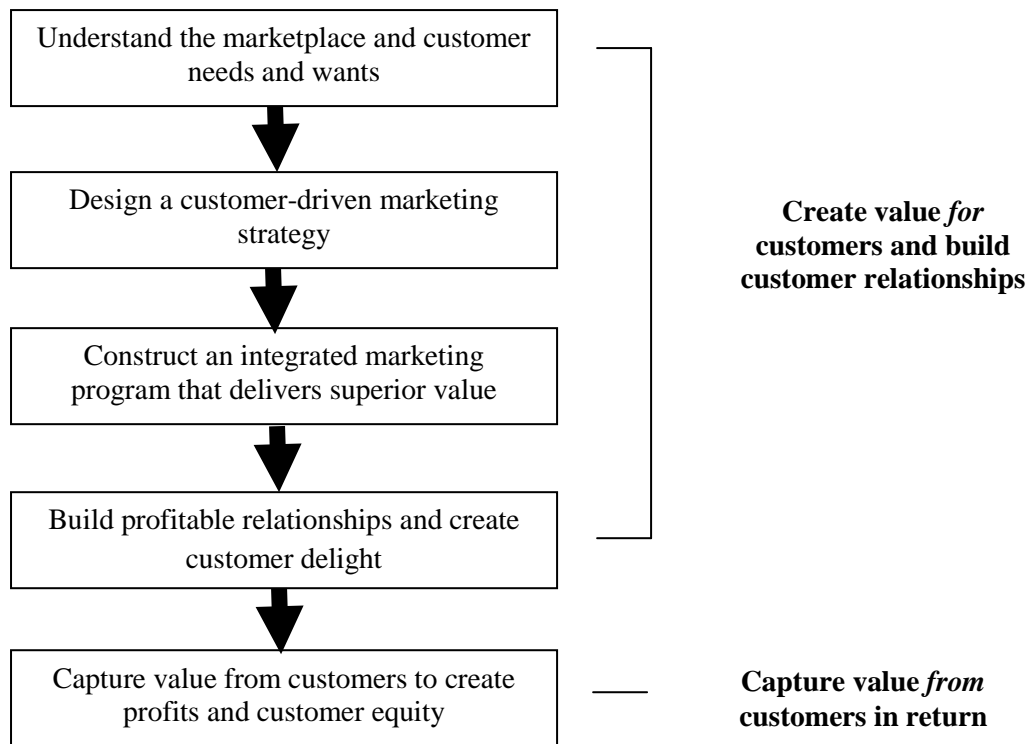


Figure 2.1. A Simple Model of Marketing Process

Today, marketing must be understood not in the old sense of making a sale-“telling and selling”-but in the new sense of *satisfying customer needs*. If the marketer understands customer needs; develops products that provide superior customer value; and prices, distributes, and promotes them effectively, these products will sell easily. In fact, according to management guru Peter Drucker, “The aim of marketing is to make selling unnecessary.” Selling and advertising are only part of a larger “marketing mix”-a set of marketing tools that work together to satisfy customer needs and build customer relationships (Kotler & Amstrong, 2010 , p.29).

According to Daniel, Lamb, and Hair (2006:8) marketing needs a concept which includes:

1. Focusing on customer wants and needs so that the organization can distinguish its product(s) from competitors’ offerings

2. Integrating all the organization's activities including production, to satisfy these wants
3. Activities long-term goals for the organization by satisfying customer wants and needs legally and responsibly.

In this way the firms that adopt and implement the marketing concept are said to be market oriented. To achieve a market orientation involves obtaining information about customers, competitors, and markets; examining the information from a total business perspective; determining how to deliver superior customer value; and implementing actions to provide value to customers.

However, Kotler (2009:5) has stated that the most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic *physical* needs for food, clothing, warmth, and safety; *social* needs for belonging and affection; and *individual* needs for knowledge and self-expression.

2.2 Service

Below are definitions of a service:

1. A services the result of applying human or mechanical efforts to people of objects. Services involve a deed, a performance, or an effort that cannot be physically possessed (McDaniel, Lamb, Hair, 2006, p.362).
2. A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything (Kotler & Amstrong, 2010, p.248)
3. Services are those separately identifiable, essentially intangible activities that provide want-satisfaction, and that are not necessarily tied to the sale of a product or another service. To produce a service may or may not require the use of tangible goods. However, when such use is required, there is no transfer of the title (William J. Stanton in Buchari Alma, 2007, p.243).

4. Services include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in form (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser (Valarie A. Zeithal & Mary J Bitner in Buchari Alma, 2007, p.243).

From the definitions about a service above, it is concluded that a service is an intangible product which can provide want-satisfaction and be obtained at the time and does not result in the ownership of anything.

A company must consider four special service characteristics when designing marketing programs: *intangibility*, *inseparability*, *variability*, and *perishability* as shown in Figure 2.2 (Kotler et. al, 2009, p.218-219):

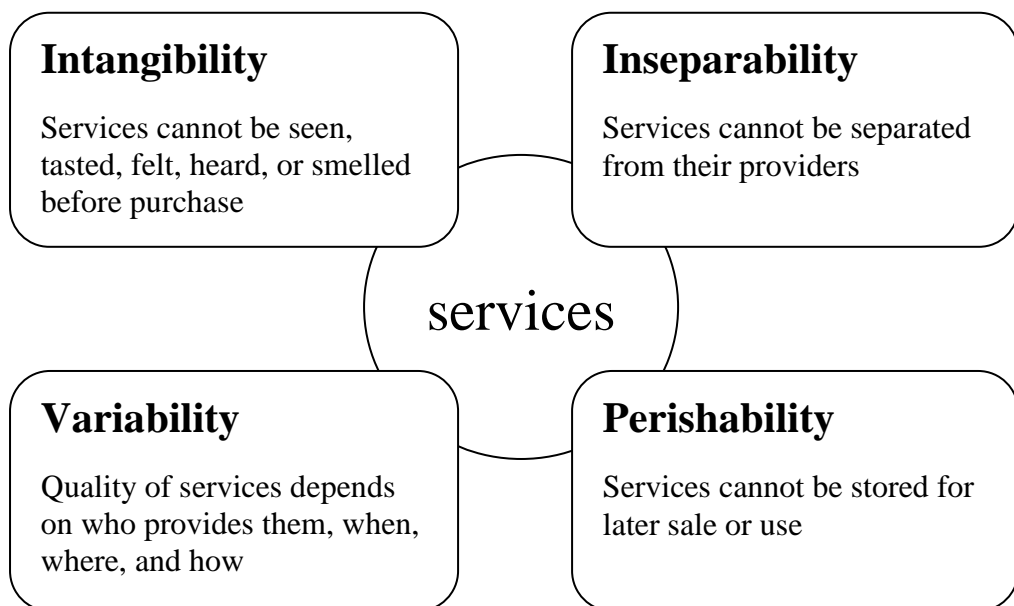


Figure 2.2 Four Service Characteristics

From the figure above, it is stated that:

1. **Service intangibility** means that services cannot be seen, tasted, felt, heard, and smelled before they are bought. For example, people undergoing cosmetic surgery cannot see the result before the purchase. Airline passengers have nothing but a ticket and the promise that they and their luggage will arrive safely at the intended destination, hopefully at the same time. To reduce uncertainty, buyers look for “signals” or service quality. They draw conclusions about quality from place, people, price, equipment, and communications that they can see.
2. **Service inseparability** means that services cannot be separated from their providers, whether the providers are people or machines. If a service employee provides the service, then the employee becomes a part of the service. Because the customer is also present as the service is produced, *provider-customer interaction* is a special feature of service marketing. Both the provider and the customer affect the service outcome.
3. **Service variability** means the quality of services depends on who provides them as well as when, where, and how they are provided. For example, some hotels-say, Marriot-have reputations for providing better services than others. Still, within a given Marriot hotel, one registration-counter employee may be cheerful and efficient, whereas another standing just a few feet away may be unpleasant and slow. Even the quality of a single Marriot employee’s service varies according to his or her energy and frame of mind at the time of each customer encounter.
4. **Service perishability** means that services cannot be stored for later use or sale. Some doctors charge patients for missed appointments because the service value existed only at that point and disappeared when the patient did not show up. The perishability of services is not a problem when demand is steady. However, when demand fluctuates, service firms often have difficult problems. For example, because of rush-hour demand, public transportation companies have to own much more equipment than they would if demand were even throughout the day. Thus, service firms often design strategies for producing a better match between demand and

supply. Hotels and resorts charge lower prices in the off-season to attract more guests. And restaurants hire part-time employees to serve during peak periods.

2.2.1 Service as a Process

Two broad categories of things get processed in service organizations: people and objects. In some cases, the process is physical, or tangible, while in others the process is intangible. Based on these characteristics, service processes can be placed into one of four categories:

1. *People processing* takes place when the service is directed at a customer.
2. *Possession processing* occurs when the service is directed at customers' physical possessions.
3. *Mental stimulus processing* refers to services directed at people's minds.
4. *Information processing* describes services that use technology or brainpower directed at a customer's assets (McDaniel et.al, 2006:368)

2.3 Service Quality

According to Kotler et.al (2009, p.221) service quality is harder to define and judge than product quality. Customer retention is perhaps the best measure of quality-a service firm's ability to hang onto its customers depends on how consistently it delivers value to them.

Parasuraman et.al (1988) stated that service quality is determined by the differences between customers' expectations of services, provider' performance and their evaluation of the services they received.

From the definition above, it can be concluded that service quality is the point of difference between service performance and its evaluation they services customers receive.

2.3.1 Service Quality Dimensions

Because of the four unique characteristics of services, service quality is more difficult to define and measure than is the quality of tangible goods. Business executives rank the improvement of service quality as one of the most critical challenges facing them today.

Parasuraman et.al (1988) identified 10 detailed determinant of service quality through focused group studies: Tangibles, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, understanding/knowledge of customer which are served as SERVQUAL MODEL in figure 2.3 as follow:

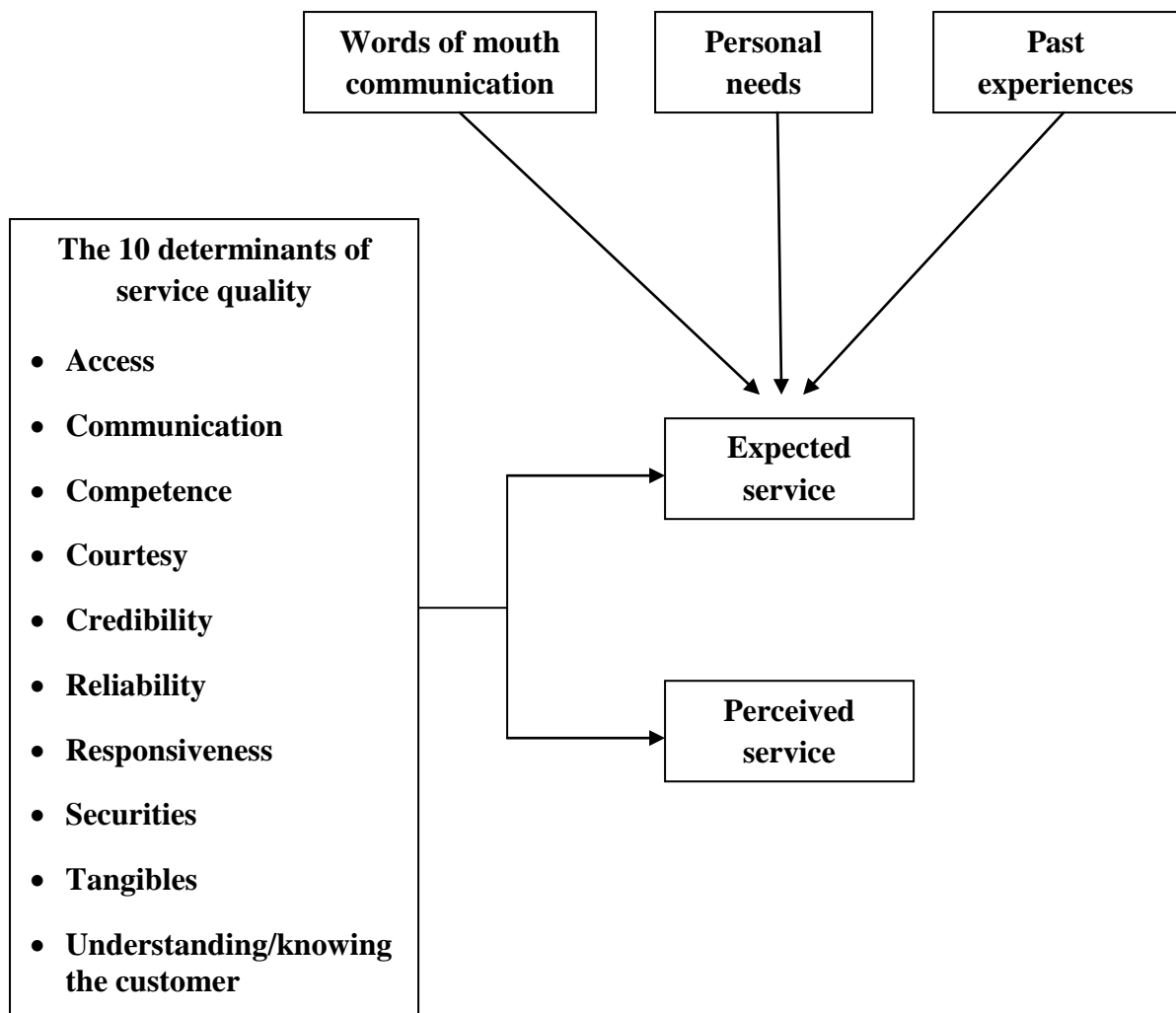


Figure 2.3

The 10 determinants of Service Quality

(Source: reprinted with the permission of the American Marketing Association: adopted from A. Parasuraman, V. A. Zeithaml, and L. L. Berry, “A Conceptual Model of Service Quality and its Implications for Future Research”)

From the figure above, there are 10 determinants defined as follow:

1. **Access** which is the ease of making contact with the supplier, e.g. the time a service, is available or opening hours, short waiting time and convenient location of a service facility.

2. **Communication** which is the ability of talking in a way which is understandable to the customer. It also means keeping the customers informed in a language they can understand and listen to them. The communication at the service-oriented company involves explaining the service itself, explaining how much the service will cost and assuring the consumer that a problem will be handled.
3. **Competence** which is the possessing of the required skills and knowledge to perform the service. This involves knowledge and skill of the contact personnel and research capability.
4. **Courtesy** which refers to the supplier's behavior, e.g. politeness, respect, consideration for the customer's property, clean and neat appearance of public contact personnel, and kindness.
5. **Credibility** which means trustworthiness, believability and honesty of the service provider. Some factors that contribute to credibility are the name and reputation of the company, personnel characteristics of the contact personnel, and the degree of good will be involved in interactions with the customer.
6. **Reliability** which is the consistency of the performance and dependability, or honoring promises, e.g. punctuality and the correctness of service.
7. **Responsiveness** which is the willingness of readiness to help the customer or provides prompt and quick service.
8. **Security** which means freedom from danger, risk, and doubt. This includes physical safety and confidentiality.
9. **Tangibles** which refers to the physical environment in which the service is presented, e.g. the organization, the equipment and the personal and their clothing.
10. **Empathy or Understanding/Knowing the customer** which deals with the interest and possibility of becoming acquainted with the role of the customer, as well as making the effort to understand the customer's needs. It involves learning the customer's specific requirements, providing individualized attention and recognizing the regular customer.

During the development of SERVQUAL, a methodology for measuring service quality, found that some of the above mentioned dimensions are strongly related to each other, so that the number of dimensions in SERVQUAL was simplified into five. In this way, research has shown that customers evaluate service by the following five components (McDaniel et.al, 2006, p.364):

1. **Tangibles:** the physical evidence of the service. The tangible parts of a service include the physical facilities, tools, and equipment used to provide the service.
2. **Reliability:** the ability to perform the service dependably, accurately, and consistently. Reliability is performing the service right the first time. This component has been found to be one most important to consumers.
3. **Responsiveness:** the ability to provide prompt service and the willingness to help customers. It means the employees or company give attention and promptness in dealing with customers' requests, questions, complaints, and problems.
4. **Assurance:** the knowledge and courtesy of employees and their ability to convey trust, skilled employees who treat customers with respect and make customers feel that they can trust the firm exemplify assurance.
5. **Empathy:** caring, individualized attention to customers. Firms whose employees recognize customers, call them by name, and learn their customers' specific requirements are providing empathy.

A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality. These gaps are illustrated in Figure 2.4 as follow:

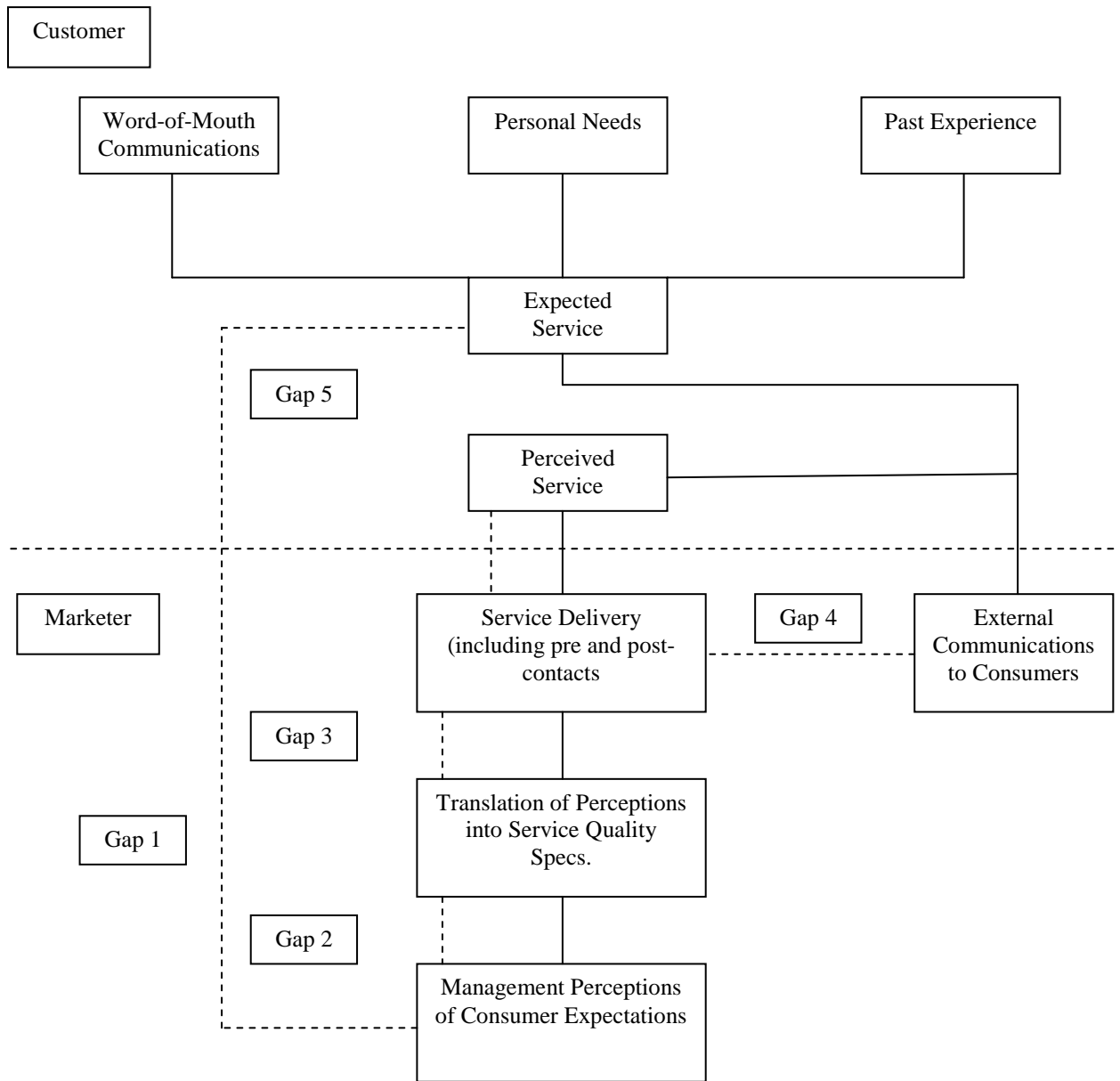


Figure 2.4

Service Quality Gap Model

Source: Valerie A. Zeithaml, A. Parasuraman, and L.L. Berry, "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, 49 (fall) 1985,41-50

The illustration of gap model of service quality is defined as follow:

1. *Gap 1*: the gap between what customers want and what management thinks customer want. This gap results from a lack of understanding or a misinterpretation of the customers' needs, wants, or desires. A firm that does little or no customer satisfaction research is likely to experience this gap. An important step in closing gap 1 is to keep in touch with what customers want by doing research on customer needs and customer satisfaction.
2. *Gap 2*: the gap between what management thinks customers want and the quality specifications that management develops to provide the service. Essentially, this gap results of management's inability to translate customers' needs into delivery systems within the firm.
3. *Gap 3*: the gap between the service quality specifications and the service that is actually provided. If both gap 1 and gap 2 have been closed, then gap 3 is due to inability of management and employees to do what should be done. Poorly trained or poorly motivated workers can cause this gap. Management needs to ensure that employees have the skills and the proper tools to perform their job. Other techniques that help to close gap 3 are training employees so they know what management expects and encouraging teamwork.
4. *Gap 4*: the gap between what the company provides and what the customer is told it provides. This is clearly a communication gap. It may include misleading or deceptive advertising campaign promising more than the firm can deliver or doing "whatever it takes" to get the business. To close this gap, companies need to create realistic customer expectations through honest, accurate communication about what the firms can provide.
5. *Gap 5*: the gap between the service that customers receive and the service they want. This gap can be positive or negative.

When any one or more of these gaps are large, service quality is perceived low. As the gap shrink, service quality improves.

2.3.2 Managing Service Quality

A service firm can differentiate itself by delivering consistently higher quality than its competitors do. Like manufacturers, most service industries have joined the customer-driven quality movement. And like product marketers, service providers need to identify what target customers expect concerning service quality.

Unfortunately, service quality is harder to define and judge than product quality. For instance, it is harder to agree on the quality of a haircut than on the quality of a hair dryer. Customer retention is perhaps the best measure of quality—a service firm’s ability to hang on onto its customers depends on how consistently it delivers value to them.

Unlike product manufacturers who can adjust their machinery and input until everything is perfect, service quality will always vary, depending on the interactions between employees and customers. As hard as they try, even the best companies will have an occasional late delivery, burned steak, or grumpy employee. However, good service recovery can turn angry customers into loyal ones. In fact, good recovery can win more customer purchasing and loyalty than if things had gone well in the first place. Therefore, companies should take steps but only to provide good service every time but also to recover from service mistakes when they occur (Kotler et.al, 2009, p.222-223).

2.4 Customer Satisfaction

Below are definitions of customer satisfaction:

1. Customer satisfaction is a critical concept in marketing thought and consumer research. It is generally argued that if consumers are satisfied with a product, service, or brand, they will be more likely to continue to purchase it and tell others about their products or brands and complain to manufacturers, retailers, and other consumers (Peter & J. Paul, 2005, p.403).

2. Customer satisfaction is customers' evaluation of a good or service in terms of whether it has met their needs and expectations (Mc Daniel et.al, 2006, p.12)

From the definitions above it is concluded that customer satisfaction is the attitude of the customer regarding to which perceived product or service meets or greater the customer's expectations which they will be more likely to continue to purchase it and tell others about their products or brands.

Kotler & Amstrong (2009, p.13) stated Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted.

Outstanding marketing companies go out of their way to keep important customers satisfied. Most studies show that higher levels of customer satisfaction lead to greater customer loyalty, which in turn results in better company performance. Smart companies aim to delight customers by promising only what they can deliver, then deliver more than they promise. Delighted customers not only make repeat purchases, they become "customer evangelist" who tell others about their good experiences with the product. However, although the customer-centered firm seeks to deliver high customer satisfaction relative to competitors, it does not attempt to maximize customer satisfaction. A company can always increase customer satisfaction by lowering its price or increasing its service, but this may result in lower profits. Thus, the purpose of marketing is to generate customer value of profitability.

Based on Hawkins and Looney (1997, p.31), there are attributes that create customer satisfaction known as "The Big Eight" as follow:

1. Value to Price Relationship

Determine the value of the difference between what the customer get and what s/he pays to receive it. That means a relationship between price and

product value is decided by the difference between values that customer get toward the product that they have purchased.

2. Product Quality

The sum of all the quality components that create the product and that contribute to the value it adds. It means that the quality from whole components that form a product, and it makes the product has an added value.

3. Product Feature

They are the physical components that yield the benefit. It can be defined as the physical components of the product that differentiate from one product to others or give more advantage than other products that are similar.

4. Reliability

How well a product/service works based on to its promise. It is a combination of a product quality and the utility, whether its meet the expectation or does not meet the expectation.

5. Warranty

It is an offer that able to refund the purchase price or replace a defective product when the product fails after being purchased by a customer.

6. Response to and Remedy of Problems

An employee's attitude in reacting to help solve a problem. It means that employee's attitude to respond customer complaints or help customer to solve a problem that appears.

7. Sales Experience

It is about interpersonal relationship between employees with customers in communication that relates to purchase an item, whether the customers feel happy or comfortable when communicating with the employees that might lead to satisfaction.

8. Convenience of Acquisition

It can be defined as ease of a product that can be obtained or convenience that is given by a company to the customer toward product accessibility.

2.4.1 Strategies to Achieve Customer Satisfaction

Fulfilling the needs and wants or expectations of customers is the key to successful customer satisfaction. Therefore, it is important what needs and wants mean. Customers' needs may be defined as the goods or services a customer requires to achieve specific goals. Different needs are of varying importance to customers. Customer expectations are influenced by cultural values, advertising, marketing, another communications, both with the supplier and with other sources. Below is the analysis of four point of customer satisfaction:

1. Identifying who the customer is
2. Understanding the customer's level of quality expectation
3. Understanding the service quality strategy
4. Understanding the measurement and feedback of customer satisfaction.

2.4.2 How to Measure Customer Satisfaction

A company is called wise if it always measures its customer satisfaction regularly, since the key to maintain its customers is satisfaction. The satisfied customers commonly will be more loyal, buy more when the company promotes a new product and improve the existing products, talk many good things about the company and its products, don't want to give any attention toward other products and are not sensitive toward the price, offer a new idea of a product or service toward the company, and it spends less cost to serve these particular customers rather than new customers because their transactions are continuous.

A number of methods held to measure customer satisfaction are served below (Kotler and Keller, 2006, p.170):

1. *Periodic survey*, a company can trace customer satisfaction directly. Respondents are also given additional questions to measure the

meaning of repurchase and the possibility or want to recommend the company and brand to others.

2. *Customer missing rate.* A company can detect customer missing rate and contact the stopping customers to buy or those who have moved to other suppliers in case of learning why this can happen.
3. *Shadow shopper.* A company can employ a shadow shopper as a potential shopper and report about the strength and weakness in buying the company's and competitors' products. Managers themselves can enter in the company's and competitors' sale situation in which they don't know that the managers act as shoppers and experience lively toward the treatment offered or call their own company about questions and complaints and how the calls are handled.

CHAPTER III

METHODOLOGY

3.1 Research Method

This study is using quantitative research. Quantitative research is the systematic scientific investigation of properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative research is generally approached using scientific methods and involves analysis on numerical data.

Since the objective of the study is to know whether the service quality dimensions affect customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant. In this way the research is willing to test the influence of service quality towards customer satisfaction. There are two types of variables identified in this study, independent variables (*tangible, reliability, responsiveness, assurance, and empathy*) and a dependent variable (customer satisfaction).

3.1.2 Research Approach

There are two different ways of research approaches as Borg and Gall in Sugiyono (2008, p.7) stated:

Many labels have been used to distinguish between traditional research methods and these new methods: positivistic versus post positivistic research; scientific versus artistic research; confirmatory versus discovery-oriented research; quantitative versus interpretive research;

quantitative versus qualitative research. The quantitative-qualitative distinctions seem most widely used. Both quantitative researchers and qualitative researchers go about inquiry in different ways.

From the statement above it is stated that quantitative method is called a traditional method since this method was long applied so that it is a tradition that this method is used in a research. This method is also called as a positivistic method because it is based on positivism philosophy. This method is also called as a scientific method because it can cover all scientific requirement, they are concrete, objective, measured, rational, and systematic. This method is also called discovery method because with this method it can be found out and developed for new science and technology. At last, this method is called quantitative method because research data are in a form of numbers and the analysis uses statistic data.

Qualitative research method is called as a new method since its popularity is not long and it is called post positivistic method because it is based on post positivistic philosophy. This method is also called artistic method because the process of the research is more artisan (unstructured), and it is also called an interpretive method because the result of research data tends to be interpretive toward the data found in an area.

According to those definitions of research approach, the study uses quantitative approach because positivism philosophy views symptoms/phenomena/realities which can be classified, relatively fixed, concrete, observed, measured, and the correlation of the symptoms is causal. This research is commonly applied on certain population and sample which are representative. The process of the research is deductive, which to answer statement of problems is used a concept or theory in order to find out hypothesis. Hypothesis, then, is examined through collecting data. To collect data, we use research instruments. The data gained then is analyzed quantitatively by using descriptive statistic or inferential, so it can be concluded that the hypothesis formulated is either proven or not. Commonly quantitative research is conducted toward samples taken randomly, in this

way the result of the research can be generalized toward population where the samples are taken from.

3.2 Research Framework

The research framework started from data collection support by Buyer behavior model (McCarthy, 1991). Validity and Reliability testing was done to find valid and reliable data to process and construct the final questionnaire. After spread the questionnaire, the author will gather the data and calculate the data using regression model to find the relationship between service quality toward customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant.

The following is the figure of the sequence steps of research framework:

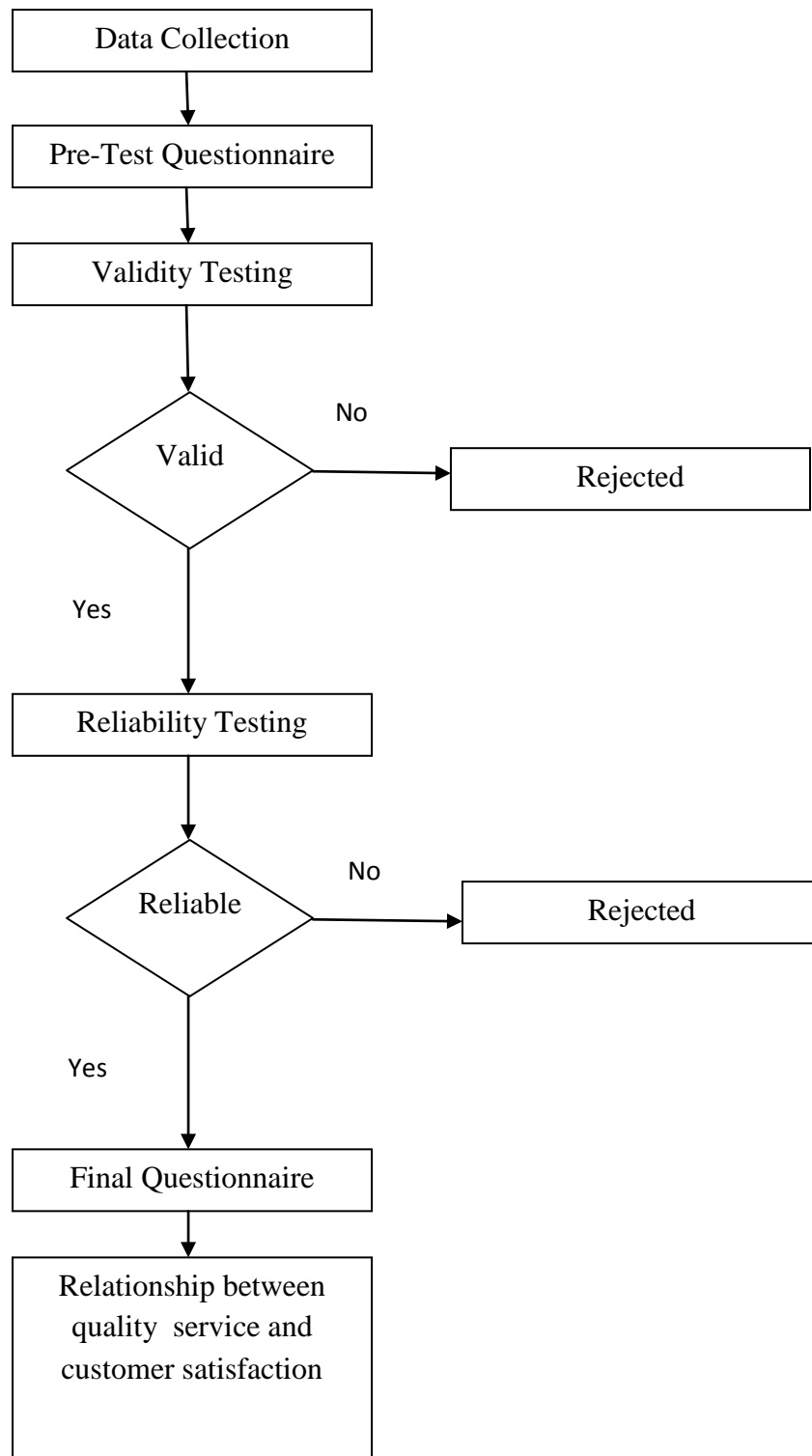


Figure 3.1 Research framework

Source: adjusted by researcher

3.3 Research Time and Place

Since the study discusses about service quality toward customer satisfaction, in this way the researcher conducted the research in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant. The research was held on August 1st -20th, 2010. During the period, the researcher conducted several activities which connected to the research, interviewing and distributing questionnaire.

3.4 Research Instruments

There are two main points affecting quality of research result, quality of research instrument and quality of collecting data. Quality of research instruments deal with validity and reliability of the instruments while quality of collecting data deals with accuracy of ways applied to collect data. Therefore, the instruments which are previously examined their validity and reliability, there is no guarantee that they can result valid and reliable data if the instruments are not applied correctly in collecting data (Sugiyono, 2008, p.137).

There are two sources of collecting data, they are primary and secondary source. Primary source is gained from direct sources which give direct information to a data collector, while secondary source is gained from indirect source which indirectly give data to a data collector.

Technically, method of collecting data can be obtained from:

1. Interview

In this way, the researcher conducted interview with the managers and owners of both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant. In the interview, the researcher asked about Company profile, mechanism of operational, operational time, employee performance, and standard of procedure in serving customers in the restaurant.

2. Questionnaire

To strengthen the data, questionnaire is necessarily conducted to get reliable information and data needed by the researcher to process the study. Through questionnaire, it is expected that the secondary data can either back up or improve the primary data.

For the questionnaire, the researcher will use Likert Scale, developed by Rensis Likert, it is a measurement with five response categories ranging from “strongly disagree” to “strongly agree” as we can see in table 3.1, which requires the respondents to indicate a degree of disagreement and agreement with each of a series of statements related to the stimulus objects. Likert has many advantages that account for its popularity.

Table 3.1 Likert Scale

Scale	Strength
1	Strongly Disagree (SD)
2	Disagree (D)
3	Neutral (N)
4	Agree (A)
5	Strongly Agree (SA)

Variables examined in the research are independent variables (tangible, reliability, responsiveness, assurance, and empathy) and a dependent variable (customer satisfaction).

The following is a table of variables and indicators from operational research variables:

Table 3.2 Table of Variables and Indicators

Variables	Indicators
Tangible	<ol style="list-style-type: none"> 1. Facilities served by the restaurant 2. Employee performance working in the restaurant 3. Additional media to ease customers 4. Payment system
Reliability	<ol style="list-style-type: none"> 1. Employees' attitude to welcome customers 2. Employees' attitude to serve customers 3. Menu promoted to customers 4. Employees' attitude when there are complaints from customers
Responsiveness	<ol style="list-style-type: none"> 1. Accuracy of serving food from ordering to delivering food to customers 2. Communication style delivered by employees 3. Kinds of help given by employees if there is something unclear 4. The speed of serving payment for customers
Assurance	<ol style="list-style-type: none"> 1. The ability of an employee in presenting the menu introduced to a customer 2. Attitude and behavior shown as serving customers 3. The ability of an employee to ensure that the menu served is delicious. 4. The guarantee given by a restaurant if there is unusual moment.
Empathy	<ol style="list-style-type: none"> 1. The ability of an employee to know the customer's wants and needs 2. The time allocated to serve customers 3. Mechanism of booking table via telephone 4. The attitude of the restaurant toward old and new customers

Variables	Indicators
Customer Satisfaction	<ol style="list-style-type: none"> 1. There is repurchase toward products 2. There are responses from the restaurant if there is something wrong happening. 3. There is satisfaction toward the service conducted by waiters and waitresses 4. There is satisfaction toward facilities served by the restaurant

3.5 Sampling Design

3.5.1 Population

Population is a general area consisting either subjects or objects which has certain quality and characteristics determined by a researcher to be learned then it is withdrawn the conclusion (Sugiyono, 2004, p.72).

In this research, the population determined is customers who come and dine in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant in Bandung.

3.5.2 Sample

Sample is a sub-group of a population chosen in a research (Widayat, 2007, p.93). The technique to get samples for this research used *accidental sampling* which in this sample technique, elements of the sample are people who are easily found or are in right time, can be seen and covered.

About total sample Gay & Diehl (Widayat, 2004, p.104) stated that total sample is supposed to be as big as possible. This statement assumes that the more sample taken, the more representative the result is. However, sample size accepted will depend on kinds of the research; a) if the research is descriptive, the minimum sample taken is 10% of the population, b) if the research is correlational, minimum sample is 30 subject per group, c) if the research is causal-

comparative, the sample taken is 30 subjects per group, and d) if the research is experimental, minimum sample is 15 subject per group.

While Roscoe (1975) gave guidance to determine total sample:

- a. Each research, total sample ranges from 30 to 500.
- b. If the factors used in the research are big, in this way the total sample at least ten times or more than total factors.
- c. If the samples will be split into several parts, so the minimum sample is 30 for each part needed.

Since this thesis is correlational, in this way the writer has taken 30 subjects from “Sambara” Sundanese Restaurant and 30 subjects from “Sederhana” Padangnese Restaurant.

3.5 Statistical Treatment

Statistical treatments used in this research are:

3.5.1 The Weighted Mean

As the researcher has mentioned before that the rating scale is using Likert Scale, analysis of the data will be scored as follow:

For the Service Quality and Customer Satisfaction, with a five-point scale:

- a. Strongly Disagree (1), assigned 1 point
- b. Disagree (2), assigned 2 points
- c. Neutral (3), assigned 3 points
- d. Agree (4), assigned 4 points
- e. Strongly Agree (5), assigned 5 points

$$\text{The Total Weight of Quality Service} = \sum (Xw)$$

$$\text{The Total Weight of Customer Satisfaction} = \sum (Yw)$$

Note:

X : The frequency of each choice in quality service

Y : The frequency of each choice in customer satisfaction

W : The corresponding Weight

(Source : Supranto, 1994, p.241)

Especially to measure the weighted mean, the researcher used SPSS software. The formula of weighted mean as follows:

$$\bar{X} = [\sum(Xw)] /N$$

$$\bar{Y} = [\sum(Yw)] /N$$

Note:

\bar{X} = Weighted Mean of Service Quality

\bar{Y} = Weighted Mean of Customer Satisfaction

N = Number of Respondent

(Source: Supranto, 1994, p.241)

3.5.2 Validity Test

Sugiyono (2004, p.114) explains about validity which is a measurement showing validity and accuracy grades of an instrument. To test validity of the research, this thesis is using constructive validity test, which is done by using item analysis. It means calculating coefficient of correlation among item scores and its total score by using significant level 5% by using product moment correlation:

$$r = \frac{N\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{\{N\Sigma X^2 - (\Sigma X)^2\} \{N\Sigma Y^2 - (\Sigma Y)^2\}}}$$

which:

r = validity instrument

N = total respondents

X = total score of each item

Y = total score

If the probability of the correlation result is less than 0.05, it is considered valid.

3.5.3 Reliability test

Widayat (2004, p.85) stated that measurement instrument is considered having reliability if the instrument used intensively to measure the same objects, it will result the same data. It means that reliability deals with consistency, accuracy and velocity, and prediction from research result. In this research, data reliability test uses alpha approach:

$$r = \left[\frac{k}{k-1} \right] \left[\frac{1 - \sum \sigma_b^2}{\sigma_t^2} \right]$$

Which:

r = reliability instrument

k = sum of questions

σ_b^2 = sum of variants

σ_t^2 = total variants

Arikunto (2005:268) if $r > 0,6$ it is considered reliable.

3.5.4 Multiple Regression

In general, multiple regression equation can be written as follow:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Which:

Y = Customer Satisfaction

Y1 There is repurchase toward products

Y2 There are responses from the restaurant if there is something wrong happening.

Y3 There is satisfaction toward the service conducted by waiters and waitresses

Y4 There is satisfaction toward facilities served by the restaurant

X1 (Tangible) :

- X1.1 Facilities served by the restaurant
- X1.2 Employee performance working in the restaurant
- X1.3 Additional media to ease customers
- X1.4 Payment system

X2 (Reliability)

- X2.1 Employees' attitude to welcome customers
- X2.2 Employees' attitude to serve customers
- X2.3 Menu promoted to customers
- X2.4 Employees' attitude when there are complaints from customers

X3 (Responsiveness)

- X3.1 Accuracy of serving food from ordering to delivering food to customers
- X3.2 Communication style delivered by employees
- X3.3 Kinds of help given by employees if there is something unclear
- X3.4 The speed of serving payment for customers

X4 (Assurance)

- X4.1 The ability of an employee in presenting the menu introduced to a customer
- X4.2 Attitude and behavior shown as serving customers
- X4.3 The ability of an employee to ensure that the menu served is delicious.
- X4.4 The guarantee given by a restaurant if there is unusual moment.

X5 (Empathy)

X5.1 The ability of an employee to know the customer's wants and needs

X5.2 The time allocated to serve customers

X5.3 Mechanism of booking table via telephone

X5.4 The attitude of the restaurant toward old and new customers

b0 = Constanta

b1 ...b5 = Coefficient of regression

e = error disturbance

3.5.5 F-test

To know the influence of factors of tangibles, reliability, responsiveness, assurance and empathy simultaneously toward customer satisfaction, Sudjana (1992, p.147) has stated pattern as follow:

$$F = \frac{JK_{\text{reg}}/K - 1}{JK_{\text{res}}/(n - k)}$$

Which :

JK_{reg} = Sum of Regression Square

JK_{res} = Sum of Reside Square

k = Sum of Free Variables

n = Sum of Objects

If $F < 0,05$ it is considered that hypothesis is accepted.

3.5.6 T-test

To know the influence of factors of tangibles, reliability, responsiveness, assurance and empathy partially toward customer satisfaction, Sudjana (1992, p.147) has stated pattern as follow:

$$t = \frac{b_i}{S_{b_i}}$$

Which:

b_i = Coefficient of Regression

S_{b_i} = Error Standard of Coefficient of Regression

CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1 Data Collection

There are 60 respondents taken from both “Sambara” Sundanese Restaurant (30 respondents) and “Sederhana” Padangnese Restaurant (30 respondents). The proportion of survey has been spread and retrieved.

4.2 Data Processing

4.2.1 Each Attribute Result

4.2.1.1 Customer Satisfaction

Table 4.1. Evaluation of tangibles dimension on customer satisfaction in “Sambara”
Sundanese Restaurant

No	Tangible Statement	Weighted Mean	Rank
1	Facilities served by the restaurant	4.333	1
2	Employee performance working in the restaurant	4.200	3
3	Additional media to ease customers	4.133	4
4	Payment system	4.267	2

From table 4.1, it can be analyzed that for tangible dimension, the satisfaction of customers coming to “Sambara” Sundanese Restaurant comes from facilities served by the restaurant whose weighted mean average is the highest, 4.333.

Table 4.2. Evaluation of reliability dimension on customer satisfaction in “Sambara” Sundanese Restaurant

No	Reliability Statement	Weighted Mean	Rank
1	Employees’ attitude to welcome customers	4.37	2
2	Employees’ attitude to serve customers	4.33	3
3	Menu promoted to customers	4.40	1
4	Employees’ attitude when there are complaints from customers	4.37	2

From table 4.2, it can be analyzed that for reliability dimension, the satisfaction of customers coming to “Sambara” Sundanese Restaurant comes from menu promoted to customers whose weighted mean average is the highest, 4.40.

Table 4.3. Evaluation of responsiveness dimension on customer satisfaction in “Sambara”

Sundanese Restaurant

No	Responsiveness Statement	Weighted Mean	Rank
1	Accuracy of serving food from ordering to delivering food to customers	4.23	3
2	Communication style delivered by employees	4.27	2
3	Kinds of help given by employees if there is something unclear	4.27	2
4	The speed of serving payment for customers	4.50	1

From table 4.3, it can be analyzed that for responsiveness dimension, the satisfaction of customers coming to “Sambara” Sundanese Restaurant comes from the speed of serving payment for customers whose weighted mean average is the highest, 4.50.

Table 4.4. Evaluation of assurance dimension on customer satisfaction in “Sambara”

Sundanese Restaurant

No	Assurance Statement	Weighted Mean	Rank
1	The ability of an employee in presenting the menu introduced to a customer	4.233	3
2	Attitude and behavior shown as serving customers	4.300	2
3	The ability of an employee to ensure that the menu served is delicious.	4.300	2
4	The guarantee given by a restaurant if there is an unusual moment.	4.367	1

From table 4.4, it can be analyzed that for assurance dimension, the satisfaction of customers coming to “Sambara” Sundanese Restaurant comes from the guarantee given by a restaurant if there is an unusual moment whose weighted mean average is the highest, 4.367.

Table 4.5. Evaluation of empathy dimension on customer satisfaction in “Sambara”

Sundanese Restaurant

No	Empathy Statement	Weighted Mean	Rank
1	The ability of an employee to know the customer’s wants and needs	4.3667	2
2	The time allocated to serve customers	4.2667	3
3	Mechanism of booking table via telephone	4.100	4
4	The attitude of the restaurant toward old and new customers	4.400	1

From table 4.5, it can be analyzed that for empathy dimension, the satisfaction of customers coming to “Sambara” Sundanese Restaurant comes from the attitude of the restaurant toward old and new customers whose weighted mean average is the highest, 4.400.

Table 4.6. Evaluation of tangibles dimension on customer satisfaction in “Sederhana”

Padangnese Restaurant

No	Tangible Statement	Weighted Mean	Rank
1	Facilities served by the restaurant	4.27	1
2	Employee performance working in the restaurant	4.17	3
3	Additional media to ease customers	4.10	4
4	Payment system	4.20	2

From table 4.6, it can be analyzed that for tangible dimension, the satisfaction of customers coming to “Sederhana” Padangnese Restaurant comes from facilities served by the restaurant whose weighted mean average is the highest, 4.27.

Table 4.7. Evaluation of reliability dimension on customer satisfaction in “Sederhana”

Padangnese Restaurant

No	Reliability Statement	Weighted Mean	Rank
1	Employees’ attitude to welcome customers	4.23	2
2	Employees’ attitude to serve customers	4.23	2
3	Menu promoted to customers	4.73	1
4	Employees’ attitude when there are complaints from customers	4.17	3

From table 4.7, it can be analyzed that for reliability dimension, the satisfaction of customers coming to “Sederhana” Padangnese Restaurant comes from menu promoted to customers whose weighted mean average is the highest, 4.73.

Table 4.8. Evaluation of responsiveness dimension on customer satisfaction in “Sederhana”

Padangnese Restaurant

No	Responsiveness Statement	Weighted Mean	Rank
1	Accuracy of serving food from ordering to delivering food to customers	3.90	4
2	Communication style delivered by employees	4.43	2
3	Kinds of help given by employees if there is something unclear	4.67	1
4	The speed of serving payment for customers	4.23	3

From table 4.8, it can be analyzed that for responsiveness dimension, the satisfaction of customers coming to “Sederhana” Padangnese Restaurant comes from kinds of help given by employees if there is something unclear whose weighted mean average is the highest, 4.67.

Table 4.9. Evaluation of assurance dimension on customer satisfaction in “Sederhana”

Padangnese Restaurant

No	Assurance Statement	Weighted Mean	Rank
1	The ability of an employee in presenting the menu introduced to a customer	4.40	2
2	Attitude and behavior shown as serving customers	4.57	1
3	The ability of an employee to ensure that the menu served is delicious.	4.17	4
4	The guarantee given by a restaurant if there is unusual moment.	4.27	3

From table 4.9, it can be analyzed that for assurance dimension, the satisfaction of customers coming to “Sederhana” Padangnese Restaurant comes from the attitude and behavior shown as serving customers whose weighted mean average is the highest, 4.57.

Table 4.10. Evaluation of empathy dimension on customer satisfaction in “Sederhana”

Padangnese Restaurant

No	Empathy Statement	Weighted Mean	Rank
1	The ability of an employee to know the customer’s wants and needs	4.47	2
2	The time allocated to serve customers	4.23	3
3	Mechanism of booking table via telephone	4.47	2
4	The attitude of the restaurant toward old and new customers	4.57	1

From table 4.10, it can be analyzed that for empathy dimension, the satisfaction of customers coming to “Sederhana” Padangnese Restaurant comes from the attitude of the restaurant toward old and new customers whose weighted mean average is the highest, 4.57.

From the analysis using The Weighted Mean Score it can be concluded that:

1. *Tangibles*. What makes customers satisfied to come to both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant because of their facilities served by both restaurants. It can be seen by gaining the highest weighted mean score.
2. *Reliability*. What makes customers satisfied to come to both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant because of

menu promoted to costumers. It can be seen by gaining the highest weighted mean score.

3. *Responsiveness*. What makes customers satisfied to come to “Sambara” Sundanese Restaurant because of the speed of serving payment for customers, while in ”Sederhana” Padangnese Restaurant, customers fell satisfied because of its kinds of help given by employees if there is something unclear. It can be seen by gaining the highest weighted mean score.
4. *Assurance*. What makes customers satisfied to come to “Sambara” Sundanese Restaurant because of the guarantee given by a restaurant if there is an unusual moment, while in ”Sederhana” Padangnese Restaurant, customers fell satisfied because of attitude and behavior shown as serving customers. It can be seen by gaining the highest weighted mean score.
5. *Empathy*. What makes customers satisfied to come to both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant because of the attitude of the restaurant toward old and new customers. It can be seen by gaining the highest weighted mean score

4.2.2 Validity and Reliability Test

This research has used primary data. The data is collected by distributing questionnaire, giving written statements to respondents to answer. Then, the respondents give responses upon the statements given. This questionnaire is closed in which the answers have been served. Before one questionnaire, the instrument in this research is used widely, it should be tested toward 60 respondents from both ”Sambara” Sundanese Restaurant and ”Sederhana” Padangnese Restaurant to measure the reliability and validity from the instrument.

4.2.2.1 Validity Test

This test is conducted to find out whether all research statements proposed to measure all research variables is valid. The type of validity used in this research is *validity construct* which covers understanding of theoretical arguments which base the measurement gained. The approach conducted is connecting one construct researched with other constructs shaped from theoretical framework.

The base of conducting validity test is:

H0 : problem scores have positive correlation with factor scores

H1 : problem scores have no positive correlation with factor scores

From r table, for DF = amount of cases – 2, or for this case DF = 28 (30 – 2) and significance level 5% there is 0.361 in which r result for each item (variable) can be seen in column *Corrected Item – Total Correlation*. If r result is positive, and r result > r table, in this way all variables are valid. If r result is not positive, and r result < r table, in this way all variables are not valid. The result of validity test of each variable can be seen as follow:

Table 4.11**The Result of Validity Test of “Sambara” Sundanese Restaurant and
“Sederhana” Padangnese Restaurant**

“Sambara” “Sederhana”

	Corrected Item-Total Correlation	Corrected Item-Total Correlation	Remark
VAR00001	.733	.863	Valid
VAR00002	.915	.802	Valid
VAR00003	.754	.832	Valid
VAR00004	.817	.886	Valid
VAR00005	.751	.719	Valid
VAR00006	.715	.753	Valid
VAR00007	.781	.739	Valid
VAR00008	.823	.493	Valid
VAR00009	.615	.710	Valid
VAR000010	.527	.943	Valid
VAR000011	.901	.780	Valid
VAR000012	.755	.884	Valid
VAR000013	.626	.900	Valid
VAR000014	.853	.822	Valid
VAR000015	.836	.885	Valid
VAR000016	.837	.863	Valid
VAR000017	.783	.659	Valid
VAR000018	.844	.837	Valid
VAR000019	.825	.642	Valid
VAR000020	.888	.866	Valid
VAR000021	.772	.644	Valid
VAR000022	.773	.826	Valid
VAR000023	.528	.893	Valid
VAR000024	.403	.500	Valid

From result tables of validity test in both “Sambara” Sundanese Restaurant and “sederhana” Padangnese Restaurant, it can be seen that all statement problems have positive r result and it is bigger than 0.361, therefore it is considered *valid*.

4.2.2.2 Reliability Test

Reliability test is associated with consistency, accuracy, and predictability of an instrument. Hair, Anderson (1998. p.3) stated that “...*reliability extent to which a variables is consistent in what it is intended to measure*”. Reliability coefisient is measured by using *Cronbach’s alpha* for each variable. Hair (1998, p.88) stated that measuring reliability ranges from 0 to 1. The results of reliability test of each variable in this research can be seen as follow:

Table 4.12

Reliability Test of “Sambara” Sundanese Restaurant and “Sederhana”

Padangnese Restaurant

“Sambara”

“Sederhana”

Variable	Cronbach's Alpha	Cronbach's Alpha	Remark
Tangible	.906	.930	Reliable
Reliability	.885	.811	Reliable
Responsiveness	.837	.911	Reliable
Assurance	.898	.929	Reliable
Empathy	.904	.882	Reliable
Customer Satisfaction	.790	.834	Reliable

Based on the tables above, it can be seen *cronbach alpha* scores for all variables range from 0 to 1, therefore all items in measurement instrument in both “Sambara” Sundanese restaurant and “Sederhana” Padangnese Restaurant are considered *reliable*.

4.2.2.3 Summary Model (Determination Coefficient)

This part shows Coefficient of Determination whose function to measure percentage of dependent variable, Customer Satisfaction, which can be predicted by using independent variables, Tangible, Reliability, Responsiveness, Assurance, and Empathy.

“Sambara” Sundanese Restaurant

Table 4.13

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	.912	.894	.802

a. Predictors: (Constant), Empathy, Tangible, Assurance, Responsiveness, Reliability

b. Dependent Variable: Customer Satisfaction

1. R Square (Correlation nominal) from the table above is 0.912. R Square is also called Coefficient of Determination. Coefficient of Determination from the table above is 0.912 or 91.2%. The nominal, 91.2% from Customer Satisfaction can be explained by using Tangible, Reliability, Responsiveness, Assurance, and Empathy. While the rest 8.8% (100% - 91.2%) can be explained from other

causing factors. In the case above, it means that other small factors affecting Customer Satisfaction which can be predicted smaller. It means than the variables chosen are right.

R square ranging from 0 – 1 which shows that the smaller R square, the weaker correlation between the two variables. Otherwise, if R square is getting 1, the correlation is getting stronger.

2. *Standard Error of the Estimate* (SEE) from the table above is 0.802 for Customer Satisfaction. If we compare with *Standard of Deviation* (STD), which is 2.460, in this way *Standard Error of the Estimate* (SEE) is smaller. It means that *Standard Error of the Estimate* (SEE) is good to be as a predictor to determine Customer Satisfaction. The good nominal which is good to be as a predictor of dependent variable must be smaller than deviation (SEE < STD).

“Sederhana” Padangnese Restaurant

Table 4.14

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 ^a	.930	.916	.904

a. Predictors: (Constant), Empathy, Tangible, Assurance, Responsiveness, Reliability

b. Dependent Variable: Customer Satisfaction

1. R Square (Correlation nominal) from the table above is 0.930. R Square is also called Coefficient of Determination. Coefficient of Determination from the table above is 0.930 or 93.0%. The nominal, 93.0% from Customer Satisfaction can be explained by using

Tangible, Reliability, Responsiveness, Assurance, and Empathy. While the rest 7.0% (100% - 91.2%) can be explained from other causing factors. In the case above, it means that other small factors affecting Customer Satisfaction which can be predicted smaller. It means than the variables chosen are right.

R square ranging from 0 – 1 which shows that the smaller R square, the weaker correlation between the two variables. Otherwise, if R square is getting 1, the correlation is getting stronger.

2. *Standard Error of the Estimate (SEE)* from the table above is 0.904 for Customer Satisfaction. If we compare with *Standard of Deviation (STD)*, which is 3.113, in this way *Standard Error of the Estimate (SEE)* is smaller. It means that *Standard Error of the Estimate (SEE)* is good to be as a predictor to determine Customer Satisfaction. The good nominal which is good to be as a predictor of dependent variable must be smaller than deviation ($SEE < STD$).

4.2.2.4 Anova

This part shows probability rate upon Anova calculation which is used for proper regression test with a condition that probability rate is ideal to be used as a regression model, which is smaller than 0.05

“Sambara” Sundanese Restaurant

Table 4.15

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.031	5	32.006	49.764	.000 ^a
	Residual	15.436	24	.643		
	Total	175.467	29			

a. Predictors: (Constant), Empathy, Tangible, Assurance, Responsiveness, Reliability

b. Dependent Variable: Customer Satisfaction

1. ANOVA test results F which is 49.764 with significance level 0.000. Since probability rate $0.000 < 0.05$, in this way this regression model is ideal to be used as a predictor for Customer Satisfaction. In another word, Tangible, Reliability, Responsiveness, Assurance, Empathy simultaneously affect Customer Satisfaction.
2. To be used as a regression model which can be used in predicting dependent variables, probability rate must be less than 0.05.

“Sederhana” Padangnese Restaurant

Table 4.16

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261.338	5	52.268	63.907	.000 ^a
	Residual	19.629	24	.818		
	Total	280.967	29			

a. Predictors: (Constant), Empathy, Tangible, Assurance, Responsiveness, Reliability

b. Dependent Variable: Customer Satisfaction

1. ANOVA test results F which is 63.907 with significance level 0.000. Since probability rate $0.000 < 0.05$, in this way this regression model is ideal to be used as a predictor for Customer Satisfaction. In another word, Tangible, Reliability, Responsiveness, Assurance, Empathy simultaneously affect Customer Satisfaction.
2. To be used as a regression model which can be used in predicting dependent variables, probability rate must be less than 0.05.

4.2.2.5 Coefficient of Regression

This part shows regression equation to know constanta number and significance hypothesis test of Coefficient of Regression.

“Sambara” Sundanese Restaurant

Table 4.17

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.927	1.071		4.601	.000
	Tangible	.160	.113	.240	1.410	.171
	Reliability	.130	.141	.151	.927	.363
	Responsiveness	.201	.126	.249	1.598	.123
	Assurance	.275	.114	.359	2.424	.023
	Empathy	.030	.166	.033	.180	.859

a. Dependent Variable: Customer Satisfaction

Equation of Regression:

$$Y = a + b X1 + b X2 + b X3 + b X4 + b X5 + e$$

$$Y = 4.927 + 0,160 X1 + 0,130 X2 + 0,201 X3 + 0,275 X4 + 0,030 X5$$

Which :

Y = Customer Satisfaction

X1 = Tangible

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

1. Constanta number which is 4.927 has a meaning that if there are no Tangible, Reliability, Responsiveness, Assurance, Empathy so Customer Satisfaction will increase about 4,927.
2. Coefficient of Regression from Tangible is 0.160 has a meaning that the increasing for about 1% from Tangible, so Customer Satisfaction will increase 16.0%.
3. Coefficient of Regression from Reliability is 0.130 has a meaning that the increasing for about 1% from Reliability, so Customer Satisfaction will increase 13.0%.
4. Coefficient of Regression from Responsiveness is 0.201 has a meaning that the increasing for about 1% from Responsiveness, so Customer Satisfaction will increase 20.1%.
5. Coefficient of Regression from Assurance is 0.275 has a meaning that the increasing for about 1% from Assurance, so Customer Satisfaction will increase 27.5%.
6. Coefficient of Regression from Empathy is 0.030 has a meaning that the increasing for about 1% from Empathy, so Customer Satisfaction will increase 3.0%.

“Sederhana” Padangnese Restaurant

Table 4.18

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.672	1.023		1.634	.115
Tangible	.155	.092	.191	1.693	.103
Reliability	.284	.144	.280	1.980	.059
Responsiveness	.061	.103	.072	.592	.559
Assurance	.319	.118	.359	2.714	.012
Empathy	.120	.141	.122	.852	.403

a. Dependent Variable: Customer Satisfaction

Equation of regression:

$$Y = a + b X_1 + b X_2 + b X_3 + b X_4 + b X_5 + e$$

$$Y = 1.672 + 0,155 X_1 + 0,284 X_2 + 0,061 X_3 + 0,319 X_4 + 0,120 X_5$$

Which :

Y = Customer Satisfaction

X1 = Tangible

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

1. Constanta number which is 1.672 has a meaning that if there are no Tangible, Reliability, Responsiveness, Assurance, Empathy so Customer Satisfaction will increase about 1.672.
2. Coefficient of Regression from Tangible is 0.155 has a meaning that the increasing for about 1% from Tangible, so Customer Satisfaction will increase 15.5%.
3. Coefficient of Regression from Reliability is 0.284 has a meaning that the increasing for about 1% from Reliability, so Customer Satisfaction will increase 28.4%.
4. Coefficient of Regression from Responsiveness is 0.061 has a meaning that the increasing for about 1% from Responsiveness, so Customer Satisfaction will increase 6.1%.
5. Coefficient of Regression from Assurance is 0.319 has a meaning that the increasing for about 1% from Assurance, so Customer Satisfaction will increase 31.9%.
6. Coefficient of Regression from Empathy is 0.120 has a meaning that the increasing for about 1% from Empathy, so Customer Satisfaction will increase 12.0%.

4.3 Testing Hypothesis

4.3.1 Testing Hypothesis in “Sambara” Sundanese Restaurant

F-test to see the correlation of Tangible, Reliability, Responsiveness, Assurance, and Empathy toward Customer Satisfaction simultaneously needs to be reviewed from the result of calculation in ANOVA model, especially for F.

The test can be conducted by comparing F-test with F-table. There are ways to calculate it, as follow:

1. First, calculate F-test.
F-test from SPSS is 49.764.
2. Second, calculate F-table by following some conditions:

Significance level 0.05 and Degree of Freedom (DF) by using numerator rules: the amount of variables – 1, and denominator rules: the amount of samples – 4 (Sarwono, 2006).

From the rules above, it can be obtained that numerator: $6-1 = 5$, and denominator $30 - 4 = 26$ or F table is 2.587.

3. Third, determine criteria of testing hypothesis as follow:

If $F\text{-test} > F\text{-table}$, it means that H_0 is refused and H_1 is accepted.

If $F\text{-test} < F\text{-table}$, it means that H_0 is accepted and H_1 is refused.

4. Forth, take a decision.

From the calculation it is obtained that $F\text{-test} (49.764) > F\text{-table} (2.587)$. therefore, H_0 is refused and H_1 is accepted.

It means, there is a linear correlation between Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction. It can be concluded that Tangible, Reliability, Responsiveness, Assurance, Empathy simultaneously affect Customer Satisfaction.

T-test is used to see the correlation of Tangible, Reliability, Responsiveness, Assurance, and Empathy toward Customer Satisfaction partially. The following is a table of t-test result from all variables of “Sambara” Sundanese Restaurant

Table 4.19

T-test result of “Sambara” Sundanese Restaurant

No.	Variables	T-test	T-table	Remarks
1	Tangibles	1.410	1.701	Because t-test (1.410) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.
2	Reliability	0.927	1.701	Because t-test (0.927) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.
3	Responsiveness	1.598	1.701	Because t-test (1.598) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.
4	Assurance	2.424	1.701	Because t-test (2.424) > t-table (1.701), it means that H0 is refused. In another word, coefficient of regression is significant.
5	Empathy	0,180	1.701	Because t-test (0.180) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.

4.3.2 Testing Hypothesis in “Sederhana” Padangnese Restaurant

F-test to see the correlation of Tangible, Reliability, Responsiveness, Assurance, and Empathy toward Customer Satisfaction simultaneously needs to be reviewed from the result of calculation in ANOVA model, especially for F.

The test can be conducted by comparing F-test with F-table. There are ways to calculate it, as follow:

1. First, calculate F-test.
F-test from SPSS is 63.907.
2. Second, calculate F-table by following some conditions:
Significance level 0.05 and Degree of Freedom (DF) by using numerator rules: the amount of variables – 1, and denominator rules: the amount of samples – 4 (Sarwono, 2006).

From the rules above, it can be obtained that numerator: $6-1 = 5$, and denominator $30 - 4 = 26$ or F table is 2.587.

3. Third, determine criteria of testing hypothesis as follow:

If $F\text{-test} > F\text{-table}$, it means that H_0 is refused and H_1 is accepted.

If $F\text{-test} < F\text{-table}$, it means that H_0 is accepted and H_1 is refused.

4. Forth, take a decision.

From the calculation it is obtained that $F\text{-test} (63.907) > F\text{-table} (2.587)$. Therefore, H_0 is refused and H_1 is accepted.

It means, there is a linear correlation between Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction. It can be concluded that Tangible, Reliability, Responsiveness, Assurance, Empathy simultaneously affect Customer Satisfaction.

T-test is used to see the correlation of Tangible, Reliability, Responsiveness, Assurance, and Empathy toward Customer Satisfaction partially. The following is a table of t-test result from all variables of "Sederhana" Padangnese Restaurant.

Table 4.20

T-test result of “Sederhana” Padangnese Restaurant

No.	Variables	T-test	T-table	Remarks
1	Tangibles	1.1.693	1.701	Because t-test (1.693) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.
2	Reliability	1.980	1.701	Because t-test (1.980) > t-table (1.701), it means that H0 is refused. In another word, coefficient of regression is significant.
3	Responsiveness	0.592	1.701	Because t-test (0.592) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.
4	Assurance	2.714	1.701	Because t-test (2.714) > t-table (1.701), it means that H0 is refused. In another word, coefficient of regression is significant.
5	Empathy	0,852	1.701	Because t-test (0.852) < t-table (1.701), it means that H0 is accepted. In another word, coefficient of regression is not significant.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the research that has been conducted to 60 respondents in both “Sambara” Sundanese Restaurant (30 respondents) and “Sederhana” Padangnese Restaurant (30 respondent), the researcher can draw conclusions from the earlier problem statements:

1. Is there any correlation of tangible, reliability, responsiveness, assurance and empathy factors simultaneously affect consumer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant?

Yes, they do. Customer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant is affected by service quality variables (Tangible, Reliability, Responsiveness, Assurance, and Empathy), we can see it from the result of F-test, where the value of F-test is 0.000 or under 0.05, which is significant.

2. Is there any correlation of tangible, reliability, responsiveness, assurance and empathy factors partially affect consumer satisfaction in both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant?
 - a. Especially in “Sambara” Sundanese Restaurant, variable assurance partially affects customer satisfaction which is shown from t-test $2.424 > t\text{-table } 1.701$
 - b. Especially in “Sederhana” Padangnese Restaurant, variable Reliability and Assurance partially affect customer satisfaction in which reliability (t-test $1.980 > t\text{-table } 1.701$) and Assurance (t-test $3.714 > t\text{-table } 1.701$)

5.2 Recommendations

5.2.1 For both “Sambara” Sundanese Restaurant and “Sederhana” Padangnese Restaurant

Since factor of assurance is the most dominant toward customer satisfaction, it is hoped that both of the restaurants can develop factor of assurance as the main focus where both of the restaurants should train their waiters, waitresses and employees how to be capable in presenting, serving, making sure that the restaurants are the best choice for those who want to enjoy the menu served by both restaurants and it is hoped that both of the restaurants can give assurance upon something which should not happen by serving new menu or new seats.

5.2.2 For Further Study

In order to improve the research finding quality, the researcher gives more suggestions as follow:

- a. Having more respondents to be the sample size of the research would be more improving the findings and the results.
- b. Combining this research with qualitative research will be able to provide superior findings and results that will support the company.

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