

Measuring Customer Satisfaction: The Impact of Price, Food Quality, and Service in the Culinary Industry

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Abstract

This study examines the influence of price, food quality, and service quality on customer satisfaction at Firdaus Restaurant, Grand Madani Hotel, Mataram. The research employs a quantitative approach with data collected from 144 respondents through structured questionnaires. The study aims to determine the extent to which these three factors impact customer satisfaction and provide managerial insights for restaurant improvement. The research findings indicate that price has the most significant influence on customer satisfaction, followed by food quality and service quality. Multiple regression analysis results show that the three variables collectively explain 53.9% of customer satisfaction ($R^2 = 0.539$), while the remaining 46.1% is influenced by other factors, such as ambiance, restaurant location, and customer expectations. The regression equation $Y = 0.405X_1 + 0.294X_2 + 0.254X_3$ demonstrates that all three independent variables contribute positively to customer satisfaction. The hypothesis testing results confirm that all variables significantly affect customer satisfaction ($p < 0.05$). Price was found to be the strongest determinant, as customers tend to be highly sensitive to food affordability. Food quality also plays a vital role, with respondents highlighting taste consistency, portion size, and presentation as key aspects influencing their dining experience. Service quality was another crucial factor, with customer responses emphasizing staff responsiveness, hospitality, and service efficiency as determinants of satisfaction. Based on these findings, the study recommends that Firdaus Restaurant maintains competitive pricing, improves food consistency and quality, and enhances customer service through regular training programs. Additionally, the restaurant should focus on improving ambiance and menu variety to further increase customer satisfaction. By implementing these strategies, the restaurant can strengthen its market position, improve customer loyalty, and sustain long-term business growth.

BACKGROUND

Lombok, as one of Indonesia's top tourist destinations, continues to experience rapid growth in the tourism sector. This development has significantly impacted supporting industries, including hospitality and culinary businesses. Restaurants have become a highly competitive sector, given the increasing demand from tourists for high-quality dining options. In this context, competition is not only limited to food quality but also includes pricing and the level of service provided to customers. Firdaus Restaurant at Grand Madani Hotel, located in Mataram City, West Nusa Tenggara, is one of the establishments striving to meet the needs of both tourists and local residents. However, in recent years, the restaurant has faced various challenges, particularly in maintaining customer satisfaction. Several common customer complaints include food prices that are perceived as not matching the portion sizes and taste, as well as unsatisfactory service.

Price is one of the key factors influencing customer satisfaction. According to initial observations, the food prices at Firdaus Restaurant range from IDR 20,000 to IDR 89,000 per item. However, many customers feel that these prices do not correspond to the portion sizes and taste of the food they receive. This dissatisfaction could negatively impact customer loyalty. Besides pricing, food quality is another crucial factor in attracting and retaining customers. Some customers have complained that the taste of the food at Firdaus Restaurant is inconsistent. Sometimes the food tastes great, but at other times it can be bland or overly seasoned. This inconsistency poses a risk to customer trust in the restaurant.

Furthermore, food hygiene and presentation are also significant concerns. Some customers have reported instances where the food was not presented in a clean manner, with foreign objects such as hair or insects found in their meals. This issue significantly reduces customer satisfaction and can negatively affect the restaurant's reputation. On the other hand, service quality is another determining factor in customer satisfaction. Several customers have complained about the lack of responsiveness from staff when addressing customer requests, as well as the lack of friendliness in customer service. For example, restaurant staff have been observed to be inattentive when welcoming new guests, which can leave a negative impression on first-time customers.

A lack of employee training in customer service has also been identified as a contributing factor. Customers expect a pleasant and comfortable dining experience, which not only depends on the food itself but also on interactions with restaurant staff. Therefore, improving service quality through employee training is essential.

Given these issues, this study aims to analyze the influence of price, food quality, and service on customer satisfaction at Firdaus Restaurant, Grand Madani Hotel. By understanding the factors that affect customer satisfaction, the restaurant management can formulate better strategies to enhance its service and product quality.

This research is expected to provide both theoretical and practical contributions. Theoretically, it will add to the knowledge of factors influencing customer satisfaction in the culinary industry. Practically, the findings can serve as a reference for Firdaus Restaurant's management in developing strategies to improve food quality, adjust pricing, and enhance customer service.

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Thus, this study is highly relevant in the context of restaurant business competition in Mataram City. If management can improve service and product quality based on the research findings, customer satisfaction can increase, ultimately leading to higher customer visits and greater profitability for the restaurant. In income distribution, entrepreneurship has a key role in balancing economic disparities. By providing opportunities for various groups of people to engage in economic activities, entrepreneurship can stimulate economic growth across a wider cross-section of society. This gives individuals with entrepreneurial talent and spirit access to take an active role in achieving economic equality.

METHODOLOGY

This study employs a quantitative research approach, which systematically examines parts of a phenomenon and their relationships. The objective of quantitative research is to develop and apply mathematical models, theories, and hypotheses related to natural phenomena. The measurement process is central to this research as it establishes a fundamental link between empirical observations and mathematical expressions of quantitative relationships.

The data collection techniques used in this study include documentation and questionnaires. Documentation involves gathering records such as attendance lists, evaluation reports, and other supporting documents. Meanwhile, the questionnaire consists of structured statements rated on a Likert scale from 1 to 4, where 1 represents "Strongly Disagree" and 4 represents "Strongly Agree." This survey method captures responses from customers of Firdaus Restaurant at Grand Madani Hotel regarding price, food quality, service quality, and customer satisfaction.

For data analysis, the study employs multiple regression analysis, which examines the dependency of a dependent variable (customer satisfaction) on multiple independent variables (price, food quality, and service). The regression equation is expressed as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$, where Y represents customer satisfaction, and X_1 , X_2 , and X_3 correspond to price, food quality, and service quality, respectively. The research also includes F-tests to assess the combined impact of all independent variables, R^2 tests to determine the explanatory power of the model, and t-tests to evaluate the significance of individual variables.

RESULTS AND DISCUSSION

RESULTS

The findings of this study reveal that price, food quality, and service quality play a significant role in influencing customer satisfaction at Firdaus Restaurant, Grand Madani Hotel, Mataram. Using multiple regression analysis, the study establishes that all three independent variables have a positive and statistically significant impact on customer satisfaction. The regression equation obtained is $Y = 0.405X_1 + 0.294X_2 + 0.254X_3$, where X_1 (price), X_2 (food quality), and X_3 (service quality) all contribute positively to Y (customer satisfaction). Among these factors, price was found to be the most influential ($\beta = 0.405$), indicating that affordability is a crucial determinant of customer satisfaction. This means that customers are more likely to feel satisfied when they perceive that the price of food aligns with its quality and portion size. Food quality was also a strong predictor ($\beta = 0.294$), suggesting that improvements in taste, portion consistency, and food presentation could enhance customer satisfaction. Similarly, service quality ($\beta = 0.254$) was found to be essential, implying that responsive, friendly, and professional service can significantly impact customers' overall dining experiences and encourage repeat visits.

The study involved 144 respondents, all of whom were customers of Firdaus Restaurant. The demographic analysis revealed that 62% of respondents were male and 38% were female. In terms of age distribution, the largest group of customers fell within the 41-50 years age bracket (30%), followed by 31-40 years (23%), above 50 years (27%), and 21-30 years (20%). Regarding customer segments, 57% were domestic tourists, 30% were local residents, and 13% were international tourists. These findings suggest that the restaurant caters to a diverse customer base, with a significant portion of customers being visitors rather than local residents. The reliability and validity tests confirmed that the research instrument was both valid and reliable, with Cronbach's Alpha values above 0.60, indicating strong consistency in the

measurement of price, food quality, service quality, and customer satisfaction. The F-test results confirmed that the regression model was a good fit ($F = 56.647$, $p < 0.05$) for explaining customer satisfaction. Additionally, the coefficient of determination ($R^2 = 0.539$) indicated that 53.9% of customer satisfaction is explained by the three independent variables, while 46.1% is influenced by other factors, such as restaurant ambience, location, customer expectations, and overall dining experiences that were not directly studied in this research.

Further insights into customer satisfaction were obtained through survey responses. The analysis showed that 64.29% of customers strongly agreed that the pricing at Firdaus Restaurant was reasonable, while 28.27% agreed and 7.14% disagreed. This indicates that the majority of customers perceive the restaurant's pricing to be fair, though a small percentage of respondents expressed concerns about the affordability of certain menu items. Regarding food quality, 60% of customers strongly agreed that it met their expectations, with 34.29% agreeing and 5.71% disagreeing. While most customers were satisfied with the food, a small number indicated that improvements could still be made, particularly in taste consistency, portion sizes, and food presentation. The highest level of satisfaction was observed in service quality, where 70% of customers strongly agreed that the restaurant provided excellent service, 28.57% agreed, and only 1.43% disagreed. This suggests that customers generally found the restaurant's service to be satisfactory, but there is always room for improvement in areas such as staff responsiveness, hospitality, and overall customer interaction.

Based on these findings, it is evident that price, food quality, and service quality collectively influence customer satisfaction, with price having the strongest effect, followed by food quality and service quality. The restaurant should focus on maintaining competitive pricing, ensuring that food prices align with customer expectations regarding portion sizes and taste. Furthermore, improving food consistency, enhancing presentation, and ensuring that food is always fresh and well-prepared could significantly boost satisfaction levels. Lastly, providing ongoing training for staff to improve service responsiveness and hospitality will help create a more pleasant dining experience for customers. By addressing these key areas, Firdaus Restaurant can strengthen its market position, increase customer loyalty, and attract more visitors, ultimately leading to higher revenue and long-term business sustainability in the competitive hospitality industry.

DISCUSSION

This study aims to analyze the influence of food price, food quality, and service quality on customer satisfaction at Firdaus Restaurant, Grand Madani Hotel, Mataram. The discussion of the findings highlights how these three variables significantly impact customer perceptions and experiences.

1. The Influence of Food Price on Customer Satisfaction

One of the key findings of this research is that price has the most substantial effect on customer satisfaction. Consumers generally make purchasing decisions based on knowledge, opinions, and beliefs, all of which are influenced by their past experiences. Pricing policies play a critical role in shaping customer perceptions, as they determine whether customers feel they are getting value for money. The hypothesis testing results show that price has a significant positive impact on customer satisfaction, with a significance level of 0.000 (<0.05). At Firdaus Restaurant, food prices range between Rp. 20,000.00 to Rp. 89,000.00 per item, which is considered relatively affordable by most consumers. This is supported by survey responses, where 44.29% of respondents strongly agreed that the prices were reasonable, 47.14% agreed, and only 8.57% disagreed. These findings indicate that the majority of customers perceive the pricing strategy as appropriate, reinforcing the idea that a well-balanced price structure can enhance satisfaction. Setting the right price is crucial because it serves as a competitive advantage. If prices are perceived as fair, customers are more likely to return and recommend the restaurant to others.

2. The Influence of Food Quality on Customer Satisfaction



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Food quality is another crucial determinant of customer satisfaction. The hypothesis testing results confirm that food quality has a significant and positive impact on satisfaction, with a β coefficient of 0.294 and a significance level of 0.000 (<0.05). This means that improvements in food taste, portion size, and consistency directly influence how satisfied customers feel after dining at the restaurant.

Customer responses indicate that 60% strongly agreed that the food met their expectations, 34.29% agreed, and 5.71% disagreed. Although the majority were satisfied, a small percentage of customers expressed concerns about inconsistency in taste, portion sizes, and food presentation. This suggests that while the restaurant is generally successful in delivering good food, there is still room for improvement in ensuring that food quality remains consistent across all orders. Maintaining high food quality is essential for customer retention and long-term success.

3. The Influence of Service Quality on Customer Satisfaction

Service quality also plays a significant role in shaping customer experiences at the restaurant. The hypothesis testing results show that service quality positively and significantly influences customer satisfaction, with a β coefficient of 0.254 and a significance level of 0.000 (<0.05). The majority of customers expressed high levels of satisfaction with the service, with 70% strongly agreeing that the service was satisfactory, 28.57% agreeing, and only 1.43% disagreeing. This indicates that customers appreciate the friendliness and responsiveness of the restaurant staff. However, despite the high satisfaction levels, the restaurant should focus on improving service efficiency, staff attentiveness, and hospitality to further enhance the customer experience. Providing regular training sessions for employees can help maintain a high standard of service and address any minor shortcomings in customer interactions.

The combined influence of price, food quality, and service quality on customer satisfaction is evident in the research findings. The coefficient of determination ($R^2 = 0.539$) indicates that 53.9% of customer satisfaction is explained by these three factors, while 46.1% is influenced by other elements such as ambiance, restaurant location, and customer preferences. The F-test results ($F = 56.647$, $p < 0.05$) confirm that the model is a good fit for explaining customer satisfaction, meaning that all three variables collectively contribute to shaping customer perceptions. Based on these findings, several managerial implications can be drawn. First, the restaurant should continue offering competitive and fair pricing while ensuring that food portions and quality match customer expectations. Second, efforts should be made to improve food consistency, ensuring that customers always receive high-quality meals regardless of when they visit. Third, service quality should be enhanced through continuous employee training, focusing on responsiveness, efficiency, and hospitality. Finally, while price, food quality, and service quality are crucial factors, the restaurant should also consider improving other aspects such as ambiance, cleanliness, and menu variety to further enhance the overall customer experience. By implementing these strategies, Firdaus Restaurant can strengthen its market position, increase customer loyalty, and maintain sustainable business growth in the highly competitive hospitality industry.

CONCLUSION

Based on the findings, data analysis, and hypothesis testing, this study concludes that price, food quality, and service quality have a significant and positive influence on customer satisfaction at Firdaus Restaurant, Grand Madani Hotel, Mataram. The study confirms that among the three factors, price has the strongest influence, followed by food quality and service quality. Customers perceive affordable pricing as a critical aspect of their satisfaction, as it aligns with their expectations regarding food portions and taste. This means that the affordability of meals at the restaurant plays a crucial role in determining customer loyalty. Additionally, food quality significantly affects customer satisfaction, meaning that aspects such as taste consistency, portion size, and food presentation directly impact how customers perceive their dining experience. Although most customers are satisfied with the food quality, some variations in taste and portion sizes require further improvement. Ensuring high and consistent food quality will help the restaurant strengthen its customer base and enhance its reputation. Service quality also plays an essential role in customer satisfaction. The study findings suggest that friendly, efficient, and responsive service contributes positively to customer experiences. Although the majority of customers express satisfaction with the restaurant's service, there is room for improvement in staff training, responsiveness, and hospitality. By

enhancing these aspects, Firdaus Restaurant can create a more pleasant dining experience for its customers. Overall, the study demonstrates that 53.9% of customer satisfaction is explained by price, food quality, and service quality, while 46.1% is influenced by other factors, such as ambiance, location, and individual preferences. This means that while price, food quality, and service quality are crucial determinants of satisfaction, additional improvements in restaurant ambiance, hygiene, and menu variety could further enhance customer experiences.

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