Analysis of Effect Service Quality and Customer Satisfaction on Customer Loyalty Burger Restaurant Bangor Medan

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Abstract

This study is to analyzes the effect of service quality and customer satisfaction on consumer loyalty at Restaurant Burger Bangor Medan. The population in this study was at Restaurant Burger Bangor Medan. The number of samples in this study was 83 customers with a saturated sampling technique. The analysis technique uses multiple linear regression analysis. The results showed (1) results showed that partially the service quality variable affected customer loyalty at Burger Bangor Restaurant Medan City. (2) The results showed that partially the variable Consumer Satisfaction affected Customer Loyalty at Burger Bangor Restaurant Medan City (3).

I. Introduction

Customer satisfaction is the key to creating future business customer loyalty. To achieve customer satisfaction in increasing customer loyalty, companies are required to prevent customer turnover, the level of customer sensitivity to prices, targeted marketing.

So that it can also reduce operational costs caused by the increase in the number of customers and business reputation. The company's decision to take systematic service improvement actions in following up on customer complaints to increase customer loyalty.

Service quality usually affects customer loyalty through satisfaction. The quality of service on the product and service commitment has an impact on increasing the market share of a product. Service quality is very important in retaining customers in the long term. Organizations that have superior services will be able to maximize financial performance.

High levels of competition, will change customers to face products that are dissatisfied with customers in restaurant-based companies, greatly impacting the influence of word of mouth marketing, because disappointed customers may tell other people, and the impact on potential customers will drop their choice to their rivals. Therefore, this study analyzes the effect of service quality and customer satisfaction in seeing its relationship to customer loyalty factors, the following research titles are appointed, namely "Analysis of the Effect of Service Quality and Customer Satisfaction on Customer Loyalty at Burger Bangor Medan Restaurant". The formulation of the problem in this research are:

1. Does service quality have a positive and significant effect on customer loyalty at Restaurant Burger Bangor Medan?
2. Does customer satisfaction have a positive and significant effect on customer loyalty at Burger Bangor Medan?
3. Do service quality and customer satisfaction have a positive and significant effect on customer loyalty at Burger Bangor Medan?

II. Review of Literature

2.1. Service

According to Kotler (2018), service is any act of an activity that one party can offer to another, which is essentially intangible and does not result in any ownership. and shows that service is related to the inner satisfaction of service recipients.

According to Tjiptono (2011) service is an interactive process of doing something for someone. It is defined that service is a process of interaction in doing something to someone. Tjiptono & Chandra (2012) reveal that service is something that can be traded but cannot be dropped. So it is said that service is something that can be exchanged through buying and selling but cannot be felt physically(Anburika, 2018). Services are said to be intangible, just like any action or deed that can be offered by one party to another which is essentially intangible (intangible) and does not result in the ownership of anything.

OnIn the process of public service activities, several factors or elements support the activities. According to Moenir (2015), these elements include:

1. Systems, Procedures, and Methods

   This means that in public services, information systems, procedures, and methods are needed that support the smooth running of services.

2. Personnel

   Namely, especially emphasized on the behavior of the apparatus; In public services, government officials as service personnel must be professional, disciplined, and open to criticism from customers or the public.

3. Facilities and infrastructure

   In public services, equipment and workspace, as well as public service facilities, are needed. For example waiting room, adequate parking space.

4. Society as a customer

   In public services, the community as customers is very heterogeneous, both in terms of education level and behavior

Service quality indicators or service quality, according to experts, namely Parasuraman, Zeithaml, and Berry in Tjiptono (2011) five service quality indicators are used as guidelines by customers in assessing service quality, namely:

1. Tangible Appearance of physical facilities, equipment, and personnel.
2. Empathy (Empathy) Demands to care, give personal attention to customers.
3. Reliability The ability to perform the promised services accurately and reliably.
4. Responsiveness Willingness to help customers and provide fast or responsive service.
5. Confidence (Assurance) Knowledge and courtesy of employees and their ability to create trust and confidence.

Quality of service (Servqual) is the model of many services quality become a reference in management research and service marketing (Aptaguna & Pitaloka, 2016). This model is also known as the gap analysis model which is closely related to the customer satisfaction model (Lubis, Fitriani Surayya, et al., 2020). This model asserts that if the performance of an attribute (performance attribute) increases greater than the expectation (expectation) of the attribute, then the perception of the service provided will be positive and vice versa. (Febriana, 2016). Here are 5 main gaps in ser vqual (Tjiptono & Chandra, 2012):

1. Gap 1 is the gap between customer expectations and management perceptions (Knowledge Gap).
2. Gap 2 is the gap between service quality specifications and service delivery (Delivery Gap)
3. Gap 3 is the gap between management's perception of consumer expectations and service quality specifications (Standards Gap)
4. Gap 4 is the gap between service delivery and external communications (Communications Gap)
5. Gap 5 is the gap between perceived service and expected service (Service Gap).

2.2. Customer Satisfaction

That satisfaction is achieved when quality meets and exceeds consumer expectations, wants, and needs (Nasution, 2015). On the other hand, if the quality does not meet and exceed the expectations, desires, and needs of consumers, satisfaction is not achieved (Maulana, 2016). Consumers who are not satisfied with the goods or services they consume will look for other companies that can meet their needs (Handayati, 2016). From the various opinions above, it can be concluded that the definition of consumer satisfaction is the level of one's feelings after comparing the perceived product performance with his expectations.

According to Tjiptono (2011), there are four methods used by companies to determine the level of customer satisfaction, namely:

1. Complaint and Suggestion System

   Every customer-oriented organization needs to provide opportunities and easy and convenient access for its customers to submit their suggestions, criticisms, opinions, and complaints. The media commonly used can be in the form of suggestion boxes, comment cards, special toll-free telephone lines, websites, and others. Where this method can provide valuable ideas or input for the company.

2. Ghost Shoppers

   One way to get a picture of customer satisfaction is to hire some Ghost Shoppers (mysterious shoppers) to act or pretend to be potential customers of the company's products and competitors. Mystery shoppers will be asked to carefully observe and assess how the company and its competitors are serving specific customer requests, answering customer questions, and handling any complaints. This is done as a way to assess the performance of company employees.

3. Lost Customer Analysis

   Where possible, the company contacts customers who have stopped buying or who have switched suppliers to understand why this is happening and to take a policy of further improvement or improvement.

4. Customer satisfaction survey

   Most customer satisfaction research is conducted using survey methods, whether surveys by mail, telephone, email, internet, or face-to-face interviews. Through a survey, the company will get direct feedback and feedback from customers and also give a positive impression that the company is attracting the attention of its customers.

Furthermore, according to there are five main indicators of customer satisfaction, namely:
1. Quality conformity with expectations.
2. Price match with expectations
3. Conformity of consumers with product benefits
4. Ease of getting products
5. Security

2.3 Consumer Loyalty

Consumer loyalty can be defined as a favorable attitude towards a brand that is represented in consistent purchases of the brand from time to time (Sutisna, 2011). According to Kotler (2018) defines Loyalty (service loyalty), namely the extent to which a consumer shows repeat purchase behavior from a service provider, has a positive disposition or tendency towards a service provider, and only considers using this service provider when the need arises to use the service. this.

Sofjan (2009) states that the factors that affect a product or service are as follows:

1. Value (price and quality), the use of shoe "specifications" in the long term will lead to loyalty, therefore the company must be responsible for maintaining the brand. It should be noted, a decrease in the quality standards of a brand will disappoint consumers, even the most loyal consumers, as well as price changes. Therefore, companies must control the quality of the brand and its price.
2. Image (both from its personality and brand reputation), company, and brand image start with awareness. Products that have a good image can lead to consumer loyalty to the brand.
3. Convenience and ease of getting "specification" shoes. In a situation that is full of pressure and demands from a market that demands convenience, companies are required to provide products that are comfortable and easy to obtain.
4. Satisfaction felt by consumers.
5. Service, with good service quality offered by "spec" shoes can affect consumer loyalty to the brand.
6. The guarantees and guarantees provided by the "specification" shoes.

According to Tjiptono (2011) the factors that influence consumer loyalty are as follows:

1. Satisfaction (Satisfaction) Consumers will be loyal to a product if they get satisfaction from the product. Therefore, when consumers try several types of products, exceed the product satisfaction criteria or not. If after trying and the response is good, it means that consumers are satisfied so they will decide to buy the product consistently all the time. This means that consumer loyalty has been created for the product.
2. Habitual Behavior Consumer loyalty can be formed because of consumer habits. When what is done has become a habit, the buyer no longer goes through the old decision making. In this condition, it can be said that consumers will continue to buy products, namely, consumers will continue to buy the same product for a type of product and tend not to make product changes.
3. Commitment (Commitment) In a strong product some consumers have a large number of commitments. Consumer loyalty will arise when there is trust from consumers in the product so that communication and interaction occur between consumers, namely by talking about the product.
4. Product Preference (Linking of The Brand) Loyalty is formed and influenced by the level of consumer loyalty in general. The level of loyalty can be measured from the emergence of liking for the product to product trust in the performance of the same product on the product.
5. Switching Cost There is a difference in the sacrifice and or risk of failure, cost, effort, and physical expenditure of consumers for choosing one alternative. If the conversion cost is large, consumers will be careful to switch to other products because the risk of failure is also large so consumers tend to be loyal.

2.4 Conceptual Framework

The following describes the conceptual framework of this research which has been formulated through theory and problem formulation in this research. The following is the picture below. In this study, two variables are considered to have the most influence on performance, namely: work discipline and work motivation.
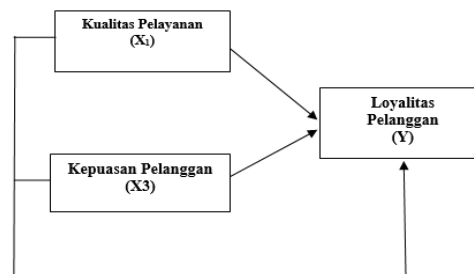

Figure 1. Conceptual Framework

Based on the understanding of the hypothesis, the hypotheses of this research are:
1. Service quality has a positive and significant effect on customer loyalty at Burger Bangor Medan customers.
2. Customer Satisfaction has a positive and significant effect on customer loyalty at Restaurant Burger Bangor Medan.
3. Service Quality and Customer Satisfaction together have a positive and significant effect on customer loyalty at Restaurant Burger Bangor Medan.

III. Research Methods

This type of research is associative, according to Sugiyono (2012), an associative approach is an approach that uses two or more variables to determine the relationship or influence of one another. This study will use three variables, namely Customer Satisfaction and Service Quality as independent variables and Customer Loyalty as the dependent variable. This research is located at Burger Bangor Restaurant Medan, Jl Iskandar Muda. This research schedule is carried out from October 2021 to November 2021

The object population to be studied by the author is known to be consumers who buy products at Burger Bangor Restaurant Medan, Jl Iskandar Muda. This study used a saturated sampling technique because the recruitment of members without considering status in the population, because the population is quite large, due to limited funds, the sample in this study amounted to 83 people.

The types and sources of data used in this study are primary data obtained directly from the object of research, interviews, and a list of questions distributed to respondents, processed in the form of data through statistical tools. Furthermore, secondary data, data obtained to complement primary data which includes reading sources as well as data about the history and development of the company, organizational structure, and company job descriptions obtained in connection with the problems studied. Data collection techniques in this study were carried out using several techniques, including:
1. Observation (observation), namely by making direct observations of the object of research.
2. List of questions (Questionnaire), namely data collection by using a list of questions/questionnaires that have been prepared previously and given to respondents. Where the respondent chooses one of the answers that have been provided in the list of questions.

Validity and reliability tests were conducted to test whether a questionnaire was appropriate to be used as a research instrument. Validity shows how an objective measures what it is supposed to measure. A measuring instrument is said to be valid if it measures its purpose clearly or correctly. Reliability indicates the accuracy and consistency of measurements.

1. Validity test

Validity testing was carried out using SPSS version 22 with the following criteria:

1) If rcount > rtable, then the question is declared valid.
2) If rcount < rtable, then the question is declared invalid.

2. Reliability Test

A reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. The method used is the Alpha Cronbach method.

The heteroscedasticity test is a data test that has a Sig value. less than 0.05 (Sig. < 0.05), that is, if the data has a value less than the value of Sig. 0.005 then the data has heteroscedasticity and the way to detect the presence or absence of heteroscedasticity in the study is carried out using the glacier test, the glacier test is one of the statistical tests carried out by regressing the independent variables into absolute values, (Sugiyono, 2014).

Multiple regression analysis, is an analytical method used to determine the effect of two or more independent variables on these variables. Multiple linear regression model using SPSS 22 software program for windows, namely:

$$Y = a + 1X1 + 2X2 + e$$

Where:

Y = Dependent variable (customer loyalty)
X1 = Independent variable (quality of service)
X2 = Independent variable (customer satisfaction)
a = Constant
b1,2 = Regression Coefficient
e = Standard error (error rate) is 0.05 (5%)

3.1. Hypothesis Test

F test, to test whether the independent variable simultaneously affects the dependent variable, with a 95% confidence level ($\alpha = 0.05$). The t-statistical test is intended to test the partial effect of the independent variable on the dependent variable with the assumption that other variables are considered constant, with a 95% confidence level ($\alpha = 0.05$).

Coefficient of Determination (R2)In this test, it is used to measure the closeness of the relationship between the models used. The coefficient of loss (adjusted R2) is a number that indicates the magnitude of the variance of distribution of the independent variable that describes the dependent variable or a number that indicates how much the dependent variable is influenced by the independent variable.

3.2 Data Analysis

Statistical analysis with multiple regression was used to predict how far the influence of one or several independent variables (*independent*) namely Work Discipline (X1), and Work Motivation (X2) on the dependent variable, namely Employee

Performance (Y). Multiple linear regression method in this study using SPSS. The equation model used (Sugiyono, 2009) is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Information:
Y = Employee performance
X1 = Work Discipline
X2 = Motivation
0 = Constant
1-2 = Multiple regression coefficient

The normality test aims to test whether, in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). With Statistical Analysis Residual normality test with statistical analysis, the approach was carried out using the Kolmogorov Smirnov (KS) test. The KS test was carried out with a hypothesis. Normality testing is done by looking at Asymp. Sig. (2-tailed). If the significance level is greater than 0.05, it can be concluded that the residual data is normally distributed. According to Ghozali (2016), the coefficient of determination (R^2) is a tool to measure how far the model's ability to explain the variation of the dependent variable is.

In this study, the F test was used to determine the level of significance of the influence of the independent variables simultaneously on the dependent variable (Ghozali, 2016). In this study the hypotheses used are:

1. H0: $\beta_1 = \beta_2 = 0$, it means that work discipline and motivation simultaneously have no significant effect on the performance of employees of Aroma Bakery, Ayahadan Medan Branch.
2. Ha: at least one I 0, meaning that Work Discipline and Motivation simultaneously have a significant effect on the performance of the employees of Aroma Bakery Ayahanda Medan Branch.

The following are the decision making criteria:
- H0 is accepted if Fcount Ftable at = 5% or sig. F (0.05)
- Ha is accepted if Fcount > Ftable at = 5% or sig. F < (0.05).

According to Ghozali (2016), stating the t-test aims to test how the partial effect of the independent variables on the dependent variable is carried out to determine whether the independent variables consisting of Work Discipline (X1) and Work Motivation (X2) partially have a positive influence and significant to the dependent variable (Y), namely Employee Performance. This study was conducted with a significance level of 5% or 0.05.

IV. Results and Discussion

4.1 Bangor Burger

Burger Bangor is a burger outlet that was established on August 8, 2019 in West Jakarta. Starting a business with small outlets, Burger Bangor was able to open 10 outlets spread across Jakarta in just 6 months. This is driven by the increasing interest and demand from consumers. Bangor Burger carries the main menu of beef burgers at affordable prices. Even at an affordable price, Burger Bangor still pays attention to the source of its main raw materials by using 100% high quality & low fat Australian beef which is certified halal from the Australian MUI.   In addition, Burger Bangor also maintains standardization of taste on each menu served at each branch by processing their own beef patty, bread, and sauce used. targets . The Bangor Burger Market is:

- All ages.
- The target is all circles of society ranging from families, workers, students, from the lower middle class.
- Bangor Burger Menu
- There are various variants of burgers with a price range starting from Rp. 12,500. Here are some of the menus: Burger Jelata, Juragan, Noble, Sultan, BBQ Beef Bacon, and Chicken.

Burger Bangor in Medan, opened in early 2020, currently there are 6 branches, namely on Jl. Iskandar Muda (research place), Jl Setia Budi, Jl Multatuli, Jl Sisingamangaraja, and at Thamrin Plaza

4.2 Validity and Reliability Test

The validity test is carried out to meet the level of suitability and speed of the measuring instrument (instrument) in assessing an object of research. An instrument is said to be valid if it is able to measure what is intended to be measured and desired accurately. The high and low validity of the instrument shows the extent to which the data collected does not deviate. The results of the calculation of validity for the variables of Product Quality, Customer Satisfaction and Consumer Loyalty that all statements are feasible to use because they have a correlation value greater than r table of 0.213 so that the instrument used is feasible for further analysis.

Reliability is an index that shows the extent to which a measuring instrument is reliable or reliable. Based on the table, it can be seen that Cronbach's alpha value greater than 0.6 means that all data variables are reliable.

Table 1. Research Variable Data Reliability

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Quality of Service (X1)	.921	5
Customer Satisfaction (X2)	.924	5
Customer Loyalty (X3)	.841	5

4.3 Multicollinearity Test

A good regression model is if the model does not contain symptoms of multicollinearity, namely the occurrence of correlation (near perfect) between independent variables. To find out whether there is multicollinearity between variables, it can be seen from the value of VIF (Variance Inflated Factor) where if the VIF value is > 10, it can be said that there are symptoms of multicollinearity. it can be seen that all independent variables have a VIF value < 10 so it can be concluded that there is no multicollinearity problem (there is no very high linear relationship between independent variables). This can also be seen from the Tolerance column which shows all tolerance values > 0.1, this means that there are no symptoms of multicollinearity.

Table 2. Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.219	.778		5.577	.000		
Service quality	.326	.087	.384	3.265	.002	.139	7,238
Customer Satisfaction	.473	.112	.588	4.423	.000	.139	7,238

a. Dependent Variable: Customer Loyalty

4.4 Multiple Regression

The multiple linear regression equation model obtained in this study are:

$$Y = 4.219 + 0.326X1 + 0.473X2 + e$$

Based on these equations can be described as follows:
1. The constant is worth 4.219 indicating that if there is no influence from the independent variables (X1, X2) then Consumer Loyalty (Y) will be worth 4.219
2. The coefficient of X1 ($\beta1$) = 0.326, this shows that every time there is an increase in the Service Quality variable by one unit, it will increase Consumer Loyalty by 32.6%. If other variables are considered constant.
3. The coefficient of X2 ($\beta2$) = 0.473, this shows that every time there is an increase in the Customer Satisfaction variable by one unit, it will increase Consumer Loyalty by 47.3%. If other variables are held constant

4.5 Coefficient of Determination Test (R2)

Based on tables 3, it can be interpreted that the R value of 0.836 indicates that the level of correlation or relationship between Service Quality, Customer Satisfaction and Customer Loyalty has a fairly close relationship. The results of this study indicate the adjusted value (R2) is 0.836 or 83.6%. its meaning can be explained by the variables in this study. While the remaining 16.4% is explained by other reasons not examined in this study such as the influence of promotion, place, brand influence and others.

Table 3. Determination (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918a	.837	.836	1.625

a. Predictors: (Constant), Customer Satisfaction, Service Quality

b. Dependent Variable: Customer Loyalty

V. Conclusion

The following are the conclusions of this study (1) the results of the study indicate that partially the service quality variable affects customer loyalty at Burger Bangor Restaurant Medan City. (2) The results of the study show that partially the variable of consumer satisfaction affects customer loyalty at Burger Bangor Restaurant Medan (3). The results showed that there was a positive and significant influence between the variables of Service Quality and Customer Satisfaction on Customer Loyalty at Burger Bangor Restaurant Medan City.

Based on the results of the study, the authors provide several suggestions, namely research obtained from respondents, Loyalty Restaurant Burger Bangor Medan City, on average gives a good response to Service Quality and Customer Satisfaction, so it is recommended to be able to retain customers who have been continuously pursued by Burger Bangor Medan City. In future research, it is suggested to add some new variables that can be used, such as marketing mix, marketing segmentation, and other research variables.

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