

INFLUENCE OF FOOD QUALITY OF CAFE IN MEDAN TOWARDS THE CUSTOMER SATISFACTION

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ABSTRACT

Survey is conducted to understand how perception of food quality by its customers of City Ice Cream Cafe in Medan Fair Plaza influence their satisfaction. This research used primary and secondary data in order to obtain information needed. The result of coefficient of determination (R^2) is 0.225. It means that the 77.5% of customer satisfaction is influenced by food quality and the remaining 22.5% is influenced by other variables besides this research. The result of t-test hypothesis indicates that t-count value obtained is 4.844 that will be compared with t-table in amount of 1.664. T-count (4.844) is greater than the value of t-table (1.664). Therefore, hypothesis alternative (H_1) is accepted that there is a significant relationship between food quality and customer satisfaction at City Ice Cream Cafe Medan Fair. As the recommendation, restaurant should pay more attention on its food quality in order to improve the restaurant.

Keywords: Food Quality, Customer Satisfaction, and City Ice Cream Cafe Medan Fair

INTRODUCTION

Fundamentally in running a cafe business, it is very important to pay attention to the quality of food and quality of services provided to customers. Customers usually come to a cafe to fulfil its own needs, which is to relax and enjoy the food according to what they like and to get a good service from the cafe. If the cafe provides a good food and give maximum service quality, then customers will feel satisfied and interested to return. Therefore, customer satisfaction is part of an important element in running a business and entrepreneur in any business must compete to give the best service and products to its customers. Fulfilment of needs and desires is largely determined by level of the

customer's own interests and satisfaction. With the abundance of resources in Indonesia, it has helped a positive impact on entrepreneurs to see business opportunities in it, citizen who seeks for work opportunities, in building or developing a business. Along with the increasingly consumption and diversity in Indonesia, it has attracted a lot of entrepreneurs to open a business that interested in running a culinary business. Entrepreneur that keens to explore and interested in food and beverage industry has caused development of the business world today increasingly growing. Working in this industry, entrepreneurs must be prepared for the intense competition and epochal changes that will occur. Especially in this era, where food and beverage industry demanded to serve

good quality and appetizing meals so customer could be satisfied

To success in food and beverage industry the restaurant has to have a good standardization in its food. Quality of food includes the safety, appearance, taste and nutrition in the food. The safety of food means the food that going to be served need to be hygienic. Customers has to know the food that they are going to consume, and the food producer have to make sure that it is not going to harm customer's health. A restaurant must maintain their hygiene to satisfy customers and prevent the occurrence of food borne disease. Besides the food, the environment in the restaurant also has a big impact towards the customer satisfaction. This research is conducted in order to know the relationship between food quality and customer satisfaction. More specifically to get knowledge focuses on food quality in food and beverage business.

This research analyses on food quality towards customer satisfaction in City Ice Cream Cafe Medan. Food and beverage industry has been one of the businesses that many entrepreneurs interested to because of its profitable. Besides, food is also a basic necessity for life. There is a tough competition among fine dining restaurant and other food service categories in this industry. To compete in this industry a restaurant needs to maintain their food quality and their standard. It is because food quality has a causal relationship towards customer satisfaction.

1. This research is limited to customer of food and beverages department in City Ice Cream Cafe Medan that located in Plaza Medan

Fair in order to analyze food quality towards customer satisfaction. The duration of this research is limited from May 20, 2019 to May 26, 2019. Food quality includes freshness, appearance, taste, and nutrition in the food will be discuss in this research to be relate with customer satisfaction. Aspects that will be discussed in customer satisfaction are certainly the customer's satisfaction of the cafe menu and to achieve a loyal customer. Research objective is To analyze the food quality towards customer satisfaction in City Ice Cream Cafe.

LITERATURE REVIEW

There are several factors that could affect food quality. According to Jones in Gozali et al (2016), the following factors that affect food quality are colour, appearance, portions, shape, temperature, texture, aroma, level of doneness and taste. Below are the explanation of each factors that affecting food quality:

1. Color

In plating a food, ingredients should be combined in such a way to make colours of the food looks appealing. It means that the colour of the ingredients could affect the appearance of the food. Therefore, ingredient's colour and colour of the plate must be considered when plating a food. For example, bright colours of ingredients are better to be combining with a darker plate.

2. Appearance

Freshness and cleanliness of the ingredients are factors that could affect the appearance of food. A fresh and clean ingredient looks better than spoiled ingredients. The first impression of a food is its

presentation or appearance. Therefore, ingredients must be fresh and clean in order to look appealing.

3. Portions

In serving a food, there is a term called the standard portion size. It could be explained as the quantity of ingredients that should be served in a plate each time that menu was ordered. Restaurant is suggested to determine the standard portion sizes. By determined the standard portion size, it will be easier to count the expenses of each food.

4. Shape

Variably cut ingredients could make the food looks more appealing. Various shape of ingredients effects on the plating and presentation of a food. Unique cut of an ingredient could be a plus point in a food and might give a positive impact on the restaurant.

5. Temperature

Customer enjoys food with the enjoyable temperature. For example, a nice and warm waffle with a cold ice cream makes a perfect combination as a dish. Especially enjoying a food with a perfect weather, for example a hot chocolate on a cold weather.

6. Texture

Textures of food consist of solid, liquid, smooth, soft, hard, moist and dry. Pressure and movements of a mouth could determine the texture of a food. Food that is easy to be chew means it has a soft texture.

7. Aroma

Through aroma, customer could directly assess the taste of a food before enjoying it. A nice aroma of food could give a thought to the customer that the food is going to be delicious or safe to be eaten. On the contrary, a bad aroma of a food could

make customers hesitate to try the food.

8. Level of Doneness

The level of food doneness could affect the texture of food. When a food is cooked well, customer could enjoy it without hesitation. Certain food such as meat has different level of doneness. Beside meat, fish also have a different level of doneness. It is either cooked or raw depend on customer's preference.

9. Taste

Tongue has the ability to detect the taste of sweet, sour, salty and bitter. In certain foods four of it are combined to create a unique and interesting taste in food. Moreover, a restaurant must maintain the taste of the food as customer could consider the taste.

Grech (2017), stated that food is one of the most indispensable parts of lives, as it can affect a person's health, nutritional status, and mental strength. In food quality the safety of food is the most important part since it does not only affect the taste, texture, appearance, colour but also the nutritional content in its. This is because it plays a major role in contamination of food, which usually lead to toxins, or any other substances that may cause food to be dangerous to ingest. Therefore, in serving a food a restaurant must be aware of the nutritional content in the food.

The following are four dimensions of product quality in the food and beverage sector (Qin et al. in Wijaya, 2013):

1. Freshness

Freshness of food related to texture, taste, and aroma of the food. In serving a food, fresh ingredients could affect the texture, taste and

aroma of the food. Fresh ingredients also could lead to a high quality of food.

2. Presentation

Food presentation is a way to serve food to customers, which contains a composition and color of the ingredients that have been prepared and arranged in an attractive way in order to increase appetite and looks appealing. Presenting a nicely plated food not only looks appealing but also could bring enjoyment to the customer. Customer's appetite will be increase when a food is well presented in a plate.

3. Well cooked

Serving a food to customers definitely must be processed or cook hygienically and thoroughly, so that it is safe to be consumed by customers. It is unpleasant to serve under-cooked or pre-cooked food to customer as it could create a bad reputation to the restaurant. Therefore, it is important to serve a well-cooked food to the customer.

4. Assorted kind of food

In a restaurant, food offered to the customer should be assorted. It is impossible for a restaurant to serve one kind of food. The more food offered will have a better impact to a restaurant. Besides, it could let the customers to choose the food based on its own preferences.

According to Kotler and Keller in Farida, R (2016) indicators of customer satisfaction are:

1. Interest in repurchasing.

Interest in repurchasing could be defined as individual or group who decide to make a transaction and return to the restaurant. It means customers are willing to return to the restaurant and be a loyal customer.

Having a loyal customer in a restaurant means that the restaurant has succeed in satisfying the customer with the food or service of the restaurant.

2. Willingness to recommend the company to others.

In order to get a loyal customer, a restaurant must be able to satisfy its customer. As word-of-mouth is one of the aspects that keep a business going and could only be done by loyal customers. Willingness of a customer to recommend the restaurant could help the restaurant to maintain exists.

3. Pay less attention to other brands (competitor).

Every business certainly has its own competitors. Customer who pays less attention to other brands or the restaurant's competitor means the restaurant has obtained a loyal customer. It could also be defined that the customer is loyal to the restaurant and not interested in trying out the competitor's restaurant.

4. Buy another product from the same company.

The success of a restaurant can be seen from the progress of the restaurant itself. Having a lot of branches means a restaurant has success competing in the industry. Buying another products from the same company means that customer is enthusiast to eat at the other branch of the restaurant.

5. Propose ideas of products and services to company.

The objective of a restaurant is to satisfy its customer. A restaurant must keep improving and developing its food and services as well as the restaurant itself. In order to satisfy the customers, a restaurant should make

an improvement and ask for suggestions from the customers. Hypothesis was considered in conducting the test. It is called the null hypothesis and the alternate hypothesis. These hypotheses have opposite point of view.

H₀: The null hypothesis; Food Quality has no significant relationship towards Customer Satisfaction at City Ice Cream Cafe Medan

H₁: The alternate hypothesis; Food Quality has a significant relationship towards Customer Satisfaction at City Ice Cream Cafe Medan

From the statement and theory above, the writer concluded that Food Quality has a significant relationship towards Customer Satisfaction at City Ice Cream Cafe Medan.

METHODOLOGY

Research design is a research plan and framework intended to achieve the answer to the research question. The writer used quantitative method to conduct this research. There are two tools that used to help in conducting this research, such as:

1. Descriptive Research
According to Sujarweni, V. W. (2016, p. 15) descriptive statistic attempt to describe the various characteristics of data derived from a sample. Descriptive statistic such as mean, median, mode, percentile, decile, quartile, in the form of numerical analysis, drawing, or diagrams. Based on the statements, descriptive research could be use to determine and describe the characteristics of the variables.
2. Correlational Research

Correlational research is a study to examine the correlation of the operational variables. According to Sugiarto et al (2015, p. 44) correlational research could be use to test a hypothesis regarding the relationship in between variables. In this research, the writer use correlation statistic such as correlation coefficient, determination, and linear regression equity.

According to Sugiarto et al (2015, p. 124) Population is a group of individuals with distinctive characteristics to be source of a research (observation) in the research object. The estimated population through observation in this research are 500 customers of City Ice Cream Cafe Medan that visited this cafe on May 20, 2019 until May 26, 2019. The confidence level of this research is 90% with 10% margin of error.

According to Sugiarto et al (2015, p. 125) sample are part of a population taken according to a certain procedure and expected to represent the population. In this research, the writer narrowed the population, which is the number of all customers in a week to 83 customers by using Slovin formula

FINDINGS AND DISCUSSION

Based on the research result above, can be seen from the descriptive statistic that the majority of customers in City Ice Cream Cafe Medan are in the age of 31-40 years old with the percentage of 67.50%. It means that most of the customers are adult in the age between 31 to 40 years old. Table 4.2 shows that the mean, median and mode of the age statistic are in 35 years old. Which means that most of the customer is in the age of 35 years old.

Since this cafe is also suitable for office workers to have lunch or dinner, the result of the statistic based on gender show that the majority of customers in City Ice Cream Cafe are male with the percentage of 51.80%. The result of descriptive statistic also shows that respondents agreed with the statements of food quality given in the questionnaire. The statistics of food quality are mean = 30.96, median = 32 and mode = 32. There are no respondents who gave the value of 1 in the questionnaire. Thus, the result of descriptive statistic also shows that respondents agreed with the statements of customer satisfaction given in the questionnaire. The statistics of food quality are mean = 38.28, median = 38 and mode = 44. There are no respondents who gave the value of 1 in the questionnaire. Validity test in this research is tested using pre-test with the degree of freedom (df) is $30 - 2 = 28$ and the significance level is 5%, which determine the value of r-table is 0.361. Based on the test, the result

shows that all the statements are valid because r-total is greater than 0.361. It means that the statements in the questionnaire is valid and may be proceed to reliability test.

Reliability test was conducted after the statements of questionnaire are valid. Based on the test, the result shows that value of Food Quality is 0.828 and Customer Satisfaction is 0.839. The result shows both values are greater than 0.70, which according to Cronbach's Alpha if $\alpha > 0.70$ then it is considered reliable. Tables 4.28 show that the normality for food quality is 0.068 and customer satisfaction is 0.072. Therefore, all data is concluded to have a normal distribution since the results are greater than the significance level of 0.05.

Table 4.28 shows that the normality for food quality is 0.072 and customer satisfaction is 0.068. Since the result is more than 0.05 significance level as the provisions for normality test, it can be concluded as normal distribution.

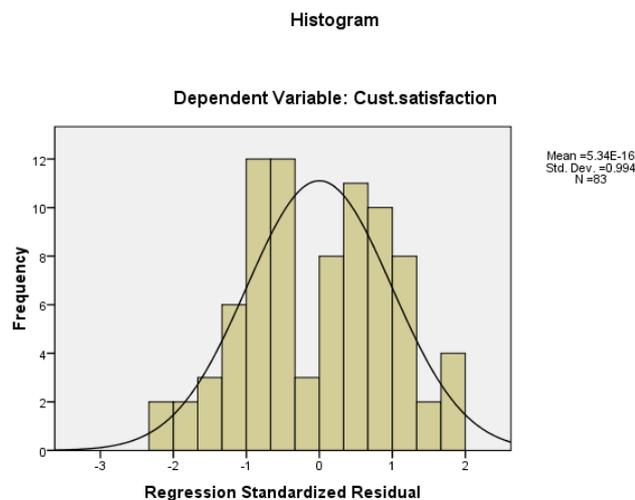


Figure 1. Histogram of Data Collected
Source: Prepared by the writer (2019)

The Coefficient of Correlation can be seen from the Pearson Correlation table. In this research, writer will use

Pearson method to count the result of coefficient of correlation.

Table 1. Coefficient of Correlation

Correlations			
		Food Quality	Customer Satisfaction
Food Quality	Pearson Correlation	1	.474**
	Sig. (2-tailed)		.000
	N	83	83
Customer Satisfaction	Pearson Correlation	.474**	1
	Sig. (2-tailed)	.000	
	N	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Prepared by the writer (2019)

Table 4.29 shows that the coefficient of correlation between variable X and Y is 0.474. It can be concluded that food quality has a medium relationship towards customer satisfaction.

There is a medium correlation between food quality and customer satisfaction, which can be seen from the coefficient of correlation test. The coefficient of correlation of variable X and Y is 0.474 with significant of 0.000. The coefficient of determination (R^2) is to show the analysis of independent variable (X) towards dependent variable (Y). Based on the result, it shows that 22.5% of customer satisfaction is

analyzed by food quality and the remaining 77.5% are by other variables besides this research.

Simple linear regression was tested after the determination test. The equation of simple linear regression is:

$$Y = 22.165 + 0.520x$$

The constant value (a) is 22.165 means that the consistent value of food quality is 22.165. The regression coefficient value is 0.520, it means that every 1% increase of food quality, then customer satisfaction will be increase with the amount of 0.520.

Table 2. Test of Significance

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.165	3.364		6.590	.000
	Food Quality	.520	.107	.474	4.844	.000
a. Dependent Variable: Customer satisfaction						

Source: Prepared by the writer (2019)

Hypothesis testing shows that there is a significant relationship between food quality and customer satisfaction at City Ice Cream cafe Medan. Since t-count (4.485) is greater than t-table (1.664) it can be concluded that H₀ is rejected and H₁ is accepted.

CONCLUSION

Food quality is an important things in running a cafe business. If the cafe provides high quality of food, customer will feel satisfied and interested to return. The research result above shows that food quality has a medium relationship towards customer satisfaction. Given that only 22.5% of food quality analyze customer satisfaction. It means there are other factors that analyze customer satisfaction besides food quality.

This research concerning the analysis of food quality towards customer satisfaction in City Ice Cream Cafe Medan. Based on the result above, it shown that there is a significant relationship between food quality and customer satisfaction.

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