Beyond the Menu: Exploring the Impact of Service on Customer Satisfaction in Indonesian Family Dining

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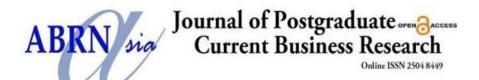lilies.prihantini@s.unikl.edu.my

Abstract

This conceptual paper explores the impact of service-related attributes on customer satisfaction in Indonesian family dining establishments in Jakarta. This study is based on the SERVQUAL model, and a quantitative approach will be adopted using SmartPLS as the analytical tool. The study aims to provide insights into the key dimensions of service quality that significantly influence customer satisfaction in the context of family-type restaurants in Indonesia. Data collection will involve surveys from customers dining in various family dining establishments, with a questionnaire developed based on dimensions of reliability, responsiveness, assurance, empathy, and tangibles. SmartPLS will be utilised for data analysis, enabling the assessment of relationships between service-related attributes and customer satisfaction. The expected outcomes will contribute to the literature on service quality and customer satisfaction in Indonesian family dining, facilitating informed decisions for restaurant owners and managers to enhance their services. Improved alignment with customer expectations can boost satisfaction, loyalty, and business success. This research has academic and managerial implications, offering theoretical insights and practical guidance for improving service delivery. The limitations and future research directions will also be addressed.

Keywords: Service quality, Customer satisfaction, Family dining, SERVQUAL model

1   Introduction

In recent years, the restaurant industry in Indonesia has witnessed significant growth, with an increasing number of family-type restaurants emerging across the country. These establishments cater to families and provide a comfortable and welcoming environment for dining, often offering a diverse range of culinary choices. In this context, customer satisfaction is crucial in determining the success and sustainability of family-type restaurants. Satisfied customers are more likely to become loyal patrons, recommend the restaurant to others, and contribute to its positive reputation.

While several factors contribute to customer satisfaction, the role of service-related attributes cannot be overlooked. The quality of service the restaurant staff provides, the responsiveness of the employees, the overall ambience, and the efficiency of the service delivery process are all important factors that directly influence customer satisfaction. Understanding the impact of

these service-related attributes on customer satisfaction is essential for family-type restaurants to enhance their competitiveness and meet their customers' evolving demands and expectations.

With its rich culinary heritage and diverse cultural landscape, Indonesia presents a unique setting for studying the relationship between service-related attributes and customer satisfaction in family-type restaurants. The country's growing middle-class population, changing lifestyles, and increased urbanisation have increased consumer spending on dining-out experiences. Consequently, there is a pressing need for family-type restaurants to identify the specific service-related attributes that drive customer satisfaction in this market.

The family-type restaurant industry in Indonesia is experiencing significant growth, but ensuring customer satisfaction poses a major challenge for these establishments. While there is an increasing demand for dining out experiences, customers have become more discerning and have higher expectations regarding service quality. This has created a pressing need for family-type restaurants to identify and address the specific service-related attributes that impact customer satisfaction.
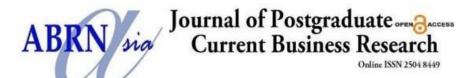
One of the key problems family-type restaurants face in Indonesia is inconsistency in service quality. Customers expect prompt, efficient service, friendly, attentive staff, and a positive dining experience. However, restaurants often struggle to maintain consistent service levels due to staff turnover, lack of training, or inadequate management systems. This inconsistency can lead to customer dissatisfaction, negative reviews, and a decline in customer loyalty.

Another issue that family-type restaurants face is the challenge of creating a welcoming and comfortable ambience for families. Families often choose these restaurants to spend quality time together and seek an environment that caters to their needs. Issues such as overcrowding, noisy surroundings, or insufficient child-friendly facilities can negatively impact the dining experience and result in lower customer satisfaction.

Furthermore, the speed and efficiency of service delivery play a crucial role in customer satisfaction. Long waiting times, delays in food preparation, or inefficient order management can frustrate customers and diminish their overall dining experience. In a highly competitive market, where customers have numerous options to choose from, any inefficiencies in service delivery can have a detrimental effect on the restaurant's reputation and profitability.

The problem generally revolves around measuring and understanding the role of service-related attributes in influencing customer satisfaction in family-type restaurants in Indonesia. The issues of inconsistent service quality, lack of a welcoming ambience, and slow service delivery must be addressed to ensure customers a positive and satisfactory dining experience. By identifying and tackling these problems, family-type restaurants can strive to enhance customer satisfaction levels and maintain a competitive edge in the market.

This study aims to fill the existing research gap by investigating the role of service-related attributes towards customer satisfaction in family-type restaurants in Indonesia. By identifying the factors contributing significantly to customer satisfaction, restaurant owners and managers can devise effective strategies to improve service quality, enhance customer experiences, and ultimately gain a competitive advantage.

2 Literature Review

2.1 Customer satisfaction

Customer satisfaction is a critical factor in the success and sustainability of restaurants. Providing excellent service is paramount in attracting and retaining customers within the highly competitive restaurant industry. This literature review aims to critically examine existing research on customer satisfaction related to restaurant services, focusing on the key dimensions and factors contributing to customer satisfaction in this context.
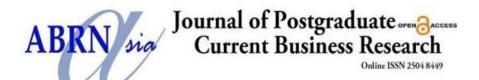
Service quality is a fundamental aspect of customer satisfaction in restaurants. Previous studies have identified several service quality dimensions that significantly impact customer satisfaction. According to Berry et al., (1985) and; Parasuraman et al., (1985) SERVQUAL model, these dimensions include tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical aspects of the restaurant, such as cleanliness and ambience. At the same time, reliability pertains to consistency and accuracy in service delivery. Responsiveness involves the timeliness and willingness of staff to assist customers. At the same time, assurance relates to the restaurant staff's competence, courtesy, and trustworthiness. Empathy focuses on understanding and meeting customer needs. Research consistently demonstrates that high service quality across these dimensions positively influences customer satisfaction in restaurant settings (Shamsudin, Nayan, et al., 2020b, 2020a).

The interactions between restaurant staff and customers are crucial in shaping customer satisfaction (Razak & Shamsudin, 2019). Frontline employees who engage directly with customers significantly impact their overall dining experience. The staff's friendliness, attentiveness, and courtesy are vital in creating positive customer perceptions (Shahzadi et al., 2018). Empirical studies consistently show that satisfied customers positively perceive staff interactions and express higher satisfaction levels (Clemes et al., 2018).

Service delivery speed and efficiency are key determinants of customer satisfaction in restaurants. Waiting times, order accuracy, and promptness in food preparation significantly influence customer perceptions and satisfaction levels (Shamsudin, Nayan, et al., 2020c). Research suggests that customers perceive shorter waiting times and efficient service as indicators of good restaurant management and overall service quality (Cheng et al., 2019). However, it is essential to balance speed and quality, as rushed or poorly executed service can negatively impact customer satisfaction (Slack et al., 2021).

The ambience and atmosphere of a restaurant contribute significantly to customer satisfaction. The physical environment, including lighting, music, décor, and seating arrangements, influences customer perceptions and dining experience. Research has indicated that a pleasant and comfortable ambience enhances customer satisfaction (Uslu, 2020). Family-type restaurants, in particular, need to create a welcoming and child-friendly atmosphere to cater to their target audience (Pan & Ha, 2021).

This literature review highlights the importance of customer satisfaction in restaurant services. Service quality, staff interactions, speed and efficiency, and ambience and atmosphere are critical factors that significantly impact restaurant customer satisfaction (Shamsudin, Yazid, et al., 2020). The findings emphasise the need for restaurant owners and managers to prioritise these dimensions and continuously strive for service excellence to meet and exceed customer

expectations. By understanding and addressing these factors, restaurants can cultivate a loyal customer base, positive word-of-mouth, and a competitive edge in the dynamic and evolving restaurant industry (Shamsudin et al., 2019). Future research should continue to explore emerging trends, technologies, and innovative approaches to enhancing customer satisfaction in restaurant settings.
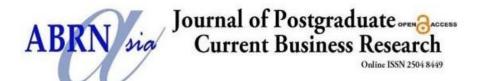
2.2 Services related attributes

The restaurant industry is highly competitive, and providing exceptional services is crucial for the success and sustainability of restaurants. Customer satisfaction, loyalty, and overall business performance significantly shape service-related attributes (Shamsudin et al., 2019). This literature review critically examines existing research on the role of service-related attributes in the restaurant industry, focusing on their impact on customer satisfaction and business outcomes.

Service quality is a key service-related attribute that directly influences customer satisfaction in the restaurant industry. Studies have identified various service quality dimensions, such as tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1993). Tangibles refer to the physical aspects of the restaurant, including ambience, cleanliness, and decor. Reliability encompasses consistency and accuracy in service delivery. Responsiveness refers to the promptness and willingness of the staff to meet customer needs. Assurance relates to the competence and trustworthiness of the staff, while empathy involves understanding and addressing customer concerns. Research consistently demonstrates that high service quality positively influences customer satisfaction, loyalty, and positive word-of-mouth (Parasuraman et al., 1994).

The interactions between restaurant staff and customers are critical in shaping customer perceptions and satisfaction. Frontline employees, such as waitstaff and hosts, directly impact the customer experience. Friendly, attentive, and knowledgeable staff members contribute to positive customer perceptions, enhance the dining experience, and increase customer satisfaction (Wong et al., 2022). Staff interactions have been shown to affect various customer outcomes, including customer satisfaction, loyalty, and willingness to recommend the restaurant to others (Mhlanga, 2018).

The restaurant industry's essential service-related attributes are the availability of a diverse menu and the ability to customise orders according to customer preferences. Research has shown that customers value a wide range of options and the ability to tailor their orders to meet their specific needs (Singh et al., 2022). Offering menu variety and customisation options positively influences customer satisfaction, providing customers with a sense of choice and personalisation.

Technology integration into restaurant services has become increasingly prevalent in recent years. Digital platforms, online ordering systems, reservation apps, and mobile payment options are some examples of technological advancements in the industry. Research suggests integrating technology can improve service efficiency, reduce wait times, and enhance the overall customer experience (Chang & Cheng, 2022). Restaurants that effectively leverage technology to streamline operations and enhance customer convenience will likely experience higher customer satisfaction and loyalty.

This literature review highlights the significant role of service-related attributes in the restaurant industry. Service quality, staff interactions, menu variety, customisation, and technology integration influence customer satisfaction, loyalty, and overall business performance. Restaurants prioritising and excelling in these areas are more likely to attract and retain satisfied customers, generate positive word-of-mouth, and gain a competitive advantage. Future research should continue exploring emerging service-related attributes, technological advancements, and innovative approaches to enhance customer satisfaction and optimise business outcomes in the dynamic restaurant industry.

2.3   Underpinning Theory

The SERVQUAL model is a widely recognised service quality and customer satisfaction research theory. Parasuraman, Zeithaml, and Berry developed it. It is based on the premise that service quality is a key determinant of customer satisfaction. The model identifies five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness.
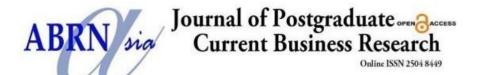
Applying the SERVQUAL model to your study would allow you to assess customer perceptions and expectations regarding these service quality dimensions in Indonesian family dining establishments. By comparing the gaps between customer expectations and perceptions, you can identify areas where improvements in service quality are needed to enhance customer satisfaction.

For example, you could design survey questions or interview prompts that align with the SERVQUAL dimensions to measure customer perceptions of service-related attributes such as staff reliability, assurance, tangible aspects (e.g., cleanliness, ambience), empathy, and responsiveness. By analysing the gaps between customer expectations and perceptions within these dimensions, you can gain insights into the areas where the dining establishments may need to focus their efforts to improve customer satisfaction.

Using the SERVQUAL model as the theoretical framework for your study can provide a structured approach to understanding and analysing the impact of service-related attributes on customer satisfaction. It can also help establish a connection between existing literature on service quality and customer satisfaction, providing a basis for comparison and further research in Indonesian family dining.

3   Methodology

This study employs a quantitative research design to investigate customer satisfaction in selected restaurants in Jakarta. The analysis will use the Partial Least Squares (PLS) structural equation modelling technique. A convenience sampling technique was employed to select respondents for this study. The target population includes individuals who have visited the selected restaurants in Jakarta. The study area is limited to Jakarta, and the selection of restaurants will be based on the top restaurants suggested by food-hunting blogposts. These blogposts will serve as a reliable source of information to identify popular and highly recommended restaurants in the city. A predetermined number of restaurants were selected to ensure a diverse representation of different cuisines and dining experiences.

Data were collected using structured questionnaires based on a 5-point Likert scale. The questionnaires will capture respondents' perceptions of service-related attributes, including service quality, staff interactions, menu variety, customisation options, and overall satisfaction. The questionnaires were distributed to customers who visited the selected in-person or online restaurants.

The collected data will be analysed using Partial Least Squares (PLS) structural equation modelling. PLS is a statistical technique for analysing complex relationships and latent constructs in small to medium-sized samples. It allows for examining measurement and structural models, providing insights into the relationships between service-related attributes and customer satisfaction.
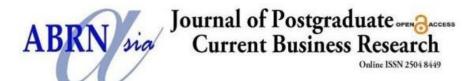
The chosen methodology for this research is a quantitative study utilising Partial Least Squares (PLS) structural equation modelling. It focuses on investigating customer satisfaction in selected restaurants in Jakarta. The data collection will involve administering structured questionnaires based on a 5-point Likert scale to customers who have visited the chosen restaurants. The collected data was analysed using PLS to uncover the relationships between service-related attributes and customer satisfaction.

3.1 Proposed measurement items.

The following measurement items will be incorporated into questionnaires to assess customer perceptions of the service-related attributes in family-type restaurants in Indonesia.

Table 1: Measurement Items

Dimensions	Items
Reliability	a. The restaurant consistently delivers food orders accurately and as requested. b. The restaurant ensures timely service and minimises waiting times. c. The restaurant keeps its promises regarding reservation availability. d. The restaurant maintains consistent quality standards for food and service.
Responsiveness	a. The staff promptly attends to customer requests and inquiries. b. The staff is proactive in anticipating and fulfilling customer needs. c. The restaurant provides efficient problem resolution when issues arise. d. The restaurant values and acts upon customer feedback promptly.
Assurance	a. The staff exhibits professional behaviour and provides knowledgeable assistance. b. The staff has the expertise to answer customer questions about the menu or food ingredients. c. The restaurant instils customer trust and confidence regarding food safety and hygiene practices.

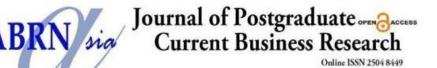|	
Empathy	d. The staff handles customer complaints or concerns with empathy and professionalism.
	a. The staff demonstrates genuine care and understanding towards customer preferences and dietary restrictions.
	b. The restaurant offers customised or personalised recommendations based on customer preferences.
	c. The staff actively listens to customer feedback and tries to accommodate special requests.
	d. The restaurant provides a welcoming, family-friendly atmosphere that makes customers feel valued.
Tangibles	a. The restaurant maintains a clean and well-maintained dining area and restrooms.
	b. The decor and ambience of the restaurant create a comfortable and pleasant dining experience.
	c. The restaurant provides comfortable seating arrangements suitable for families.
	d. The staff presents themselves neatly and professionally.

4 Expected Outcome

The expected outcome of this research could be that there is a positive relationship between service-related attributes and customer satisfaction in Indonesian family dining in Jakarta, Indonesia.

Based on previous research and the study context, it is plausible to expect that customers who perceive higher service quality, friendly staff, prompt service, cleanliness, good food quality, and an overall positive dining experience would also report higher satisfaction levels.

The study may find that specific service-related attributes, such as staff friendliness or food quality, have a stronger impact on customer satisfaction than other attributes. Identifying certain attributes that are particularly important to customers in the Indonesian family dining context is also possible.
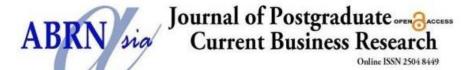
Additionally, the research may reveal areas with room for improvement in the service quality of family dining establishments in Jakarta. This could provide valuable insights to restaurant owners and managers, enabling them to make informed decisions about enhancing their services to meet customer expectations better and increase customer satisfaction.

It is important to note that the expected outcome is based on general assumptions. The findings may vary depending on the specific research design, sample size, methodology, and the unique characteristics of Jakarta's Indonesian family dining industry.

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