



MEASUREMENT OF RESTAURANT SERVICE QUALITY USING MODIFICATION METHOD OF SERVICE QUALITY AND IMPORTANCE PERFORMANCE ANALYSIS

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ABSTRACT

The purpose of this study is to determine the quality of services provided through customer satisfaction and determine the priority of attributes for improvement. In this study, the modification of Service Quality with 9 dimensions is used (Tangible, Reliability, Responsiveness, Assurance, Empathy, Cleanliness, Health, Safety and Environment Sustainability) and Importance Performance Analysis (IPA). Assessment of service level is given using a questionnaire of 100 samples from customer of sate tegal restaurant in Cilegon City, Banten. This restaurant does not only provide satay culinary, but also provides a variety of other food and beverage culinary menus. The results of the study using the Modified Service Quality Gap method resulted in a negative value, it states that the services provided by restaurants do not provide satisfaction to customers. In an effort to increase customer satisfaction with the services provided by using the Importance Performance Analysis (IPA) method, in quadrant A (top priority) there are 4 service quality attributes that are included in the top priority and must be improved.

Keywords : *Modification Service Quality, Importance Performance Analysis, Service Quality.*

INTRODUCTION

The development of the culinary business in Indonesia is increasingly advanced and varied so that culinary lovers are interested in trying it. However it's the same with the culinary business in the world, the culinary business in Indonesia in the past year has also changed due to the Covid-19 pandemic. The culinary business in Indonesia has experienced a decline in turnover of up to 70% due to the Covid-19 pandemic. The Ministry of Tourism and Creative Economy (Kememparekraf) encourages to adjust its service standards with the implementation of CHSE-based health protocols. CHSE stands for Cleanliness, Health, Safety, and Environment Sustainability. CHSE has been implemented in the tourism and creative economy sectors in Indonesia since September 2020. In Indonesia, restaurants or restaurants that have been certified CHSE total 2,419 restaurant businesses. Services that are now required to apply good service standards in this new normal and provide satisfaction to customers by implementing guaranteed health protocols in every restaurant.

The Sate Tegal restaurant Ms. Wie, is one of the culinary businesses in Cilegon which serves the special satay of Tegal. This restaurant was established in 2014 which is located in Sukmajaya, Jombang District, Cilegon City, Banten. This restaurant not only provides satay culinary, but also provides a variety of other food and beverage culinary menus. At this restaurant, sales turnover has decreased. The following is the sales turnover data for the Tegal Sate Restaurant, Mba Wie :

Table 1. Data on Sales Turnover of Tegal Satay Restaurant Mba Wie.

No	Month	2019	2020
1	Januari	72.000.000	88.000.000
2	Februari	73.000.000	80.000.000
3	Maret	75.000.000	34.000.000

4	April	77.000.000	33.000.000
5	Mei	79.000.000	32.000.000
6	Juni	80.000.000	30.000.000
7	Juli	81.000.000	28.000.000
8	Agustus	83.000.000	29.000.000
9	September	85.000.000	28.000.000
10	Oktober	87.000.000	27.000.000
11	November	88.000.000	25.000.000
12	Desember	90.000.000	23.000.000

Based on table 1 above, it is known that sales turnover data from 2019 to 2020 has decreased. This means that many customers are dissatisfied with the services provided by Mba Wie's Sate Tegol Restaurant and this restaurant has not adjusted its service standards to the implementation of the CHSE-based health protocol, resulting in a decrease in sales turnover. Based on the pre-survey, there is dissatisfaction with Mba Wie's Sate Tegol Restaurant, namely the speed of employees in serving, suitability of the menu served, checking body temperature and avoiding physical contact and maintaining a safe distance. With this problem, it is necessary to measure the quality of service using the modified Service Quality (Servqual) method and the Importance Performance Analysis (IPA) method.

LITERATURE REVIEW

Service Quality

Quality as required or standardized. A product has good quality if it is in accordance with the quality standards that have been set (Crosby, 1979). Service is an action or activity that can be offered for one party to another party, basically intangible and does not result in the possession of anything (Zeithaml, 1990). Production can be linked or not linked to a single physical product (Kotler, 2002).

The definition of service quality is as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing the expectations of consumers (Tjiptono, 2001).

Customer Satisfaction

Satisfaction is the level of one's feelings after comparing the perceived reality with expectations (Jazuli M. *et.al.* 2020). Customers can be defined as people who buy and use products (Yamit, 2005). Customer satisfaction is a person's level of satisfaction after comparing the performance (or results) he perceives compared to his expectations (Kotler, 2002).

CHSE

CHSE is a program from the Ministry of Tourism and Creative Economy in the form of implementing health protocols based on Cleanliness, Health, Safety, and Environment Sustainability. The implementation of this program itself is by conducting CHSE certification for business actors in the tourism industry and the creative economy.

RESEARCH METHODS

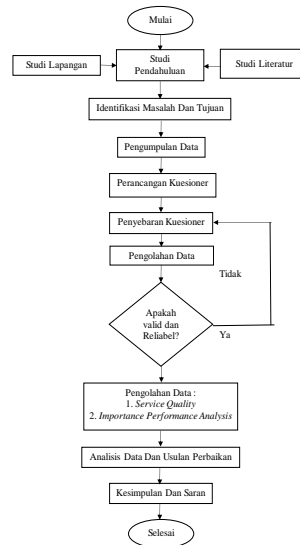


Figure 1. Research Flowchart

Method of Collecting Data

In this study, the types of data collected are primary and secondary data (Sugiyono, 2011) :

1. Primary Data

Primary data, namely data that is directly collected by the author from the first source, is taken and recorded, namely data on declining sales turnover and questionnaires distributed to respondents. In this case, a questionnaire was submitted to the customer of The Sate Tegal restaurant Ms. Wie.

2. Secondary Data

Data obtained indirectly, data obtained from journal literature, books related to research.

Method of Processing Data

Data processing is done by using Modified Service Quality and Importance Performance Analysis (IPA) methods. Data processing is carried out in the following way (Winarno dan Absor, 2017):

1. The first stage is the data resulting from the distribution of questionnaires, reliability and validity tests are carried out.
2. Next is the measurement of Service Quality where the servqual servqual method analyzes the gap between two main variables, namely the expected service and customer perception of the service received.
3. Determining the level of customer satisfaction with the services that have been provided and which attributes are still underperforming and must be improved, and which attributes must be maintained by using the Improtance Performance Analysis (IPA) method.

RESULTS AND DISCUSSION

In this study, questionnaire data processing was obtained from 100 customers of the Tegal Wie Sate Restaurant, then process the data by creating tabulated data first in *Excel*, after that, move the tabulated data to SPSS V17 for later processing. The steps are to determine the validity and reliability, the Servqual method and the Importance Performance Analysis (IPA) method.

Validity Test And Reliability Test

Table 2. Perception Validity Test

Attribute Question	r _{count}	r _{table}	r _{count} > r _{table}
1	0,577	0,1966	Valid
2	0,588	0,1966	Valid
3	0,542	0,1966	Valid
4	0,475	0,1966	Valid

5	0,374	0,1966	Valid
6	0,417	0,1966	Valid
7	0,537	0,1966	Valid
8	0,288	0,1966	Valid
9	0,369	0,1966	Valid
10	0,507	0,1966	Valid
11	0,544	0,1966	Valid
12	0,533	0,1966	Valid
13	0,508	0,1966	Valid
14	0,640	0,1966	Valid
15	0,640	0,1966	Valid
16	0,601	0,1966	Valid
17	0,531	0,1966	Valid
18	0,680	0,1966	Valid
19	0,553	0,1966	Valid
20	0,643	0,1966	Valid
21	0,405	0,1966	Valid
22	0,507	0,1966	Valid
23	0,394	0,1966	Valid
24	0,494	0,1966	Valid
25	0,252	0,1966	Valid
26	0,402	0,1966	Valid
27	0,512	0,1966	Valid
28	0,401	0,1966	Valid
29	0,565	0,1966	Valid
30	0,496	0,1966	Valid
31	0,217	0,1966	Valid
32	0,636	0,1966	Valid

Table 3. Expected Validity Test

Attribute Question	r_{count}	r_{table}	r_{count} > r_{table}
1	0,640	0,1966	Valid
2	0,691	0,1966	Valid
3	0,558	0,1966	Valid
4	0,470	0,1966	Valid
5	0,658	0,1966	Valid
6	0,616	0,1966	Valid
7	0,599	0,1966	Valid
8	0,651	0,1966	Valid
9	0,628	0,1966	Valid
10	0,304	0,1966	Valid
11	0,569	0,1966	Valid
12	0,631	0,1966	Valid
13	0,539	0,1966	Valid
14	0,254	0,1966	Valid
15	0,738	0,1966	Valid
16	0,705	0,1966	Valid
17	0,683	0,1966	Valid
18	0,599	0,1966	Valid

19	0,633	0,1966	Valid
20	0,467	0,1966	Valid
21	0,470	0,1966	Valid
22	0,599	0,1966	Valid
23	0,633	0,1966	Valid
24	0,631	0,1966	Valid
25	0,697	0,1966	Valid
26	0,241	0,1966	Valid
27	0,356	0,1966	Valid
28	0,566	0,1966	Valid
29	0,671	0,1966	Valid
30	0,755	0,1966	Valid
31	0,704	0,1966	Valid
32	0,683	0,1966	Valid

The perception and expectation data were declared valid because the rcount value was greater than the rtable value. The value of rtable is determined based on the number of respondents as many as 100.

Table 4. Perception Reliability Test

<i>Cronbach's Alpha</i>	N of Items
0,900	32

Table 5. Expected Reliability Test

<i>Cronbach's Alpha</i>	N of Items
0,937	32

Perception data obtained a value of 0.901 and expectations obtained a value of 0.937, declared reliable because the Cronbach Alpha value > 0.60.

Service Quality Calculation

In the calculation of the modified Servqual value, the number of modified Servqual attributes results in a negative score, This shows that users are not satisfied with the services provided by Restaurant Sate Tegal Mba Wie. Example of calculating the gap on the availability of supporting facilities (toilet, wifi, live music, trash can).

$$\begin{aligned} \text{Gap} &= \text{Perception} - \text{Hope} \\ &= 3,41 - 4,56 = -1,15 \end{aligned}$$

$$\text{Average gap} = \frac{\Sigma \text{number of gaps per dimension}}{\Sigma \text{number of attributes per dimension}} =$$

$$\frac{-4,69}{4} = -1,17$$

Table 6. Gap Value Calculation 5

Dimensi	Atribut	Persepsi	Harapan	GAP 5	RATA-RATA GAP 5
Tangible	1	3,41	4,56	-1,15	-1,17
	2	3,2	4,47	-1,27	
	3	3,28	4,45	-1,17	
	4	3,28	4,38	-1,1	
Reliability	5	3,17	4,7	-1,53	-1,31
	6	3,18	4,46	-1,28	
	7	3,26	4,35	-1,09	
	8	3,18	4,51	-1,33	
Responsiveness	9	3,37	4,44	-1,07	-1,11
	10	3,15	4,38	-1,23	
	11	3,44	4,48	-1,04	
	12	3,33	4,42	-1,09	
Assurance	13	3,46	4,59	-1,13	-1,145
	14	3,3	4,45	-1,15	
	15	3,32	4,51	-1,19	
	16	3,43	4,54	-1,11	
Empathy	17	3,43	4,58	-1,15	-1,12
	18	3,47	4,61	-1,14	
	19	3,28	4,4	-1,12	
	20	3,31	4,38	-1,07	
Cleanliness	21	3,32	4,38	-1,06	-1,0625
	22	3,3	4,35	-1,05	
	23	3,28	4,4	-1,12	
	24	3,4	4,42	-1,02	
Health	25	3,13	4,48	-1,35	-1,2075
	26	3,16	4,54	-1,38	
	27	3,28	4,3	-1,02	
	28	3,38	4,46	-1,08	
Safety	29	3,35	4,49	-1,14	-1,7
	30	3,39	4,54	-1,15	
Environment Sustainability	31	3,42	4,53	-1,11	-1,14
	32	3,41	4,58	-1,17	
Total		106,07	143,13	-37,06	
Rata-rata		3,3146875	4,4728125	-1,1581	

Based on the results of the calculation of the average attribute gap value of each modified servqual dimension, it is as follows :

- Dimension *Tangible*
Dimension *Tangible* get results the average is -1,17
- Dimension *Reliability*
Dimension *Reliability* get results the average is -1,31
- Dimension *Responsiveness*
Dimension *Responsiveness* get results the average is -1,11
- Dimension *Assurance*
Dimension *Assurance* get results the average is -1,14
- Dimension *Empathy*
Dimension *Empathy* get results the average is -1,12
- Dimension *Cleanliness*
Dimension *Cleanliness* get results the average is -1,06
- Dimension *Health*
Dimension *Health* get results the average is -1,20
- Dimension *Safety*
Dimension *Safety* get results the average is -1,70
- Dimension *Environment Sustainability*
Dimension *Environment Sustainability* get results the average is -1,14

From the results of the average Servqual gap from each dimension produces a negative value, thus showing that the quality of service provided by the Tegal Mba Wie Sate Restaurant is still not good and customers are still not satisfied with the service.

Importance Performance Analysis (IPA) Calculation

- Conformity Level

The level of conformity is the result of a comparison between the implementation performance score and expectations, so it can be used to determine the attributes that are the main priority for improvement

$$Tki = \frac{Xi}{Yi} \times 100\%$$

$$Tki = \frac{341}{456} \times 100\% \\ = 74,78\%$$

Table 7. Conformity Level

Atribut	Dimensi	Total Skor		Tingkat Kesesuaian (%)	Rata-rata Kesesuaian (%)
		Persepsi	Harapan		
1	Tangible	341	456	74,78	73,74
2		320	447	71,59	
3		328	445	73,71	
4		328	438	74,89	
5	Reliability	317	470	67,45	71,05
6		318	446	71,30	
7		326	435	74,94	
8		318	451	70,51	
9	Responsiveness	337	444	75,90	74,99
10		315	438	71,92	
11		344	448	76,79	
12		333	442	75,34	
13	Assurance	346	459	75,38	74,68
14		330	445	74,16	
15		332	451	73,61	
16		343	454	75,55	
17	Emphaty	343	458	74,89	75,07
18		347	461	75,27	
19		328	440	74,55	
20		331	438	75,57	
21	Cleanliness	332	438	75,80	75,78
22		330	435	75,86	
23		328	440	74,55	
24		340	442	76,92	
25	Health	313	448	69,87	72,88
26		316	454	69,60	
27		328	430	76,28	
28		338	446	75,78	
29	Safety	335	449	74,61	74,64
30		339	454	74,67	
31	Environment Sustainability	342	453	75,50	74,98
32		341	458	74,45	

b. Quadrant Analysis

Is a chart that is divided into four parts which are bounded by two perpendicular lines at the point (X, Y) where X is the average of the scores of the level of implementation or customer satisfaction and Y is the average of the scores of the importance of all the factors involved. affect customer satisfaction.

$$\bar{X}_i = \frac{341}{100} = 3,41$$

$$\bar{Y}_i = \frac{456}{100} = 4,56$$

Table 8 Attribute Average

Atribut	Skor Kinerja/Persepsi	Rata-rata Persepsi	Skor Harapan	Rata-rata Harapan
1	341	3,41	456	4,56
2	320	3,2	447	4,47
3	328	3,28	445	4,45
4	328	3,28	438	4,38
5	317	3,17	470	4,7
6	318	3,18	446	4,46
7	326	3,26	435	4,35
8	318	3,18	451	4,51
9	337	3,37	444	4,44
10	315	3,15	438	4,38
11	344	3,44	448	4,48
12	333	3,33	442	4,42
13	346	3,46	459	4,59
14	330	3,3	445	4,45
15	332	3,32	451	4,51
16	343	3,43	454	4,54
17	343	3,43	458	4,58
18	347	3,47	461	4,61
19	328	3,28	440	4,4
20	331	3,31	438	4,38
21	332	3,32	438	4,38
22	330	3,3	435	4,35
23	328	3,28	440	4,4
24	340	3,4	442	4,42
25	313	3,13	448	4,48
26	316	3,16	454	4,54
27	328	3,28	430	4,3
28	338	3,38	446	4,46
29	335	3,35	449	4,49
30	339	3,39	454	4,54
31	342	3,42	453	4,53
32	341	3,41	458	4,58

c. Importance Performance Analysis (IPA) diagram

In making the Importance Performance Analysis (IPA) diagram, the average value of each attribute of questions regarding perceptions and expectations of service quality at the Sate Tegal mba Wie restaurant is used according to customers. The mapping is carried out in four quadrants in the Importance Performance Analysis (IPA), namely quadrants A, B, C, and D. The division of quadrants in IPA can be seen in Figure 4.2 as follows :

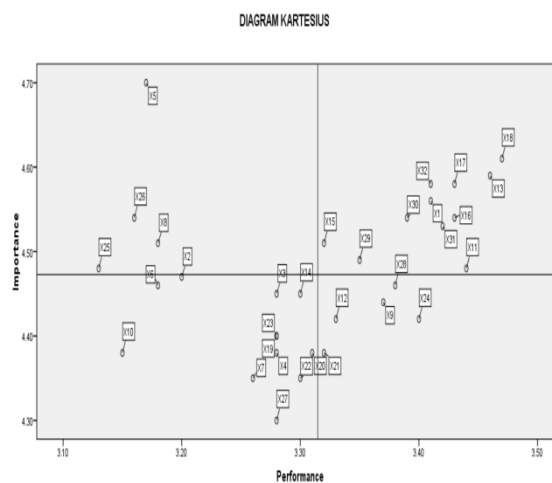


Figure 2. IPA Diagram

- Quadrant A (Main Priority) namely attributes 5, 8, 25 and 26.

- Quadrant B (Maintain Achievement) namely attributes 1, 11, 13, 15, 16, 17, 18, 29, 30, 31 and 32.
- Quadrant C (Low Priority) namely attributes 9,12,21,24 and 28.
- Quadrant D (Excessive) namely attributes 2, 3, 4, 7, 6, 10, 14, 19, 20, 22, 23 and 27.

Proposed Improvements

Table 9. Proposed Improvements

Atribut	What	Why	Where	When	Who	How
X5	Kecepatan karyawan dalam penyajian	Supaya pelanggan merasa tidak menunggu lamanya pesanan	Di rumah makan sate tegal mba wie	Pada saat karyawan menyajikan pesanan pelanggan.	Karyawan bagian dapur	1. Pemilik rumah makan menstandarkan waktu maksimal 15 menit dari pelanggan memesan makanan sampai pesanan itu datang. 2. Pemilik rumah makan mengontrol pesanan yang sudah diantar ke pelanggan.
X8	Kesesuaian menu yang disajikan dengan pemesanan.	Supaya pelanggan tidak kecewa terhadap menu yang dipesan	Di rumah makan sate tegal mba wie	Pada saat karyawan memberikan menu sesuai dengan pesanan pelanggan.	Karyawan	Pemilik rumah makan melakukan <i>briefing</i> dan pelatihan terhadap karyawan tentang penyajian menu yang dipesan oleh pelanggan
X25	Pemeriksaan suhu tubuh	Supaya pelanggan merasa nyaman saat memasuki	Di rumah makan sate tegal mba wie	Pada saat pelanggan memasuki area rumah makan	Karyawan	1. Menyediakan alat pengecekan suhu 2. Menyiapkan karyawan yang melakukan pengecekan suhu 3. Melakukan pengecekan di setiap pelanggan yang masuk
X26	Menghindari kontak fisik, pengaturan jarak aman, mencegah kerumunan.	Supaya pelanggan merasa nyaman saat berada di rumah makan	Di rumah makan sate tegal mba wie	Pada saat pelanggan berada di rumah makan	Karyawan	1. Melakukan jaga jarak 1 meter saat pelanggan berada di rumah makan dan saat pelanggan sedang makan. 2. Membatasi jarak 1 meter di kasir, tempat cuci tangan dan fasilitas lain.

CONCLUSION

Based on the results and discussion in this study, the following conclusions were obtained :

- a. The level of customer satisfaction based on the modified Service Quality method given by Rumah Makan Sate Tegal Mba Wie to customers can be said to be unsatisfactory because from the results of the overall dimensions, the average value of the gap is negative.
- b. Based on the results of the Importance Performance Analysis, the proposed improvements that must be made to the Sate Tegal Restaurant Mba Wie, focused on 4 attributes, namely the speed of employees in serving, the suitability of the menu served with orders, checking body temperature and avoiding physical contact, setting a safe distance, preventing crowds.
- c. Proposed service quality improvement based on modified servqual analysis and Importance Performance Analysis, the first is to increase the speed of employees in serving so that restaurant owners standardize a maximum time of 15 minutes from customers ordering food until the order arrives and restaurant owners control orders that have been delivered to customers. Second, for the suitability of the menu served with the customer, it is necessary to conduct briefings and training for employees regarding the presentation of the menu ordered by the customer. Third, for checking body temperature, it is necessary to provide a temperature checking device, prepare employees who check temperature and check every customer who enters. And fourth, avoiding physical contact, setting a safe distance, preventing crowds, it is necessary to keep a distance of 1 meter when customers are at home eating and when customers are eating and limiting a distance of 1 meter at the cashier, hand washing area and other facilities.

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