



# The Influence Of Service Quality And Arak Menu On Customer Satisfaction Of Angkringan/Nge-Warung In Denpasar Bali

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## ABSTRACT

Based on the Central Bureau of Statistics for the Province of Bali in 2020, the number of restaurants is 2,864 restaurants and the Denpasar area has reached 582 restaurants. Each restaurant has a different sales strategy and tries to get as much revenue as possible. From the above data it can be seen that the competition for restaurants/eateries/angkringan in the Denpasar area is very tight, especially in terms of product innovation (menu), food and beverage quality and service quality offered to customers. In an effort to increase customer satisfaction according to needs and desires, it is necessary to prioritize food and beverage quality, service quality in addition, as an effort to increase repurchase. This research is a quantitative study using multiple linear regression analysis and Coefficient of Determination analysis, using the SPSS for Windows version 2.0 program. with the stepwise method. The results of this study are that partially Service Quality has a positive and significant effect on customer satisfaction of Angkringan/Nge-Warung in Denpasar and Menu Arak has a positive and significant effect on customer satisfaction of Angkringan/Nge-Warung in Denpasar.

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## INTRODUCTION

The tourism industry is an industry that promises to open up vast employment opportunities and provide national income, namely the second largest contributor to foreign exchange after palm oil (Kuswardini & Wiratma, 2021). We can see that year after year the country's foreign exchange from the tourism sector continues to increase, in 2015 it contributed USD 12,225 million while in 2016 the tourism sector contributed USD 13.5 million, Heri (2018). This statement is supported by Arif Yahya (2017) as the Minister of Tourism of the Republic of Indonesia, namely the amount of foreign tourism receipts exceeds the target set at Rp. 202.13 trillion or foreign exchange achievement of 111.06% of the target set at Rp. 182 trillion. Bali tourism is certainly one of the country's foreign exchange earners (Purwahita et al., 2021). Bali has unique tourism characteristics compared to other provinces in Indonesia, supported by the existence of tourist and cultural objects and attractions.

The economic pillars built through the excellence of the tourism industry as the leading regional economy, open up various opportunities that can encourage economic activity (Antara, 2012). Rising and falling PPKM levels have affected visits to Bali, but since the implementation of PPKM Level 3 in Bali last September, domestic searches for hotels in Bali have started to show an increase, even at a higher level than the previous year," said Trisno. Trisno added, improvement in economic performance Bali in the fourth quarter of 2021 is also shown by the results of a survey by the Bank Indonesia Representative Office for the Province of Bali, such as the Consumer Confidence Index (IKK) in the Province of Bali in October 2021 showing an improvement from 73% to 95%. 2 also has an impact on starting to increase the arrival of domestic tourists to Bali," said the Head of the Bali Province Bank Indonesia Representative Office Trisno Nugroho said in Nusa Dua, Badung Regency.

This improvement is also shown by the increasing number of hotel searches in Bali on the Google search engine. Starting to increase the number of visits by domestic tourists in Bali has led to the growth of optimism in society. This also encourages expectations that the economy will improve in the future. The second quarter of 2021, with visits by domestic tourists reaching 10 thousand to 12 thousand per day, has also boosted the hotel, restaurant and cafe sector, including transportation and other trade. On 9-10 December there will also be a kick off for the G20 Summit which will be attended by representatives of 40 countries. In addition, there are six major activities such as international badminton and football which are expected to boost Bali's economic improvement. To improve Bali's economy and motivate MSMEs, especially angkringan/ngewarung in Denpasar, the Denpasar Tourism Office held an angkringan/ngewarung competition at the Denpasar Festival event which was asked to be organized by the Indonesia Food and Beverage Association (IFBEC) Bali. The research background is no more than 500 words containing the background and problems to be researched, specific objectives and feasibility studies. In this section it is necessary to explain the description of the specification of the linkage of the scheme with the focus area or research strategic plan of PT. Based on the Central Statistics Agency for the Province of Bali in 2020, the number of restaurants is 2,864 restaurants and the Denpasar area has reached 582 restaurants. Each restaurant has a different sales strategy and tries to get as much revenue as possible. From the data above, it can be seen that the competition for restaurants/meal houses/angkringan in the Denpasar area is very tight, especially in terms of product innovation (menu), services offered to customers. Based on the above, the researcher is interested in conducting research on Service Quality and the Arak Menu that is offered, so I can give the title "The Influence of Service Quality and Arak Menu, on Customer Satisfaction", this research was conducted in Denpasar.

## RESEARCH METHOD

Service Quality In the opinion of Kartajaya, (2010) that every business is a service business because it comes from the word "service" which comes from the word "serve" which means "deliver" not only for the service industry. Every business is a service business, so service is the soul of the company and the attitude to survive and win the competition in the future (Siregar et al., 2016). Meanwhile, according to Lovlock et al. (2004:5) that: service is an action, a person's experience that can be offered to others, this is not a physical product (Hardiyansyah, 2011). Service is an activity that provides time, place and care, this will provide a change in providing services (Angraini, 2018). Service will help, care about the experience of information or experience something useful. According to Montgomery (1985): Quality is the extent to which products meet the requirements of people who use them (Mayliza, 2019). So, a product is said to be qualified for someone if the product can meet their needs (Yuliarni, 2007). The quality of conformity reflects how far the product/service actually matches or conforms to the design intent (conform to the intent of the design). (Siregar et al., 2016). Quality is a word that service providers are something that must be done well (Pertiwi, 2017). Meanwhile according to (Wang & Shieh, 2006) that "quality is defined by the customer". This is also supported by opinions (Kusumawati & Rahayu, 2020) quality is what customers perceive.

Restaurant According to RI Law no. 34 of 2000, a restaurant is a place to eat food and drinks provided free of charge, not including catering or catering businesses. Meanwhile, according to Marsum (2001), a restaurant is a place or building that is commercially organized that provides good service to all guests in the form of eating and drinking (Ziad Fahreja A et al., 2019). The purpose of restaurant operations is to make a profit, besides that guest satisfaction is also the most important goal in a restaurant (Diana, 2020). Menu According to Kinton and Caserani (1984: 329) the menu is defined as a list of foods intended for guests (consumers) with the content and presentation that must attract consumers and can be expressed in monetary value. Meanwhile, according to Ninemier (2001: 91) a menu is a literature review of no more than 1000 words by presenting the state of the art and a roadmap in the field being researched/technology being developed. Presentation of the road map can be in the form of a chart in the form of an image. Relevant primary sources/references and prioritizing research results in scientific journals and/or the latest patents. foundation for controlling processes in food and beverage operations. As a foundation and planning, the menu controls the essence of the start of the activity process. An attractive and appropriate menu can increase sales. This opinion was added by Attorney Kivela (1994: 2) menu is a means of communication, marketing and trade, as well as means of production and business. All aspects here must be balanced and harmonious so that results can be achieved. From the definitions above, the term menu means that a menu is a list of food or drink that is detailed and has a function for each division in the restaurant. Is a list of foods offered to consumers so that consumers can make choices according to their wishes, in this case the menu functions as a communication tool between guests and management. It can also be used as a guide in preparing products to be sold in the restaurant's daily operations. Beverages Of all types of beverages, the main ingredient is water. Water cannot be classified as a drink because it stands alone, usually a drink will refer to two things, namely alcoholic and non-alcoholic drinks. In general, humans consume clean, clear and sterile water as the main drink for consumption and it is also good for health. In addition to the drinks in question, various drinks are also served at official events, breaks or casual events both at home with family and at gatherings. Each ethnic group has its own special drink. as well as a wide variety of beverage dishes that are served both at official events, breaks or casual events both at home with family and at gatherings. Each ethnic group has its own special drink. as well as a wide variety of beverage dishes that are served both at official events, breaks or casual events both at home with family and at gatherings. Each ethnic group has its own special drink.

Arak is a type of distilled alcoholic beverage which is usually produced in the countries of Southeast Asia and South Asia. Arak is made from fermented coconut sap, sugar cane, grains (eg rice, brown rice) or fruit, depending on the country or region of origin. The arak distillate ingredients may be mixed, stored longer in wooden barrels, or repeatedly distilled and filtered depending on the flavor and color the maker desires. Balinese Arak is a type of drink that is very specific to Balinese culture. Its existence is not only as a body warming drink, but also as part of a means of religious ceremonies. Balinese Arak is divided into 2 types based on the raw materials, namely sap and rice, Karangasem is known as the best wine-producing area, has been able to reach international market share by exporting to various countries, its arrack is known to contain high levels of alcohol. Balinese Arak has a higher grade, reaching 30-50 percent. In the wrong dose, wine will be intoxicating. However, the main function of arak is not to make people drunk. This drink is used for traditional ceremonies with certain rituals. Just like other areas, the aim is for familiarity. Arak is made from fermented coconut juice and fruits. Generally, arak is drunk with a mixture, such as juice or syrup so that it tastes more delicious. Now the circulation of Balinese wine has been legalized after the issuance of Governor Regulation No. 1 of 2020, Ihsan DN (2020). Apart from that, Balinese wine is also known as an interesting souvenir. Of the many choices, Dewi Sri Arak Bali is a well-known brand of Balinese wine. Dewi Sri's popularity as a high-quality Balinese arak product has been around for a long time. In fact, you could say that Dewi Sri is one of the legendary Balinese wine products. What's more, Dewi Sri has existed for a long time. It is recorded that this Balinese arrack

producer has started its production activities since 1968. Interestingly, they are also known as the pioneers of Balinese arrack producers which are officially registered with BPOM, Ministry of Health, Republic of Indonesia. State of The Earth Following are some previous studies related to the effect of service quality and arak menu on angkringan/nge-warung customer satisfaction in Denpasar-Bali No. Name of Researcher Title of Results 1. Gonroos (1984) "A Service Quality Model and Its Marketing Implications." Function Quality is very important for customers. But in some cases what is very important is about Technical Quality. Success in providing services must improve Function Quality within the company (Berry et al., 2002) "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality," Service Quality can assist retail service providers in assessing guest expectations about perceptions of Service Quality. (BERLIANSYAH & SUROSO, 2018) "The Influence of Food & Beverage Quality, Service Quality, Place, and Perceived Price to Customer Satisfaction and Repurchase Intention". Efforts to increase customer satisfaction according to needs and desires need to prioritize the quality of food and drinks, service quality in addition, as an effort to increase repurchase, overall that of food and drinks, service quality greatly influences satisfaction. (Tritama, 2015) "Alcohol Consumption and Its Effects on Health. The characteristics of drinking alcohol are drunk or intoxicated and alcohol is an organic compound containing hydroxyl functional groups and is often consumed in the form of drinks by some people.

This research uses quantitative research methods. Quantitative research is a systematic study of the parts and phenomena and their relationships (Harahap, 2017). The purpose of quantitative research is to develop and use models, theories and or hypotheses related to natural phenomena. The measurement process is a central part of quantitative research because it provides the fundamental link between empirical observations and the mathematical expression of quantitative relationships. Scope of Research This research includes an in-depth study of theoretical material and practitioners. Theoretical material in this study will be dominated by service quality which includes the fields of service, food and beverage science and specifically with the drink menu offered to customers regarding wine which includes the hospitality industry. Practitioner material in this study refers to previous research on service quality and developmental phenomena in the alcoholic drinking environment offered to underage customers. The scope of research is participant satisfaction on service quality and arak menu at Angkringan/Mge-Warung Denpasar. Types and Sources of Data The type of data used is primary data, which is information generated to meet the needs of the research being handled. This data was obtained directly from the respondents through the distribution of questionnaires and interviews. While secondary data is information collected for other purposes, not to solve the problem at hand. Data collection techniques in this study were carried out as follows: preliminary survey, field study, and literature study.

## RESULTS AND DISCUSSIONS

### A. Analysis of Guest Satisfaction on the Performance of Warung/ Angkringan Employees in Denpasar City

#### 1. Empathy Dimension

**Table 1.** Test Statistics<sup>a, b</sup>

Score_Emphyaty	
Chi-Square	155,289
df	21
asyp. Sig.	.000

a. Kruskal Wallis test

b. Grouping Variable: code

There is a very significant difference ( $p < 0.01$ ) in the perception of the empathy dimension of the guest's performance on employees/ Angkringan stalls in Kora Denpasar.

## 2. Reliability Dimension

**Table 2.** Test Statistics<sup>a, b</sup>

Score_Reliability	
Chi-Square	165,709
df	21
asympt. Sig.	.000

a. Kruskal Wallis test  
b. Grouping Variable: code\_reliability

There is a very significant difference ( $p < 0.01$ ) in the perception of guests on the reliability dimension on the performance of employees/angkringan stalls in Kora Denpasar.

## 3. Assurance Dimension

**Table 3.** Test Statistics<sup>a, b</sup>

Score_Assurance	
Chi-Square	150,106
df	21
asympt. Sig.	.000

a. Kruskal Wallis test  
b. Grouping Variable: code\_assurance

There is a very significant difference ( $p < 0.01$ ) in the perception of guests on the assurance dimension on the performance of employees / Angkringan stalls in Kora Denpasar.

## 4. Tangible Dimensions

**Table 4.** Test Statistics<sup>a, b</sup>

Score_Tangible	
Chi-Square	150,106
df	21
asympt. Sig.	.000

a. Kruskal Wallis test  
b. Grouping Variable: code\_Tangible

There is a very significant difference ( $p < 0.01$ ) in the perception of guests on the tangible dimension of the performance of employees/angkringan stalls in Kora Denpasar.

## 5. Responsiveness Dimension

**Table 5.** Test Statistics<sup>a, b</sup>

Score_Tangible	
Chi-Square	152.106
df	21
asympt. Sig.	.000

a. Kruskal Wallis test  
b. Grouping Variable: code\_Tangible

There is a very significant difference ( $p < 0.01$ ) in the perception of the responsiveness dimension of the guest's performance on the employees / Angkringan stalls in Kora Denpasar. Qualitatively, the guest's perception of the performance of stall/angkringan employees in the city of Denpasar is in the very good category (average score 3.51).

**B. Perceptions of Warung or Angkringan Guests in Denpasar City on the Food Served**

Table 6. Kruskal Wallis Test Perceptions of Warung or Angkringan Guests in Denpasar on the Food Served

**Table 6.** Test Statistics<sup>a, b</sup>

	Food_Colour	Food Surface	Appearance_Food	Aroma_Food	Food_Temperature
Chi-Square	43,330	43,330	42,196	43,330	42,196
df	21	21	21	21	21
asymp. Sig.	.003	.003	.004	.003	.004

a. Kruskal Wallis test

b. Grouping Variable: food\_code

Table 1 states the guest's perception of the food served at stalls or angkringan in the city of Denpasar as follows:

1. Food color: there is a very significant difference ( $p < 0.01$ )
2. Food surface, there is a very significant difference ( $p < 0.01$ )
3. There was a very significant difference in the appearance of the food ( $p < 0.01$ )
4. The smell of food has a very significant difference ( $p < 0.01$ )
5. There is a very significant difference in food temperature ( $p < 0.01$ )

**C. Differences in Guest Perceptions of Warung Lawar Nang Entong Drinks and Warung Ditu Kopi in Denpasar City**

Table 7 Differences in Guest Perceptions of Arak Drinks Based on Taste, Texture, Softness, Fluidity, Thickness, and Crispness between Warung Lawar Nang Etong and Ditu Kopi

**Table 7. Group Statistics**

	code	N	Means	std. Deviation	std. Error Means
Drink	Nasi Lawar Nang	10	2.75	.396	.125
	Entong	10	3.10	.316	.100
	There Coffee	10	3.10	.316	.100

**Table 8.** Guest Perceptions of T-test on Arak Drinks at Warung Lawar Nang Entong and Warung Ditu Kopi  
Levene's Test for Equality of Variances

	F	Sig.	t	df	Sig. (2-tailed)	Mean Differences	std. Error Difference	
Drink	Equal variances assumed	2,450	.135	-2,184	18	.042	-.350	.160
	Equal variances not assumed			-2,184	17.162	.043	-.350	.160

**CONCLUSION**

There was a significant difference ( $p < 0.05$ ) between Warugn Lawar Nang Etong and Ditu coffee ( $p < 0.05$ ) based on: taste, texture, softness, fluidity, thickness, and crispiness. So that the attractiveness of arak owned by lawar stalls is more significant than that of coffee stalls.

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