Service Quality and Customer Satisfaction in Ethnic Cuisine: Insights from a Nasi Kebuli Restaurant in Indonesia

Puspita Dewi[1], Ratih Amelia[2], Devia Febrina[3], Jimmy Kelana[4], Debora Tambunan[5]
ruspita1708@gmail.com[1], ratihamelia1712@gmail.com[2], deviafebrina@itnb.ac.id[3], jkelana.jk@gmail.com[4], tdebora64@gmail.com[5]
[1]Student of Marketing Management, Politeknik Unggul LP3M, North Sumatera, Indonesia
[2]Marketing Management, Politeknik Unggul LP3M, North Sumatera, Indonesia
[3,4]Hospitality Management, Instititut Bisnis Informasi Teknologi dan Bisnis, North Sumatera, Indonesia
Corresponding Email: ruspita1708@gmail.com

Abstract

This study explores the influence of service quality on customer satisfaction at Rumah Makan Nasi Kebuli in Pangkalan Brandan, Indonesia. Utilizing a quantitative research approach, data were gathered through observations, questionnaires, and interviews with a selected portion of the restaurant's customer base. The analysis employed simple linear regression using statistical software. The results indicate a significant and positive relationship between service quality and customer satisfaction. Service quality was found to be a dominant factor influencing satisfaction levels, with most of the variation in customer satisfaction explained by this variable. The findings highlight the crucial role of service quality in shaping the overall dining experience. It is recommended that the restaurant management continue to prioritize service quality improvements as a strategic effort to enhance customer loyalty and attract more visitors.
Keywords: Service Quality, Customer Satisfaction, Brandan

Introduction

Service is the primary responsibility that personnel in a service company must execute proficiently, given the tremendous competition faced by every organization (Nasib, 2024). The escalating competitive pressure from rivals necessitates that enterprises consistently focus on consumer requirements and aspirations, and endeavor to fulfill consumer expectations by delivering services that surpass those of competitors (Hou et al., 2024). Consequently, only high-quality enterprises can compete and prevail in the market (Amelia & Tambunan, 2024). Quality is closely linked to consumer satisfaction. Quality serves as a catalyst for consumers to establish a robust connection with the firm (Amelia, 2024). Ultimately, such ties enable the organization to comprehensively grasp client expectations and requirements (Aditi et al., 2022). Consequently, the organization can improve consumer happiness by optimizing positive consumer experiences and mitigating negative consumer experiences (Effendi et al., 2023).

Quality must originate with client requirements and conclude with customer perception (Junaidi et al., 2022). A high-quality image is determined by the consumer's impression rather than the service provider's viewpoint (Sari et al., 2023). Customer impression of service quality is an extensive evaluation of service excellence (Nofriza, 2022). Service quality is defined as a declaration of the relational dynamics arising from the juxtaposition of expectations and actual performance (Harianto et al., 2024). Consumer expectations are influenced by various elements, including prior experiences, peer perceptions, knowledge, and corporate assurances (Syaifuddin et al., 2022).

The ultimate objective of a business is to cultivate customer satisfaction (Nasib, Simanjuntak, et al., 2024). Delivering high-quality and consistent services is essential in achieving this, as it nurtures strong ties between the company and its clients (Lestari et al., 2021). Satisfied customers are more likely to make repeat purchases, demonstrate brand loyalty, and promote the business through positive word-of-mouth (Nasib et al., 2022). These outcomes not only strengthen the company's public image but also contribute to long-term profitability (Lubis et al., 2023). Thus, maintaining excellent service quality becomes a strategic asset that supports sustainable business growth and attracts new customers through enhanced credibility and trust (Amelia & Ayani, 2020).

High-quality and consistent service can enhance customer satisfaction and yield numerous advantages, including fostering positive relationships between the company and its clientele, establishing a solid basis for repeat purchases, promoting consumer loyalty, generating favorable

word-of-mouth endorsements, enhancing the company's reputation among customers, and augmenting profits (Amelia & Ayani, 2020). Customer satisfaction is the emotional response of pleasure or disappointment that occurs when evaluating the actual performance of a product against its anticipated performance (Pebri et al., 2020). Consumer satisfaction is the emotional response of pleasure or disappointment that occurs after evaluating the actual performance of a product against the anticipated performance (N. M. Z. F. A. Fadli, 2020). Consumer pleasure is regarded as a multi-faceted notion encompassing costs, accessibility of facilities, technical and interpersonal elements, in addition to the ultimate result (Martin & Nasib, 2021). This satisfaction arises from the impact of abilities, knowledge, conduct, attitudes, and service providers. Satisfaction levels are inherently subjective, with individual consumer experiences varying significantly from one another (Saleem et al., 2015).

Customer happiness is a crucial factor influencing repeat purchases, favorable word-of-mouth communication, and customer loyalty (M. Nasib, 2022). Consumer satisfaction will affect the propensity to procure services from the same source (Nasib, Syaifuddin, et al., 2023). Including age, occupation, income, education, gender, social standing, economic situation, culture, mental disposition, and personality (Salsabillah, 2022). Factors include age, occupation, income, education, gender, social standing, economic level, culture, mental disposition, and personality (Sihombing et al., 2024). For enterprises operating in the service sector, particularly those facilitating consumer purchases at a nasi kebuli restaurant, encompassing the delivery of services, For enterprises in the service industry, particularly those catering to consumers at a nasi kebuli restaurant, which entails the provision of services, The quality of service is a crucial determinant in consumer satisfaction (Umam et al., 2022). Comprehending consumer desires and expectations about service quality will yield distinctive additional value for a corporation (Tezar Arianto et al., 2021). Service is an activity performed by an individual or a collective, utilizing material resources through defined systems, procedures, and methods to fulfill the needs of others in accordance with their rights (Rivai et al., 2021).

Service is an activity performed by an individual or a collective, utilizing material resources through specific systems, procedures, and methods to fulfill the needs of others in accordance with their rights (Nasib, Harianto, et al., 2024). This elucidates that service constitutes a specific arrangement of systems, procedures, or methods rendered to others, particularly consumers, to fulfill consumer wants in accordance with their expectations (Nasib, Pranata, et al., 2023). This delineates that service constitutes a system, procedure, or unique approach rendered to others, particularly consumers, to fulfill consumer wants in accordance with their expectations (Lestari & Nasib, 2021). Customer happiness is a crucial factor influencing repeat purchases, favorable word-of-mouth communication, and customer loyalty (Khairani, 2023). Customer satisfaction will affect the likelihood of repurchasing services from the same provider (Razaq et al., 2024). Consumer happiness is affected by perceptions of service quality, product quality, pricing, and both personal and situational factors (S. Nasib, 2021).

Customer satisfaction is affected by perceptions of service quality, product quality, pricing, and both personal and situational factors (Novirsari, 2022). A key determinant of customer satisfaction is the client's sense of service quality, which encompasses five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy (Syaifullah, 2021). A key determinant of customer satisfaction is the client's sense of service quality, which encompasses five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy (Hou, 2023). Customer service is a crucial element in facilitating sales and transactions (Sembiring & Ginting, 2023). Delivering exemplary service to all clients will substantially influence sales and transactions (Hou, 2021). Consequently, the organization must evaluate the significance of customer service more comprehensively (A. Fadli et al., 2021). The substantial effect of heightened sales on the acquisition of sold products has led to a rise in consumer purchases (Siregar, 2021).

The substantial influence of heightened sales on product acquisition leads customers to acquire more items (Nasution et al., 2023). Service-oriented organizations endeavor to enhance customer happiness; one method to achieve this is by reducing prices or augmenting services, which may lead to a decline in the company's profitability (Ompusunggu, 2022). Text for translation: Service-oriented organizations endeavor to enhance client happiness, often by reducing prices or augmenting services;

yet, this may lead to a decline in the company's earnings (Meeprom, 2021). The corporation will prudently measure customer satisfaction often, as it is essential for customer retention (Fajar, 2023). Consumer satisfaction is an assessment conducted after a purchase, wherein the acquired option meets or beyond consumer expectations (Chokpiriyawat & Siriyota, 2024). Customer satisfaction is a crucial objective (Surya & Asman, 2024).

Customer satisfaction is a crucial objective (Syahrin Asman & Desy Surya, 2024). In a very competitive industry, consumer happiness serves as a tenuous predictor of client retention (Nugroho, 2021). In a very competitive industry, consumer happiness serves as a tenuous predictor of client retention (Rahmaddian, 2021). Organizations must assess and enhance their customer satisfaction metrics (Pahrudin, 2023). Certain firms believe that monitoring customer happiness involves documenting complaints; nevertheless, some consumers perceive the process of making a complaint as futile, or they are uncertain about the appropriate channels for submission, leading them to cease their patronage (Tengku Monica Tan et al., 2024). Some firms believe that monitoring customer happiness involves documenting complaints; however, certain customers perceive the process of lodging a complaint as futile or are uncertain about the appropriate channels, leading them to cease their purchases (Nurafrina Siregar, 2023).

Factors that often occur regarding the influence of service quality on customer satisfaction at Rumah Makan Nasi Kebuli Pangakan Brandan include the very good quality of service. With the presence of good service quality in a Rumah Makan Nasi Kebuli Pangkalan Brandan, it will create satisfaction for its consumers. Factors that often occur regarding the influence of service quality on customer satisfaction at Rumah Makan Nasi Kebuli Pangakan Brandan include the very good quality of service. With the presence of good service quality in this Rumah Makan Nasi Kebuli Pangkalan Brandan, it will create satisfaction for its consumers. After consumers feel satisfied with the products or services they receive, they will compare the service provided.

Context: After consumers feel satisfied with the products or services they receive, they will compare the service provided. One of the Nasi Kebuli Pangakan Brandan restaurants is a restaurant that makes Nasi Kebuli its main menu. One of the Nasi Kebuli Pangakan Brandan restaurants is a dining establishment that makes Nasi Kebuli its main menu. Nasi Kebuli Restaurant offers various toppings such as grilled chicken, fried chicken, and goat curry. As a player in the culinary world, Rumah Makan Nasi Kebuli, which is highly competitive with other businesses, offers affordable prices and high quality, making it a noteworthy contender in this industry.

Theoretical Review
Customer Satisfaction

Customer satisfaction plays a pivotal role in ensuring long-term business sustainability, especially in highly competitive markets (Gardi, 2021). It serves not only as a performance indicator reflecting how well a company meets consumer expectations, but also as a foundation for building lasting relationships with customers (Zhao et al., 2021). When consumers experience a high level of satisfaction with a company's products or services, they are more inclined to remain loyal and engage in repeat purchases factors that significantly contribute to business stability and growth (Tjhin, 2023). Satisfied customers are also more likely to share positive experiences through word-of-mouth communication, which serves as a powerful, low-cost marketing tool (Syah Putra et al., 2024). This form of organic promotion can attract new customers and expand the company's market reach. Moreover, consistent customer satisfaction enhances a company's public image and reinforces its brand reputation (Luqman A Arethusa & Taneo, 2024). A trusted brand, recognized for its service excellence, gains a competitive edge and becomes more resilient in facing challenges such as shifting market demands, technological disruption, or policy changes. In addition, high customer satisfaction can reduce operational costs (Ghali et al., 2024). Content customers are less likely to raise complaints or demand compensation, allowing businesses to allocate resources more efficiently. Furthermore, their feedback can offer valuable insights for product innovation and service improvement, helping companies adapt to evolving consumer needs and preferences (Morsi, 2023).

It is important to note that customer satisfaction is not static it requires continuous management and evaluation (Hendry & Kosasih, 2024). Businesses must regularly assess the quality

of their offerings, service processes, and communication strategies (Halimatussakdiah, 2023). Tools such as satisfaction surveys, feedback analysis, and behavior trend monitoring are essential for ensuring that the company remains customer-centric and responsive to market dynamics (Maharani & Syah, 2024). Customer satisfaction is not merely a final outcome of service delivery, but a strategic asset that supports business continuity and sustainable success (Nilashi, 2021). Companies that prioritize and invest in customer satisfaction are more likely to build consumer loyalty, strengthen brand equity, and achieve long-term profitability in a dynamic and competitive environment (Elistia & Maulana, 2023).

Service Quality

In a competitive and customer-oriented business environment, service quality serves as a critical determinant of organizational success (Gardi, 2021). Numerous studies have confirmed a strong correlation between service quality and customer satisfaction. Customers' perceptions of the service they receive significantly influence their overall evaluation of the consumption experience and their intention to continue engaging with the company's products or services (Johnson, 2021). Service quality generally reflects a company's ability to meet or exceed customer expectations through professional, responsive, and empathetic interactions (Shen, 2021). It is commonly assessed through dimensions such as reliability in service delivery, responsiveness to customer needs, assurance in providing trust and confidence, personalized attention, and the physical appearance of facilities and personnel (Dam & Dam, 2021). Consistent implementation of these dimensions contributes to positive customer experiences, which directly affect satisfaction levels (Chokpiriyawat & Siriyota, 2024).

Customer satisfaction is an emotional response that arises when individuals compare their expectations with the actual service performance (Sihombing et al., 2019). If expectations are met or surpassed, customers tend to experience satisfaction, which fosters long-term relationships between the company and its clients. Conversely, when service fails to meet expectations, dissatisfaction may occur, leading customers to seek alternative providers (Salsabillah, 2022). The positive impact of service quality on customer satisfaction manifests in several key areas. First, satisfied customers are more likely to exhibit loyalty toward the brand or company (Lestari et al., 2021). They are not only inclined to make repeat purchases but also serve as advocates who promote the business through positive word-of-mouth. Second, heightened satisfaction enhances the company's reputation, both offline and across digital platforms, thereby attracting new customers and reinforcing market positioning (Lubis et al., 2023).

Third, investing in service quality improvements often contributes to operational efficiency and the development of human capital (S. Nasib, 2021). A strong emphasis on service excellence motivates continuous innovation in systems and service delivery approaches. Fourth, in the long run, companies benefit financially through increased revenue and sustained business growth, driven by higher customer retention rates (Rivai et al., 2021). Nevertheless, it is important to recognize that perceptions of service quality are inherently subjective and can vary from one customer to another (Nasib, Harianto, et al., 2024). Therefore, organizations must continuously evaluate customer feedback using various tools such as surveys, interviews, and complaint analysis (Widy & HS, 2021). The insights gained from these methods can serve as a strategic foundation for developing more targeted and effective service improvement initiatives (Rusiadi et al., 2023).

Methodology

This study employs a quantitative methodology utilizing an associative causal research design, aimed at assessing the impact of service quality on customer satisfaction at the Nasi Kebuli Restaurant in Pangkalan Brandan. The study's population comprises all the restaurant's customers. Due to the unknown exact population size, the researcher employed a purposive selection technique, selecting respondents who have utilized and appreciated the service at least once in the preceding month. The sample size was established at 94 respondents. The data gathering method involved distributing closed questionnaires with a Likert scale (1–5), designed around service quality indicators (tangibles, reliability, responsiveness, assurance, and empathy) and customer satisfaction metrics. Furthermore,

the researchers performed actual observations and documentation to corroborate the questionnaire findings. Data analysis was performed in multiple phases, commencing with validity and reliability assessments to guarantee the precision and consistency of the instrument. Subsequently, traditional assumption tests are performed, encompassing normality, multicollinearity, and heteroscedasticity assessments, as necessities for employing multiple linear regression. Multiple linear regression analysis assesses the simultaneous and partial impacts of service quality on customer satisfaction, utilizing a regression model that incorporates five categories of service quality as independent variables. The t-test assesses the individual impact of each variable, whereas the F-test evaluates their collective effect. The coefficient of determination analysis (R^2) is performed to assess the degree to which the service quality variable contributes to explaining the customer satisfaction variable.

Results and Discussions
Validity Test

Table 1. Validity Test Based on Service Quality (X)

Variable	No. item	r-value	r-table	Description
Service Quality (X)	X.1	0.720	0.2006	Valid
	X.2	0.700	0.2006	Valid
	X.3	0.722	0.2006	Valid
	X.4	0.741	0.2006	Valid
	X.5	0.828	0.2006	Valid
	X.6	0.765	0.2006	Valid
	X.7	0.743	0.2006	Valid
	X.8	0.811	0.2006	Valid
	X.9	0.786	0.2006	Valid
	X.10	0.756	0.2006	Valid

Source : Data diolah SPSS 2024

Based on table 1, it can be seen that each statement item for the Service Quality variable (X) has a calculated r value > table r value and is positive. This proves that all the instruments used for the Service Quality variable are valid.

Table 2. Validity Test Based on Customer Satisfaction (Y)

Variable	No.item	r-value	r-table	Description
Kepuasan Pelanggan (Y)	Y1	0.821	0.2006	Valid
	Y2	0.759	0.2060	Valid
	Y3	0.735	0.2060	Valid
	Y4	0.800	0.2060	Valid
	Y5	0.840	0.2060	Valid
	Y6	0.802	0.2060	Valid
	Y7	0.774	0.2060	Valid
	Y8	0.838	0.2060	Valid
	Y9	0.841	0.2060	Valid
	Y10	0.785	0.2060	Valid

Sumber : Data diolah SPSS 2024

Based on table 2, it can be seen that each statement item for the Customer Satisfaction variable (Y) has a calculated r value > table r value and is positive. This proves that all the instruments used for the variable yield valid results.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of Items
Service Quality	0.777	10

Customer Satisfaction	0.782	10

Based on the analysis results in the reliability statistics table above, the calculations for the Service Quality and Customer Satisfaction variables obtained a Cronbach's Alpha value > 0.60. This proves that all Customer Satisfaction instruments are reliable.

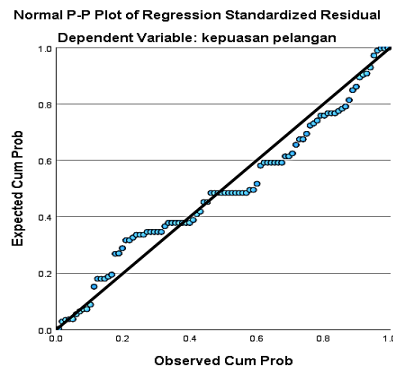## Classic Assumption Test
Normality Test

Figure 1. Normal P-P Plot of Regression Standardized

The p-plot at Figure 1 shows the points following the direction of the main diagonal line and spreading between the diagonal lines, indicating that the data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test

	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality Service	1.000	1.000
a: Dependent Variable: Customer Satisfaction			

Coefficients^a

Based on table 7, the Tolerance value is greater than 0.10 and the VIF value is less than 10. Therefore, it can be concluded that in the regression model, there is no indication of multicollinearity.

Heteroscedasticity Test

Figure 2. Scaterplot of Customer Satisfaction
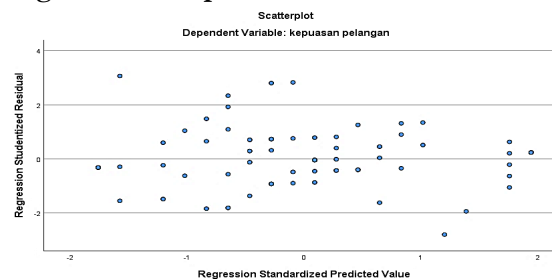
The scatterplot in Figure 2 shows that the points are spread out and do not form a pattern, so it can be concluded that there is no heteroscedasticity.

Simple Linear Regression Analysis

Table 5. Simple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	2.733	1.862		1.468	0.146
	Service Quality	0.934	0.047	0.902	19.997	0.000

a: Dependent Variable: customer satisfaction

The regression equation indicates that when service quality remains unchanged or is assumed to be zero, the baseline level of customer satisfaction is 2.733. This value reflects the inherent level of satisfaction that exists even in the absence of any improvement in service quality. Although it is unrealistic for service quality to be entirely null in practical settings, this figure provides insight into the foundational level of satisfaction beyond the direct contribution of service quality. The regression coefficient of 0.934 signifies that for every one-unit increase in service quality, customer satisfaction increases by 0.934 units, assuming other variables remain constant. The positive coefficient confirms a direct relationship between the two variables: the higher the perceived quality of service, the greater the level of customer satisfaction. These findings support the research hypothesis that service quality exerts a positive and significant influence on customer satisfaction. Therefore, it can be concluded that enhancements in key service dimensions—such as reliability, responsiveness, assurance, empathy, and tangible aspects make a substantial contribution to improving customers' positive perceptions of the services they receive.

T-Test (Parsial)

Table 6. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	2.733	1.862		1.468	0.146
	Service Quality	0.934	0.047	0.902	19.997	0.000

a. Dependent Variable: Customer Satisfaction

Based on table 9, it can be concluded that the independent variable of Service Quality partially affects the dependent variable of Customer Satisfaction significantly. The results of the t-test can be described as follows: Hypothesis 1 states: There is a positive and significant effect of the Service Quality of the Nasi Kebuli Restaurant in Pangkalan Brandan on increasing sales at the Nasi Kebuli Restaurant in Pangkalan Brandan. From the results of the t-test above, it can be seen that the t-value for the service quality variable is 6.124. This means that the calculated t-value is greater than the t-table value, or it can be written as the calculated t-value (19.997) > t-table (1.985). The significant value for the Service Quality variable is 0.001, which is smaller than the established alpha significance level of 0.05, or it can be written as sig value (0.001) < sig value 0.05. From the results, it can be concluded that H1 is accepted, thus the variable Service Quality (X) has a significant effect on Customer Satisfaction (Y) at the Nasi Kebuli Pangkalan Brandan Restaurant, and hypothesis 1 is validated.

Table 7. Determination Test (R²) Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902[a]	0.813	0.811	2.43315

a. Predictors: (Constant), service quality

b. Dependent Variable: customer satisfaction

Based on the analysis results in the table 10, the coefficient of determination (R Square) value is 902. This means that the contribution of the Service Quality variable in improving Service Quality is 90.2%. Meanwhile, the remaining 9.8% is influenced by other variables that are not discussed in this study.

Discussions

The regression analysis indicates that service quality significantly influences customer satisfaction at Rumah Makan Nasi Kebuli Pangkalan Brandan. As evidenced by (Nasib et al., 2019)(Khairani, 2023)(Amelia, 2024), one effective method to satisfy clients is through the provision of optimal service. Quality service engenders consumer pleasure (Nasib, Pranata, et al., 2023). Upon satisfaction with the food and beverage offerings at Rumah Makan Nasi Kebuli Pangkalan Brandan and the service rendered, clients will evaluate the quality of the service given. If clients are genuinely satisfied, they will make repeat purchases, endorse the company to others, and recommend the establishment for shopping.

If clients are genuinely satisfied, they will make repeat purchases, advocate for the brand, and promote it to others. Consequently, Rumah Makan Nasi Kebuli Pangkalan Brandan must contemplate the significance of delivering superior service to its clients. Consequently, Rumah Makan Nasi Kebuli Pangkalan Brandan must now meticulously evaluate the significance of delivering great service to clients. Service is widely acknowledged as a crucial element for survival and competitiveness in the corporate realm. Aspects in determining the quality of service at Rumah Makan Nasi Kebuli Pangkalan Brandan:

1. Reliability, defined as the capacity to deliver services in alignment with the commitments made by Rumah Makan Nasi Kebuli Pangkalan Brandan to its clients. The reliability aspect has not been realized by Rumah Makan Nasi Kebuli Pangkalan Brandan, as it has not delivered optimal service, exemplified by prolonged customer wait times resulting from a limited workforce.
2. Responsiveness pertains to the capacity of personnel to assist clients and deliver prompt and efficient service at Rumah Makan Nasi Kebuli Pangkalan Brandan. This dimension of responsiveness has not been executed by Rumah Makan Nasi Kebuli Pangkalan Brandan, as the establishment offers food service that requires a considerable amount of time for its patrons.
3. Assurance encompasses employees' proficiency in accurately understanding the food and beverage menu, as well as the degree of friendliness, attentiveness, and politeness in service delivery at Rumah Makan Nasi Kebuli Pangkalan Brandan. By employing the services provided, one can foster client faith in the Rumah Makan Nasi Kebuli Pangkalan Brandan brand. Assurance entails that the workers of Rumah Makan Nasi Kebuli Pangkalan Brandan consistently exhibit politeness and has the requisite knowledge and skills to address any inquiries or concerns from the establishment's patrons.
4. Empathy refers to the personalized attention provided by Rumah Makan Nasi Kebuli Pangkalan Brandan to its customers, encompassing the accessibility of communication with the establishment, the employees' proficiency in customer interaction, and the efforts made by Rumah Makan Nasi Kebuli Pangkalan Brandan to comprehend the preferences and requirements of its clientele.
5. Tangibles (physical evidence), encompassing the aesthetics of physical facilities, equipment, and materials at Rumah Makan Nasi Kebuli Pangkalan Brandan. Rumah Makan Nasi Kebuli Pangkalan Brandan has not addressed this tangible aspect, as it suffers from inadequate parking, cleanliness, organization, room comfort, and insufficient equipment, such as fans, resulting in discomfort for customers while dining. Additionally, the appearance of the employees is also subpar.

Conclusions

This study concludes that service quality has a significant and positive influence on customer satisfaction at Rumah Makan Nasi Kebuli in Pangkalan Brandan. The results from the statistical analysis confirm that the relationship is statistically significant, with a high coefficient of

determination (R^2 = 90.2%), indicating that service quality is a dominant factor in shaping customer satisfaction. This finding affirms the critical role of consistent and high-quality service in creating a favorable customer experience and strengthening loyalty. The remaining variance is likely influenced by other factors not included in the scope of this research.

This study is limited by its narrow focus on a single restaurant in a specific geographic location, which may affect the generalizability of the findings to broader contexts. The use of a single independent variable (service quality) also does not account for other potential contributors to customer satisfaction, such as price fairness, food quality, or brand reputation. Additionally, data collection relied heavily on self-reported responses, which may introduce bias due to social desirability or respondent subjectivity.

Future studies are encouraged to expand the sample size and involve multiple culinary businesses across different regions to increase external validity. Researchers should also consider including additional variables such as customer expectations, food quality, ambience, or emotional engagement to develop a more comprehensive model of customer satisfaction. The use of mixed methods (quantitative and qualitative) could also provide deeper insights into customer perceptions and behavior.

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