



Customer Satisfaction Analysis of Chi-Chi's Mexican Restaurant at PT. Berkah Manca Boga (Kodel Group) Jakarta

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ABSTRACT

The major problem in this research is the low customer satisfaction awareness at Chi-Chi's Mexican Restaurant under PT. Berkah Manca Boga, Jakarta. This low awareness caused by the top management has not paid full attention to this problem. The customer services qualities become a major focus to all organizations in all industries nowadays. This focus is caused by tight competition, technology development and economy growth. In the competitive side, services and customer satisfaction become the strength offered by each company due to many competitors offering similar products. Technology development also gives more opportunities for product and services innovation at the same time. Customers nowadays are also becoming more demanding and have more bargaining power to the companies. Moreover, people nowadays are in the evolution stage to become the knowledge economy society, giving insight that customer satisfaction becomes one the tools to gain success.

Key Words: Customer Satisfaction, Product Quality, Price, Service Quality

RESEARCH BACKGROUND

PT. Berkah Manca Boga Jakarta, which holds the Chi-Chi's Mexican Restaurant Franchise as one of the providers of food services for the public in Jakarta, tries to answer the needs of the community by trying to improve the quality of its services. This is essential to create chi-chi's brand image as a restaurant franchise from the United States. Restaurant business can grow for several reasons, including:

1. The market potential is huge and will always increase.
2. Food protection devices, control systems and other physical aids that have developed.
3. Increased traveling, tourist, a lot of free time and various other things that result in certain circumstances that add to the reason for eating out.
4. Competitive food and restaurant prices.
5. The main problem in this study was low customer satisfaction at Chi-Chi's Mexican Restaurant PT. Blessings Manca Boga, Jakarta. Caused by organizational behavior factors that have not been carried out optimally.

With so many companies offering similar products, companies are required to take strategic steps to maintain their market share. One of the efforts made is to improve the quality of service as well as what happened at Chi-Chi's Mexican Restaurant. The problems are:

1. What is the performance level of Chi-Chi's Mexican Restaurant service quality?
2. What is the quality of service expected by Chi-Chi's Mexican Restaurant customers?



LITERATURE REVIEW

Cited from Atiyah, (2009) The Effect of Services and Facilities on Consumer Satisfaction at Perum Pegadaian in Tegal Regency (Case of Perum Pegadaian Slawi, Banjarnegara and Talang branches of Tegal Regency) By: Mahben Jalil and Gunistiyo, Based on testing with Chi square (χ^2), it was found that there is a significant relationship between service and customer satisfaction, or the better the service provided, the better the customer satisfaction. For the analysis of the relationship between facilities and customer satisfaction, it is found that there is a significant relationship between facilities and customer satisfaction, or the better the facilities provided, the better the customer satisfaction. From the calculation results, it is also known that service has a greater influence on customer satisfaction than facilities, so the second hypothesis can be accepted.

Analysis of customer satisfaction level and its relationship with customer characteristics and its relationship with customer characteristics O'ZON CAFE BOTANI SQUARE BOGOR By SUMANTO BINSAR Basically, both researchers emphasize that customer satisfaction is the number one that must come first for service companies, because if customer satisfaction will run away looking for new competitors (Kamarudin & Kassim, 2020). Facing the era of increasingly competitive globalization among companies engaged in entertainment (restaurant), customer satisfaction is a top priority, companies must care about what is expected and what is considered important for customer satisfaction. Therefore, companies must be able to identify factors that affect customer satisfaction. Service quality can be measured through five dimensions of service quality (Huseynov & Amazhanova, 2018) namely:

1. Tangible i.e. all things visible to customers such as physical appearance of equipment, office supplies, employee appearance.
2. Reliability is the ability to provide accurate service and keep promises.
3. Responsiveness is the willingness of the server (waiter) to help customers and provide service quickly.
4. Assurance, which includes knowledge, ability, courtesy and trustworthy nature possessed by the server (waiter), free from danger, risk or doubt.

RESEARCH METHODOLOGY

This study is an associative study. According to (Soegiyono, 2011) associative research is research that aims to determine the influence of two or more variables.

Data Collection Techniques

Data collection techniques used in this research such as (Soegiyono, 2011):

1. Observation (Observation), observation by making direct observations about the situation that occurs and the daily life of customers related to research variables and aims to obtain data and information needed in this study.
2. Interview, Interview by conducting dialogue directly to business owners and employees aimed at exploring and obtaining additional information about the research conducted.
3. Questionnaire, A method of data collection using a set of statements compiled to be submitted to all respondents about their opinions about the effect of product quality, price, and service quality on user satisfaction of Chi-Chi's Mexican Restaurant.



Variable Measurement Definition

Independent Variable (X1)

Product Quality (X1)

Product quality is the ability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes (Kotler and Armstrong (2010: 27). The quality indicators of the products used such as (a) physical performance, (b) taste, (c) texture, (d) difference (Satria, 2017).

Price (X2)

Price is any form of monetary cost sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Mitra Debnath, 2019). The price indicators used are as follows (a) affordability, (b) price match with product quality, (c) price competitiveness, (d) suitability of price with benefits, (e) special discounts (Arianty, 2015).

Service Quality (X3)

Variable Service Quality (X3) is the superiority designed and its control process to meet the customers' needs. The indicators of this variable such as (a) tangible, (b) responsiveness, (c) reliability, (d) assurance (Azka Raga, et al., 2020)

Customer Satisfaction (Y)

Contentment is the feeling of pleasure or disappointment of someone who appears after comparing the performance or results of a product thought against performance or expected results (Lau, et al., 2013). The customer satisfaction measuring indicators used are as follows: (a) Product quality, (b) Price, (c) Quality of service, (d) Fulfillment of customer expectations, (e) Attitude/desire to reuse the product.

RESULT DISCUSSION

Chi-Chi's was founded in the United States in 1977, Chi-Chi's has uniformity of products starting in 1988. This uniformity is intended for the expansion of Chi-Chi's Mexican Restaurant market in the world (other than the United States and Canada). Chi-Chi's International Mexico Restaurant is located in Kuwait, Luxembourg, Germany, and Belgium. The Mexican food offered by Chi-Chi's International follows the cultural tastes of its market environment, so Chi-Chi's is an example of changing Mexican food that prioritizes hospitality. Fresh food and margarita drinks are the hallmark of the Mexican menu on offer. The average weighted score obtained in the study is not an integer. Therefore, the assessment category has a certain range. For a rating scale from 1 to 5, the rating range is $R = (5-1)/5 = 0.80$ therefore the weight/score.

Service Quality Analysis

Accuracy of food and beverage presentation

In this section, it is explained about the level of performance of the accuracy of food and beverage presentation. Precisely the serving time reflects responsibility towards customers through a list of questions on the accuracy of food and beverage presentation, 10 respondents (8%) stated Excellent. 26 respondents (20.8%) state well. While 84 respondents (67.2%) stated quite good. 4 respondents (3.2%) were not good. 1 respondent (0.8%) said not good.



Average performance assessment of the accuracy of food and beverage presentation as a factor that affects performance. Gaining a weight of 3.32 or category is quite good. Another response showed an assessment of importance (hope) in terms of the accuracy of food and beverage presentation as many as 13 respondents (10.4%) stated very important, 26 respondents (20.8%) stated important, 80 respondents (64%) stated less important, 1 respondent (0.8%) stated not important, so the weight obtained 3.36% or in the category is quite important. By comparing the performance and expectations of the accuracy of food and beverage presentation. A suitability rate of 98.81% ($415/420 \times 100\% = 98.81\%$) was obtained.

Friendly service and always ready to help

From the data analyzed that respondents rated the performance of friendly service and always ready to help as many as 8 respondents (6.4%) stated very good. 32 respondents (25.6%) stated good. 79 respondents (63.2%) stated quite good. 6 respondents (4.8%) said it was not good. Friendly service and always ready to help (performance) gets a weight of 3.34 or in the category of quite good. To compare the data obtained, the assessment of the level of conformity between the importance of friendly service and always ready to help with performance in influencing success in friendly service and always ready to help obtain a conformity rate of 99.76%.

Responsiveness Analysis

The company's ability to be responsive in the face of problems that arise

Respondents' answers about performance (table 4.6) were 5 respondents (4%) stating very good. 20 respondents (16%) said good. 80 respondents (64%) said it was quite good. 19 respondents (15.2%) said it was not good. 1 respondent (0.8%) said it was not good. Thus, the company's ability to respond quickly in the face of problems that arise has a weight of 3.07 or a fairly good category. From the assessment of the importance (expectations) of the company's ability to be responsive in dealing with problems that arise (table 4.7), 13 respondents (10.4%) stated very important. 32 respondents (25.6%) stated importance. 59 respondents (55.2%) stated quite important. 21 respondents (16.8%) stated less importance. So that the weight obtained 3.30 or category is quite important. By comparing the data obtained against performance appraisals and expectations for the company's ability to be responsive in dealing with problems arising from performance in the face of problems that arise obtained a conformity rate of 93.20%.

The company's ability to quickly respond to expected customer complaints (table 4.9) obtained expectation data 6 respondents (4.8%) stated important, 34 respondents (48.8%) respondents (9.6%) stated very important 51 respondents (40.8%) stated important. 57 respondents (45.6%) stated quite important. 5 respondents (4%) stated less importance. So that the expectation score in terms of knowledge and proficiency of employees towards food and beverages obtained a suitability level of 96.18%. 22 respondents (12.5%) said less important and 2 respondents (1.6%) said not important. So that the weight obtained 3.16 or category is quite important. By comparing performance appraisal data with expectations regarding the speed of response to complaints submitted by customers, we obtained a conformity rate of 94.94%.



Confidence Analysis

Knowledge and proficiency of employees towards food and beverage products (Atiyah, 2009).

Understanding this factor is that employees have extensive knowledge about the field of food and beverages. The performance of employees' knowledge and proficiency in food and beverages obtained data as follows: 13 respondents (10.4%) stated very good. 31 respondents (24.8%) said good. 77 respondents (61.6%) stated quite good. 4 respondents (3.2%) said it was not good. Thus, in terms of knowledge and proficiency of employees towards food, they obtained a weighted score of 3.42 or good category.

Assessment of importance (expectations) in terms of knowledge and proficiency of employees towards food and beverages obtained data (table 4.11) 12 with customers or customers Effective communication with customers is intended to obtain and maintain customer loyalty by creating questions about the performance of effective communication with customers obtained data (table 4.12) 10 respondents (8%) stated very good. 36 respondents (28.8%) said good. 76 respondents (60.8%) stated quite good. 3 respondents (2.4%) said it was not good. Thus, effective communication performance with customers has a score weight of 3.42 or good category.

From the assessment of importance (expectations) in terms of effective communication skills with customers obtained data (Table 4.13) 6 respondents (4.8%) stated very important (45.6%) stated quite important. 4 respondents (3.2%) stated less importance. So that the score obtained is 3.56 or an important category. By comparing the data obtained against the performance appraisal and the importance / expectation of effective communication and the importance of effective communication with customers obtained a conformity rate of 97.05%.

Empathy Analysis

Individual attention to customers

The ability of the company to be able to meet the wants and needs of its customers is an added value for the company. Where the company can understand and analyze customer needs and wants. The effort that can be done by the company is to increase the ability of employees to be able to understand the needs of their customers through special training (Seiler, & Rudolf, 2014).

Through a list of questions on the performance of individual attention to customers, respondents (28%) stated good answers. 79 respondents (3.2%) stated that it was not good, thus the respondents' assessment of the performance of individual attention to customers had a weight/score of 3.36 or a fairly good category. From the assessment of the importance (expectation) of individual attention to customers obtained data (Table 4.15) 6 respondents (4.8%) stated very important. 51 respondents (40.8%) stated importance. 64 respondents (3.2%) stated less importance so that the average score obtained was 3.47 important categories. By comparing performance appraisals and expectations of the company's ability to provide individual attention to customers / customers, a level of suitability is obtained by 96,77%. Responsible for safety both inside / outside and customer comfort.

Safety

A sense of security is something that is needed by every human being in carrying out his life and this has become a must. The same is the case with customers (Huseynov & Amazhanova, 2018). Through a list of questions on security performance both inside / outside and customer comfort obtained data (table 4.16) 11 respondents (8.8%) stated very good. 36 respondents (28.8%) stated good. 72 respondents (57.6%) stated quite good. 6 respondents (4.8%) said it was not good. Thus, the level of security performance both inside / outside and customer security has a weight / score of 3.42 or good category.



From the assessment of the importance of customer safety and comfort obtained data (table 4.17) 11 respondents (8.8%) stated very important. 38 respondents (30.4%) stated importance. 69 respondents (55.2%) stated quite important. 7 respondents (5.6%) stated less importance. So that the score obtained is 3.42 or an important category. By comparing the data obtained on the assessment of the level of performance and expectations / importance of respondents to safety both inside / outside and customer comfort obtained a suitability level of 99.77%.

Pshysical Performance

Cleanliness and tidiness of restaurant and custom employees

Cleanliness is another factor that can be felt and seen directly by customers. This factor is one of the factors assessed by customers. To maintain the level of cleanliness and tidiness. Then it is necessary to have interior and exterior maintenance before and after operating hours. Cleanliness, neatness of the restaurant and custom employees will reflect the image / image of the company in the eyes of customers (Kamarudin & Kassim, 2020).

Through a list of questions on the performance of cleanliness and tidiness of restaurants and custom employees obtained data (table 4.18) 7 respondents (5.6%) stated very good. 36 respondents (28.8%) said good. 76 respondents (60.8%) stated quite good. 4 respondents (3.2%) said it was not good. And 2 respondents (1.6%) said it was not good. Thus, the cleanliness and neatness performance of restaurants and custom employees obtained a weight/score of 3.34 in the category of quite good.

Respondents' expectations of cleanliness and tidiness of restaurants and custom employees (table 4.19) as many as 10 respondents (8%) stated importance. 70 respondents (56%) stated quite important. 4 respondents (3.2%) stated less important and 2 respondents (1.6%) stated not important. So that the score obtained is 3.4 or an important category.

By comparing the data obtained against the level of performance and expectations / importance of respondents on the cleanliness and tidiness of restaurants and custom employees, a suitability rate of 97.89% was obtained. Arrangement of the atmosphere (exterior and interior) of the restaurant, In this case what is immediately visible to customers is the atmosphere (room) where the exterior must be in good condition.

Interesting and exotic Interior Design

As for the interior of the room, the priority is a spacious and comfortable seat. Cool air conditioning (AC). Good sound system and fun entertainment. Based on table 4.20 it is known that the arrangement of the exterior and interior atmosphere of the restaurant has the following data: 11 respondents (8.8%) stated very good. 36 respondents (28.8%) said good. 4 respondents (3.2%) said it was not good. Thus, in terms of the arrangement of the exterior and interior atmosphere of the restaurant, a weight / score of 3.34 or good category was obtained.

From the assessment of the level of importance (expectations) in terms of atmospheric arrangement (exterior and interior) of the restaurant, data was obtained that as many as 15 respondents (12%) stated very important. 35 respondents (28%) stated importance. 70 respondents (56%) stated quite important. 5 respondents (4%) stated less importance. So that the atmospheric arrangement (exterior and interior) of the restaurant has a value of 3.48 or an important category. By comparing the data obtained against the performance assessment and expectations of atmospheric arrangement (exterior and interior) of the restaurant, a suitability rate of 98.62% was obtained.



Job Assessment and Service Quality Target

Performance quality of service (performance) in general can be known based on each element and or in the category of at least good enough. When viewed as a whole, the average customer assessment score on service quality performance has a value of 3.31 or in the category of quite good. Each factor of expected service quality (importance) weight score in the range of 2.61-3.40 or more and or in the minimum category is quite important. When viewed as a whole / total, a value of 3.40 or in the category of quite important.

Performance and expected service quality (importance) have a fairly high level of suitability. Where in total obtained an average suitability of 97.32%. When viewed based on each element, almost all dimensions have a conformity rate greater than 95% except for problem handling which only has a conformity rate of 93.20% and complaint handling of 94.94%. To test the hypothesis about the absence of differences between the performance of Chi-Chi's Mexican Restaurant service quality and the expected service quality, crosstab analysis was used with a focus on difference tests using chi square.

From the results of the analysis, it can be seen that the value of pearson Chi-Square is 19,778 which shows a considerable value. By looking at the value of Asymp Sig (2 sided) it can be concluded that because the value of Asymp Sig (2 Sided) Chi-Square is greater than the value of α ($0.071 > 0.05$), H_0 is rejected and H_a is accepted, which means that there is no significant difference between performance. Linear by linear Association proves inversely from Chi-Square where the linear by linear Association value is 6.550 with an Asymp Sig (2 Sided) value of 0.010 by looking at the Asymp Sig (2 Sided) linear by linear Association value is smaller than the α value ($0.010 < 0.050$) then H_0 is accepted and H_a is rejected which means that there is no significant difference between performance (service quality performance) and Importance (expected service quality).

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Cleanliness is another factor that can be felt and seen directly by customers. This factor is one of the factors assessed by customers. To maintain the level of cleanliness and tidiness. Then it is necessary to have interior and exterior maintenance before and after operating hours.
2. A sense of security is something needed by every human being in carrying out his life and this has become a must. The same is the case with customers. Accuracy of food and beverage presentation. In this section, it is explained about the level of performance of the accuracy of food and beverage presentation.
3. Precisely time to customers, performance and expected service quality (importance) have a fairly high level of suitability.
4. Individual attention to customers, the ability of the company to be able to meet the wants and needs of its customers is an added value for the company. Where the company can understand and analyze customer needs and wants. The effort that can be done by the company is to increase the ability of employees to be able to understand the needs of their customers through special training.

Suggestions

Although all the factors that have been analyzed have met for customer satisfaction to be improved continuously because this is a hygiene business in the field of food beverages so that customers will be loyal to the restaurant so that it will continue. Attention to customers in the company's ability to meet the wants and needs of its customers is an added value, so the author suggests that all parties, both managers, front office and servers and bartenders must all meet all customer wishes so that there is satisfaction in the



hearts of customers or customers.

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