

# Customers' satisfaction index in Begos Restaurant Tamalanrea, Makassar City

*by K Kasim*

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## Customers' satisfaction index in Begos Restaurant Tamalanrea, Makassar City

**Irma, M Ridwan and K Kasim**

Department of Social Economics Faculty of Animal Science, Hasanuddin University, Makassar, South Sulawesi, Indonesia

Email: [muhridwanrizal@yahoo.com](mailto:muhridwanrizal@yahoo.com)

**Abstract.** The level of customer satisfaction was very important to be calculate, customer satisfaction was the level of consumers' feeling after comparing between what was received and their desires. Quality of service was a variety of efforts made to meet the needs and expectations of costumers. This study aimed to determine the level of consumer satisfaction with the quality of processed duck products and service quality at Begos Restaurant. This research was conducted in November to December 2019 and the type of research used was quantitative descriptive. The sample in this study was 100 consumers who came to eat at Begos Restaurant. Data collection was carried out by using consumers who came to eat at Begos Restaurants. Analysis of the data used in this research was descriptive statistics using the Customer Satisfaction Index (CSI) calculation formula. The results of this study indicated that the satisfaction index of service quality was 85.56%.

### 1. Introduction

The restaurant is serving food to the public and providing a place to enjoy the meal, as well as setting certain rates for food and service. Quality of service (service quality) can be known by comparing consumer perceptions of the service that they actually receive or obtain with the service they actually expect or want to service attributes provided by a company [1].

Quality of service is one thing that cannot be taken lightly by the company. If the quality of service from a company is good then consumers will get the satisfaction that is worth the costs they incur, but conversely if the quality of service is low then consumers will be disappointed with the costs that consumers sacrifice. The quality of service companies must be maintained and improved because customers expect to get a good service even exceeding what they expect so that customers will feel satisfied with the service company [2].

The objective of this research was to know the level of customer satisfaction with the quality of service at Begos Restaurant Tamalanrea, Makassar City.



**2. Research methods**

**2.1. Time and place of research**

This research was conducted in November-December 2019, at Begos restaurant in Makassar.

**2.2. Types of research**

The type of research was descriptive quantitative which described a research phenomenon by survey method. Data were obtained from a sample of the study and were analyzed according to statistical methods.

**2.3. Data types and sources**

The type of data used in this study were qualitative and quantitative data. Source of data used in this study were primary data and secondary data.

**2.4. Population and sample**

The population in this study were all consumers who came to eat at Begos restaurant. Approximately 100 people/day and 3.000 people per month. The sample was a portion of the population that was used as a source of data or information. Sampling in this study was accidental sampling. Total sample taken from the Slovin formula was 100 sample.

**2.5. Data analysis**

Analysis of the data used in this study was the Customer Satisfaction Index (CSI) which determine the level of overall customer satisfaction by looking at the level of importance of the attributes. The scale referred to in this study can be seen in table 1.

**Table 1** Respondent response weight

Weight	Answer	
	Level of performance	Level of important
5	Very satisfied	Very important
4	Satisfied	Urgent
3	Enough	Enough
2	Dissatisfied	Unimportant
1	Very dissatisfied	Very unimportant

Source: Widjoyo *et al.*, (2013) [3]

**3. Results and discussion**

Importance Performance Analysis (IPA) analysis was derived from the value of the attributes of importance and performance level. The assessment of the level of importance attributes as in table 2. Based on table 2, it can be seen that the consumer's assessment of the average level of service attributes above average were the speed of time employees serve orders. Begos has a comfortable room and toilet facilities, parking facilities and employee appearance. And vice versa there were attributes below average. This showed that attributes above the average were considered important in consumer ratings and were decisive in meeting consumer satisfaction in Begos restaurants. This was in accordance with the opinion of Simamora (2002) that consumers preferred products that have quality, where service quality was an overall feature of the ability to satisfy expressed or implied needs, the existence of good quality made consumers feel satisfied and trust [4].

**Table 2.** Consumer ratings of the importance of service quality attributes in Begos Restaurant.

Description	Level of important					Weight	$\bar{Y}_i$
	1	2	3	4	5		
<i>Reliability</i>							
Ability of employees giving information to customers or well explanation			9	43	48	439	4.39
Employee ability to serve customer orders			10	36	53	439	4.39
<i>Responsiveness</i>							
Employee speed in helping timely customers			7	43	50	443	4.43
<i>Assurance</i>							
Timeliness of serving employees the order			6	34	60	454	4.54
The accuracy of the type of product given employee			7	36	57	450	4.50
Accuracy in number of products provided by employees			8	34	58	450	4.50
<i>Emphaty</i>							
Employees give serious attention to customers when the place is full			10	35	55	445	4.45
Employees provide additional service needs (spilled products, tissues, spoons and more			8	37	55	447	4.47
<i>Tangible</i>							
Begos restaurant has room facilities and a comfortable toilet			3	22	75	472	4.72
Parking facilities			2	26	72	470	4.70
Employee appearance			4	32	64	460	4.60
$\Sigma$ Attribute Rating			74	378	647	4969	4.52

Notw : (1)Very unimportant (2) Not important (3) Quite important (4) Urgent (5) Very important

After evaluating the attributes of importance, the consumer's assessment of the quality of service performance at Begos restaurant can be assessed, it can be seen in table 3.

Based on table 3 in below, it can be seen that the consumer's assessment of the average level of service quality attributes was 4.27. The attributes below average were the ability of employees to provide information to customers or explanation well, the ability of employees to serve customer orders, the speed of employees in helping customers on time, the timeliness of employees serving orders, employees gave serious attention to customers when the place was full and employees provided additional service requirements (spilled products, tissues, spoons and others). And vice versa there were attributes above average. This shows the attributes below the average restaurant performance were considered low in consumer ratings and showed consumers were not satisfied with the performance provided by the restaurant. This was consistent with the opinion of Irine (2009) that customers' satisfaction was the level of consumers' feeling after comparing the perceived performance with the desired and customers' satisfaction determined by consumer perceptions of services provided and desired [5].

**Table 3.** Consumer ratings of service quality performance at Begos Restaurants.

Service of attributes	Level of performance					Weight	$\bar{X}_i$
	1	2	3	4	5		
<i>Reliability</i>							
Ability of employees giving information to customers or explanation well		2	20	50	28	404	4.04
Employee ability to serve customer orders			19	46	35	416	4.16
<i>Responsiveness</i>							
Employee speed in helping timely customers			20	47	33	413	4.13
<i>Assurance</i>							
Timeliness of serving employees the order			15	45	40	425	4.25
The accuracy of the type of product given employee			11	46	43	432	4.32
Accuracy in number of products provided by employees	1		11	44	44	431	4.31
<i>Empathy</i>							
Employees give serious attention to customers when the place is full		1	17	53	29	410	4.10
Employees provide additional service needs (spilled products, tissue, spoons, and more)			14	53	33	419	4.19
<i>Tangible</i>							
Begos has room facilities and a comfortable toilet			9	27	64	455	4.55
Parking facilities			6	35	59	453	4.53
Employee appearance			9	38	53	444	4.44
$\Sigma$ Attribute ranking	4		151	484	461	4702	4.27

Note: (1) Very Dissatisfied, (2) Satisfied, (3) Satisfied, (4) Dissatisfied, (5) Satisfied

**Table 4.** Calculation of customer satisfaction index on service quality at Begos Restaurant.

Description	MIS <sub>i</sub>	W <sub>fi</sub>		MSS <sub>i</sub>	W <sub>sr</sub>		
		Sub	Tot		Sub	Tot	
<i>Reliability</i>							
Ability of employees giving information to customers or explanation well	4.39	8.83	4.45	4.04	35.69	17.97	
Employee ability to serve customer orders	4.39	8.83	4.45	4.16	36.73	18.50	
<i>Responsiveness</i>							
Employee speed in helping timely customers	4.43	8.92	4.49	4.13	36.82	18.54	
<i>Assurance</i>							
Timeliness of serving employees the order	4.54	9.14	4.60	4.25	38.83	19.55	
The accuracy of the type of product given employee	4.50	9.06	4.56	4.32	39.12	19.69	
Accuracy in number of products provided by employees	4.50	9.06	4.56	4.31	39.01	19.65	
<i>Empathy</i>							
Employees give serious attention to customers when the place is full	4.45	8.96	4.51	4.10	36.72	18.48	
Employees provide additional service needs (spilled products, tissues, spoons, and more)	4.47	9.00	4.53	4.19	37.69	18.97	
<i>Tangible</i>							
Begos has room facilities and a comfortable toilet	4.72	9.50	4.78	4.55	43.22	21.76	
Parking facilities	4.70	9.46	4.76	4.53	42.85	21.57	
Employee performance	4.60	9.26	4.66	4.44	41.10	20.69	
Sub total service of attributes	49.69	100		47.02	427.79		
Customer satisfaction index (CSI)					85.56		

Customer Satisfaction Index (CSI) was the value of overall customer satisfaction by calculating the sum of all Weight Scores (WS) with the maximum scale used in this study. The calculation results can be seen in table 4.

Based on table 4 the value of the consumer satisfaction index on service quality that was 85.56%, meaning that the level of customers' satisfaction on the quality of service at Begos Restaurants was in very good category because the performance of the restaurant was rated as good by consumers, although there was still a performance product and service attributes that must be improved. This was in accordance with the opinion of Prasastono and Pradapa (2012) that customers' satisfaction can be seen in the ability of restaurants to understand the needs, desires and expectations of customers in providing good service to consumers [6].

#### 4. Conclusion

The customer satisfaction index on service quality was 85.56% and it was categorized very satisfied/very good.

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