

What Drives Customer Satisfaction in Catering: Evidence from Palangka Raya

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Abstract

The catering business in Palangka Raya is increasingly competitive, so it demands that business people maximize business performance to be able to compete. This study aims to analyze product quality and service quality provided by Catering Aulia on customer satisfaction. Using a quantitative approach, this sample was taken by using the purposive sampling technique. In total, 92 respondents Catering Aulia. Catering Aulia's customers consist of various government agencies from the province of Kalimantan Tengah, government agencies from the city of Palangka Raya, and the private sector around Palangka Raya. Data is processed using Statistical Product and Service Solutions (SPSS) 26. Catering Aulia continues to innovate in creating superior products in terms of taste, packaging and food menus and is no exception with responsive and reliable service in every activity. Based on the findings, it shows that customers are satisfied with the products and services provided at Aulia Catering. what Aulia Catering provides exceeds the expectations perceived by customers. Product quality has a positive and significant effect on customer satisfaction at Catering Aulia. This is evidenced by the t-count value of 5.517 with a significance level of $0.000 > 0.05$; and a regression coefficient of 0.287. The effective contribution of product quality to customer satisfaction is 41.2%. Service quality has a positive and significant effect on customer satisfaction of Catering Aulia. This is evidenced by the t-count value of 3,801 with a significance level of $0.000 > 0.05$; and a regression coefficient of 0.265. The effective contribution of product quality to customer satisfaction is 27%. The results simultaneously show that product quality and service quality have a positive and significant effect on customer satisfaction. The magnitude of the influence of product and service quality variables on customer satisfaction is 68.3%. This research contributes empirically to the description of customer satisfaction at Aulia Catering in Palangka Raya. The findings explain that product quality has a higher influence on customer satisfaction by 41.2%, while service quality is 27.1%.

Keywords: product quality, service quality, customer satisfaction, catering services.

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Pendahuluan

At this time, competition in the business world is getting tougher. This requires every business person to be able to maximize their business performance in order to be able to compete in the market. Business people must be able to understand the needs and desires of their customers. Therefore, business people must design a strong marketing strategy in order to create satisfaction for their customers and survive in business competition. One of them is the catering service business which is one of the catering business sectors. Currently, the catering business is growing rapidly in Indonesia. The increasing need, the more open business opportunities that can be utilized by the people of Indonesia to obtain profits, one of which is the catering business. Due to the high level of demand, this catering business is quite a promising business. Catering is a solution for consumers who want to fulfil their needs and desires without having to waste time and effort. This is also a challenge for catering businesses to be able to maintain and continue to improve quality from time to time so that they can satisfy their customers. Likewise, in the city of Palangka Raya, the catering business has grown rapidly.

In this study, researchers were interested in conducting research with a focus on examining the factors that influence customer satisfaction at Aulia Catering in Palangka Raya City. The focus of this research is on Aulia Catering because many customers come every day. The interesting thing about Aulia Catering is that it offers a wide variety of food menus at affordable prices and good service. The food displayed by Aulia Catering is made as attractive as possible so as to arouse the appetite of customers and order food that customers find attractive. Aulia Catering customers consist of various groups, including students, housewives, traders, office employees from various government agencies, teachers, lecturers, doctors, and others. At Aulia Catering, there are various menus or variations offered to consumers, with several price package options that can be adjusted to the consumer's budget. Catering Aulia serves a variety of events from small to large scale, such as wedding receptions both at home and in a building that can accommodate up to 8000 invited guests, thanksgiving events for tasmiyah, aqiqah, birthdays, as well as office events such as meetings, promotions, mutations and so on.

The services offered include buffets, rice boxes, tumpeng, snacks, hut menus and so on. Many customers choose Aulia Catering as a partner in various activities carried out; it is suspected that customers are satisfied with the performance of Aulia Catering. If customer expectations are not met, it can cause customers to be disappointed, and vice versa. The customer will be satisfied if what is felt is better than expected (Supranto, 2011). There are several factors that cause customers to feel satisfied, namely service quality and product quality. The products offered at Aulia Catering can be considered complete because they have a wide variety of chicken dishes such as oyster sauce chicken, green chilli chicken, grilled chicken and so on, fish dishes such as kaluyuk fish, fried fish filet flour and so on. In terms of service, Catering Aulia has an excellent service vision, namely providing excellent service that meets quality standards that meet customer expectations and satisfaction. So that in excellent service, there are two important elements that are interrelated, namely service and quality.

Kajian Teori

Customer satisfaction

Customer satisfaction is an important element for management because there are various kinds of advantages when customers are satisfied both with the services provided

and the products sold. Customer satisfaction is defined as a state where the wishes or expectations, and needs of customers can be fulfilled properly (Nur Hasanah, 2020). According to KBBI, a customer is a person who buys or uses goods on a regular basis. Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the product's perceived performance (or results) against their expectations. If performance is below expectations, the customer is dissatisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler and Keller, 2014). So, satisfaction is a function of perceptions or impressions of performance and expectations. If performance is below expectations, the customer is dissatisfied. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Some of the company's and employees' benefits on customer satisfaction, namely: customer loyalty, meaning customer loyalty to buy and use the company's products. This means that it is unlikely that old customers will move to other company products (competitors) and will remain loyal customers of the company concerned. They feel happy and like the service, they have received, and even if they try a competitor's product, they will keep coming back because our service is considered better than competitors (Kasmir, 2017). When customers are satisfied with the products offered, they only care about the price of a product or service that has been set by management.

Customers who are satisfied will repeat their product purchases, meaning that customer or customer satisfaction with the purchase of the products offered causes customers to repurchase the products offered repeatedly. This is done because they feel comfortable, appropriate and satisfied with the services provided by employees, but customer dissatisfaction will cause the opposite. In addition, the advantage when customers are satisfied is profit, meaning that in the end, if customers are satisfied, they will add shopping transactions so that sales volume continues to increase. Then they will invite and influence other friends to become new customers so that the number of new transactions increases. Increased sales volume will provide increased profits for the company (Kasmir, 2017). According to Kotler and Armstrong, to measure customer value is a comparison between all the benefits and all the costs that must be incurred to accept the offers given. Total customer costs are a group of costs used in assessing, obtaining and using a product or service. Because customer satisfaction is very dependent on customer perceptions and expectations, as a product supplier, it is necessary to know the factors that influence it (Kotler and Armstrong, 2016).

Islam teaches its people to help each other in terms of kindness between one, as well as in muamalah. Muslims must be qona'ah about things that have been obtained and are not allowed to use principles that are not syar'i for the reason that they want to get more wealth, even if it is to support their family. As explained in the Qur'an Surah At-Taubah, verse 59:

وَلَوْ أَنَّهُمْ رَضُوا مَا آتَاهُمُ اللَّهُ وَرَسُولُهُ وَقَالُوا حَسْبُنَا اللَّهُ سَيُؤْتِينَا اللَّهُ مِنْ فَضْلِهِ وَرَسُولُهُ إِنَّا إِلَى اللَّهِ رَاغِبُونَ

Meaning: "If they are truly pleased with what Allah and His Messenger have given them, and say: "Allah is sufficient for Us, Allah will give us some of His bounty and so (also) His Messenger, Verily We are the people those who hope in Allah," (surely that is better for them)." (QS. At-Tauba 9: 59)

One dimension of customer satisfaction is a comparison with an ideal situation (comparison to ideal); product performance and service quality will be compared with ideal

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products and services according to customer perceptions, so customers will compare which products and services are best according to customer perceptions. As explained in the hadith of Sahih Bukhari, hadith number 4632:

حَدَّثَنَا هُدْبَةُ بْنُ خَالِدٍ أَبُو خَالِدٍ حَدَّثَنَا هَمَّامٌ حَدَّثَنَا قَتَادَةُ حَدَّثَنَا أَنَسُ بْنُ مَالِكٍ عَنْ أَبِي مُوسَى الْأَشْعَرِيِّ
عَنْ النَّبِيِّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ مَثَلُ الَّذِي يَفْرَأُ الْقُرْآنَ كَأَلَا تُرْجَجَةِ طَعْمُهَا طَيِّبٌ وَرِيحُهَا طَيِّبٌ وَالَّذِي لَا
يَفْرَأُ الْقُرْآنَ كَالتَّمْرَةِ طَعْمُهَا طَيِّبٌ وَلَا رِيحَ لَهَا وَمَثَلُ الْفَاجِرِ الَّذِي يَفْرَأُ الْقُرْآنَ كَمَثَلِ الرَّيْحَانَةِ رِيحُهَا طَيِّبٌ
وَطَعْمُهَا مُرٌّ وَمَثَلُ الْفَاجِرِ الَّذِي لَا يَفْرَأُ الْقُرْآنَ كَمَثَلِ الْخُنْطَلَةِ طَعْمُهَا مُرٌّ وَلَا رِيحَ لَهَا

Meaning: "Has told us Hudbah bin Khalid Abu Khalid has told us Hammam has told us Qatadah has told us Anas bin Malik from Abu Musa Al Asy'ari from the Prophet Sallallahu alaihi wasallam, he said: "The parable of the person who Reading the Qur'an is like Utrujjah fruit, it tastes delicious and smells good. Meanwhile, a person who does not read the Qur'an is like a date fruit; it tastes sweet but has no smell. As for the Fajir who reads the Qur'an, it is like Raihanah fruit, smells good, but tastes bitter. And the parable of the Fajir person who does not read the Qur'an is like the Hanzhalah fruit; it tastes bitter and smells bad too."

Based on the verses and hadith above, it can be concluded that an economic transaction cannot be separated from sales and purchases, which is described in the form of customer satisfaction with products and services obtained from sales. It is also explained in the letter An-Nisa '[4]: 29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالِكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ
وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۗ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

Meaning: "those who believe, do not eat each other's wealth in a vanity way, except by way of trade that applies with mutual consent between you. And don't kill yourself." (QS. An-Nisa '[4]: 29).

In Q.S. An-Nisa's verse 29, it can be concluded that commerce or a business may be carried out if both parties, both service providers or producers and customers, feel like they like each other. There is no element of coercion in the transaction, so the customer is satisfied with the product quality and service quality provided by the service provider. With regard to customer satisfaction, Islam has regulated how to produce quality products and services for its customers. At Aulia Catering, it has been explained that achieving optimal customer satisfaction requires a number of variables. The first is product quality according to customer needs. The products offered must have certain characteristics. Quality is guaranteed both in terms of cleanliness and quality of the product, and the second is service quality. Customers provide services with courtesy and gentleness, provide optimal service and are able to understand customer needs.

Product quality

Product quality is the total composite product and service characteristics from marketing, engineering, manufacture and maintenance that make the products and services used to meet customer expectations. According to Kotler in his book Marketing Management, product classification consists of based on its form. Products can be classified into two groups: first, goods are physical products, so they can be seen, touched

or touched, felt, held, stored, moved, and treated. Another physical. Second, services are activities, benefits or satisfactions offered for sale (consumed by other parties), such as repair shops, beauty salons, hotels and so on (Kotler and Keller, 2014). Meanwhile, based on the durability aspect, products are grouped into two, namely non-durable goods, which are tangible goods that are usually consumed for one or several uses. Both durable goods are tangible goods that can usually last a long time (the economic life for normal use is more than one year). Third, services are products that are intangible, inseparable, and easily run out. As a result, these products usually require higher quality control, supplier credibility, and adaptability. The dimensions of product quality consist of performance, which is related to the characteristics of a product (Kotler and Keller, 2014). According to Gaspersz in Deny Irawan and Edwin Japarianto performance is the main operating characteristic of the core product and can be defined as the appearance of an actual product (Irawan and Japarianto, 2013).

Products in the Qur'an are expressed in two terms, namely al-tayyibat and al-rizq. Al-tayyibat refers to something good, something good and comprehensive and the best food. Al-rizq refers to food that is blessed by God, and gifts that are pleasing and ordained by God. According to Islam, consumer products are usable, useful consumable materials that are of use value. In accordance with the word of Allah SWT in the Al-Quran Surah Al-Baqarah verse 168 as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "those all people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy to you." (QS. Al-Baqarah 2: 168)

This verse commands us to eat what is lawful and good. When interpreting QS. Al-Baqarah: 168, M. Quraish Shihab, among others, stated that not all halal food is automatically good. Because what is called halal consists of four types, namely: obligatory, sunnah, mubah, and makruh. Activities too. There are activities that, although lawful, are makruh or highly disliked by Allah, namely breaking off relations. Furthermore, only some things that are halal are in accordance with the conditions of each individual. There are things that are good for person A because he has certain health conditions, and there are things that are not good for him, even though they are good for others. There is food that is lawful but needs to be more nutritious, and then it becomes bad. What the Qur'an commands is that which is lawful and good (Quraish Shihab, 2005). Likewise, in the hadith of Arbain Nawawi No. 6, which contains halal and haram:

عَنْ أَبِي عَبْدِ اللَّهِ النُّعْمَانِ بْنِ بَشِيرٍ رَضِيَ اللَّهُ عَنْهُمَا قَالَ سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ : إِنَّ الْحَلَالَ بَيْنَ وَبَيْنَ الْحَرَامِ بَيْنٌ وَبَيْنَهُمَا أُمُورٌ مُشْتَبِهَاتٌ لَا يَعْلَمُهُنَّ كَثِيرٌ مِنَ النَّاسِ، فَمَنْ اتَّقَى الشُّبُهَاتِ فَقَدْ اسْتَبْرَأَ لِدِينِهِ وَعِزِّضِهِ، وَمَنْ وَقَعَ فِي الشُّبُهَاتِ وَقَعَ فِي الْحَرَامِ، كَالرَّاعِي يَرْعَى حَوْلَ الْحِمَى يُوشِكُ أَنْ يَرْتَعَ فِيهِ، أَلَا وَإِنَّ لِكُلِّ مَلِكٍ حِمَى أَلَا وَإِنَّ حِمَى اللَّهِ مُحَارِمُهُ أَلَا وَإِنَّ فِي الْجَسَدِ مُضْعَةً إِذَا صَلَحَتْ صَلَحَ الْجَسَدُ كُلُّهُ وَإِذَا فَسَدَتْ فَسَدَ الْجَسَدُ كُلُّهُ أَلَا وَهِيَ الْقَلْبُ [رواه البخاري ومسلم]

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Meaning: "From Abu Abdillah Nu'man bin Basyir radhiallahuanhu he said: I heard the Prophet sallallaahu'alaihi wasallam say: Indeed, what is lawful is clear and what is unlawful is clear. Between the two, there are things that are doubtful (vague) and that are not known by many people. So whoever fears syubhat means he has saved his religion and honour. And whoever falls into doubtful matters will fall into things that are forbidden. As a shepherd who grazes his animals around (fields) that are forbidden to enter, then gradually, he will enter it. Know that every king has prohibitions and Allah's prohibitions are what He has forbidden. Know that within this lump of flesh, if it is good, then the whole body is good, and if it is bad, then the whole body is bad; know that he is the heart". (Bukhari and Muslim history).

Quality has a very important meaning in customer satisfaction. If the quality of the product produced is good, the customer will be satisfied and will make a repeat purchase, whereas if the quality of a product is not good, the customer will be disappointed. So product quality is a number of attributes or characteristics that are described in products (goods and services) and are used to meet customer expectations. As explained in the Qur'an Surah An-Naml verse 88:

وَتَرَى الْجِبَالَ تَحْسَبُهَا جَامِدَةً وَهِيَ تَمُرُّ مَرَّ السَّحَابِ صُنِعَ اللَّهُ الَّذِي أَنْتَقَنَ كُلَّ شَيْءٍ إِنَّهُ خَبِيرٌ
بِمَا تَفْعَلُونَ

Meaning: "And you see those mountains, you think He is still where he is, even though he walks like the way of the clouds. (Such is) the act of Allah who solidly makes everything; Surely Allah is Aware of what you do." (QS. An-Naml 27: 88)

Service

Service is an action or deed of a person or organization to provide satisfaction to customers or fellow employees. Ordinary people usually only know customer service. This means that services are only addressed to consumers or customers, so what is always the main concern is the wants and needs of customers. Quality is a dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations. Services can be defined as all forms of activities/activities provided by one or more parties to other parties who have a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided (Marlius, 2017). Service quality is a measure of how well the level of service provided is able to match customer expectations (Atmaja, 2018). According to Fandy Tjiptono, there are at least five dimensions that can be used to evaluate service quality (Tjiptono, 2019): first, direct evidence (tangibles), namely, the ability of a company to demonstrate its existence to external parties. This includes physical facilities, equipment, employees, and means of communication. Second, reliability, namely the company's ability to provide services as promised immediately and satisfactorily. Third, responsiveness, which is a policy to help and provide services to customers quickly and precisely. Furthermore, assurance (assurance), namely the ability, is the nature of the company's employees to foster a sense of trust in the company's customers. Finally, empathy, namely giving genuine attention to customers by trying to understand their needs of customers.

While Parasuraman added several dimensions in determining service quality (Parasuraman et al, 1985): firstly, competence, which has the skills and knowledge needed

to perform services. Secondly, access, which involves approach and convenience, thirdly courtesy, namely behaviour/politeness. Furthermore, good communication, trust, honesty and a sense of security and understanding of what is needed by customers. Cavana and Corbett added the dimensions of service quality (Semuel and Wijaya, 2009): the first is comfort, namely the availability of seats, the comfort of room temperature. The second connection, namely the availability of parking lots, the ease of access to catering locations and convenience, namely the ease of access to catering information (Instagram, Facebook, Whatsapp and Google Business).

Islam teaches that if you want to provide good business results in the form of goods or services, you should provide quality, don't give bad or unqualified things to others. As explained in the Al-Qur'an letter Al-Baqarah verse 267:

يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ وَلَا تَيَمَّمُوا
الْخَبِيثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِآخِذِيهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ وَاعْلَمُوا أَنَّ اللَّهَ غَنِيٌّ حَمِيدٌ

Meaning: "those who believe, spend (in the way of Allah) some of the results of your good efforts and some of what We remove from the earth for you. and do not choose the bad and then spend from it, even though you yourself do not want to take it but by squinting at it. and know that Allah is Rich, Most Praised." (QS. AL-Baqarah 2: 267)

One of the elements of service is the reliable dimension which relates to the ability to provide the promised service reliably and accurately. Services can be said to be reliable if the agreements that have been disclosed are achieved accurately. It is this precision and accuracy that will foster a sense of customer trust in Aulia Catering. As explained in the Al-Quran Surah An-Nahl verse 91:

وَأَوْفُوا بِعَهْدِ اللَّهِ إِذَا عَاهَدْتُمْ وَلَا تَنْفُضُوا الْأَيْمَانَ بَعْدَ تَوْكِيدِهَا وَقَدْ جَعَلْتُمُ اللَّهَ عَلَيْكُمْ كَفِيلًا
إِنَّ اللَّهَ يَعْلَمُ مَا تَفْعَلُونَ

Meaning: "And fulfil the Covenant with Allah when you promise and do not cancel your (your) oaths, after confirming them, while you have made Allah your witness (to your oaths). Surely Allah knows what you do." (QS. An-Nahl 16: 91)

One of the elements of service quality is the assurance dimension with regard to knowledge or insight, politeness, courtesy, confidence in providing services, and respect for customers. An attitude in providing services that shows politeness and gentleness will guarantee a sense of security for customers, and that will have an impact on the success of service providers. As explained in the Qur'an Surah Ali Imran verse 159:

فَبِمَا رَحْمَةٍ مِنَ اللَّهِ لِنْتَ لَهُمْ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ لَانْفَضُّوا مِنْ حَوْلِكَ فَاعْفُ عَنْهُمْ
وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

Meaning: "So it is because of mercy from Allah that you are gentle with them. If you had been hard and hard-hearted, they would have distanced themselves from you. Therefore forgive them, ask forgiveness for them, and consult with them in this matter. Then when you have made up your mind, then put your trust in Allah. Verily, Allah loves those who put their trust in Him." (QS. Ali Imran 3: 159)

One element of service quality is the dimension of physical evidence (tangibles), which can be in the form of physical facilities such as a comfortable room and neat and professional appearance of staff when providing services. In Islam, services related to physical appearance should not show luxury. Facilities that make consumers feel

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comfortable are indeed important, but not facilities that highlight luxury. As explained in the Qur'an Surah At-Takaatsur verses 1-5:

أَلِهَآكُمُ التَّكَاثُرُ حَتَّىٰ زُرْتُمُ الْمَقَابِرَ كَلَّا سَوْفَ تَعْلَمُونَ ثُمَّ كَلَّا سَوْفَ تَعْلَمُونَ كَلَّا لَوْ
تَعْلَمُونَ عِلْمَ الْيَقِينِ

Meaning: "Boasting has neglected you until you enter the grave, don't be like that, later you will know (the result of your actions), and don't be like that, later you will know, don't be like that, if you know with sure knowledge."

Research methods

Quantitative research methods are used to examine certain populations or samples. Sampling techniques are generally carried out according to certain criteria. In this study, researchers collected and processed primary data derived from respondents' answers by distributing questionnaires and then interpreting the results of the study. This study confirms the variables, including product quality and service quality, on customer satisfaction at Aulia Catering in Palangka Raya City. The sample for this study was taken by purposive sampling, where the sample was used if it met the following criteria: First, individual/agency customers who have ordered at Aulia Catering more than once over a period (2018-2021). Both customers are domiciled in Palangka Raya. Based on the results of the purposive sampling method, the number of samples used and the data analysis phase was obtained, amounting to 92 customers of Aulia Catering in the city of Palangka Raya.

The source of data used in this research is primary data. Primary data is research data obtained from respondents directly. The data collection tool used in this study was a questionnaire. The data collection method used was a survey, using self-administered surveys by distributing questionnaires directly or online to respondents and filled in by the respondents themselves (Cooper and Schindler, 2011). Questionnaires are used to measure several variables that are analyzed, including product quality, service quality and customer satisfaction. The questionnaire consists of two parts. The first part contains demographic characteristics such as type of name, gender, age, and educational background. The second part contains statements from the variables analyzed with a Likert measurement scale of 1-5 (1 = strongly disagree, 2 = disagree, 3 = disagree, 4 = agree, 5 = strongly agree). The data collection technique used in this study was distributing questionnaires to customers at Aulia Catering Service. The questionnaire was adopted from various questionnaires that had been developed by previous researchers.

Product Quality Instruments

Components researh	indicators	Number of instruments
Performance	Interesting display of food Nutritional food Healthy and hygienic food	1,2,3
Durability	The taste of the food doesn't change	4
Conformance to specifications	The suitability of the food served is offered Food portions according to customer requirements	5,6
Features	Has a variety of food menus Can customize customer needs	7,8
Reliabilty	Nice smell of food	9

Aesthetics	Neat presentation	10
Perceived quality	Food is appetizing Have good quality	11,12

Source: Fandy Tjiptono (2000), Gaspersz (2008), Orville, Larreche, dan Boyd (2005)

Service Quality Instruments

Komponen Penelitian	Indikator Penelitian	Intrumen Penelitian
<i>Tangibless</i>	The place is clean The waitress is attractive Presentation equipment	13,14,15
<i>Reliability</i>	Waiter provides service Timely presentation	16,17
<i>Responsiveness</i>	The waiter ready when needed	18
<i>Assurance</i> (Jaminan),	The waiters behave politely in providing information. The waiters are knowledgeable about the food menu.	19,20
<i>Emphaty</i>	The waitresses are sincere in responding to customer needs.	21

Source: Fandy Tjiptono, A. Parasuraman, Valarie A. Zeithaml (1985), Leonard L. Berry dan Cavana & Corbett (2005)

Customer Satisfaction Instruments

Komponen penelitian	Indikator Penelitian	Intrumen Penelitian
<i>Overall satisfaction</i>	I am satisfied after enjoying the products offered I am satisfied with the service provided	22,23
<i>Confirmation of expectations</i>	According to the food menu with customer expectations Match the drink menu to customer expectations	24,25
<i>Comparison to ideal</i>	I get better experience than competitors Customers provide recommendations	26,27

Source: Kotler dan Armstrong (2014), Zeithaml, Deng, Lu, Wei, Zhang dan Fandy Tjiptono (2012)

Hasil dan Diskusi

Characteristics of Respondents

Based on the results of research conducted on 92 customers, all respondent identities can be arranged based on gender, age, education level, occupation, and salary/income.

No	Gender	Total	Percentage (%)
1	Male	10	10.9
2	Female	82	89.1
	Total	92	100.0

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From the table, it can be seen that of the 92 respondents studied, there were 10 men (10.90%) and 82 women (89.10%). This shows that there are more female customers than male customers.

No	Age	Total	Percentage (%)
1	Age 21 s/d 30 years	15	16.3
2	Age 31 s/d 40 years	39	42.4
3	Age 41 s/d 50 years	21	22.8
4	> Age 50 years	17	18.5
	Total	92	100.0

From the table data, it can be seen that the age composition of the respondents was 15 respondents aged 21 years to 30 years or 16.3%, 39 respondents aged 31 years to 40 years or 42.4%, 21 respondents aged 41 years to 50 years or 22.8%, and 17 respondents aged more than 50 years or 18.5%. From the data table above, it can be seen that the respondents according to age who are the most catering customers are respondents with an age range of 31 to 40 years, with as many as 39 respondents or 42.4%.

No	Pekerjaan	Total	Percentage (%)
1	Government employees	62	67.4
2	Self-employed	16	17.4
3	Contract/ honorary employees	4	4.3
4	Other	10	10.9
	Total	92	100.0

The table above shows that respondents who have the highest level of employment are Civil Servants in the Central Kalimantan provincial government agencies and Palangka Raya city government agencies totalling 62 people or 67.4%, then 16 respondents or 17.4% work as entrepreneurs, 4 respondents or 4.3% worked as contacts/honer workers in government agencies, and 10 respondents or 10.9%

Validity and Reliability Test

Product Quality Instruments

Constructs	Items	Questions	Pearson Correlation	Cronbach's alpha
Performance	PFC1	The display of food products served at Aulia Catering is interesting.	0.597**	0.917
	PFC2	The food served by Catering Aulia is nutritious.	0.721**	
	PFC3	The food served by Aulia Catering is healthy and hygienic.	0.679**	
Durability	DRB 4	The food served at Aulia Catering does not spoil quickly.	0.592**	
Conformance to	CTS5	The food served at Aulia Catering is in accordance with what is offered.	0.682**	

Specifications	CTS6	Food and beverage portions according to customer requirements.	0.694**	
Features	FTR7	Aulia Catering has a wide selection of food menus.	0.672**	
	FTR8	Aulia Catering can adjust to customer needs.	0.676**	
Reliability	RLB9	The food served at Aulia Catering has a delicious aroma	0.766**	
Aesthetics	ATC 10	Serving food and drinks at Aulia Catering is neatly arranged.	0.750**	
Perceived quality	PQ11	Food and beverage products at Aulia Catering are appetizing.	0.718**	
	PQ12	Food and beverage products at Aulia Catering are of good quality.	0.680**	

Service Quality Instruments

Constructs	Items	Questions	Factor Loading	Cronbach's alpha
Tangibles	TGB1	Aulia Catering has a clean place.	0.756**	0.918
	TGB2	Catering Aulia has complete serving equipment.	0.672**	
	TGB3	The waitress at Aulia Catering looks attractive.	0.767**	
Reliability	RLB4	Waiters at Aulia Catering provide the best service	0.851**	
	RLB5	Aulia Catering is timely in serving.	0.699**	
Responsiveness	RPS6	Aulia's catering waitress is ready when needed.	0.800**	
Assurance	ARC7	Aulia Catering waitress behaves politely in providing information.	0.827**	
	ARC8	Aulia's catering waitress is knowledgeable about the food and beverage menu.	0.820**	
Emphaty	EPY9	Aulia Catering waitress is serious about responding to customer needs.	0.795**	

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Customer Satisfaction Instruments

Constructs	Items	Questions	Factor Loading	Cronbach's alpha
Overall satisfaction	OVS1	Aulia Catering customers feel satisfied after enjoying the food and drinks offered.	0.890**	0.914
	OVS2	Aulia Catering customers feel satisfied after getting the services provided.	0.880**	
Confirmation of expectations	CoE3	Serving food at Aulia Catering is in accordance with customer expectations.	0.894**	
	CoE4	Serving drinks at Aulia Catering according to customer expectations.	0.856**	
Comparison to Ideal	CtI5	Aulia Catering customers get a better experience than other caterers.	0.796**	
	CtI6	Customers recommend Aulia Catering to their family and closest people.	0.711**	

Regression test

The magnitude of the influence of the independent variables (product quality and service quality) with the dependent variable (customer satisfaction) together can be calculated through a multiple regression equation. Based on calculations via computer using the SPSS 26 program for windows, the regression results are obtained in the coefficients table.

Coefficients regression analysis results

Model	unstandardized Coefficients		t	Sig.	Correlations		
	B	std. error			Zero-order	Partial	Part
(Constant)	1.665	1.826	0.912	0.364			
Kualitas produk	0.287	0.052	5.517	0.000	0.795	0.505	0.329
Kualitas pelayanan	0.265	0.070	3.801	0.000	0.758	0.374	0.227

Source: primary data processed

Based on the calculation results table above, the regression equation formed in this regression test is:

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2$$

$$Y = 1,665 + 0,287 \cdot \text{product quality} + 0,265 \cdot \text{service quality}$$

Keterangan:

- Y : customer satisfaction
- a : constant
- b1, b2 : regression coefficient
- X1 : product quality
- X2 : service quality

Based on the equation, it can be seen that the most influential independent variable is product quality, with a coefficient value of 0.287. Then followed by the service quality variable with a coefficient value of 0.265. From this equation, it can be seen that the independent variables of product quality and service quality have a positive relationship with customer satisfaction at Aulia Catering in the city of Palangka Raya. The results of this equation can be seen that the independent variables of product quality and service quality have a positive relationship with customer satisfaction at Aulia catering in the city of Palangka Raya.

The results of the research regression estimation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.676	1.735

a. Predictors: (Constant), service product, service quality

Based on the results of the regression estimation calculation, the adjusted coefficient of determination (R Square) is 0.683, meaning that 68.3% of the variation of all independent variables (product quality and service quality) can explain the dependent variable (customer satisfaction), while the remaining 31.7% is explained by other variables outside of the product quality and service quality variables that were not proposed in this study. Testing the regression coefficient aims to test the significance of the relationship between the independent variable (X) and the dependent variable (Y).

Customer satisfaction is influenced by various factors. In this study, researchers conducted an analysis of the variables of product quality and service quality on customer satisfaction. The results of the analysis show that together product quality and service quality have a positive and significant effect on customer satisfaction at Aulia Catering. This is indicated by the R-value, which has a positive value and a significance value of 0.000 or less than 0.05. Simultaneously the two independent variables have a positive and significant influence on customer satisfaction at Aulia Catering. The magnitude of the influence of the two independent variables on customer satisfaction is 68.3%. However, there are still other variables that can affect customer satisfaction. The total value of other variables not examined in this study is 31.7%. So, by looking at the magnitude of the influence of the two independent variables on customer satisfaction, it is fitting for these two variables to be of particular concern to the management of Aulia Catering in improving the quality of products and service quality.

Based on data analysis, it is also known that the effective contribution and the relative contribution of each independent variable. The effective contribution of the product quality variable is 41.2%, and the effective contribution of the service quality variable is 27% to Aulia Catering customer satisfaction. It is also known that the relative contribution of the product quality variable is 60.5%, and the relative contribution of the

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service quality variable is 39.5% to Aulia Catering customer satisfaction. This proves that the quality of the products provided by Catering Aulia has a greater influence on customer satisfaction than the service quality variable. Product quality and service quality are important things that can affect customer satisfaction. The higher the level of product quality, the higher customer satisfaction will be. Service quality also influences customer satisfaction. Lovelock, Wirtz, and Mussry define service quality as something that can consistently meet or exceed customer expectations. The higher the quality of service, the higher the customer satisfaction. If the service received or felt by the customer matches or even exceeds expectations, then the service is considered to be of high quality and satisfactory.

Conclusion

The findings show Aulia Catering's commitment to always innovate in improving product quality by creating new food menus in order to prevent customers from getting bored with the existing menu and attractive presentation. The findings show that the quality of service provided by Aulia Catering can consistently meet customer expectations. This is evidenced by Aulia Catering excelling in service, responsive waiters when needed, punctual in every activity and supported by having complete presentation equipment. The findings show that customers are satisfied with the products and services provided at Aulia Catering. This is evidenced by what is provided by Catering Aulia beyond the expectations perceived by customers so that customers at Catering Aulia are loyal to buying the products offered by Catering Aulia.

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