

## Customer Satisfaction with The Product Quality and Service of Meatball Celebes Restaurant in Makassar City

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**ABSTRACT:** In the objective of meeting the need for animal protein, the Maiwa Breeding Center (MBC) carried out diversification of its processed chicken meat products in the form of crispy chicken. This study aimed to analyze the level of consumer satisfaction with the quality and services of the products provided by Meatball Celebes Restaurant. The data were collected from 98 respondents who were randomly selected from each predetermined area using an online questionnaire in the form of google form format during the COVID-19 pandemic. Data were further analyzed using IPA (*Importance Performance Analysis*) and CSI (*Customer Satisfaction Index*) analysis. The results revealed that the product quality of the Celebes meatball restaurant, which is the product suitability attribute, became an important attribute, so it needed to be improved. Furthermore, function, reliability, and quality attributes must be maintained because they are important categories, whose performance are currently good. The attributes of physical conditions including the cleanliness, parking areas, and complete facilities are the main priority categories to be improved. The ability to provide reliable services, performance needs to be maintained because it has been good and is considered important by consumers. The responsiveness attribute, however, is a low priority to be improved. Based on the CSI analysis, the level of consumer satisfaction, which is the quality of the product, obtained a value of 0.79, while the service obtained a value of 0.78, thus categorized as satisfied. Therefore, these aspects need to be more improved in order to become very satisfied.

**Keywords:** Performance; Consumer's satisfaction; Product quality; Service quality

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## **INTRODUCTION**

Livestock products have a very big role in helping growth and improving the quality of human resources. This is because one source of animal protein comes from livestock products such as eggs, meat, milk and others. The amount needed by humans increases as the population increases. The diverse lifestyles and mobility of people make ready-to-eat food a choice of food products that are currently in demand. Tastes and levels of preference for a food product also vary. Therefore, every restaurant that sells various types of processed food needs to pay attention to how to serve food and serve customers so that they can obtain satisfaction in both product quality and service quality. Home meals commonly serve food on the spot, yet there are also home meals that provide take-out dining and delivery services to serve their customers. Restaurants usually specialize in a certain type of food that regulates them, for example, Chinese food restaurants, Padang restaurants, and fast-food restaurants (Mahsyar & Surapati, 2020). This causes the emergence of more restaurants that serve fast food, especially processed chicken products.

One of the restaurants that provide fast food in the form of chicken meat products is the Meatball Celebes Restaurant in Makassar City. This restaurant is one of the efforts to diversify processed chicken meat products by Maiwa Breeding Center (MBC) of the Faculty of Animal Husbandry, Universitas Hasanuddin. One of the products sold is Crispy Chicken. The public is familiar with this type of product because several other restaurants also offer similar products. In this case, considering that several levels of the community like crispy chicken, Meatball Celebes Restaurant presents to enrich and provide alternative choices for the community with different tastes, prices, and services.

The competition for fast food restaurants is quite tight because the competitors which offer similar products are quite a lot. Therefore, every manager

tries to provide good product quality and excellent service quality to its consumers. Product quality is the totality of product characteristics which include product performance, product function, product reliability, and so on to satisfy the expected needs and desires of consumers. Meanwhile, the quality of service is an effort to fulfill the needs and desires of consumers and the accuracy of delivery to balance consumer expectations (Rizky satria, 2013). These efforts are done aiming to provide satisfaction to consumers. Consumer satisfaction is a consumer's overall feeling about the product or service that has been purchased. Such consumer feelings can be expressed with feelings of liking or satisfaction or feelings of dislike or dissatisfaction after consumers compare the product's performance with their expectations (Kotler & Keller, 2016).

Furthermore, product quality is the driving force for consumer satisfaction (Febryanto & Bernarto, 2018). Consumers will compare perceptions of characteristics in product quality before and after using the product (Serhan & Serhan, 2019). Overall, consumer positive evaluations on the performance of goods or services will influence their purchasing behavior (Zhong & Moon, 2020). In this case, product quality is a factor that significantly affects consumer satisfaction (Ramdhani et al., 2015). Related to this, similar findings were also discovered in the previous study (Purwanto et al., 2016), where the latent variable of product quality has a significant relationship to consumer satisfaction. This is also supported by another research project (Suchánek et al., 2017), that product quality has a close relationship with consumer satisfaction.

After consumers buy a product and service, consumers will evaluate whether the product and service meet their expectations or not. When products and services meet their expectation, consumers will feel satisfied. However, when the products and services produced do not meet their expectation, consumers will feel

dissatisfied. Whether the consumers are satisfied or not, it depends on what is felt after the purchase. The power of promotion compared to its performance greatly determines satisfaction for consumers whether there is compatibility between the products and services being promoted with their performance in providing satisfaction (Wang et al., 2019). This is in line with the previous studies (Rodgers, 1989; Usman, 2015) concerning the closeness between the buyer's expectations and the product's perceived performance. It shows that consumer satisfaction is closely related to the evaluation results after the consumer makes a purchase. Furthermore, it was also explained (Lovelock & Wirtz, 2010) that consumers do observe the performance of products and services, then compare them with their standards or expectations, and further form a satisfaction rate based on the comparison. In this case, when the purchases result in the fulfillment of the above needs and expectations, the consumers' satisfaction arises. This opinion is supported by the statement of previous research (Kotler & Keller, 2016), that consumer satisfaction is the level of one's feelings that arise after comparing the performance of the product received with expectations. If the performance received is much lower than expected, the consumer will be dissatisfied. On the other hand, if the performance received is in accordance with the expectation, the consumer will be satisfied. Furthermore, consumers will feel very satisfied if the performance received exceeds their expectations in terms of both product quality and service. In addition, research that has been done before (Kelemu & Mandefro, 2017) explained that consumers perceived these purchase intention can increase if consumers feel satisfied and loyal to the product.

According to previous research project (Kotler, 2017), service is the producers' behavior in meeting the consumers' needs and desires in order to achieve consumer satisfaction. The same research (Kotler, 2017) then added that the

behavior may occur during, before, and after the transaction. In general, a high service standard will result in high satisfaction and frequent repurchases. In this case, the word quality has many definitions and meanings, the different definitions will define it differently but several definitions that we can find have similarities even though it is only the way of delivery which is usually found in several elements.

Service quality commonly results in satisfaction, followed by consumer repurchase and service reuse. In formulating service strategies and programs, companies must be oriented to consumers' interests by paying attention to service quality components (Kukanja & Planinc, 2019). Measuring service quality is more difficult than product quality (Nguyen et al., 2018). Measuring the service quality of the service delivery process is very important, in addition to the results of a service. According to research that has been done before (Lovelock & Wirtz, 2010), consumer-based standards and measurements of service quality can be categorized into two; hard and soft. In hard and standardized measurements, the characteristics and activities of the service process can be calculated, timed, and measured through an audit. On the other hand, the service process in soft measurement cannot be easily observed, and information must be collected through communication with customers, employees, or other people. However, soft measurement can provide direction, guidance, and feedback for employees regarding efforts to achieve customer satisfaction. In addition, through this measurement, satisfaction can be measured through the consumer perceptions and beliefs.

Consumer satisfaction certainly determines the sustainability of business whether it has met the consumers' needs and desires both in terms of the products and services provided. Satisfied consumers will certainly make loyal customers who

will eventually repurchase. This is important because as a newly opened business, efforts are made to increase sales volume and turnover in order to survive. Therefore, a good assessment by consumers of product quality and service quality will support the business to survive. The perceptions of consumer satisfaction concerning the product and service quality are certainly important information for managers to improve their performance in accordance with the consumer expectations.

### **MATERIAL AND METHOD**

Current research was carried out for 8 months starting from March to November 2021 at Meatball Celebes Restaurant which served one of the most popular products, MBC Crispy Chicken. The research population includes all consumers who have purchased the product for more than twice. The average number of buyers in a day is 30 people so that the total population is 900 people. In this case, the number of samples was determined using the Slovin formula as follow:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = Sample size/number of respondents

N = Population size

E = Percentage of tolerance for accuracy of sampling error; e = 0.1.

Sample determination results:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{900}{1 + 900(0.1)^2}$$
$$n = 90$$

The minimum sample size of random 90 people then received questionnaires according to the contact number obtained from the buyer. Researchers did not need give instructions directly to research respondents, because the questionnaire has

included an explanation on how to fill out the questionnaire, so it was assumed that all respondents can understand how to fill out the questionnaire correctly. This research was conducted during the Covid-19 pandemic, so the researchers used an online questionnaire (google form) in addition to a paper-based questionnaire, which was directly distributed to the respondents. The number of questionnaires distributed was added by 10 percent of the minimum sample size to anticipate incomplete data.

Both types of questionnaires have the same content, which is a list of questions and statements related to the problems studied. The questionnaire is a closed questionnaire consisting of two parts, in which the first part consists of questions to obtain consumer identity, while the second part contains statements to obtain data about respondents' responses to research variables, including perceived satisfaction with the quality of products and services from Meatball Celebes Restaurant. Furthermore, google forms were distributed via WhatsApp and email, containing closed questionnaire at a scale of 1-5 to obtain interval data and are given a value or score as follow:

1. Strongly agree = 5
2. Agree = 4
3. Neutral = 3
4. Disagree = 2
5. Strongly disagree = 1

The respondents who were involved in the current research were selected based on the Slovin Method with an error rate of 10%, which is 98 people with a minimum sample size greater than or equal to 30 ( $n \geq 30$ ) (Kerlinger & Lee, 2011).

### **Data Analysis**

#### **IPA (Importance Performance Analysis) Analysis Method**

The reliability test was carried out using Cronbach Alpha method. The measuring instrument is considered reliable if it uses an alpha coefficient greater than 0.60. In this study, the measurement of the the questionnaire validity used the Product Moment technique. In this case, if r product

moment is greater than the correlation value in the critical number table, the value of r means that the correlation between X and Y is consistent, reliable and valid to use (Saidani & Arifin, 2012).

The level of consumer satisfaction, the quality performance of Crispy Chicken products, and the service quality were measured using the Importance Performance Analysis (IPA) (Rangkuti, 2006). Measurements were calculated using a 5-level Likert scale to measure the level of importance, including very important (5), important (4), quite important (3), less important (2), and not important (1). The Likert scale was also used to measure the

level of performance, including very good (5), good (4), quite good (3), poor (2), and not good (1). According to Supranto (2006), the stages in the Importance Performance Analysis method are *First*, calculating the average performance of ( $X_i$ ) and the importance of ( $Y_i$ ) of all respondents.

The average performance and importance of all respondents was further calculated by the following formula:

- a. The calculation of the average evaluation of importance and performance of each attribute:

$$X_i = \frac{\sum_{i=1}^k X_i}{n} \leftrightarrow Y_i = \frac{\sum_{i=1}^k Y_i}{n}$$

$X_i$  = average weight of level evaluation of the performance of attribute i

$Y_i$  = average weight of level evaluation of the importance of attribute i

n = number of respondents

The *second* step is calculating the Level of Conformity (TKi) between the level of performance and importance or expectations. TKi was calculated using the following formula:

$$TK_i = \frac{Y_i}{X_i} \times 100\%$$

where  $X_i$  is the score of the performance of attribute i and  $Y_i$  is the score of the importance of attribute i.

*Third* is calculating the average level of

importance and performance of the overall attribute:

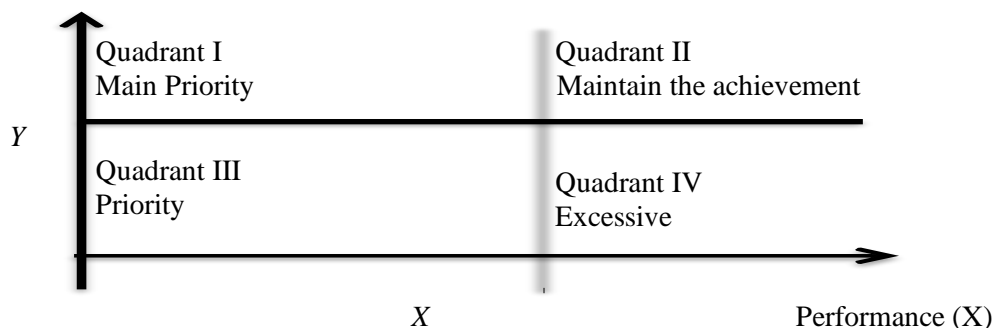
$$X_i = \frac{\sum_{i=1}^k X_i}{K} \leftrightarrow Y_i = \frac{\sum_{i=1}^k Y_i}{K}$$

$X_i$  = average score of attribute performance

$Y_i$  = average score of attribute importance

K = number of attribute that can affect the respondents' satisfaction

Importance (Y)



**Figure 1.** Cartesian diagram (Nasution, 2010)

After the weight of the performance and importance as well as mean score of performance and importance were

obtained, then they were plotted into Cartesian diagram as in the following Figure 1.

**Quadrant I (Main Priority)**

This quadrant is an area where the importance aspect is categorized as high importance but the performance is low, thus disappointing the consumers. The performance of aspects that are included in this quadrant must be improved and become a priority for the manager of the Meatball Celebes Restaurant.

**Quadrant II (Maintain the Achievement)**

This quadrant shows the attributes that are considered very important by consumers and have been implemented by the manager of Meatball Celebes Restaurant. Aspects that are included in this quadrant must be maintained and must be managed properly.

**Quadrant III (Priority)**

This quadrant is an area that contains

attributes with a low level of importance and performance. The aspects included in this quadrant are perceived as less important by consumers and their implementation is considered poor. However, the manager of Meatball Celebes Restaurant still needs to be vigilant, observe, and control every aspect of this quadrant, because the level of consumer interest can change as demand increases.

**Quadrant IV (Excessive)**

This quadrant shows attributes that are considered less important by consumers, but the manager of Meatball Celebes Restaurant has implemented them well, so they are considered excessive. The attributes to analyze the level of consumer satisfaction can be seen in Table 1.

**Table 1.** Instrument of research on IPA (*Importance Performance Analysis*) analysis

Variables	Dimension	Indicator
Consumers' Satisfaction	Performance	<ul style="list-style-type: none"> <li>• Filling</li> <li>• Insurance of product safety</li> </ul>
	Feature	<ul style="list-style-type: none"> <li>• Product Variance</li> <li>• Interesting appearance</li> </ul>
	Realibility	<ul style="list-style-type: none"> <li>• Delicious taste</li> <li>• Affordable product price</li> </ul>
	Conformance	<ul style="list-style-type: none"> <li>• Conformity between taste and product price</li> <li>• Timeliness of serving</li> </ul>
	Durability	<ul style="list-style-type: none"> <li>• Product durability</li> </ul>
	Serviceability	<ul style="list-style-type: none"> <li>• Serving speed</li> <li>• Product availability</li> </ul>
	Aesthetics	<ul style="list-style-type: none"> <li>• Product serving attractiveness</li> <li>• Product packaging appearance</li> </ul>
Service Satisfaction	Perceived quality	<ul style="list-style-type: none"> <li>• Product quality</li> <li>• Suitable for all levels</li> </ul>
	Tangible	<ul style="list-style-type: none"> <li>• Complete facility</li> <li>• Parking area</li> <li>• Cleanliness</li> </ul>
	Realibility	<ul style="list-style-type: none"> <li>• Employees serve carefully</li> <li>• Honest employees</li> </ul>
	Responsiveness	<ul style="list-style-type: none"> <li>• Employees speed in serving</li> <li>• Availability of solution when there is consumers' complaint</li> </ul>
	Assurance	<ul style="list-style-type: none"> <li>• Security assurance</li> <li>• Employees have complete knowledge regarding the product</li> </ul>
	Emphaty	<ul style="list-style-type: none"> <li>• Employees attention</li> <li>• Prioritizing the consumers' interest</li> </ul>

**CSI (Customer Satisfaction Index) Analysis Method**

Customer Satisfaction index is an index that measures the level of consumers' or members satisfaction based on certain attributes. It depends on the information needs that companies want to get from consumers (Massnick, 1996). The measured attributes can be different for each industry, even for each company.

According to Aritonang dan Lerbin (2005), there are four steps in calculating the Customer Satisfaction index (CSI), those are:

1. Determining the Mean Importance Score (MIS). This score comes from the average level of importance and performance of each member:

$$MIS = \frac{\sum_{i=1}^n Y_i}{n}$$

Where: n = respondent  
 Yi = Importance score of attribute i  
 Xi = Performance score of attribute i

2. The making of Weight Factors (WF) is the percentage of MIS score per attribute towards total MIS of all attributes.

$$WF = \frac{MIS}{\sum_{i=1}^p MIS} \times 100\%$$

Where: p = 20 aspects of group ability  
 I = Attributes of group ability aspect of i

3. The making of Weight Score (WS) is the multiplication between Weight Factor (WF) with the Mean Satisfaction Score (MSS)

$$WS_i = WF_i \times MSS_i$$

Where: i = Attribute of group ability aspect of i

4. Determining the Customer Satisfaction Index

$$CSI = \frac{\sum_{i=1}^p WS_i}{5} \times 100\%$$

The consumer satisfaction scale commonly used in the interpretation of the index is a scale of zero to one as described in Table 2.

**Table 2.** Consumer Satisfaction Index Criteria

Index Score	Consumer Satisfaction Index Criteria
0.80 – 1.00	Very satisfied
0.60 – 0.79	Satisfied
0.40 – 0.59	Quite satisfied
0.20 – 0.39	Less satisfied
0.00 – 0.19	Not satisfied

Source: (Chandra & Novia, 2019)

**RESULTS AND DISCUSSION**

**Reliability and validity analysis**

Based on the results of the reliability test of the product importance questionnaire, the alpha coefficient (α) obtained is 0.633, while the alpha coefficient (α) of the product performance questionnaire obtained is 0.733. Therefore, each question item on the questionnaire is considered reliable because it has an alpha coefficient (α) greater than 0.60 (van Griethuijsen et al., 2015). Furthermore, the results of the reliability test of the service

importance questionnaire obtained an alpha coefficient (α) of 0.860, while the alpha coefficient (α) of the product performance questionnaire obtained at 0.827.

Therefore, each question item on the questionnaire is considered reliable because it has an alpha coefficient (α) greater than 0.60 (van Griethuijsen et al., 2015). The results of the validity test on the questionnaire on the product importance and performance level revealed that the r value of each statement on the questionnaire obtained r table value (α =

0.1) of 0.301. In addition, the results of the validity test of the importance and service performance questionnaire revealed that r value for each statement on the questionnaire obtained r table value ( $\alpha = 0.05$ ) of 0.301. It indicates that every statement in the questionnaire is valid to use (Lodhita, 2014).

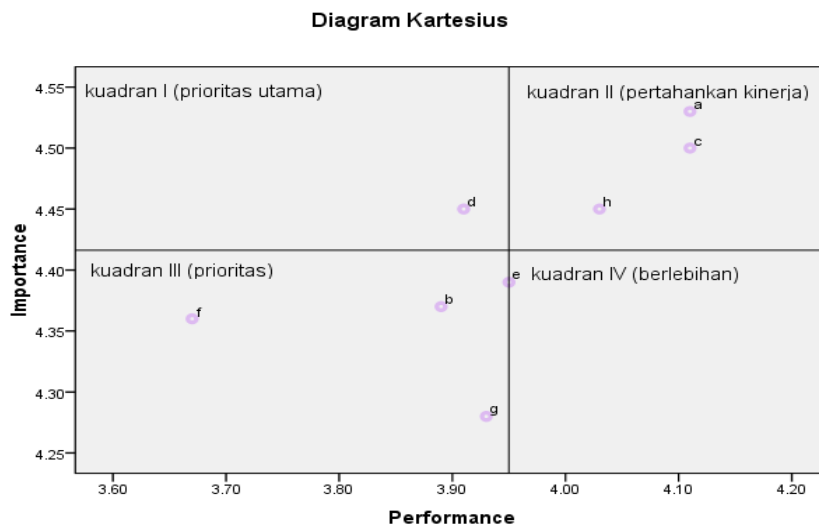
**IPA (Importance Performance Analysis) Analysis  
Product Quality of Meatball Celebes Restaurant**

The mean score of importance and performance for the quality of Meatball Celebes restaurant products is 89.44, as can be seen in Table 3.

**Table 3.** The calculation results of the average level of importance and performance for the product quality of celebrity meatball restaurants

No	Product quality aspects	Product quality		
		( x )	( y )	Tki (%)
a	Function (performance)	4.11	4.53	90.73
b	Feature	3.89	4.37	89.02
c	Reability	4.11	4.5	91.33
d	Conformance	3.91	4.45	87.87
e	Durability	3.95	4.39	89.98
f	Serviceability	3.67	4.36	84.17
g	Aesthetics	3.93	4.28	91.82
h	Perceived quality	4.03	4.45	90.56
Mean		3.95	4.42	89.44

Source: Primary Data After Being Processed 2021



**Figure 2.** Cartesian Diagram of Product Quality

Based on Table 3. the mean score for the importance level is 4.42, while the mean score of the performance level is 3.95. These two scores are the centerline of the Cartesian Importance Performance Analysis (IPA) diagram, where the importance level is the Y axis and the performance level is the X axis. The Cartesian Importance Performance Analysis (IPA) diagram can be seen in Figure 2.

**1. Quadrant I**

The calculation results show that quadrant I on the Cartesian diagram shows the level of importance of an attribute that is considered important to consumer satisfaction regarding the product quality. However, the performance of this attribute is still not optimal. Attributes that are in quadrant I have a high importance level but their performance is still low. The attributes that are in quadrant I are:



- a. Conformance  
This attribute is considered low so that it is in quadrant I since the price of the product is considered not in accordance with the price offered. The price is quite expensive but the taste often changes. Likewise with the timeliness of serving aspect, in which consumers often wait too long because Meatball Celebes restaurant serving takes a long time so that consumers become bored.

## **2. Quadrant II**

The attributes that are in quadrant II describe the attributes of function (performance), reliability, and perceived quality of Meatball Celebes Restaurant as attributes that are considered very important by consumers and have been implemented properly according to consumer expectations. The performance in this attribute must be maintained by Meatball Celebes Restaurant because this attribute is a strength in maintaining consumer trust in the performance carried out. The attributes that are included in quadrant II are:

- a. Function (performance)  
In this attribute, the product quality of Meatball Celebes Restaurant is very important for consumers. The better the quality of the product, the higher the consumer's interest to consume the product. Consumers also attach great importance to product safety. Consumers need to get an assurance whether the products purchased and consumed are safe for them. The performance made to provide a sense of security is also very good.
- b. Reability  
On this attribute, good taste and affordable product price are very important. The performance of Meatball Celebes Restaurant in providing good taste at an affordable price has been very good.
- c. Perceived Quality  
In this attribute, the quality of the Meatball Celebes Restaurant product is good and suitable for all groups, thus is

considered important by consumers. The performance has also been very good.

## **3. Quadrant III**

The attributes that are in quadrant III describe the attributes of the consumer satisfaction aspects with the product quality of Meatball Celebes Restaurant as less important, while the actual performance is also still low. In quadrant III, there are 3 attributes that are considered less important by consumers and performance that has less attention, those are:

- a. Feature  
This attribute includes product variations and attractive appearance, which are considered less important by consumers. Likewise, the performance carried out by Meatball Celebes Restaurant is still low and consumers are not satisfied.
- b. Service  
In this attribute, the speed of serving and products that are always available at Meatball Celebes Restaurant is considered less important for consumers. In addition, the performance is also very low. In this case, the Celebes Meatball Restaurant service is considered not providing satisfaction to consumers.
- c. Aesthetics  
In this attribute, the speed of product serving and attractive appearance are considered less important for consumers. In terms of performance, consumers of Meatball Celebes Restaurant are not satisfied with the serving and appearance of the product.

## **4. Quadrant IV**

The attributes that are in quadrant IV describe the attributes of the consumer satisfaction aspect with product quality as attributes that are less important but the actual performance is high. The attribute that is included in quadrant IV is

- a. Durability  
In this attribute, the durability of the product is considered less important for consumers, because the product is eaten immediately. However, the performance is quite high.

**Service Quality of Meatball Celebes Restaurant**

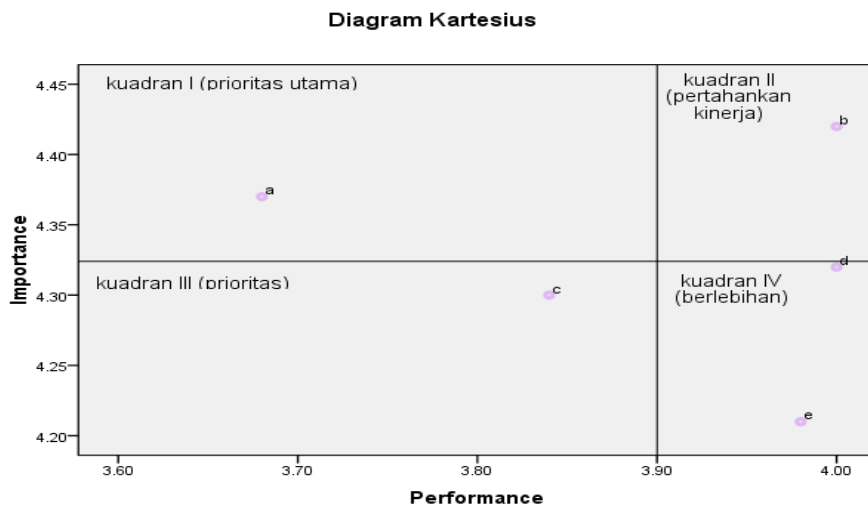
Based on the calculation of TKi in Table 4, the mean score of importance and performance for Meatball Celebes restaurant services is 90.19, which can be seen in Table 4. Based on Table 4. it can be seen that the mean score of the importance level is 4.32, while the mean score of the

performance level is 3.90. These two scores are the centerline of the Cartesian Importance Performance Analysis (IPA) diagram, where the importance level is the Y axis and the performance level is the X axis. The Cartesian Importance Performance Analysis (IPA) diagram can be seen in Figure 3.

**Table 4.** The results of the average calculation of importance and performance level for the service quality of celebrity meatball restaurants

No	Service Quality Aspects	Service Quality		
		( x )	( y )	Tki (%)
a	Tangible	3.68	4.37	84.21
b	Reability	4.00	4.42	90.50
c	Responsiveness	3.84	4.30	89.30
d	Assurance	4.00	4.32	92.59
e	Empathy	3.98	4.21	94.54
Mean Score		3.90	4.32	90.19

Source: Primary Data that has been processed 2021



**Figure 3.** Service Cartesian Diagram

**1. Quadrant I**

The calculation results show that the quadrant I of the Cartesian diagram shows the importance level of an attribute that is considered important to consumer satisfaction concerning the product quality but the performance of this attribute is still not optimal. Attributes that are in quadrant I have a high importance level but their performance is still low. The attributes that are in quadrant I are:

- a. Tangible

This attribute is classified as low so that it is in quadrant I because complete facilities such as adequate parking area and a clean and comfortable place are very important for consumers. In this case, Meatball Celebes Restaurant has not been performing well because of the unavailability of these facilities.

**2. Quadrant II**

The attributes that are in quadrant II describe the attributes of the ability to provide reliable services as attributes that are considered very important by

consumers and have been carried out properly according to consumer expectations. The performance in this attribute must be maintained by Meatball Celebes Restaurant because this attribute is the strength in maintaining consumer trust in the performance carried out. The attributes included in quadrant II are:

a. Ability in giving reliable service

In this attribute, providing reliable service is very important for consumers. The performance of Celebes Meatball Restaurant in providing services is very good and in accordance with the consumer expectations because it is considered capable of providing services in accordance with the consumers' expectations.

**3. Quadrant III**

The attributes that are in quadrant III describe the attributes of the aspect of consumer satisfaction on the service quality of Celebes Meatball Restaurant as less important attributes and the actual performance is still low. In quadrant III, there is 1 attribute that is considered less important by consumers and the performance that is not paid attention to, which is:

a. Responsiveness

In this attribute, the responsiveness of employees in providing services and solutions if there are complaints is considered less important by consumers. Likewise, the performance is still low and consumers are not satisfied with the response provided by the Celebes Meatball Restaurant.

**4. Quadrant IV**

The attributes that are in quadrant IV describe the attributes of the consumers' satisfaction aspect with service quality as attributes that are less important but the actual performance is high. The attributes that are included in this quadrant IV are:

a. Assurance

In this attribute, the assurance of security, employees who completely know about the product and good, as well as polite service are considered less

important. However, the performance performed is very high in that regard.

b. Emphaty

In this attribute, the attention given by employees and prioritizing the interests of consumers are considered less important for consumers. However, in this case, the Meatball Celebes Restaurant has been performing very well.

**CSI (Customer Satisfaction Index) Analysis Method**

**Product Quality of Meatball Celebes Restaurant**

The analysis results of the Consumers' Satisfaction Index show the extent to which the level of consumer satisfaction with the product quality of Celebes meatball restaurants. The results of the CSI analysis can be seen in Table 5. Based on the results of the CSI calculations, the score of the Customer Satisfaction Index is 79%, or an interval of 0.79. If this score is based on the consumer satisfaction index, then the CSI score which reaches 0.79 is in the range of 0.66 - 0.80.

Therefore, the member satisfaction index for the attributes tested is generally on the "satisfied" category which means it is necessary to maintain its performance and improve its performance so that consumer satisfaction with product quality is close to 100 percent or at the very satisfied level.

Based on the IPA analysis, the CSI results state that the level of consumer satisfaction is at an interval of 79%. For the satisfaction level, this score has been maximized so that the celebrity meatball restaurant must maintain its performance and improve its performance. The attributes that must be prioritized to improve their performance are in quadrant I, where the performance of these attributes is not optimal and must be improved continuously. Meanwhile, the performance of the attributes in quadrant II must be maintained, so that in its development, it is expected to increase the CSI score to the very satisfied criteria. This was conveyed

previously (Fuaduzzaki Khoirurrohman et al., 2015) that product feasibility has a very dominant influence on consumer satisfaction.

**Table 5.** CSI Calculation of product quality of Meatball Celebes Restaurant

No	Product Quality Aspects	Mean Importance Score (MIS)	Weight Factors (WF)	Mean Satisfaction Score (MSS)	Weight Score
a	Performance	4.53	12.81	4.11	0.53
b	Feature	4.37	12.38	3.89	0.48
c	Reability	4.50	12.74	4.11	0.52
d	Conformance	4.45	12.60	3.91	0.49
e	Durability	4.39	12.42	3.95	0.49
f	Serviceability	4.36	12.33	3.67	0.45
g	Aesthetics	4.28	12.13	3.93	0.48
H	Perceived quality	4.45	12.60	4.03	0.51
Total		35.33	100.00	31.60	3.95
Mean		4.42	12.50	3.95	0.49
CSI					0.79

Source: Primary Data that has been processed 2021

**Service Quality of Celebes Meatball Restaurant**

The analysis results of the Customer Satisfaction Index show the extent to which the level of customer satisfaction with the service of the Meatball Celebes restaurant. The results of the CSI analysis can be seen in Table 6. Based on the results of the CSI calculations, it can be seen that the score of the Customer Satisfaction Index is 78% or an interval of 0.78. If this score is based on

the consumer satisfaction index, then the CSI value which reaches 0.78 is in the range of 0.66-0.80.

Therefore, the member satisfaction index for the tested attributes is generally in the "satisfied" criterion which means it is necessary to maintain its performance and improve its performance in order that the consumer satisfaction with product quality close to 100 percent or at the level of very satisfied.

**Table 6.** CSI Calculation of Celebes Meatball Restaurant Services

No	Product Quality Aspects	Mean Importance Score (MIS)	Weight Factors (WF)	Mean Satisfaction Score (MSS)	Weight Score
a	Tangible	4.37	20.22	3.68	0.74
b	Reability	4.42	20.43	4.00	0.82
c	Responsiveness	4.30	19.90	3.84	0.76
d	Assurance	4.32	19.98	4.00	0.80
e	Empathy	4.21	19.48	3.98	0.77
Total		35.33	100.00	19.50	3.90
Mean		4.42	20.00	3.90	0.78
CSI					0.78

Source: Primary Data that has been processed 2021

Based on the IPA analysis, the CSI results state that the level of consumer satisfaction is between 78%. In the case of satisfaction level, this score has been maximized so that the celebrity meatball restaurant must maintain and improve its performance. The attributes that must be prioritized to improve their performance

are in quadrant I, where the performance of these attributes is not optimal and must continue to be improved. Meanwhile, the performance of the attributes in quadrant II must be maintained, so that in its development it is expected to increase the CSI value to the very satisfied criteria. This is in accordance with the opinion in the

previous research (Yansah et al., 2001) which shows that tangible, reliability, responsiveness, assurance, and empathy variables have a significant effect on consumer satisfaction.

## CONCLUSION

1. Conformance attribute is very important for consumers but has low performance such as prices that are considered not in accordance with the taste or quality of the product. In addition, attributes in quadrant III have low priority to be improved, including features, services, and aesthetics.
2. Tangible such as cleanliness, parking area, and other facilities are considered important but are still incomplete and show low performance so this is a top priority because they are in quadrant I.
3. The quality of service from the aspect of the ability to provide reliable services is considered very good because it is able to serve and respond when there are complaints from consumers.
4. The level of consumer satisfaction for product quality based on CSI results is in the range of 79% or 0.79. Meanwhile, service satisfaction is in the range of 78% or 0.78. This score is almost maximum or categorized as satisfied. Therefore, Meatball Celebes Restaurant must continue to improve its performance by improving the attributes in quadrant I and still maintaining the performance of attributes in quadrant II.

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