



# Analysis of Service Quality and Healthy Food Healthy Food Product Quality Towards Customer Satisfaction at Ayam Keprabon Gading Serpong Restaurant

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## Abstract

This study aims to analyze the impact of service quality and healthy food product quality on customer satisfaction at Ayam Keprabon Restaurant, Gading Serpong. A qualitative research approach was employed, utilizing observations and in-depth interviews with four customers to gather insights into their dining experiences. The findings reveal that both service quality and the quality of healthy food products play a crucial role in shaping customer satisfaction. Customers particularly value prompt and friendly service, as well as the freshness, taste, and nutritional benefits of the food. Additionally, the study highlights the importance of consistency in maintaining high standards to ensure a positive dining experience. These insights provide valuable implications for restaurant management in enhancing customer loyalty and improving overall business performance.

**Keywords:** Service quality, product quality, dining experience, customer satisfaction.

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## 1. Introduction

Food is a basic human necessity essential for survival, and the rapid growth of the food industry, including restaurants and cafeterias, has intensified competition to meet consumer needs and maximize satisfaction. Restaurants, as one of the primary sources for obtaining food, are increasingly adapting to urban lifestyle changes. Modern lifestyles demand not only good food but also comfortable and inviting dining environments (Han & Ryu, 2009).

Poor service quality, including long wait times, unprofessional staff, and billing errors, negatively impacts customer satisfaction and increases the likelihood of negative word-of-mouth (Parasuraman, et al., 1988). In the competitive restaurant industry, quality is a critical determinant of success, as modern consumers prioritize quality over quantity. Therefore, service and food quality are significant factors influencing customer satisfaction.

High service quality enhances customer satisfaction and loyalty, leading to positive word-of-mouth and repeat patronage (Kotler & Keller, 2016). According to Ryu et al. (2008), high service quality and food quality work together to create a positive dining experience, which can lead to increased customer loyalty and repeat purchases. Customer satisfaction is the level of a consumer's feelings after comparing their expectations with their actual experience. High service and food quality can lead to customer retention, an essential factor for Ayam Keprabon Restaurant's sustainability and competitiveness.

Based on these considerations, this study explores the topic in greater depth under the title: "Analysis of Service Quality and Healthy Food Healthy Food Product Quality Towards Customer Satisfaction at Ayam Keprabon Gading Serpong Restaurant." The findings are expected to benefit various stakeholders, particularly food industry entrepreneurs, by providing insights into policies that maintain restaurant image and sustainability.

Here are the Research Questions that we developed to identify our study on customer satisfaction at Ayam Keprabon:

- a). How satisfied are customers with the taste, quality, and portion size of the food served at Ayam Keprabon Restaurant?
- b). To what extent do customers evaluate the cleanliness of the restaurant, the atmosphere, and the comfort of the dining area at Ayam Keprabon Restaurant?

- c). How do customers perceive the friendliness, responsiveness, and speed of service provided by the staff at Ayam Keprabon Restaurant?
- d). Do customers feel that the prices at Ayam Keprabon Restaurant are justified by the quality, taste, and variety of the menu offered?
- e). What factors influence customers' intentions to recommend Ayam Keprabon Restaurant, and what areas do customers think need improvement?

These five questions cover various key aspects that influence the customer experience and provide a clear picture of the performance of Ayam Keprabon Restaurant.

## 2. Literature Review

According to Ryu et al. (2008), customer satisfaction is the level of a person's feeling after comparing their expectations with the reality they experience. When the reality exceeds expectations, customers feel satisfied; conversely, if expectations are not met, customers will be disappointed. In the interviews, several aspects, such as the taste of the food, received positive evaluations from the four respondents, indicating that their expectations were met. However, aspects such as portion sizes and pricing showed that while customers were generally satisfied, there were areas that need improvement to better align with customer expectations, which reduced their overall satisfaction.

Customer satisfaction theory suggests that satisfaction is an evaluation of the performance of a product or service compared to customer expectations. Factors such as food quality, service quality, and restaurant cleanliness play a significant role in influencing customer satisfaction and repeat patronage (Han & Ryu, 2009). According to Kotler & Keller (2016) further explained that customers form expectations based on prior experiences, recommendations, and promotions. This is reflected in the responses of the respondents, who felt that the price of the food was not in line with the portion sizes. The higher expectations regarding pricing and portion sizes may stem from similar restaurants that offer larger portions at similar prices.

The cleanliness of the restaurant, as discussed in the interviews, reflects tangible elements. While three respondents were satisfied with the restaurant's cleanliness, one respondent criticized the atmosphere as "dull," suggesting that physical elements, such as room aesthetics, could be improved. Criticism of the staff's less cheerful expressions highlighted the need for improvements in empathy and responsiveness. According to Han & Ryu (2009) emphasized that good empathy can improve customers' positive perceptions of service quality.

During the interviews, several customers stated that the taste of the food was satisfactory, but they felt the portion sizes were inadequate. This indicates a gap in functional elements and product appropriateness. Two respondents felt that the food prices were not aligned with the portion sizes and quality offered, suggesting a negative perception of the quality received relative to the price. According to Grunert (2005), consumers prioritize healthy food attributes, such as freshness, nutritional value, and natural ingredients, which significantly influence their satisfaction and purchasing behavior. This is relevant to the interview findings, where most customer criticism focused on product-related aspects, such as portion sizes and menu variety, rather than service aspects. According to Kotler and Keller (2016), price is an essential element in shaping customers' perceptions of the value they receive. Based on the interview results, two respondents felt that the prices of the food did not reflect what they received. This aligns with the theory that customer perceptions of value are influenced by the balance between the benefits they receive and the costs they incur.

Based on the interview results, improvements in service quality are necessary by focusing on tangible aspects (cleanliness and aesthetics), responsiveness (staff's promptness), and empathy (staff friendliness). These improvements would enhance customers' perceptions of service quality. Additionally, healthy food product quality should be enhanced by increasing the portion sizes and expanding the menu variety to align better with functional elements and product appropriateness, which would, in turn, improve customer satisfaction. This is consistent with the theory that healthy food product quality impacts customers' repeat purchase decisions. Finally, price adjustments should be made to align with the value offered by providing menu options with more appropriate pricing for the portion sizes. This will help align customer perceptions of quality and price.

## 3. Research Methods

In this study, a descriptive qualitative research method was used, focusing on gaining an in-depth understanding of a phenomenon through direct data collection. According to Creswell & Poth (2018), the researcher plays an active role in collecting data through observation and interviews. The data collected is then analyzed inductively to uncover the underlying meaning behind the phenomenon being studied. This research employed purposive sampling technique, where the respondents selected were considered knowledgeable and met the criteria to be data sources. In qualitative research, the focus is on exploring meanings and understanding phenomena rather than producing generalizable findings (Creswell & Poth, 2018). In this study, a literature review was conducted, where we examined various studies and other sources related to the research topic.

This research was conducted at one of the branches of Ayam Keprabon Express, located in the Gading Serpong area, specifically at Jl. CBD Gading Serpong, Ruko Neo Arcade, Blok A/30, Klp. Dua, Kec. Klp. Dua. The location

was chosen due to its strategic positioning, being close to a university and office areas, and easily accessible by both motorcycles and cars. In this study, the method used was according to Miles, et al. (2014), which involves data reduction, data presentation, and drawing conclusions. The data collection techniques in this study involved four customers who purchased products from Ayam Keprabon Express Gading Serpong.

#### 4. Results and Discussion

Customer satisfaction is a crucial element in enhancing restaurant marketing, as increasing sales is directly influenced by the satisfaction of the customers themselves (Creswell & Poth, 2018). For this reason, we conducted interviews with several informants. The interviews involved four customers from Ayam Keprabon Gading Serpong Restaurant. Based on the interviews with these informants regarding the quality of service and products at Ayam Keprabon Gading Serpong, several results were obtained, reflecting customer satisfaction levels on various aspects of service and products offered.

Regarding the satisfaction of informants with the taste and quality of the food served at Ayam Keprabon Gading Serpong, all four informants expressed satisfaction. Informant 1 (Jaya) stated, "The taste and quality are very satisfying, especially the spiciness, which is just right and matches the price." Informant 2 (Augi) said, "Quite satisfying, the taste is prominent, and the cleanliness of the food is good." Informant 3 (Dian) echoed the same sentiment, "Quite satisfied, and the level of spiciness matches the level I chose." Informant 4 (Jennifer) commented, "I'm satisfied because the taste is good, and the chicken is shredded."

Regarding portion sizes served by the restaurant, the responses varied. Two informants, Informant 2 and Informant 4, felt that the portions did not meet their expectations. Informant 4 (Jennifer) explained, "No, because the portion is too small and could be more generous," while Informant 2 (Augi) said, "Subjectively, I think the portion is not enough because I have a big appetite." Informant 1 (Jaya) felt that the portion size was just right for him, saying, "In my opinion, the portion is perfect and suits my appetite." Informant 3 complained, "There is more rice than chicken," and Informant 4 suggested that the portion could be slightly increased to better satisfy customers. This diversity in responses shows that most customers feel that the food portions could be more adequate to enhance satisfaction, particularly the side dishes, which are perceived to be lacking. Food servings should be in proportion to the number of consumers or balanced according to their types (Depkes RI, 2006).

Regarding the cleanliness of the restaurant and dining area, three out of four informants rated the cleanliness of Ayam Keprabon Gading Serpong positively, while one respondent felt cleanliness needed improvement. Informant 1 (Jaya) stated that the cleanliness was well maintained by the staff. Informant 3 (Dian) shared a similar view but added, "The appearance seems a bit dull." Informant 4 (Jennifer) stated that the cleanliness was quite good due to the quiet atmosphere, while Informant 2 (Augi) briefly commented that "it's clean enough." Based on these responses, it can be concluded that Ayam Keprabon Restaurant maintains cleanliness well, although there are areas that could be improved to provide a fresher, cleaner feel. Hygiene and sanitation in restaurant areas are efforts to control food, people, and equipment factors that could lead to diseases or health issues (1098/MENKES/SK/VII/2003).

Concerning the friendliness and speed of service staff, three informants gave positive evaluations, while one informant felt that the staff's expressions needed improvement. Informant 1 (Jaya) mentioned that the service was fairly quick and the staff was friendly. Informant 3 (Dian) said, "The staff is friendly, but they don't show cheerful faces." Informant 2 (Augi) felt that the staff was okay, while Informant 4 (Jennifer) rated the staff as very friendly, and the service was quick. The responses from the informants show that the friendliness and speed of the service staff are adequate, although improvements could be made during peak hours. According to Zeithaml, et al., (2018), empathy and responsiveness are key elements of service quality that enhance customer perceptions and contribute to a positive dining experience.

Regarding the comfort of the restaurant's atmosphere, three informants felt comfortable, while one informant felt disturbed by certain factors. Informant 2 (Augi) mentioned that the atmosphere was comfortable, but he was disturbed by "the smell of cooking mixed with the air from the air conditioner." Informant 3 (Dian) stated that the atmosphere was comfortable because it was not too noisy. Informant 4 (Jennifer) considered the atmosphere average, while Informant 1 (Jaya) felt very comfortable, as the building fulfilled basic needs and could affect one's thoughts. If the atmosphere is not good, thoughts may also become negative (Wicaksono). Therefore, it is important to maintain the atmosphere and ambiance so customers feel comfortable while enjoying their meals.

Regarding the price of the food in relation to the quality offered at Ayam Keprabon Gading Serpong, two informants felt that the price was not quite right, while the other two thought it was reasonable. Informant 1 (Jaya) stated that the price was appropriate for the taste and the place provided. Informant 3 (Dian) felt that "with that price, there should be more." Informant 2 (Augi) commented, "For that price, I could get a larger portion elsewhere," while Informant 4 (Jennifer) felt the price would only be worth it if the portion size of the side dishes was increased slightly. Some customers still felt that the price-to-portion ratio was not entirely fair.

Regarding the speed of food delivery at Ayam Keprabon Gading Serpong, three informants felt the service was quick, while one informant felt it was relatively slow. Informant 1 (Jaya) explained, "The food is served fairly quickly

because the food preparation process is not that complicated." Informant 3 (Dian) added that the food was served quickly, which prevented boredom from waiting. Informant 4 (Jennifer) had a similar experience because when she visited, the restaurant was quiet. However, Informant 2 (Augi) revealed that the waiting time for food service was a bit long. Despite this, they liked the menu choices, though some hoped for more variety beyond just chicken dishes to attract more customers. Speed of service is a key determinant of customer satisfaction in restaurants, as long wait times can lead to negative perceptions and reduced likelihood of return visits (Noone et al., 2007).

Regarding the variety of menu options, three informants felt that the menu variety was good, while one respondent thought it was still limited. Informant 3 (Dian) felt that the menu variety was limited because most of the dishes were based on chicken. Informant 4 (Jennifer) thought the variety was enough because there were additions like meatballs and adjustable levels of spiciness. Informant 1 (Jaya) also stated that the menu was varied enough, while Informant 2 simply said, "Yes."

According to Grunert (2005), service quality is something that customers evaluate. They will assess how suitable the restaurant is to recommend to family or friends. All informants provided positive responses with varying scores. Informant 1 (Jaya) gave a score of 7/10, feeling that the restaurant was worth it for a family restaurant. Informant 2 (Augi) gave a score of 8/10 but noted that the price was relatively high, which made him not frequent the restaurant often. Informant 4 (Jennifer) gave a score of 9/10 because she liked the shredded chicken in the fried chicken dish, which was easy to eat. Informant 3 (Dian) gave a score of 8/10, with some aspects still needing improvement. Most informants felt confident recommending the restaurant to family or friends due to the satisfying taste and comfortable atmosphere.

Regarding suggestions for improvement, Zeithmal (2018) explain that service quality has a long-term effect on creating the best quality for customers and increasing customer loyalty. Suggestions for improvement are crucial for restaurant owners to improve service quality. The informants offered several suggestions. Informant 1 (Jaya) suggested increasing the menu variety to make the restaurant more appealing to families. Informant 2 (Augi) recommended increasing the protein in the side dishes to better match the price. Informant 3 (Dian) agreed that the side dish portions should be increased slightly. Informant 4 (Jennifer) added that the speed of food delivery should also be improved to enhance the customer experience. Other informants also hoped for slightly larger portions. This indicates that while overall aspects of the restaurant are good, the portion size still needs improvement.

## 5. Conclusion

Based on the research findings, it can be concluded that the food taste at Ayam Keprabon Gading Serpong Restaurant has received positive appreciation from the majority of the respondents. However, the issue of inadequate portion sizes for side dishes has caused a discrepancy between customer expectations and the reality they experience, thereby impacting customer satisfaction. Most respondents were satisfied with the friendliness and promptness of the staff, although there were minor remarks regarding the staff's less cheerful expressions. The cleanliness of the restaurant was rated as generally good, but improvements in the aesthetic aspects are needed to create a fresher and more comfortable atmosphere. Complaints regarding the price-to-portion ratio suggest that customers' perceptions of value have not yet been fully optimized. Customers tended to feel that the prices would be more reasonable if the portion sizes were increased. Overall, customers demonstrated a fairly high level of trust in the restaurant, as reflected in the average recommendation scores ranging from 7 to 9 out of 10. This indicates a significant potential for the restaurant to maintain and expand its customer base through strategic improvements.

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