

**UNDERGRADUATE THESIS**

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER  
SATISFACTION AT JALAPENO SANUR RESTAURANT**



**POLITEKNIK NEGERI BALI**

**Putu Karmenita Sintia Dewi**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2025**

**UNDERGRADUATE THESIS**

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER  
SATISFACTION AT JALAPENO SANUR RESTAURANT**



**POLITEKNIK NEGERI BALI**

**Putu Karmenita Sintia Dewi**  
**NIM 2115834043**

**TOURISM DEPARTMENT**  
**POLITEKNIK NEGERI BALI**  
**BADUNG**  
**2025**

**UNDERGRADUATE THESIS**

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER  
SATISFACTION AT JALAPENO SANUR RESTAURANT**

**This undergraduate thesis is submitted as one of the requirements to earn  
Applied Bachelor's Degree in Tourism Business Management Study Program  
in Politeknik Negeri Bali**



**POLITEKNIK NEGERI BALI**

**Putu Karmenita Sintia Dewi  
NIM 2115834043**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2025**

## ACKNOWLEDGEMENT

First of all, the writer would like to express the deepest gratitude and praise to God Almighty Ida Sang Hyang Widhi Wasa because of His blessings and mercy, the writer was able to do this undergraduate thesis with the title **“The Effect of Service Quality on Customer Satisfaction at Jalapeno Sanur Restaurant”** on time. This research highlights the important effect of service quality in improving customer satisfaction, especially in the restaurant industry. This undergraduate thesis is one of the terms to fulfill the requirements for obtaining an Applied Bachelor’s degree in D-IV Tourism Business Management Study Program, Tourism Department at the Politeknik Negeri Bali.

The writer fully realizes that the process of completing this undergraduate thesis would not have been possible without the help, guidance, motivation, suggestions, and feedback from various parties. Therefore, on this occasion, the writer would like to thank these parties, including the following:

1. I Nyoman Abdi, S.E., M. eCom. as Director of the Politeknik Negeri Bali who provides facilities and opportunities for the writer to study in Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, SST. Par., M. Par. as the Head of the Politeknik Negeri Bali Tourism Department has provided adequate facilities and also helped the writer run smoothly in preparing this undergraduate thesis.
3. Putu Tika Virginiya, S.Pd., M.Pd, as Secretary of the Tourism Department as well as Supervisor II who has helped and provided endless advice, input, support, motivation, and guidance during the process of preparing this undergraduate thesis from beginning to end.
4. Made Satria Pramanda Putra, S.H., S.E., M.M. as Coordinator of the Tourism Business Management Study Program who also provided guidance, encouragement, and input in carrying out the preparation of this undergraduate thesis.
5. I Nyoman Rajin Aryana, S.Pd., M.Hum. as Supervisor I who has helped and provided endless advice, input, support, motivation, and guidance during the process of preparing this undergraduate thesis from beginning to end.

6. All lecturers of the Tourism Department who have educated and taught a lot of knowledge about tourism during studying in Tourism Department Politeknik Negeri Bali.
7. I Wayan Sudiana as the Restaurant Manager at Jalapeno Sanur Restaurant who has helped and provided adequate facilities and support during this research.
8. Both parents and sister who always give prayers, and provide endless support, love and motivation to the writer that cannot be compared and replaced with anything forever.
9. Friends who always support and provide motivational encouragement so that the writer can complete this undergraduate thesis.

This undergraduate thesis is may still far from perfect, considering the writer's limited knowledge and experience, therefore the writer hopes for constructive suggestions and input from readers to make this undergraduate thesis better so that it can be useful for readers. Finally, the writer would like to thank and apologize for any errors in writing this undergraduate thesis.

**Writer**

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI  
**Putu Karmenita Sintia Dewi**

## ABSTRACT

Dewi, Putu Karmenita Sintia. (2025). *The Effect of Service Quality on Customer Satisfaction at Jalapeno Sanur Restaurant*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor 1: I Nyoman Rajin Aryana, S.Pd., M.Hum., and Supervisor II: Putu Tika Virginiya, S.Pd., M.Pd.

Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction.

Abstract: This research analyzes how service quality has a significant and positive effect on customer satisfaction, both partially and simultaneously at the Jalapeno Sanur Restaurant, and analyzes the most impacted dimensions of service quality on customer satisfaction at Jalapeno Sanur Restaurant. The data of this research were collected through a questionnaire, observation, and interview. The questionnaire was distributed online in the form of a Google Form. The sampling technique employed is convenience sampling, with 88 respondents. This research was conducted in mixed-methods analysis, which combines qualitative descriptive and Multiple Linear Regression Analysis by IBM SPSS version 29. The result of this research indicates that four of the five dimensions of service quality partially have a positive significant effect on customer satisfaction, except for the tangible dimension. Service quality simultaneously have a positive significant effect on customer satisfaction. The assurance dimension has the most effect on customer satisfaction.

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## ABSTRAK

Dewi, Putu Karmenita Sintia. (2025). *The Effect of Service Quality on Customer Satisfaction at Jalapeno Sanur Restaurant*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum., dan Pembimbing II: Putu Tika Virginiya, S.Pd., M.Pd.

Kata Kunci: *Tangible, Reliability, Responsiveness, Assurance, Emphaty, Customer Satisfaction*.

Abstrak: Penelitian ini menganalisis bagaimana kualitas pelayanan memiliki pengaruh yang signifikan dan positif terhadap kepuasan pelanggan baik secara parsial maupun simultan di Jalapeno Sanur Restaurant, serta menganalisis dimensi kualitas pelayanan yang paling berpengaruh terhadap kepuasan pelanggan di Restoran Jalapeno Sanur. Data dalam penelitian ini dikumpulkan melalui kuesioner, observasi, dan wawancara. Kuesioner disebarkan secara daring dalam bentuk Google Form. Teknik pengambilan sampel yang digunakan adalah convenience sampling dengan jumlah responden sebanyak 88 orang. Penelitian ini dilakukan dengan metode campuran (mixed-methods), yang menggabungkan analisis deskriptif kualitatif dan Analisis Regresi Linier Berganda menggunakan IBM SPSS versi 29. Hasil penelitian menunjukkan bahwa empat dari lima dimensi kualitas pelayanan secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kecuali dimensi tangible. Secara simultan, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dimensi assurance merupakan dimensi yang paling berpengaruh terhadap kepuasan pelanggan.

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## TABLE OF CONTENT

|                                               |             |
|-----------------------------------------------|-------------|
| <b>COVER .....</b>                            | <b>i</b>    |
| <b>TITLE PAGE .....</b>                       | <b>ii</b>   |
| <b>REQUIREMENT SHEET.....</b>                 | <b>iii</b>  |
| <b>APPROVAL SHEET .....</b>                   | <b>iv</b>   |
| <b>VALIDITY SHEET .....</b>                   | <b>v</b>    |
| <b>STATEMENT LETTER .....</b>                 | <b>vi</b>   |
| <b>ACKNOWLEDGEMENT.....</b>                   | <b>vii</b>  |
| <b>ABSTRACT .....</b>                         | <b>ix</b>   |
| <b>ABSTRAK .....</b>                          | <b>x</b>    |
| <b>TABLE OF CONTENT.....</b>                  | <b>xi</b>   |
| <b>LIST OF TABLES .....</b>                   | <b>xiii</b> |
| <b>LIST OF FIGURES .....</b>                  | <b>xiv</b>  |
| <b>LIST OF APPENDICES.....</b>                | <b>xv</b>   |
| <b>CHAPTER I INTRODUCTION.....</b>            | <b>1</b>    |
| 1.1 Research Background .....                 | 1           |
| 1.2 Research Questions.....                   | 4           |
| 1.3 Research Objectives.....                  | 5           |
| 1.4 Research Significance.....                | 5           |
| 1.5 Limitations and Scope of Problem .....    | 6           |
| <b>CHAPTER II LITERATURE REVIEW .....</b>     | <b>7</b>    |
| 2.1 Theoretical Basis .....                   | 7           |
| 2.1.1 Restaurant .....                        | 7           |
| 2.1.2 Service Quality .....                   | 11          |
| 2.1.3 Customer Satisfaction.....              | 16          |
| 2.2 Previous Research.....                    | 21          |
| 2.3 Hypothesis .....                          | 27          |
| <b>CHAPTER III RESEARCH METHOD .....</b>      | <b>29</b>   |
| 3.1 Research Location and Period .....        | 29          |
| 3.2 Research Objects .....                    | 29          |
| 3.3 Variables Identification .....            | 29          |
| 3.4 Definition of Operational Variables ..... | 30          |
| 3.5 Types and Data Sources.....               | 35          |
| 3.5.1 Data Types .....                        | 35          |
| 3.5.2 Data Sources .....                      | 36          |
| 3.6 Population and Sample .....               | 37          |
| 3.7 Informant determination .....             | 39          |
| 3.8 Data Collection .....                     | 39          |

|                                                                                         |            |
|-----------------------------------------------------------------------------------------|------------|
| 3.9 Data Analysis.....                                                                  | 42         |
| 3.9.1 Statistic Descriptive Analysis .....                                              | 43         |
| 3.9.2 Instrument Test .....                                                             | 43         |
| 3.9.3 Correlation Test .....                                                            | 45         |
| 3.9.4 Classic Assumption Test.....                                                      | 46         |
| 3.9.5 Multiple Linear Regression Analysis .....                                         | 48         |
| 3.9.6 Goodness of Fit (GoF Model).....                                                  | 49         |
| 3.9.7 Hypothesis Test .....                                                             | 49         |
| 3.9.8 Coefficient of Determination .....                                                | 50         |
| 3.9.9 Analysis Coefficient Beta .....                                                   | 51         |
| 3.9.10 Qualitative Descriptive.....                                                     | 52         |
| <b>CHAPTER IV RESEARCH FINDINGS AND DISCUSSION .....</b>                                | <b>54</b>  |
| 4.1 Brief Summary of Research Location .....                                            | 54         |
| 4.1.1 Brief Story of the Jalapeno Sanur Restaurant.....                                 | 54         |
| 4.1.2 Standard Operational Procedures of Jalapeno Sanur Restaurant.....                 | 56         |
| 4.1.3 SOP for Delivery and Takeaway Service: .....                                      | 58         |
| 4.1.4 Layout Restaurant .....                                                           | 58         |
| 4.1.5 Jalapeno Sanur Restaurant services and products .....                             | 60         |
| 4.1.6 Organizational Structure Jalapeno Sanur Restaurant .....                          | 66         |
| 4.2 Research Findings & Discussions .....                                               | 71         |
| 4.2.1 Data Analysis Result.....                                                         | 71         |
| 4.2.2 Partial Significant Effect of Service Quality on Customer Satisfaction.....       | 91         |
| 4.2.3 Simultaneous Significant Effect of Service Quality on Customer Satisfaction ..... | 101        |
| 4.2.4 Dimensions of Service Quality which Affect Customer Satisfaction the Most .....   | 104        |
| <b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>                                        | <b>109</b> |
| 5.1 Conclusion .....                                                                    | 109        |
| 5.2 Suggestion.....                                                                     | 110        |
| <b>REFERENCES.....</b>                                                                  | <b>112</b> |
| <b>APPENDICES .....</b>                                                                 | <b>118</b> |

## LIST OF TABLES

|                                                                                   |    |
|-----------------------------------------------------------------------------------|----|
| <b>Table 3.1</b> Operational Definition of Variables .....                        | 30 |
| <b>Table 3. 2</b> Percentage Score Criteria .....                                 | 43 |
| <b>Table 3.3</b> Interpretation of The Correlation Coefficient .....              | 46 |
| <b>Table 4. 1</b> Validity Test Result.....                                       | 71 |
| <b>Table 4. 2</b> Reliability Test Result.....                                    | 73 |
| <b>Table 4. 3</b> Characteristics of Respondents Based on Gender.....             | 75 |
| <b>Table 4. 4</b> Characteristics of Respondents Based on Age.....                | 75 |
| <b>Table 4. 5</b> Characteristics of Respondents Based on Occupation .....        | 76 |
| <b>Table 4. 6</b> Characteristics of Respondents Based on Frequency of Visit..... | 76 |
| <b>Table 4. 7</b> Characteristics of Respondents Based on Purpose of Visit.....   | 77 |
| <b>Table 4. 8</b> Average & Percentage Implementation of ServQual .....           | 78 |
| <b>Table 4. 9</b> Simple Correlations Test Result.....                            | 79 |
| <b>Table 4. 10</b> Multiple Corelations Test Result.....                          | 80 |
| <b>Table 4. 11</b> Normality Test Result .....                                    | 81 |
| <b>Table 4. 12</b> Multicollinearity Test Result.....                             | 82 |
| <b>Table 4. 13</b> Heteroscedasticity Test Result .....                           | 82 |
| <b>Table 4. 14</b> Linearity Test of Tangible Dimension Result .....              | 83 |
| <b>Table 4. 15</b> Linearity Test of Reliability Dimension Result .....           | 83 |
| <b>Table 4. 16</b> Linearity Test of Responsiveness Dimension Result.....         | 84 |
| <b>Table 4. 17</b> Linearity Test of Assurance Dimension Result.....              | 84 |
| <b>Table 4. 18</b> Linearity Test of Empathy Dimension Result.....                | 84 |
| <b>Table 4. 19</b> Linerity Test of ServQual Result.....                          | 85 |
| <b>Table 4. 20</b> Multiple Linear Regression Result.....                         | 86 |
| <b>Table 4. 21</b> Goodness of Fit Test Result .....                              | 87 |
| <b>Table 4. 22</b> F-Test Result .....                                            | 88 |
| <b>Table 4. 23</b> t-Test Result .....                                            | 88 |
| <b>Table 4. 24</b> Coefficient of Determination Test Result .....                 | 90 |
| <b>Table 4. 25</b> Analysis Coefficient Beta Result .....                         | 91 |

## LIST OF FIGURES

|                                                                                                                 |    |
|-----------------------------------------------------------------------------------------------------------------|----|
| <b>Figure 1. 1</b> Customer Review on Service Quality at Jalapeno Sanur Restaurant ..                           | 3  |
| <b>Figure 2. 1</b> Hypothesis Model .....                                                                       | 27 |
| <b>Figure 3. 1</b> Multiple Correlations of More than Two Independent Variables and the Dependent Variable..... | 46 |
| <b>Figure 3. 2</b> Qualitative Data Analysis Process .....                                                      | 53 |
| <b>Figure 4. 1</b> Jalapeno Restaurant Logo's.....                                                              | 55 |
| <b>Figure 4. 2</b> Non-AC Dining Area.....                                                                      | 59 |
| <b>Figure 4. 3</b> AC Dining Area .....                                                                         | 59 |
| <b>Figure 4. 4</b> BAR Area .....                                                                               | 60 |
| <b>Figure 4. 5</b> Small Plates Menu .....                                                                      | 61 |
| <b>Figure 4. 6</b> Tachos, Nachos, Burrito, Greenbowl, and Enchiladas Menu.....                                 | 62 |
| <b>Figure 4. 7</b> Special Menu .....                                                                           | 63 |
| <b>Figure 4. 8</b> Mexican Skewers Menu.....                                                                    | 63 |
| <b>Figure 4. 9</b> Dessert Menu .....                                                                           | 64 |
| <b>Figure 4. 10</b> Cocktail Menu.....                                                                          | 65 |
| <b>Figure 4. 11</b> Jalapeno Sanur Organizational Chart .....                                                   | 67 |

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## LIST OF APPENDICES

|                                                     |     |
|-----------------------------------------------------|-----|
| <b>Appendix 1-</b> Research Application Letter..... | 118 |
| <b>Appendix 2-</b> Research Permit Letter .....     | 119 |
| <b>Appendix 3-</b> Research Questionnaire.....      | 120 |
| <b>Appendix 4-</b> Questionnaire Result .....       | 128 |
| <b>Appendix 5-</b> Processed Primary Data .....     | 140 |
| <b>Appendix 6-</b> Interview Guidance .....         | 147 |
| <b>Appendix 7-</b> Interview Documentation.....     | 162 |



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

In the tourism business world besides hotel, restaurants are one of the supporting aspects that contribute to economic growth and employment provision. However, at this time, competition in the restaurant industry is getting tighter, triggered by the many new competitors that have appeared in the same industry (Apriyani, 2017; Sari & Marlius, 2023). This becomes a challenge for restaurants when running their business. Therefore, in facing fierce business competition, maintaining customer satisfaction becomes crucial ensuring the business remains competitive. In every competition, businesspeople implement various strategies that are more effective in fulfilling customer needs and providing optimal satisfaction because a business' main goal is to create satisfaction for customers (Tandra et al., 2021).

Customer satisfaction is the perception of customers that their expectations have been met or exceeded through the purchase or use of the product (Novia et al., 2024). The more customer expectations are fulfilled, the more satisfied customers will be, and it will have a good effect on customers; then, they will visit the restaurant and create sustainable loyalty. If customers are not satisfied and disappointed, it will result in potential customers changing their decisions and shifting to other restaurant competitors. To create customer satisfaction when buying the products that we are selling, one of the strategies that can be carried out by companies, especially in restaurants, is to provide optimal service quality to

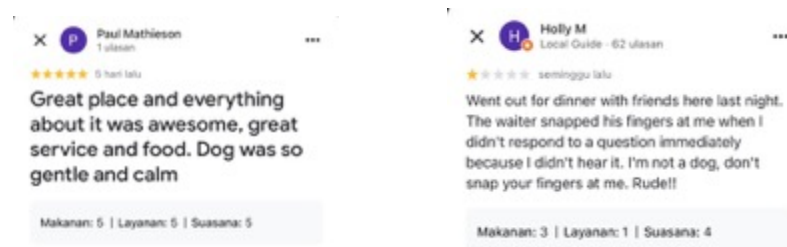
customers (Rahman & Hendarwan, 2023).

Service quality in restaurants is very influential on customer satisfaction because in the business world, especially restaurants, not only product quality that determines customer satisfaction but also how the service is provided when customers buy the products. Service quality can be measured through five main dimensions, namely tangibles (physical evidence of restaurant services for customers such as physical appearance, equipment, and facilities), reliability (the ability to provide satisfying services in accordance with customers' expectations), responsiveness (the ability of staff to provide fast and appropriate service), assurance (knowledge and ability of staff to the products to provide a safe environment for the customers), and empathy (having attention and concern for customer needs and understanding customer needs) (Zeithaml et al., 2018). Fulfilling all of these dimensions can encourage consumers to build a stronger relationship with the restaurant. This strong relationship allows the restaurant to gain a better understand of customer expectations and needs so they can be properly satisfied (Anggoro & Baskoro, 2022).

Jalapeno is the first Mexican restaurant in Sanur area; this restaurant is quite popular with its special Mexican food that attracts tourists to come and try their products. The restaurant is also located strategically, making it easily accessed by tourists. Jalapeno Sanur is currently faced with fierce competition in the restaurant industry because several restaurants, such as Taqisa Mexican Food and Motel Mexicola also focus on Mexican food.

In this fierce competition, customer satisfaction which is expressed in online

review platforms such as Google Review is one of the important factors in improving product and service quality (Liu et al., 2021). Online Customer Review (OCR) is an activity that allows customers to freely and easily write comments and opinions on their experiences with products or services that the restaurant provided (Safitri & Widiati, 2022), which is directly reflected in customer satisfaction. Customers can leave several types of reviews, such as star ratings and text reviews about the products and the services that customers receive. Star ratings indicate customer satisfaction on a scale of 1 (low score, low satisfaction) to 5 (high score, high satisfaction). Text reviews show customer opinions and more information about the products and services that customers receive (Liu et al., 2021). The reviews from customers about the quality of service should be a serious concern for Jalapeno Sanur because positive reviews from customers can help companies build the trust and confidence of potential customers to buy the products or services offered, which can increase satisfaction. Otherwise, a negative review can harm the company because it can ruin the customers' view and decrease the level of satisfaction (Ardianti & Widiartanto, 2019). To demonstrate customer perceptions of service quality at Jalapeno Sanur, the following reviews from the Google review platform illustrate customer satisfaction.



**Figure 1. 1** Customer Review on Service Quality at Jalapeno Sanur Restaurant  
Source: Google review Jalapeno Sanur Restaurant

Based on Figure 1.1, data from online review platforms showed a variety of

responses from Jalapeno Sanur customers. Some customers gave positive reviews highlighting customer satisfaction, especially with the service provided. These positive reviews show that Jalapeno Sanur has managed to meet customer expectations through quality service and this needs to be maintained to maintain customer loyalty. However, there are also negative reviews that reveal problems in the quality of service provided. In addition to the online reviews, information gathered from interviews with the management also reveals service-related concerns. Some customers have directly expressed their dissatisfaction to the manager regarding the quality of service. Specific complaints included remarks such as "the staff are not friendly" and "the staff seem to be in a bad mood, which is reflected in their facial expressions and affects the service provided". These negative reviews became a concern that there are still aspects of the service that need to be improved and increased in order to meet customer expectations comprehensively. Therefore, it is important for Jalapeno Sanur to consistently provide good service and improve the quality of service that is provided to customers amid increasing customer expectations who want to buy the product.

This combination of positive and negative reviews highlights the importance of service quality in creating customer satisfaction overall. Therefore, the writer is interested in conducting further research entitled **“The Effect of Service Quality on Customer Satisfaction at Jalapeno Sanur Restaurant.”**

## **1.2 Research Questions**

Based on the research background described above, the questions of this research are:

1. How does service quality have a partially significant positive effect on customer satisfaction at Jalapeno Sanur Restaurant?
2. How does service quality have a simultaneously significant positive effect on customer satisfaction at Jalapeno Sanur Restaurant?
3. Which dimensions of service quality does have the most effect on customer satisfaction at Jalapeno Sanur Restaurant?

### **1.3 Research Objectives**

Based on the research questions described above, the objectives of this research are:

1. To analyze whether service quality has a partially significant positive effect on customer satisfaction at Jalapeno Sanur restaurant.
2. To analyze whether service quality has a simultaneously significant positive effect on customer satisfaction at Jalapeno Sanur restaurant.
3. To analyze the most impacted dimensions of quality service on customer satisfaction at Jalapeno Sanur Restaurant.

### **1.4 Research Significance**

The benefits of this research can be divided into theoretical benefits and practical benefits, with the following description:

#### **1. Theoretical Benefits**

This research is expected to provide benefits and knowledge about the important effect of service quality on customer satisfaction and provide new insights into service quality improvement strategies that can be applied in various

contexts. This study's results can also be used as reference material for further research.

## **2. Practical Benefits**

### **a. For Jalapeno Sanur Restaurant**

This research is conducted to analyze customer satisfaction in detail, which can be used to identify strengths and weaknesses in service. This allows restaurants to plan effective strategies to improve service quality and customer satisfaction.

### **b. For Politeknik Negeri Bali**

This research can be used as a valuable academic reference in studies related to service quality and customer satisfaction and can provide a reference for future research.

### **c. For writer**

This research is expected to develop skills in conducting research, including collecting and analyzing data for the writer, and also gain a better understanding of the concepts of service quality and customer satisfaction.

## **1.5 Limitations and Scope of Problem**

Based on the research topic on the effect of service quality, the material is quite broad. Therefore, it is important to limit the problem to the focus of this research so that it is defined by a specific scope, including:

1. The variables in this research are service quality and customer satisfaction.
2. The dimension of service quality variables in this research includes tangibles, reliability, responsiveness, assurance, and empathy.
3. The research took a sample from the customers at Jalapeno Sanur Restaurant.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the study, quantitative data analysis result through questionnaire distribution, and supported by the results of interviews with restaurant management, it can be concluded that:

1. Partially, out of the five measured dimensions of service quality, the dimensions of reliability, responsiveness, assurance, and empathy are proven to have a positive and significant effect on customer satisfaction. Meanwhile, the tangible dimension does not show a significant effect on customer satisfaction. Based on observations and interviews with management, this insignificant influence can be explained by the fact that although physical aspects of the restaurant, such as cleanliness, lighting, and staff appearance, have met operational standards, several shortcomings such as limited parking space and noise from the surrounding area do not directly affect guests' satisfaction levels. This is because customers tend to focus more on the quality of direct service provided by the staff, such as friendliness, responsiveness, and professionalism, rather than the restaurant's physical condition.
2. Simultaneously, all five dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—have been proven to have a positive and significant effect on customer satisfaction. In other words,

overall service quality is a crucial factor in determining customer satisfaction levels at Jalapeno Sanur Restaurant.

3. The service quality dimension that has the most dominant effect on customer satisfaction is the assurance dimension. This indicates that the staff's confidence, knowledge, responsiveness, and ability to provide a sense of safety and comfort to customers are the key aspects in creating customer satisfaction at Jalapeno Sanur Restaurant.

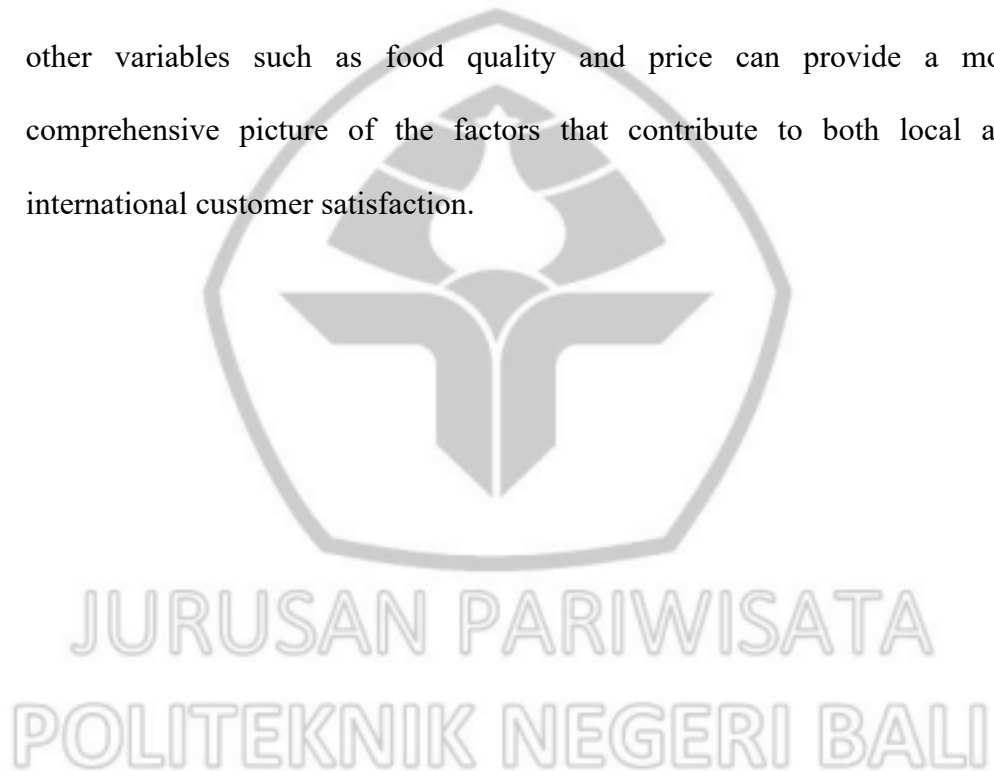
## **5.2 Suggestion**

Referring to the results of the findings and discussion, several suggestions can be made regarding this research as follows:

1. Based on the findings of this research, it is recommended that Jalapeno Sanur Restaurant concentrate on strengthening the four service quality dimensions are assurance, reliability, responsiveness, and empathy that significantly affect customer satisfaction. or Jalapeno Sanur Restaurant. Since assurance showed the most significant effect towards customer satisfaction, therefore it is recommended to maintain and continue to improve the assurance aspect by providing regular training to staff on product knowledge, service ethics, and communication skill. Although the tangible aspect was found to have no significant effect, maintaining a clean, comfortable, and visually appealing environment remains important to support the overall perception of quality. Focusing on these key dimensions will help the restaurant provide consistent service and build stronger customer loyalty. In addition, the restaurant is advised to set daily targets for collecting online customer reviews. Monitoring

and encouraging these reviews can help assess service consistency, understand customer expectations and improving customer satisfaction over time, also can identify service gaps that may not be visible through internal evaluation alone.

2. For further research, it is recommended that the scope of the study be expanded to include more informants, both from management and customers with more diverse characteristics, in order to gain a more comprehensive understanding of their experiences and perceptions of service quality. In addition, adding other variables such as food quality and price can provide a more comprehensive picture of the factors that contribute to both local and international customer satisfaction.



## REFERENCES

- Agung, A. A. P., & Yuesti, A. (2017). *Metodologi Penelitian Kuantitatif dan Kualitatif*. AB Publisher. <http://eprints.unmas.ac.id/id/eprint/1612/1/EBK-00002.pdf>
- Alhamid, T., & Anufia, B. (2019). Resume: Instrumen Pengumpulan Data. *Sorong: Sekolah Tinggi Agama Islam Negeri (STAIN)*, 1–20.
- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji Validitas dan Reliabilitas Tingkat Partisipasi Politik Masyarakat Kota Padang. *Jurnal Matematika UNAND*, 8(1), 179–188.
- Amarin, S., & Wijaksana, T. I. (2021). Pengaruh Kualitas Sistem, Kualitas Informasi, dan Kualitas Layanan terhadap Kepuasan Konsumen (Studi pada Pengguna Aplikasi Berrybenka di Kota Bandung). *Business Management Analysis Journal (BMAJ)*, 4(1), 37–52. <https://doi.org/10.24176/bmaj.v4i1.6001>
- Anggoro, D. A., & Baskoro, D. A. (2022). Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen. *GARUDA (Global Research on Tourism Development and Advancement)*, 4(1), 25–53.
- Anwar, N. F., & Karamoy, H. (2014). Analisis Penerapan Metode Pencatatan dan Penilaian terhadap Persediaan Barang Menurut Psak No.14 pada Pt. Tirta Investama DC Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(2). <https://ejournal.unsrat.ac.id/index.php/emba/article/view/4715>
- Apriyani, D. A. (2017). Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen (Survei pada Konsumen The Little A Coffee Shop di Kota Sidoarjo). *Jurnal Administrasi Bisnis*, 51(2), 1–7.
- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Melalui Marketplace Shopee. (Studi pada Mahasiswa Aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66.
- Arikunto, S. (2002). Prosedur Suatu Penelitian: Pendekatan Praktek. *Edisi Revisi Kelima. Penerbit Rineka Cipta. Jakarta*.
- Asti, E. G., & Ayuningtyas, E. A. (2020). Pengaruh Kualitas Pelayanan, Kualitas Produk dan Harga terhadap Kepuasan Konsumen. *Ekomabis: Jurnal Ekonomi Manajemen Bisnis*, 1(01), 1–14. <https://journal.lppmpelitabangsa.id/index.php/ekomabis/article/view/2/2>
- Budiwanto, S. (2017). Metode Statistika untuk Mengolah Data Keolahragaan. *Metode Statistika*, 1–233.

- Budur, T., & Poturak, M. (2021). Employee Performance and Customer Loyalty: Mediation Effect of Customer Satisfaction. *Middle East Journal of Management*, 8(5), 453–474.
- Cahyaning, C. (2017). Analisis Korelasi untuk Mengetahui Keeratan Hubungan antara Keaktifan Mahasiswa dengan Hasil Belajar Akhir. *Journal of Information and Computer Technology Education*, 1(1), 1–7.
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen pada Marketplace: Kualitas Produk dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211–224. <https://doi.org/10.38035/jmpis.v3i1>
- Creswell, J. W. (2019). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Pustaka pelajar.
- Creswell, J. W., & Creswell, J. D. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage publications.
- Damayanti, I. A. K. W., Solihin, & Suardani, M. (2021). *Pengantar Hotel dan Restoran*. CV. Eureka Media Aksara.
- Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)*. Guepedia.
- Daryanto, I. S. (2014). Konsumen dan Pelayanan Prima. *Cetakan I. Yogyakarta: Gava Media*, 117–118.
- Dewi, S. P. (2012). Pengaruh Pengendalian Internal dan Gaya Kepemimpinan terhadap Kinerja Karyawan SPBU Yogyakarta (Studi Kasus pada SPBU Anak Cabang Perusahaan RB. Group). *Nominal Barometer Riset Akuntansi Dan Manajemen*, 1(1).
- Fandy, T. (2004). Manajemen Jasa. In *Edisi Pertama, Yogyakarta, Andi Offset*.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *Sage Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Firmansyah, D. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Univ. Diponegoro Press.
- Grant, C., & Osanloo, A. (2014). Understanding, Selecting, and Integrating a Theoretical Framework in Dissertation Research: Creating the Blueprint for Your “House.” *Administrative Issues Journal*, 4(2), 4.

- Herianto, M., & Gunawan, J. (2020). Identifikasi Karakteristik pada Industri Restoran di Surabaya. *Jurnal Sains Dan Seni ITS*, 8(2), D310–D314.
- Janie, D. N. A. (2012). Statistik Deskriptif & Regresi Linier Berganda dengan SPSS. In *Jurnal, April* (Vol. 52). Semarang University Press.
- Jawabreh, O., Al Fayoumi, T., & Bareya, A. (2022). Customer Satisfaction Towards Communication Skills of Front Office Staff at the Hotel (Case Study Five Stars Hotels in Aqaba). *Geo Journal of Tourism and Geosites*, 44(4), 1312–1318.
- Juliana, D. (2021). *Pengaruh Digital Marketing, Service Quality dan E-Trust terhadap Keputusan Pembelian Menggunakan Layanan Go-Food (Studi Empiris pada Konsumen Pengguna Go-Food di Kota Magelang)*. Universitas Muhammadiyah Magelang.
- Kartika, E. W. (2015). Kualitas Layanan dan Kepuasan Konsumen: Persepsi Masyarakat Surabaya terhadap Restoran Jepang di Kota Surabaya. *Jurnal Manajemen Pemasaran*, 9(2), 71–77.
- Karunaratna, I., Gunasena, P., Hapuarachchi, T., Ekanayake, U., Rajapaksha, S., Gunawardana, K., Aluthge, P., Bandara, S., Jayawardana, A., Alvis, K. De, & Gunathilake, S. (2024). *Comprehensive Data Collection: Methods, Challenges, and the Importance of Accuracy*.
- Kepmenkes RI No. 1098/MENKES/SK/VII/2003 Tentang Persyaratan Hygiene Sanitasi Rumah Makan Dan Restoran (2003). <https://jdih.kemkes.go.id/common/dokumen/KMK%20No.%201098-MENKES-SK-VII-2003%20ttg%20Persyaratan%20Hygiene%20Sanitasi%20Rumah%20Makan%20Dan%20Restoran.pdf>
- Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran Edisi 13 Jilid 1 dan 2. In *Jakarta. Penerbit Erlangga*.
- Krisdianti, D. L. (2019). *Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen pada Pizza Hut Malang Town Square*. (Doctoral dissertation, Universitas Brawijaya).
- Laksana, F. (2008). Manajemen Pemasaran. In *Yogyakarta: Graha Ilmu* (Issue 1).
- Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). Peran Media Sosial dalam Mempererat Interaksi antar Keluarga di Desa Esandom Kecamatan Tombatu Timur Kabupaten Minahasa Tenggara. *Jurnal Ilmiah Society*, 2(1).
- Limanto, D. A. (2018). *Analisis Bauran Pemasaran 7P terhadap Keputusan Pembelian Pie Susu pada Pie & CO*. Universitas Ciputra.
- Liu, Y., Wan, Y., Shen, X., Ye, Z., & Wen, J. (2021). Product Customer Satisfaction Measurement Based on Multiple Online Consumer Review Features. *Information*, 12(6), 234.

- Maharaniputri, A. (2020). *Pengaruh Memorable Tourism Experience terhadap Tourist Satisfaction, Affective Commitment dan Storytelling Behavior (Studi pada Wisatawan yang Telah Berkunjung ke Candi Borobudur)*. (Doctoral Dissertation, Universitas Pembangunan Nasional “Veteran” Yogyakarta).
- Manggala, H., & Adirinekso, G. P. (2022). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Konsumen dengan Keputusan Pembelian Sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 19(1), 39–53.
- Mardiatmoko, G. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda (Studi Kasus Penyusunan Persamaan Allometrik Kenari Muda [Canarium Indicum l.]). *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342.
- Marsum, W. A. (2005). *Restaurants and All Their Problems*. Yogyakarta: Graha Ilmu Pramatatya, V.
- Muhson, A. (2006). Teknik Analisis Kuantitatif. *Universitas Negeri Yogyakarta. Yogyakarta*, 183–196.
- Murnilawati, M., Hairudinor, H., & Rasyidi, M. N. (2019). Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Melalui Kualitas Pelayanan Sebagai Variabel Intervening di Rumah Makan “Andina” Muara Teweh Kabupaten Barito Utara Provinsi Kalimantan Tengah. *Jurnal Bisnis Dan Pembangunan*, 8(1), 1–9.
- Novia, M. A., Semmaila, B., & Imaduddin, I. (2024). Pengaruh Kualitas Layanan dan Kualitas Produk terhadap Kepuasan Pelanggan. *Tata Kelola*, 11(2), 111–122.
- Novianto, A. R. (2017). *Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelanggan Pt.Telekomunikasi Indonesia, Tbk Kantor Daerah Telekomunikasi Kota Sukabumi*. (Doctoral Dissertation, Universitas Widyatama).
- Nuralam, I. P. (2017). *Etika Pemasar dan Kepuasan Konsumen dalam Pemasaran Perbankan Syariah*. Universitas Brawijaya Press.
- Paradis, E., O’Brien, B., Nimmon, L., Bandiera, G., & Martimianakis, M. A. (2016). Design: Selection of Data Collection Methods. *Journal of Graduate Medical Education*, 8(2), 263–264.
- Putri, E. D. H. (2018). *Pengantar Akomodasi dan Restoran*. Yogyakarta: Deepublish.
- Rahardjo, M. (2011). Metode Pengumpulan Data Penelitian Kualitatif. In *Sekolah Pascasarjana Universitas Islam Negeri Maulana Malik Ibrahim Malang*.
- Rahman, A. R., & Hendarwan, D. (2023). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Seoul Korean Restaurant di Palembang. *REMIK: Riset Dan E-Jurnal Manajemen Informatika Komputer*, 7(1), 769–774.

- Rahmat, C. A., Kurniabudi, & Novianto, Y. (2023). Penerapan Metode Regresi Linier Berganda untuk Mengestimasi Laju Pertumbuhan Penduduk Kabupaten Musi Banyuasin. *Jurnal Informatika Dan Rekayasa Komputer (JAKAKOM)*, 3(1), 359–369.
- Rahmat, C. A., & Novianto, Y. (2023). Penerapan Metode Regresi Linier Berganda untuk Mengestimasi Laju Pertumbuhan Penduduk Kabupaten Musi Banyuasin. *Jurnal Informatika Dan Rekayasa Komputer (JAKAKOM)*, 3(1), 359–369.
- Rasiono, A. G. (2024). Model Peningkatan Kepercayaan, Kemudahan, dan Sistem Pembayaran Cash On Delivery terhadap Keputusan Pembelian Online Produk pada Marketplace Lazada. *Innovative: Journal Of Social Science Research*, 4(4), 7323–7334.
- Rejeki, S., Ramdhania, K. F., & Hantoro, K. (2021). Sistem Informasi Pemesanan Menu Makanan Berbasis Web. *JSI (Jurnal Sistem Informasi) Universitas Suryadarma*, 8(2), 191–202.
- Safitri, K., & Widiati, E. (2022). Pengaruh Online Customer Review, Rating, dan Kepercayaan terhadap Niat Beli Konsumen pada Aplikasi Tokopedia. *Jurnal Manajerial*, 21(2), 153–160.
- Saldana, J., Miles, M. B., & Huberman, A. M. (2014). Qualitative Data Analysis: A Methods Sourcebook. In *Unite States of America: SAGE Publication*.
- Saleh, S. (2017). *Analisis Data Kualitatif* (H. Upu, Ed.). Pustaka Ramadhan, Bandung.
- Sanaky, M. M. (2021). Analisis Faktor-Faktor Keterlambatan pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. *Jurnal Simetrik*, 11(1), 432–439.
- Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Jakarta: salemba empat.
- Sari, R. F., & Marlius, D. (2023). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen pada D'sruput Lapai Padang. *Jurnal Pendidikan Tambusai*, 7(1), 1801–1812.
- Setiawan, A., Qomariah, N., & Hermawan, H. (2019). Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 9(2), 114–126.
- Sholihah, S. M., Aditiya, N. Y., Evani, E. S., & Maghfiroh, S. (2023). Konsep Uji Asumsi Klasik pada Regresi Linier Berganda. *Jurnal Riset Akuntansi Soedirman*, 2(2), 102–110.
- Sirilius, S. (2020). *Metode Penelitian Ekonomi dan Sosial*. Deepublish.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2015). Metode Penelitian Kombinasi (Mixed Methods). In *Bandung: Alfabeta* (Vol. 28, Issue 1). Bandung:Alfabeta.
- Suharsimi, A. (2015). *Penelitian Tindakan Kelas*. PT. Bumi Aksara.

- Supranto, J. (2011). *Pengukuran Tingkat Kepuasan Pelanggan: Untuk Meningkatkan Pangsa Pasar*. Rineka Cipta.
- Suryantoro, B., & Kusdyana, Y. (2020). Analisis Kualitas Pelayanan Publik pada Politeknik Pelayaran Surabaya. *Jurnal Baruna Horizon*, 3(2), 223–229.
- Sutisna, I. (2020). Statistika Penelitian. *Universitas Negeri Gorontalo*, 1(1), 1–15.
- Tandra, M. M., Lumanauw, B., & Rogi, M. H. (2021). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen di Era New Normal pada Starbucks Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(4), 176–184.
- Thomas, J. L., Vitell, S. J., Gilbert, F. W., & Rose, G. M. (2002). The Impact of Ethical Cues on Customer Satisfaction with Service. *Journal of Retailing*, 78(3), 167–173.
- Tjiptono, F. (2014). Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian. In *Penerapan, dan Penelitian, Andi Offset, Yogyakarta*. Yogyakarta: Andi Offset.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction* (Fourth Edition). Andi Yogyakarta.
- Tjiptono, F., Chandra, G., & Adriana, D. (2012). Strategic marketing. In *Yogyakarta: Publisher Andi*.
- Wanti, S. F. (2015). *Pengaruh Experiential Marketing dan Store Atmosphere terhadap Kepuasan Pelanggan Chingu Korean Fan Café Bandung*. (Doctoral Dissertation, Universitas Widyatama).
- Wardani, D. K. (2020). *Pengujian Hipotesis (Deskriptif, Komparatif dan Asosiatif)*. Lppm Universitas Kh. A. Wahab Hasbullah.
- Widana, I. W., & Muliani, N. P. L. (2020). *Uji Persyaratan Analisis*. Jawa Timur: Klik Media.
- Wiwoho, A. (2008). *Pengetahuan Tata Hidang*. Jakarta: Esensi.
- Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability*, 15(14). <https://doi.org/10.3390/su151411214>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill.