

ANALYSIS OF CUSTOMER SATISFACTION WITH SERVQUAL AND CARTESIOUS METHODS IN MAK DOWER RAWAMANGUN RESTAURANT

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***ABSTRACT-** This study aims to determine the level of customer satisfaction on the quality of service provided by the Mak Dower Rawamangun Restaurant based on the Servqual method, to determine the quality of service provided by the Mak Dower Rawamangun Restaurant in terms of the Cartesian diagram and to determine the attributes of service quality that need to be improved. Mak Dower Rawamangun to increase customer satisfaction. This study used a quantitative approach and then described it descriptively. The population in this study were 8,404 customers who made purchases in the July-December 2019 period. The sample in this study were 100 customers of Mak Dower Rawamangun restaurant which were determined by the Slovin formula. The data collection method used in this study was collected through a survey technique through a questionnaire by giving a set of written statements to the respondents to be answered. The data analysis methods used were validity and reliability tests, servqual analysis and Cartesian diagrams. Data processing in this study using SPSS version 25.0.*

The results showed that 1) The level of customer satisfaction on the quality of service provided by the Mak Dower Rawamangun Restaurant based on the Servqual method was 94.0%, so there were still 6.0% who still did not meet customer expectations, 2) The quality of service provided by the Mak Dower Rawamangun Restaurant in terms of Cartesian Diagram, namely a) In quadrant A (main priority), there are 8 indicators (Points No. 3, 6, 8, 10, 14, 19 and 22), b) In quadrant B (Maintain Achievement), there are 10 indicators (Item No.1, 2, 4, 5, 7, 11, 12, 17, 18 and 21), c) In quadrant C (Low Priority), there are 3 indicators (Item No.13, 15 and 16, d) In quadrant D (Excessive), there are 2 indicators (Points No. 9 and 20). 3) Service quality attributes that need to be improved by Mak Dower Rawamangun Restaurant to increase customer satisfaction, namely: speed of serving food, employees respond quickly when called, employee readiness in handling customer complaints, availability of food and drinks sold, employee friendliness in providing services, cleanliness of the restaurant area and a comfortable room temperature.

Keywords: Customer Satisfaction, Servqual, Cartesious

INTRODUCTION

The basic human need other than clothing and shelter is food. Food as the main need has a fairly fast business opportunity, especially restaurants which make competition in the industry in Indonesia even tighter. As an industry, the restaurant is a business sector that demands an emphasis on high service quality and continuous quality improvement. Given that changes in customer lifestyles and culture of eating outside are very common, customers want a good taste experience, a comfortable atmosphere and a pleasant experience during the process of consuming culinary services. The culinary sector not only prioritizes the aspects of food and beverages served, but the process and stages of serving and the atmosphere of service also contribute to creating customer satisfaction (Novrianto (2016: 4).

Mak Dower Rawamangun Restaurant is a unique restaurant concept, which further emphasizes the homie atmosphere with traditional Betawi nuances through the food and beverage menu served to culinary connoisseurs. For culinary lovers who want to enjoy Betawi specialties in a relaxed atmosphere, this is an interesting option and worth a stop. It's a little difficult to find delicious and authentic Betawi culinary in Jakarta. Culinary lovers can eat deliciously with various Betawi specialties at Warung Mak Dower. Various culinary offerings typical of Ketoprak Betawi, Soto Betawi, egg crust and even cork Pucung are available. Serving a variety of Betawi specialties, Mak Dower food stalls are a popular dining destination. In addition to cork Pucung, you can enjoy milkfish, jengkol, and processed petai. Mak Dower food stall has been around for five years. This place uses family recipes for each serving. Not only Betawi specialties, they also provide a choice of traditional drinks such as pletok beer. Not only a variety of delicious dishes, the faint sound of Betawi music seems to remind visitors not to forget the culture and traditions of the archipelago. (<https://pergikuliner.com/restaurants/jakarta/warung-mak-dower-rawamangun-2/reviews/1574321197>)

Mak Dower Rawamangun Restaurant is a fast food restaurant that prioritizes service quality to obtain customer satisfaction. Some of the services provided by Mak Dower Rawamangun Restaurant are drive-thru, food delivery, and restaurant convenience. However, the services provided by Mak Dower Rawamangun Restaurant are not solely in accordance with the wishes and expectations of customers. Often there is a difference between the desired expectations and the reality experienced by customers, which can cause a decrease in customer satisfaction. Every customer has a different level of satisfaction. So it is not easy to get customer satisfaction. The process of fulfilling customer satisfaction, not only requires quality products or services, but also requires a supportive service system, so that you will feel happy with the products or services needed, and comfortable with the services provided. (<https://aqualinerblog.wordpress.com/2017/04/25/warung-mak-dower-sambelnya-bikin-sewot/>)

One method that can be used to measure customer satisfaction by examining this service system is the Servqual (Service Quality) and Cartesian methods. The Servqual method is the most popular service quality method and has been widely used as a reference in service management and marketing research developed by Parasuraman, et al. in Tjiptono and Chandra (2016: 149). This method can measure the quality of service and can be used to analyze the causes of service problems. The possibility that what happens to service quality is that the services provided have not met consumer expectations, or are in accordance with consumer expectations or even the services provided exceed consumer expectations. These possibilities are analyzed by looking for gaps (gaps) between the perceptions of service providers and consumer expectations. The score in this gap shows the value of service quality or Servqual value. Servqual value can be obtained by giving an assessment of each variable, both the perception variable and the expectation variable obtained through questionnaires

distributed to consumers. The results of the respondent's assessment are then processed so that the Servqual value of the service providers can be found. In this method, there are five dimensions used to measure service quality. This dimension consists of responsiveness (responsiveness), reliability (reliability), assurance (assurance), empathy (attention), and tangible (physical evidence). From these five dimensions, satisfaction is compiled a Cartesian diagram to find out how service attributes can be improved to increase customer satisfaction.

In general, customer satisfaction or dissatisfaction is the result of differences between customer expectations and the perceived performance of the customer. Customer satisfaction is defined by Day in (Tjiptono, 2016: 146), it can be concluded that customer satisfaction is a response to customer behavior in the form of after-purchase evaluations of the goods or services they feel compared to customer expectations. This customer satisfaction really depends on the perception and expectations of the customers themselves.

Mak Dower Rawamangun Restaurant sometimes serves inconsistent flavors, so that many consumers are looking for other restaurants with tastier dishes and in crowded conditions, sometimes serving a bit longer, and the food served is incomplete. Customers who are loyal to the Mak Dower Rawamangun Restaurant already understand very well the conditions of the restaurant where if it is crowded they have to wait for the queue especially when they come to that place on holidays, so it is not uncommon for customers to be willing to wait just to get a seat and a table to eat . With the increasing competition as a result of the increasing number of similar restaurants, Mak Dower Rawamangun restaurant must carry out various alternative strategies so that the fast food business it manages can attract as many visitors as possible and in order to retain its customers. Therefore, it is necessary to conduct research on the analysis of customer satisfaction at Mak Dower Rawamangun Restaurant. Based on the description of the background, the researchers are interested in conducting research on "Customer Satisfaction Analysis with Servqual and Cartesian Methods at Mak Dower Rawamangun Restaurant".

Based on the background above, the problem formulations studied in this study are:

1. What is the level of customer satisfaction with the quality of service provided by the Mak Dower Rawamangun Restaurant based on the Servqual method?
2. How is the quality of service provided by Mak Dower Rawamangun Restaurant viewed from the Cartesian diagram?
3. What service quality attributes need to be improved by Mak Dower Rawamangun Restaurant to increase customer satisfaction?

Based on the formulation of the problems that have been determined, the objectives of this study are:

1. To determine the level of customer satisfaction on the quality of services provided by the Mak Dower Rawamangun Restaurant based on the Servqual method.
2. To determine the quality of services provided by Mak Dower Rawamangun Restaurant in terms of Cartesian Diagram.
3. To find out the attributes of service quality that need to be improved by Mak Dower Rawamangun Restaurant to increase customer satisfaction.

REVIEW OF PREVIOUS RESEARCH RESULTS

Horax, Sanjaya, Pratiwi, and Yosephine (2017) conducted a study aimed at analyzing customer satisfaction with fast food restaurant services (Restaurant X) with the Service Quality (Servqual) Method. The results showed that the level of customer satisfaction when viewed from the expectation and perception gap has all negative results except E1 (employees provide input / understanding of the problems faced by consumers). The highest gap value is the employee's responsiveness with a gap of 0.74. These results indicate that employee

responsiveness is still lacking and this variable does not at least meet the expectations of customers. Employees tend to be less quick and responsive in fulfilling requests from Restaurant X consumers. The lowest difference gap is in the empathy variable, which is 0.49, which means that employees have sufficiently understood and understood consumer needs. Since almost all of the total servqual values (GAP) are negative, the hypothesis is that there is a significant gap between perceptions and expectations. The results of the Cartesian diagram show that the variables C1 and C3 are important criteria but they cannot be fulfilled by Restaurant X so that consumers are still not satisfied with the restaurant's services.

Novrianto (2016) conducted a study aimed at analyzing customer satisfaction with service quality at the First Supported SOP (M1) restaurant in Pekanbaru. The results showed that the average quality of culinary services was satisfactory, namely in the dimensions of guarantee (80%), empathy (70%), responsiveness (69%) and reliability (66%), except for the unsatisfactory dimensions of physical evidence (58%). Aspects of culinary service quality that still need to be improved are: parking area, restaurant decoration, comfort and cleanliness of dining area, accuracy of service during peak hours and an easy to read and attractive menu.

Paramita, Dania, and Iksari (2014) conducted a study aimed at analyzing customer satisfaction with service quality using the Servqual (Service Quality) and Six Sigma Methods (Case Study at "Dahlia Restaurant" Pasuruan). From the research results, it can be seen that the quality of service at the restaurant has not met the needs and desires of consumers. Based on the six sigma analysis, it shows that the sigma level achieved is still far from the six sigma target so that it needs to be improved. The priority attribute for improvement is the A3 attribute (the suitability of the quality of products and services to the price set). Based on the assessment, this attribute has the largest negative gap value and has a very small sigma value so that it needs to be improved from the perspective of people, materials, methods, machines and capital / money.

Kasnadi and Indrayani (2019) conducted research that aims to determine the level of customer satisfaction with the quality of restaurant service and can provide suggestions for service products that are priority improvements and determine service strategies. The results of data processing that have been carried out, it turns out that there are still customer interests or expectations of service products that have not been fulfilled by the owner. This can be seen from the CSI value of 0.682 (68.2%) which is in the satisfied criteria. This indicates that the owner needs to improve product services to increase customer satisfaction. Service product improvement must be focused on service products contained in Quadrant I by analyzing service products contained in Quadrant IV. Service products that are of concern to the owner are: A3 (room cleanliness) in quadrant I; A9 (time to order) quadrant I; A19 (convenience in restaurant) in quadrant I; A12 (responds quickly to requests) in quadrant I; A2 (well-groomed employee) in quadrant IV; and A21 (having the desired operating hours) in quadrant IV.

Gunawan and Priatna (2015) conducted a study that aims to determine consumer characteristics, consumer purchasing decision processes, and consumer satisfaction of Happy Cow Steak restaurants. Based on the results of the study, it shows that Happy Cow Steak restaurant consumers go through five stages in their purchasing decision process, namely the recognition of needs, information search, evaluation of alternatives, purchasing and post-purchase. The results of the Importance Performance Analysis (IPA) show that the attributes of steak utensils, cleanliness and restaurant comfort are the main priorities in improving performance to increase customer satisfaction. The value of Customer Satisfaction Analysis (CSI) is 71.94 percent, which indicates that most consumers of Happy Cow Steak restaurants are satisfied.

Saneva and Chortoseva (2018) conducted a study aimed at analyzing service quality in restaurants in the Republic of Macedonia. Service quality is a multidimensional concept that contains a diverse set of attributes grouped in several dimensions. A questionnaire was designed based on three models, SERVQUAL, DINESERV and CFFRSERV, with 29

attributes and distributed in six dimensions. The SERVQUAL overall score is negative. The mean value of perceived service quality is 3.75, and the mean value of expected quality is 3.99 on a scale from 1 to 5. The overall SERVQUAL score is -0.24, which indicates that the total service quality is below customer expectations. and there are opportunities for specific improvements for those attributes with statistically significant differences. In addition, the SERVQUAL weighted overall score has a negative score which indicates that customers' expectations for service quality in the restaurant are higher than their perception of it. The "reliability" dimension has the smallest weighted value, and the "assurance" dimension has the largest, proving the previous results for the mean SERVQUAL score for each dimension. This study determines the level of service quality in the restaurant, followed by identifying the dimension with the largest negative gap. The results obtained will help managers identify deficiencies and monitor, improve and eliminate them for better service quality in restaurants.

Tzeng and Chang (2011) conducted a study aimed at identifying the importance and performance of restaurant service quality in the Taiwanese food service industry using the SERVQUAL and IPA models. The results of the study concluded that the SERVQUAL rating for satisfaction was reduced to importance. According to SERVQUAL's investigation of restaurant service quality in this study, "service providers quickly and accurately" ranked first in terms of improvement factors, and its weight was -2.18. This result is the same as IF. Adequate "food supply and fresh, health" and "fully equipped kitchen, cuisine-oriented health personnel" were then evaluated as the second and third improvement factors in terms of deciding whether to value the quality of restaurant service, respectively. It should be noted that the third of IFs are "immediate response to customer requests"; this is not a consideration in SERVQUAL. As mentioned above, though SERVQUAL can help us rank the service quality improvement factors. However, some consider it different from satisfaction and importance. Thus, apart from the SERVQUAL improvement factor, other IF improvement factors also need to be considered in the service quality improvement ranking.

Bunchalileo, Ongkunaruk, and Puthongsiriporn (2018) conducted a study aimed at analyzing the service quality of Japanese restaurants in Thailand with customer satisfaction analysis. The results showed that three attributes were needed to improve, including consistency of taste, food safety, and customer attention. Therefore, we suggest an action plan to the restaurant so that the satisfaction score of this attribute can be increased. In addition, this model shows that the level of service quality of some attributes is redundant. In short, we advise restaurants to standardize their processes and establish optimal food safety systems, supplier management, human resource management programs and inventory policies. In the future, in-depth interviews for customers in three attributes can be conducted to understand customer needs and expectations. This research can serve as an example for other restaurants or service industries to analyze customer expectations so that service quality can be improved for competitive advantage.

THEORETICAL BASIS

Customer Satisfaction

Satisfying customer needs is the desire of every company. Apart from being an important factor for the company's survival, satisfying customer needs can increase its competitive edge. Customers who are satisfied with products and services tend to buy back products and reuse services when the same needs reappear at a later date. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume.

Daryanto and Setyobudi (2016: 43) say customer satisfaction is an emotional assessment of the customer after the customer uses a product / service where the expectations and needs of the customers who use it are met.

According to Jasfar (2015: 19), customer satisfaction is an assessment of the features of the product or service itself, which provides a level of customer pleasure related to meeting customer consumption needs.

According to Kotler and Keller (2016: 139), customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If the performance is in accordance with expectations the customer will be satisfied. If performance exceeds expectations, customers will be very satisfied or happy.

Engel in Tjiptono (2016: 146) defines customer satisfaction as a post-purchase activity where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises when what is expected is not achieved.

From the opinion of the experts above, it can be interpreted that customer satisfaction is the level of a person's feelings after comparing the performance (or results) that consumers feel compared to their expectations.

According to Tjiptono and Chandra (2016: 57) in general, customer satisfaction has two main benefits for the company, namely in the form of customer loyalty and word of mouth advertising or what is commonly called positive *gethok tular*. More specifically, the specific benefits of customer satisfaction for the company include a positive impact on customer loyalty which has the potential to be a source of future revenue such as repurchases, reducing future customer transaction costs (especially communication, sales, and customer service costs), increasing tolerance. prices (especially the willingness to pay premium prices and customers are not easily tempted to switch suppliers) as well as positive *gethok* recommendations where satisfied customers do not hesitate to pay for the products / services they consume at a higher price. Logically, the customer does not want to risk an unsatisfactory experience if he moves to consume a similar product / service from another provider.

According to Kotler in Tjiptono (2016: 219) there are several methods that can be used in measuring customer satisfaction, including:

1. Complaints and suggestions system.
Customer-centered organizations provide ample opportunities for customers to submit suggestions and complaints. This information can provide a company with bright ideas and enable it to react responsively and quickly to solve problems that arise.
2. Ghost shopping
One way to get a picture of customer satisfaction is to hire several people to act or act as potential buyers, then report their findings about the strengths and weaknesses of the company's and competitors' products based on their experience in purchasing these products. In addition, ghost shoppers can also observe how to handle each complaint.
3. Lost customer analysis
Companies should contact customers who have stopped buying or who have moved suppliers in order to understand why this is happening. Not only is the exit interview necessary, but monitoring the customer loss rate is also important, an increase in the customer loss rate indicates the company's failure to satisfy its customers.
4. Customer satisfaction survey
Generally, research on customer satisfaction is carried out by survey research, either by post, telephone or by direct interview. The company will get feedback and feedback directly from customers and also give a positive sign (signal) that the company pays attention to its customers.

Thus, the possibility between customer expectations and quality of service (service) received is that the customer becomes happy if the quality of service received is better than expected. Customers become ordinary if the quality of service received is the same as

expected. Customers become disappointed if the quality of service received is worse than expected.

Swastha and Irawan (2015: 139) suggest that customer satisfaction is highly dependent on customer perceptions and expectations. The factors that affect customer perceptions and expectations of a product / service include the following:

1. Needs and desires, which relate to the things the customer feels when the customer is trying to make a transaction with the company. If at that time the need and desire for the product / service being offered was very high, then the customer expectations regarding the quality of the product / service would be high as well, and vice versa.
2. Past experience (past) when consuming products and services, both from the company and its competitors.
3. The experience of friends, stories of friends of customers about the quality of the company's products and services that customers will get.
4. Communication through advertising and marketing or perceptions arising from the advertising and marketing image carried out by the company.

Attention to both customer satisfaction and dissatisfaction has grown to every business and non-profit organization, business executive, as well as other organizations. Increasingly fierce competition, where more and more producers are involved in fulfilling customer needs and wants, causing each company to place an orientation on customer satisfaction as the main goal.

Service Quality

Quality of service (service) is the level of excellence expected and control over the level of excellence to meet customer desires. If the service received is as expected, then the service quality is perceived as good and satisfying. If the service received exceeds customer expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, then the quality of the service is considered bad (Tjiptono and Chandra, 2016: 121). The quality of service according to Supranto (2016: 226) is a word that for service providers is something that must be done well.

Another definition of service quality according to Lupiyoadi (2015: 216) is that any action or activity offered by one party to another is basically intangible and does not result in any transfer of ownership.

Kotler and Keller (2016: 214) define service as all actions or performance that one party can offer to another party which is essentially intangible and does not result in any ownership. Its production may or may not be related to physical products.

Thus, service quality is defined as the level of excellence expected and control over that level of excellence to meet customer desires. Service quality is not seen from the point of view of the service provider or service provider, but is based on the perception of the community (customers) who receive the service.

According to Parasuraman in Algifari (2016: 2), there are two main factors that affect service quality, namely the expected service and the service received by users (perceived service). If the service received or perceived (perceived service) is in accordance with the expected service, then the service quality is perceived as good and satisfying. If the service received exceeds consumer expectations, then service quality is perceived as ideal quality. Conversely, if the service received is lower than the expected service, then the service quality is perceived as poor. Thus, whether the quality of service is good or not depends on the ability of service providers to consistently meet consumer expectations.

The concept of service quality is a way to measure the service activities of an organization through the performance of its officers to consumers as service users. In this

case, what needs to be understood is that service is an activity carried out to benefit consumers as offered by an organization or individual. Service specifications begin by identifying the needs and wants that arise from customer expectations which are reflected in the feedback provided by service providers to customers. These two factors are related to the service expected and the service received, where these two factors often create gaps or gaps. Service quality gap known as Gap is a gap between service providers and customers. SERVQUAL is built on the comparison of two main factors, namely customer perceptions of the real service they receive (perceived service) with the real service expected (expected service).

RESEARCH METHODS

This study used a quantitative approach and then described it descriptively. The population in this study were 8,404 customers who made purchases in the July-December 2019 period. The sample in this study were 100 customers of Mak Dower Rawamangun restaurant which were determined by the Slovin formula. The data collection method used in this study was collected through a survey technique through a questionnaire by giving a set of written statements to the respondents to be answered. The data analysis methods used were validity and reliability tests, servqual analysis and Cartesian diagrams. Data processing in this study using SPSS version 25.0. Variable operational is a definition given to a variable by giving meaning, or specifying activities or providing an operation needed to measure these variables (Nazir, 2016: 110). The operational variables in this study can be seen in the following table:

Table 1.
Operational Variables Research

No.	Indicator	Sub Indicator	No. Item
1.	<i>Reliability</i>	Easy ordering process	1
		Employees can serve customers appropriately	2
		Food serving speed	3
		Consistent taste of food and drink	4
		Payment processing speed	5
2.	<i>Responsiveness</i>	Employees are quick to respond when called	6
		Employees are willing to help customers if needed	7
		The alertness of employees to handle customer complaints	8
		Employees convey information about promos, discounts and payments clearly	9
3.	<i>Assurance</i>	Availability of food and drinks for sale	10
		Hygienic food and beverages	11
		Cleanliness of cutlery	12
		Availability and safety of vehicle parking	13
4.	<i>Emphaty</i>	Friendliness of employees in providing services	14
		The seriousness of employees to pay attention to customers	15
		Willingness of employees to listen to and accept customer complaints	16
		Employees understand customer needs	17
		Comfortable uptime	18
5.	<i>Tangibles</i>	Cleanliness of the restaurant area	19
		Availability of number of dining tables	20
		Cleanliness and tidiness of employees	21
		Comfortable room temperature	22

Source: Tjiptono & Chandra (2016:232)

RESULTS AND DISCUSSION

1. Validity and Reliability Test

a. Validity Test

The results showed that the r_{table} value with $\alpha = 0.05$ and df (degree of freedom) = $100 - 2 = 98$ was 0.197. The r_{count} value is obtained from the results of data processing of SPSS Version 25.0. After being compared, all values $r_{count} > r_{table}$ so that it can be concluded that the 22 items of perception and expectation questions are valid.

b. Reliability Test

Reliability for perception, has a α value of 0.960, meaning that $\alpha > r_{critical}$, the questionnaire for perception is reliable. As for reliability for expectations, the value of α is 0.955, meaning that $\alpha > r_{critical}$, the questionnaire is for the hope of being reliable.

2. Servqual Analysis

Servqual analysis of each dimension in analyzing customer satisfaction with the Servqual and Cartesian methods at Mak Dower Rawamangun Restaurant, can be summarized in table 2.

Table 2.
Servqual Score Recapitulation

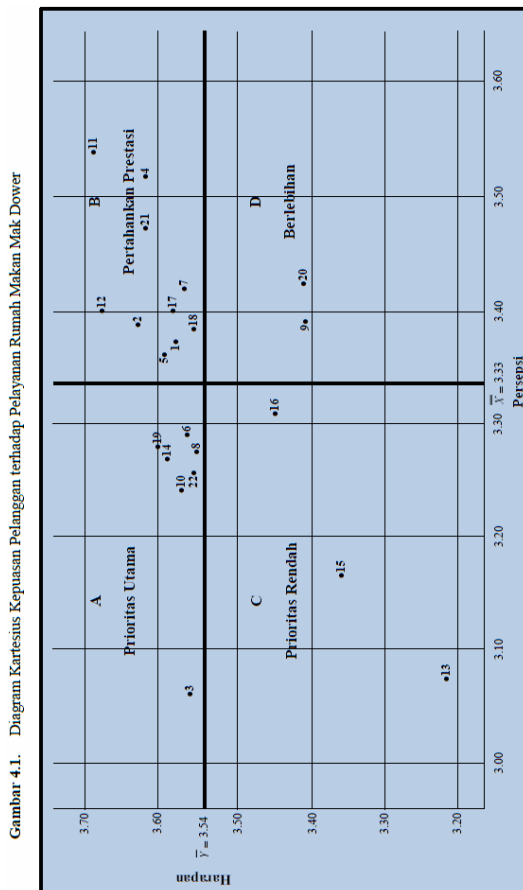
No	Dimension	Perseption Score	Expectation Score	Servqual Score	Level of Conformity
1	Reliability	3.34	3.59	-0.25	0.93
2	Responsiveness	3.34	3.52	-0.18	0.95
3	Assurance	3.31	3.54	-0.23	0.94
4	Empathy	3.31	3.51	-0.20	0.94
5	Tangibles	3.36	3.55	-0.19	0.95
Average		3.33	3.54	-0.21	0.94

Source : Processed Data (2020)

Based on (Table 2), the overall average value of Servqual in the five dimensions, namely the reliability dimension of -0.25, the responsiveness dimension of -0.18, the guarantee dimension of -0.23, the empathy dimension of -0.20, the dimension of physical evidence of -0.19. Then, the mean Servqual score from the five dimensions was -0.21. This value is obtained from the difference between the average perception score of 3.33, with the average expected score in the five dimensions of 3.54. This value means that the overall quality of service provided by Mak Dower Rawamangun Restaurant has not met customer expectations. Meanwhile, the average level of conformity is 0.94, indicating that the average expectation on the attributes of the five dimensions is 94.0%, so there are still 6.0% who still do not meet customer expectations. This value means that the overall service level has not met customer expectations.

3. Cartesian Diagram

After calculating the table, the points in the Cartesian Diagram are obtained as follows:



In the Cartesian diagram above, it can be seen that the location of the elements or attributes that are of service quality in the restaurant Mak Dower Rawamangun is divided into four parts. As for the interpretation of the Cartesian Diagram, it can be explained as follows:

1. Quadrant A (Main Priority)

Shows the factors or attributes of service quality at Mak Dower Rawamangun's restaurant, where if the factors are in this quadrant, the restaurant should prioritize the handling, because the presence of these factors is considered very important by customers, while the level of implementation is still not satisfactory.

The factors included in this quadrant A are:

- Food serving speed (3)
- Employees respond quickly when called (6)
- Alertness of employees to handle customer complaints (8)
- Availability of food and drinks for sale (10)
- Friendliness of employees in providing services (14)
- Restaurant Cleanliness (19)
- Comfortable Room Temperature (22)

2. Quadrant B (Maintain Achievement)

Shows the factors or attributes of service quality at Mak Dower Rawamangun restaurant, where if the factors are in this quadrant it needs to be maintained, because generally the level of implementation is in accordance with the interests and expectations of customers, so as to satisfy customers

The factors included in this B quadrant are:

- Easy ordering process (1)
- Employees can serve customers appropriately (2)

- c. Consistent taste of food and drink (4)
- d. Payment processing speed (5)
- e. Employees are willing to help customers if needed (7)
- f. Food and drink served hygienically (11)
- g. Cutlery Cleanliness (12)
- h. Employees understand customer needs (17)
- i. Comfortable operating time (18)
- j. Employee cleanliness and tidiness (21)

3. Quadrant C (Low Priority)

Shows the factors or attributes of service quality at Mak Dower Rawamangun restaurant, where if the factors are in this quadrant they are considered less important to customers, while the quality of the implementation is normal or sufficient.

The factors included in this C quadrant are:

- a. Availability and safety of vehicle parking (13)
- b. The seriousness of employees to pay attention to customers (15)
- c. Willingness of employees to listen to and accept customer complaints (16)

4. Quadrant D (Exaggerated)

Shows the factors or attributes of service quality at Mak Dower Rawamangun's restaurant, where if the factors are in this quadrant it is still considered less important to customers, but in this quadrant its implementation is considered excessive even though the customer thinks it is not too important.

The factors included in this D quadrant are

- a. Employees convey information about promos, discounts and payments clearly (9)
- b. Availability of number of dining tables (20)

RESEARCH FINDINGS

The results showed that there are still many expectations from customers that are not in accordance with their wishes so that for the Mak Dower Rawamangun Restaurant who wants to increase customer satisfaction must reduce this gap so that the gap between expectations and perceptions can be close to zero. Based on servqual analysis, overall there is still a gap of -0.21 so that only 94% customer satisfaction level. In each dimension there is a fairly high gap. In the reliability indicator, namely the speed of serving food, there is a gap of -0.50 so that only 86% of the level of customer satisfaction. In the indicator of responsiveness, namely employees respond quickly when called there is a gap of -0.27 so that only 92% of the customer satisfaction level. In the guarantee indicator, namely the availability of food and beverages being sold, there is a gap of -0.33 so that only 91% of the customer satisfaction level. On the indicator of empathy, namely the friendliness of employees in providing services, there is a gap of -0.32 so that only 91% of the customer satisfaction level. In the physical evidence indicator, namely the cleanliness of the restaurant area, there is a gap of -0.32 so that only 91% of the customer satisfaction level.

Based on the Cartesian diagram, the majority of indicators are found in quadrant B, namely 10 indicators (45%) that recommend maintaining performance. Then there are 7 indicators in quadrant A (32%) that recommend to be the top priority for service improvement. In quadrant C there are 3 indicators (15%) that recommend to be made low priority and there are 2 indicators (9%) in quadrant D that are considered excessive by customers.

CONSLUSION

Based on the description of the research results above, it can be concluded that the following matters:

1. The level of customer satisfaction on the quality of service provided by the Mak Dower Rawamangun Restaurant based on the Servqual method is 94.0%, so there are still 6.0% who still do not meet customer expectations.
2. The quality of services provided by Mak Dower Rawamangun Restaurant in terms of the Cartesian diagram, namely:
 - a. In quadrant A (top priority), there are 8 indicators, namely the speed of serving food (3), employees respond quickly when called (6), the readiness of employees to handle customer complaints (8), the availability of food and drinks sold (10), the friendliness of employees in provide service (14), cleanliness of the restaurant area (19) and a comfortable room temperature (22).
 - b. In quadrant B (Maintain Achievement), there are 10 indicators, namely an easy ordering process (1), employees can serve customers appropriately (2), consistent taste of food and drinks (4), speed of payment processing (5), employees are willing helping customers if needed (7), hygienic food and drinks (11), cleanliness of cutlery (12), employees understanding customer needs (17), comfortable operating time (18) and employee cleanliness and tidiness (21).
 - c. In quadrant C (Low Priority), there are 3 indicators, namely the availability and safety of vehicle parking (13), the seriousness of employees to pay attention to customers (15) and the willingness of employees to listen to and accept customer complaints (16).
 - d. In quadrant D (Excessive), there are 2 indicators, namely employees convey information about promos, discounts and payments clearly (9) and the availability of the number of dining tables (20)
3. Service quality attributes that need to be improved by Mak Dower Rawamangun Restaurant to increase customer satisfaction, namely:
 - a. Food serving speed
 - b. Employees are quick to respond when called
 - c. The alertness of employees to handle customer complaints
 - d. Availability of food and drinks for sale
 - e. Friendliness of employees in providing services
 - f. Cleanliness of the restaurant area
 - g. Comfortable room temperature

SUGGESTION

From the above conclusions, the researchers recommend the following suggestions:

1. Restaurant managers should conduct training for employees so that the service of the Mak Dower Rawamangun restaurant can be improved so that food serving can be faster, employees can respond quickly when called, employees are alert in handling customer complaints and employees can be more friendly in providing service. This can be due to employee performance that is not yet optimal or the number of employees, especially at times when customers are busy visiting. We recommend that the restaurant manager as the person in charge anticipates this as an effort to increase customer satisfaction.
2. Chefs, cook staff and stock keepers should be able to coordinate well to routinely supervise the stock of ingredients and ready-to-eat foods listed on the menu list so that customers can meet all their needs.
3. Dinning staff should always condition the cleanliness of the restaurant area and room temperature so that customers feel comfortable. This can be done by ensuring that the air conditioner operates normally and can cool the room properly. If there is damage or

excess number of visitors that make the room hot, then alternatives can be found such as increasing the number of fans, or other methods.

4. Mak Dower Rawamangun Restaurant should also pay attention to services in terms of vehicle parking availability and security, the seriousness of employees to pay attention to customers, the willingness of employees to listen to and accept customer complaints, employees convey information about promos, discounts and payments clearly and the availability of the number of dining tables . This is an effort to increase customer satisfaction if service improvements have been made on things that are top priority.

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