

**ANALYSIS OF THE LEVEL OF CUSTOMER SATISFACTION WITH THE QUALITY OF
FOOD AND SERVICE OF GET STEAK RESTAURANTS IN MEDAN CITY**

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ABSTRACT

This study highlights the comparison of customer satisfaction with two main aspects of restaurant services, namely food quality and service quality. The study was conducted at all branches of Get Steak Restaurant in Medan City with a quantitative approach. The results show that food quality received a more positive response than service, although both were in the "Good" category. Customers consistently appreciated the aspects of taste, presentation, and price suitability of food. Meanwhile, the service aspect still needs improvement, especially in terms of speed and consistency. This finding confirms that excellence in food quality needs to be balanced with improvements in service quality in order to create more optimal customer satisfaction.

Keywords: Food Quality; Service Quality; Customer Satisfaction; Get Steak.

INTRODUCTION

The city of Medan, North Sumatra Province, is known as one of the most populous cities in Indonesia after Jakarta and Surabaya. Medan is known as an important business, industrial, and service centre in western Indonesia. In addition, the city also has a high cultural diversity and a wide variety of culinary options that attract both locals and tourists. With the rapid growth of restaurants and cafes in Medan, competition in the culinary industry has become very competitive. This necessitates businesses in the food and beverage sector to continuously improve the quality of their products and services to maintain customer loyalty.

In the culinary industry, customer satisfaction is a key factor determining the success and sustainability of a business. Restaurants, as providers of food services, are required not only to serve high-quality dishes but also to deliver excellent service to every customer. Customer satisfaction levels are influenced by various aspects, including food quality, service speed, staff friendliness, and restaurant environment comfort. Therefore, a deep understanding of these factors is crucial for restaurant management in developing service improvement strategies, (Caniago, 2022).

The atmosphere consists of two types of dimensions, namely, “soft” and “hard” dimensions. Both dimensions of a restaurant serve as an indication of what a customer can expect and what the quality of the restaurant would be, (Choi et al., 2022) The higher the quality of food provided, the higher the satisfaction of consumers, and conversely, the lower the quality of food provided, the lower the level of consumer satisfaction, (Pramiswari et al., 2023). Price perception affects the repurchase interest of XYZ restaurant customers. This indicates that the more intense or attractive the price perception activities of XYZ restaurant are, the stronger the respondents' repurchase interest will be, (Siaputra, 2024).

Good food is enhanced by product quality. A product is an item that is the end result of various activities and is presented in various forms with a combination of images and services that play an important role for a person to meet certain needs. Product quality is not only inherent in its main features, but also consists of images and services, which are non-physical and cannot be observed. The definition of noise is the product of the desire to perform its function, and these features include simplicity, reliability, accuracy, improvement, and other understandings. A product is the result of production activities. As Kotler and Armstrong (2014: 259) write, “A product is anything that can be offered to the market for attention, acquisition, and use that can satisfy customer needs or desires”, (Kotler & Armstrong, 2014).

Service quality refers to the ability of a service to meet customer expectations and requirements. The highest point of service can be described as the point at which individuals and organisations can produce products or services in accordance with customer desires, needs, and expectations. Tjiptono (2016) states that “Service quality is the conformity of a service with customer expectations and the level of service in meeting customer needs”, (Tjiptono, 2016). The association between service quality and customer satisfaction will assist hotel management to clarify what these service quality dimensions mean to the hotel guests and to hotel it self, (Ali et al., 2021). The influence of service quality on customer satisfaction has a very significant relationship, ((Skawanti & Suhendar, 2022)

Customer satisfaction is a benchmark for research and practice, and is a fundamental goal for business activities or transactions. Customer happiness is a factor that leads to the achievement of business goals. According to Howard and Sheth in Tjiptono (2014), “Customer satisfaction is a cognitive state of purchase that involves the closeness or difference between the results obtained and the sacrifices made”.

According to Rusydi (2017:3), “Customer satisfaction is someone who is present or has a routine of purchasing a product or service from a seller. This habit includes the activity of purchasing and paying for several products repeatedly”, (Abubakar, 2023). According to Fornell in Tjiptono (2014), “Customer satisfaction is the value of service after further purchase, which compares the perspective on the performance of the product or service with the expectations before purchasing. Therefore, customer satisfaction is considered the best factor for future profits”, (Tjiptono, 2014). Which proves that food quality does not significantly affect behavioral intention, ((Citra Tsani Soraya et al., 2023)

Get Steak Restaurant is one of the popular dining spots in Medan City, offering a variety of steak menus at affordable prices. Get Steak Restaurant in Medan City has several branches located on Jalan Amal Ring Road, J. City Medan Johor area, Jalan Tuasan, Jalan Marelان, and Jalan Tengku Amir Hamzah in Medan City. This restaurant is a favourite among the public, especially young people and families, due to its relaxed atmosphere. In the competitive culinary business, Get Steak must

maintain food quality and service to retain customer satisfaction. Food quality includes taste, presentation, freshness, and consistency, while service encompasses staff friendliness, speed, responsiveness, and comfort. Both aspects directly influence customer satisfaction and loyalty.

Therefore, this study was conducted to determine customer perceptions of food quality and service at all Get Steak restaurants in Medan, with the results expected to provide input for management in improving overall quality. This study aims to identify and analyse food quality and service quality at all Get Steak restaurants located in Medan. The focus of this study is to describe customer perceptions of these two aspects and the extent to which they contribute to customer satisfaction.

RESEARCH METHODS

This study utilised a descriptive quantitative method. Data was collected through an online questionnaire using Google Forms, which contained 10 questions divided into two perspectives: five questions to assess food quality and five questions to assess restaurant service quality. The questionnaire was distributed to 50 customers from various branches of Get Steak Restaurant located in the city of Medan. The questionnaire covered information regarding food quality, including taste, presentation, freshness of ingredients, and consistency. Service quality included staff friendliness, speed, responsiveness, and comfort.

Population and Sample

Customers of Get Steak restaurants in Medan, which has five branches located on Jalan Amal Ring Road, Jalan Kota Medan Johor, Jalan Tuasan, Jalan Marelan, and Jalan Tengku Amir Hamzah, were the subjects of this study. Purposive sampling was used to select the sample. The sample consisted of customers who had visited the restaurant directly and those who had visited all Get Steak restaurants in Medan.

Data Analysis Method

The calculations in this study were performed using descriptive statistics, specifically mean measurements to determine customer satisfaction levels with food quality and service. The measurement technique used a five-point Likert scale, with the following weights:

- 1 = Very Poor (VP)
- 2 = Poor (P)
- 3 = Fairly Good (FG)
- 4 = Good (G)
- 5 = Very Good (VG)

Score and Average Calculation Formula

The total score for each question is calculated using the formula:

$$Total\ Score = \sum_{i=1}^5 f_i \times x_i$$

Then, the average score for each question was obtained by:

$$\bar{X}_{Questions} = \frac{Total\ Score}{n}$$

Then, to obtain the average score for a particular aspect (e.g. food quality or service), the following formula is used:

$$\bar{X}_{aspect} = \frac{\bar{X}_{Questions}}{j}$$

Explanation:

- f_i = number of respondents in category i
- x_i = weight of category i (1 to 5)
- $\bar{X}_{Question}$ = average score for one question
- \bar{X}_{aspect} = average score for one aspect (food quality/service)
- n = number of respondents
- j = number of statements in one aspect

The overall average score for a food quality/service aspect is obtained by calculating the average of all statement scores in that aspect. This result is then interpreted based on category criteria as shown in the table below.

Table 1. Interpretation Scale for Results

Average Score	Category
1,00 – 1,79	Very Poor
1,80 – 2,59	Poor
2,60 – 3,39	Fairly Good
3,40 – 4,19	Good
4,20 – 5,00	Very Good

RESULTS AND DISCUSSION

The questionnaire in this study was distributed to 50 respondents who were customers of various branches of Get Steak Restaurant in Medan. Respondents were asked to rate two main aspects, namely food quality and service quality, through 10 statements that had been compiled using a five-point Likert scale. The first five questions measured perceptions of food quality, while the next five questions assessed service quality. The data obtained was then processed to obtain the average value for all indicators. The results of this processing were presented in the form of tables containing the average values for each aspect, ranging from food taste and presentation to staff attitude and service speed. These tables aim to provide a comprehensive overview of customer satisfaction levels and identify which aspects need to be improved by restaurant management.

Table 2. Results of Food Quality Questionnaire Evaluation

Questions	Quality Category					Score Total	Average
	VP	P	FG	G	VG		
How is the taste of the food served at this restaurant?	1	1	12	26	10	193	3,86
How does the food look/how is it presented?	2		13	23	12	193	3,86
Are the prices of the food comparable to the quality provided?		2	11	25	12	197	3,94
How clean are the food utensils provided?	2		11	25	12	195	3,90
How fresh are the ingredients used?	2		11	29	8	191	3,82
Quality Average							3,87

Based on the evaluation results table for food quality at all Get Steak restaurants in Medan, it is evident that all assessment indicators are in the ‘Good’ category, with an average score ranging from 3.82 to 3.94. The highest score was obtained from the aspect of price-quality alignment, with an average score of 3.94. It is clear that the majority of customers consider the prices offered to be very reasonable given the quality of the food provided. This was followed by the aspect of dining utensil cleanliness, with an average score of 3.90, indicating that the restaurant places sufficient

emphasis on the cleanliness of its dining facilities. Meanwhile, the taste of the food and the presentation each received an average score of 3.86, indicating that both aspects were considered quite good by customers. The lowest score was for the freshness of the ingredients, at 3.82, which, although still in the ‘good’ category, indicates that the freshness of the ingredients is the aspect that most needs improvement. Overall, the average food quality at this restaurant achieved a score of 3.87, which falls into the ‘Good’ category. Therefore, management is advised to continue maintaining and improving food quality to achieve the ‘Very Good’ category in customer perception.

Table 3. Results of Service Quality Questionnaire Evaluation

Questions	Quality Category					Score Total	Average
	VP	P	FG	G	VG		
How friendly are the staff when serving you?	2	2	16	20	10	184	3,68
How fast is the service in serving food?	2	6	16	19	7	173	3,46
How clean and comfortable is the dining area?	2	1	14	26	7	185	3,70
Do you feel that the restaurant staff are responsive to your requests and complaints?	2	1	13	24	10	189	3,78
How does the staff at this restaurant look?	2		16	22	10	188	3,76
Quality Average							3,67

It is known that all aspects of service are in the ‘Good’ category with an average score ranging from 3.46 to 3.78. The aspect of service that received the highest average score was staff responsiveness to customer requests and complaints, with a score of 3.78. This shows that restaurant staff are considered to be quite responsive and polite in handling customer complaints and requests. Furthermore, the appearance of restaurant staff received an average score of 3.76, reflecting that most customers consider the staff’s appearance to be neat and appropriate. The friendliness of staff received a score of 3.68, while the cleanliness and comfort of the dining area received a score of 3.70, both of which also fall under the ‘Good’ category. The lowest score was in the aspect of service speed in serving food, with a satisfaction score of 3.46, indicating that service speed remains a weakness and needs to be improved. Overall, the average service quality at this restaurant is 3.67, which is still classified as ‘Good.’ Therefore, the restaurant is advised to improve staff performance, particularly in the aspect of service speed.

Table 4. Quality Assessment Results

Aspect	Score Average	Category
Quality Food	3,87	Good
Quality of Service	3,67	Good

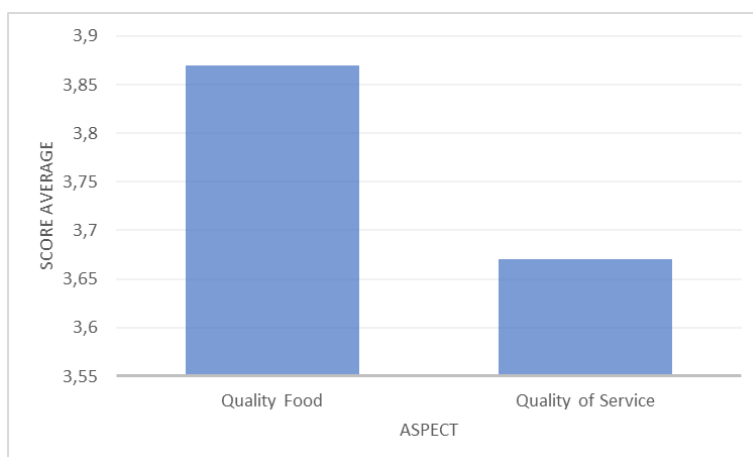


Figure 1. Comparison Chart of Food Quality and Service

Based on the results of the data analysis above, it shows a comparison of the average ratings between food quality and service based on the questionnaire results from 50 respondents. The average score for each aspect is determined as follows: the food quality aspect received an average score of 3.876, while the service aspect received an average score of 3.676. Both scores fall into the 'Good' category according to the Likert scale interpretation. This indicates that, overall, customers believe that the food quality provided by the restaurant has met their expectations, considering factors such as taste, presentation, cleanliness, and price-quality ratio.

On the other hand, the service aspect was also rated positively, although with a slightly lower average score. This shows that the customer experience related to service still varies, mainly influenced by factors such as the speed of food service, which previously had the lowest score compared to other factors. Therefore, it can be concluded that the restaurant is relatively successful in maintaining food quality; however, it must focus on improving and ensuring consistency in service to increase overall customer satisfaction.

The evaluation results show that the average rating for food quality is in the 'Good' category, with an average score of 3.87. The aspects assessed include food taste, presentation, freshness of ingredients, cleanliness of eating utensils, and price appropriateness. Although respondents generally expressed satisfaction, improvements are still needed, particularly in maintaining consistency in taste and freshness of ingredients. Meanwhile, service quality was also rated as 'Good', with an average score of 3.67. The aspects of service that were assessed included friendliness, speed, staff appearance, responsiveness to customers, and comfort of the venue. The lowest score was obtained for the aspect of speed of service, making it the main focus of improvement efforts.

CONCLUSIONS

This study shows that the food quality and service at Get Steak Restaurant in Medan are both in the 'Good' category. However, food quality received a higher rating than service. Customers consistently gave positive ratings for taste, presentation, and value for money. Meanwhile, service quality was rated more variably, with speed of service as the lowest-rated indicator. This difference in satisfaction levels indicates that food quality has been managed well and consistently, while service still requires improvement, particularly in terms of efficiency and responsiveness. Therefore, the restaurant is advised to maintain the already good food quality while gradually improving service quality to enhance customer satisfaction comprehensively and sustainably.

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