

## Analyzing the Effect of Service Quality on Customer Satisfaction at D'King Café and Guesthouse in Sidenreng Rappang

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### Abstract

This study aims to analyze the influence of service quality on customer satisfaction at D'King Café and Guesthouse in Sidenreng Rappang Regency. The research employs a quantitative approach with a survey method. A total of 100 respondents were selected using accidental sampling, and data were collected through questionnaires. The data were analyzed using simple linear regression with SPSS software. Service quality was measured based on five dimensions: tangible, reliability, responsiveness, assurance, and empathy. The hypothesis testing results indicate that service quality has a positive and significant effect on customer satisfaction. The findings further show that the dimensions of empathy and responsiveness contribute the most to customer satisfaction, while tangible and reliability still demonstrate weaknesses that need improvement. These results emphasize that personal attention and quick responses from employees are key factors in shaping positive customer perceptions. Although preliminary surveys revealed some dissatisfaction among customers, overall, the services provided have met customer expectations. Therefore, this study recommends continuous improvement in specific aspects of service to enhance satisfaction, loyalty, and competitiveness of D'King Café and Guesthouse in facing the increasingly competitive business environment in Sidenreng Rappang Regency.

Keywords: Service Quality, Customer Satisfaction, D'King Café and Guesthouse, Sidenreng Rappang

### 1. Introduction

In the era of globalization, companies are required to adapt quickly and precisely in facing an increasingly complex and dynamic business environment [1]. One of the keys to success in dealing with such competition lies in the implementation of modern marketing concepts that are oriented toward customer needs and expectations. Marketers play a crucial role as the spearhead in determining strategies and building relationships with customers [2].

Customer satisfaction has now become a top priority as customers are increasingly aware of the value and quality of service. Satisfied customers tend to be loyal, give recommendations, and enhance the company's image [3]. To achieve this, companies must focus on a deep understanding of customer expectations and maintain service quality from upstream to downstream.

According to Tjiptono [4], service quality is formed from two aspects: expected service and perceived service. If the service received meets or exceeds expectations, the customer will be satisfied. To assess service quality, the SERVQUAL model is used, Proceedings homepage: <https://icbens.umpalopo.ac.id/>

consisting of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy [5].

A preliminary study conducted on 20 customers of D'King Café and Guesthouse in Sidenreng Rappang Regency showed that 60% of customers expressed dissatisfaction with the services provided, while only 20% were satisfied and 20% were moderately satisfied. This indicates service issues such as slow staff response, inadequate facilities, and a lack of friendliness (Preliminary Survey Results, 2024).

Previous studies have shown varying results. Virdha [6] found that service quality significantly affects customer satisfaction, while a research [7,8] found that service quality does not always have an effect, especially if customer expectations are too high or there is a mismatch between price and value.

Based on this background and findings, this study aims to further examine the effect of service quality (X) on customer satisfaction (Y) at D'King Café and Guesthouse. This research is expected to provide theoretical contributions to the development of service marketing knowledge, as well as practical benefits for the management of D'King Café and Guesthouse in improving service quality and customer satisfaction.

## 2. Methodology

In this study, there are two main types of variables: the independent variable and the dependent variable. The independent variable is Service Quality (X), which reflects the extent to which the services provided by D'King Café and Guesthouse meet customer expectations. Service quality is measured through five indicators: tangibles, reliability, responsiveness, assurance, and empathy. These five indicators are used to assess both the visible and perceived aspects of the service.

Meanwhile, the dependent variable (Y) in this study is Customer Satisfaction, which refers to the psychological state that arises when a customer's expectations of a product or service are met or even exceeded. The indicators of customer satisfaction include repeat purchases, word of mouth (recommendations), and brand image, which show the extent to which customers are satisfied to the point of returning or recommending the business to others.

The measurement was carried out using a five-point Likert scale questionnaire, ranging from "Always" to "Never," with a weight from 5 to 1. This scale was used to quantitatively and structurally measure respondents' perceptions of the services they received.

By referring to the theoretical framework and concepts used, the operationalization of these variables allows the researcher to directly link the quality of service provided with the level of customer satisfaction experienced, so that it can be analyzed statistically.

## 3. Result and Discuccion

### 3.1. Result

This study aims to determine the effect of service quality on customer satisfaction at D'King Café and Guesthouse. Based on the data analysis results, it can be seen that respondents generally have a positive perception of the service quality, with a mean score of 65.85 and a standard deviation of 6.848. This indicates that the majority of customers rate the

services provided by D'King Café and Guesthouse as good, although there is some variation in opinions among the respondents.

Meanwhile, the customer satisfaction variable has a mean score of 24.01 with a standard deviation of 2.668. This shows that, in general, customers feel satisfied with the services provided by D'King Café and Guesthouse, and this perception is relatively consistent across customers.

Through a simple linear regression analysis, the following regression equation was obtained:

$$Y = 6,747 + 0,262X$$

The regression equation indicates that every one-unit increase in service quality (X) will increase customer satisfaction (Y) by 0.262 units. The result of the t-test shows that the t-value of 9.002 is greater than the t-table value of 1.661, with a significance level of 0.000 (which is less than 0.05). Therefore, it can be concluded that service quality has a positive and significant effect on customer satisfaction. Thus, the hypothesis stating that there is a positive and significant influence of service quality on customer satisfaction is accepted.

The coefficient of determination ( $R^2$ ) of 0.453 indicates that 45.3% of the variation in customer satisfaction can be explained by the service quality variable. The remaining 54.7% is influenced by other factors outside this research model, such as price, café atmosphere, menu variety, or personal factors from the customers themselves.

All classical assumption tests conducted including normality, linearity, and heteroscedasticity tests—showed that the data met the requirements for regression analysis. The data is normally distributed, the relationship between the independent and dependent variables is linear, and no heteroscedasticity symptoms were found that could disrupt the stability of the model.

Therefore, it can be concluded that service quality is one of the important factors that can increase customer satisfaction at D'King Café and Guesthouse. This serves as a crucial foundation for management to continue maintaining and improving service quality in order to sustain customer loyalty.

### 3.2. Discussion

The research results show that service quality has a positive and significant effect on customer satisfaction at D'King Café and Guesthouse in Sidenreng Rappang Regency. The calculated t-value of 9.002 is greater than the critical t-table value of 1.661, with a significance level of 0.000, which is less than 0.05. This indicates that the hypothesis is accepted: the better the service quality, the higher the customer satisfaction. Conversely, a decline in service quality can reduce the level of satisfaction.

Service quality in this study was analyzed using the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The empathy dimension stood out, especially on indicator X1.15 ("Employees pay attention to each customer's interests"), highlighting the importance of personal attention in shaping positive customer perceptions. This finding aligns with Rahman et al. [9], who emphasized the role of empathy in creating loyalty through interpersonal relationships.

The highest customer satisfaction was observed in indicator Y1.4 ("Customers share positive experiences with others"), indicating that satisfied customers tend to recommend D'King Café and Guesthouse supporting the word-of-mouth promotion theory [10].

The responsiveness dimension also received a high rating, particularly on indicator X1.13 regarding operational hours that meet customer needs. This indicates that speed and time flexibility in service are highly valued, consistent with the view of Sari (2022), who stated that time is a key element in creating a satisfying experience.

In contrast, the tangibles and reliability dimensions received relatively lower scores. However, both still showed adequate performance. A studies [10] emphasized the importance of sufficient physical facilities and consistent service in enhancing customer satisfaction and loyalty.

Overall, these findings reinforce the importance of service quality in shaping customer satisfaction, as supported by the other research [7,8]. They highlight that high service quality directly impacts increased satisfaction, loyalty, and business sustainability.

Although the initial survey showed that 60% of customers were dissatisfied, further measurements indicated that this dissatisfaction was mostly due to specific aspects (tangibles and reliability), rather than the overall service. Therefore, continuous improvements in those two dimensions are necessary, while the strengths in empathy and responsiveness should be maintained to ensure consistently high customer satisfaction.

#### **4. Conclusion**

The results of the study indicate that service quality has a strong and significant influence on customer satisfaction at D'King Café and Guesthouse. The dimensions of empathy and responsiveness emerged as the most decisive factors, particularly through employees' personal attention and the speed of service aligned with customer needs. Conversely, the tangibles and reliability dimensions still require improvement, although they are generally rated as adequate. Satisfied customers were found to actively recommend the café to others, demonstrating that satisfaction naturally drives word-of-mouth promotion.

Based on these findings, management should continue to maintain strengths in empathy and responsiveness by enhancing employees' soft skills and ensuring consistent service delivery. Meanwhile, improvements in physical facilities and service reliability are essential to provide a more holistic customer experience. The potential for customer recommendations can be further optimized through reward programs or simple digital marketing strategies. In addition, regular evaluations of service quality are necessary to ensure that improvements remain relevant and sustainable.

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