



The Effect of Product Diversification, Taste, and Service Quality on Customer Satisfaction

A Case Study on Membara Resto Coffee and Grill Bogor City Branch

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Abstract. Customer satisfaction is a form of outcome of an effort to survive and develop. Membara Resto is a business engaged in the culinary field by serving Korean-style BBQ grill products, various types of coffee, and menus. This study aims to examine the effect of product diversification, taste, and service quality on customer satisfaction. The research approach was carried out quantitatively with multiple regression analysis tools from data processing both from managers and customers. The study's results reveal that product diversification, taste fulfillment, and service quality improvement have a positive and significant impact on customer satisfaction.

Keywords: Product diversification · taste · service · multiple regression · customer satisfaction

1 Introduction

The development of the culinary business in Indonesia is rapidly growing. In fact, culinary business becomes a branding that raises the name of a region and becomes one of the sub-sectors that contribute to Indonesia's creative economy. Based on the Ministry of Tourism and Creative Economic data, culinary as a sub-sector contributes around 43% to the creative economy every year. In this fierce competition era, companies must constantly make promising innovations to keep their business running. In addition to carrying out innovation, the company must pay attention to other essential factors, such as efforts to improve service quality.

Membara Resto is a culinary business that sells Korean-style BBQ grill products, coffee, and various other menus related to Korean Foods. It is located in Depok on Jl. Boulevard Grand Depok City, Tirtajaya, Kec. Sukmajaya, Depok City, West Java. Meanwhile, this research focused only on one of Jl's Membara branches at Salak No.10, RT.04/RW.04, Babakan, Central Bogor District, Bogor City, West Java (Fig. 1).

The management of Membara Resto carried out several strategies to increase customer satisfaction. The strategies can be divided into internal and external, such as improving the quality of products, services, and others to compete with competitors. The

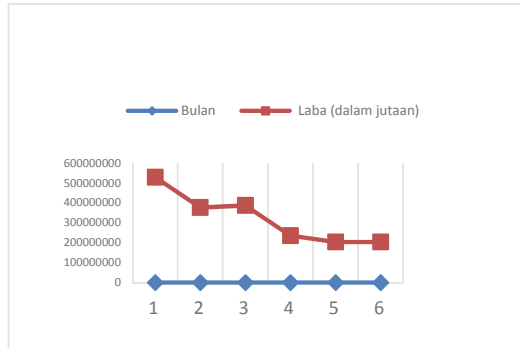


Fig. 1. Profits in the last six months. Source: researchers, 2022

Table 1. Pre-Survey Results

Question	Variable	Score
With a variety of menus, customers of Membara Resto Bogor City branch are free to choose menu options that suit their needs and abilities	Product Diversification	15
Each restaurant has its own taste identity where customers can easily recognize it	Taste	12
The form of good service quality makes the value of visiting customers	Service quality	8
Pricing is very important, especially when there are promotions or low prices	Price	3
I have a lot of knowledge about the culinary world	Value Perception	1
Everything that is offered is satisfying, it makes me come back and buy again	Loyalty	1

Source: Researcher, 2022

researchers studied some previous research to know the dominant factors that affect customer satisfaction at the Membara Resto, Bogor City Branch. Tengku Putri [1] showed that product diversification factors have a significant effect on consumer satisfaction. Bramardian [2] revealed that the dominant factors of service quality and taste have a significant effect on customer satisfaction. This was further clarified by Goklas Agus Fendi et al. [3] that customers consider taste and price as a major influence on customer satisfaction when choosing.

Moreover, Putu Nina Mandiawati et al. [4] posited that consumer satisfaction is influenced by other dominant factors such as perceived value and customer loyalty. A pre-survey was conducted by distributing questionnaires to 40 respondents at Membara Resto, Bogor City Branch. Table 1 exhibits the results of the pre-survey.

Based on previous research by Sri Mutiara et al. [5], who studied the effect of service quality, price perception, and taste on Consumer Satisfaction in Ulu Bete restaurant,

Masamba District, North Luwu Regency, it is known service quality, price perception and taste have a significant positive effect on consumer satisfaction.

From the case study above, the researcher wants to examine and conduct more in-depth research on “The effect of product diversification, taste, and service quality on customer satisfaction at Membara Resto, Bogor City Branch”.

Based on the description of the background of the problem above, the formulation in this study is as follows: What is the effect of product or menu diversification on customer satisfaction at Membara Resto Bogor City Branch?. How does taste affect customer satisfaction at Membara Resto Bogor City Branch?. What is the effect of service quality on customer satisfaction at Membara Resto Bogor City Branch?

The aims of this research are as follows, first investigate the effect of product or menu diversification on customer satisfaction at Membara Resto, Bogor City Branch. Second, investigate the effect of taste on customer satisfaction at Membara Resto, Bogor City Branch, Third, investigate the effect of service quality on customer satisfaction at Membara Resto Bogor City Branch. Figure 2 exhibits the conceptual framework of this study:

The following are the indicators used in this research (Table 2):

According to Nijman and Wolk [6] and Anggraeni [7], diversification is part of the product strategy, namely the expansion of the development of goods and services offered to the company, by adding new products.

According to Ayudahlya and Kusumaningrum [8], taste refers to a consumer’s assessment of a food or beverage product, in which there is a sensation of stimulation and stimulus that can come from external or internal and is then felt by the mouth.

According to Tjiptono [9], service quality refers to how well the level of service provided is able to meet customer expectations.

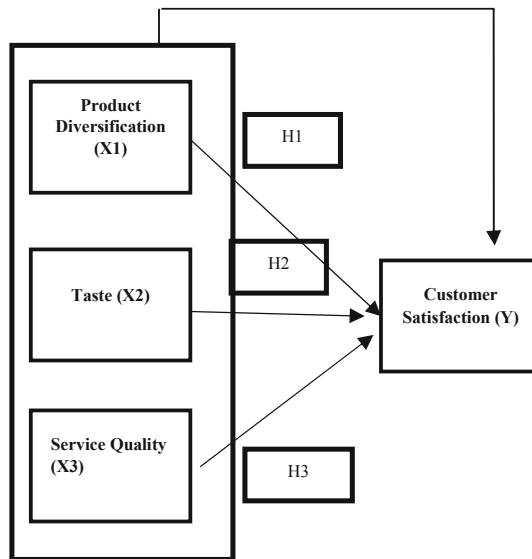


Fig. 2. The Conceptual Framework. Source: Researcher, 2022

Table 2. Research Variable indicators

Variable	Indicator	Source	No theme Question-naire
Diversification Products/ Menu (X1)	Variation Product	Adlina, Hafiza. 2014	Q1-Q2
	Price		Q3-Q5
	Appearance		Q6-Q7
	Availability		Q8-Q9
dream Flavor (X2)	Smell, Characteristi, Aroma	Afrianti, Melda, et al. (2020)	Q10-Q12
	Flavor		Q13-Q15
	Texture		Q16-Q17
	Product Shape		Q18-Q19
Quality Service (X3)	Reality	Fandy Tjiptono, 2017	Q20-Q21
	Responsiveness		Q23-Q24
	Assurance		Q25-Q26
	Empathy		Q27-Q28
	Tangible		Q29-Q31
Satisfaction Customer (Y)	Hope and encouragement Purchase	Priansa DJ, 2017.	Q32-Q34
	Performance (Performance)		Q35-Q36
	Ratio		Q37-Q38
	Confirmation and discount		Q39-Q40

Source: Researcher, 2022

Priansa [10] stated that customer satisfaction is a customer’s overall feeling about the product or service that the customer has purchased.

2 Research Method

This study used a descriptive correlation research method with quantitative research using surveys, observations, and interviews in which researchers distributed questionnaires for data collection.

The strategy used in this study was to use an associative approach in order to identify the extent of the influence of variable X (independent variables), which consists of product diversification (X1), taste (X2), service quality (X3), on variable Y (dependent variable): customer satisfaction (Y), either partially or simultaneously. The object of this

Table 3. Scoring for Questionnaire answers

No.	Answer	Code	Score
1	Strongly agree	SS	5
2	Agree	S	4
3	Neutral	N	3
4	Don't agree	TS	2
5	Strongly Disagree	STS	1

Source: Researcher, 2022

research was Membara Resto in Bogor City Branch and was conducted from March 1 to May 1, 2022. The population in this study were all customers at Membara Resto, Bogor City Branch. The sampling procedure used in this study was non-probability with a sample of 60 respondents. The type of data used in this research was primary data by distributing questionnaires through Google Form (Table 3).

The SPSS (Statistical Program for Social Science) version 26.0 was used for data processing.

2.1 Validity Test

According to Sugiyono [11], the validity test refers to the degree of determination between the data that actually occurs on the object and the data collected by the researcher. The criteria for evaluating the validity test are as follows: If $r_{count} > r_{table}$, then the questionnaire item is valid. If the significance value is < 0.05 , then the questionnaire item is valid. If $r_{count} < r_{table}$, then the questionnaire item is said to be invalid. If the significance value is > 0.05 , then the questionnaire item is invalid.

2.2 Reliability Test

According to Sugiyono [11], the reliability test is the extent to which the measurement results using the same object will produce the same data. The tool to measure reliability is Cronbach's Alpha. Result > 0.60 = reliable or consistent or result < 0.60 = not reliable or inconsistent.

2.3 Multiple Linear Regression Analysis (Multiple Regression)

Multiple linear regression was used to test the effect of several independent variables under study on the dependent variable. The purpose of regression analysis is to determine the significance of the relationship between the independent and the dependent variable. According to Ghazali [12] the regression test can also show the direction of the relationship between the dependent variable and the independent variable.

The multiple linear regression equation model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_nX_n$$

Which one:

- Y = dependent variable (value to be predicted).
 a = constant.
 b₁, b₂, ..., b_n = regression coefficient.
 X₁, X₂, ..., X_n = independent variable.

2.4 Coefficient of Determination (R²)

According to Ghazali [12], the coefficient of determination (R²) essentially measures how far the model's ability to explain variations in the dependent variable is.

Coefficient of Determination (KD) with the formula:

$$KD = r^2 \times 100\%$$

Information:

- KD = Coefficient of Determination
 r = Correlation Coefficient.

2.5 Hypothesis Testing

2.5.1 T-test (Partial)

According to Ghazali [12], the t-test shows how far the influence of the independent variable is in explaining the dependent variable. This test is carried out by looking at the significance value of t in the regression output with a significance level of 0.05 ($\alpha = 5\%$) with degrees of freedom (df) = n-1. The test is carried out with the criteria if t-count > t-table, or p-value ≤ 0.05 , then H₀ is rejected, and H_a is accepted. Meanwhile, if t count < t-table, or p-value ≥ 0.05 , then H₀ is accepted, and H_a is rejected.

2.5.2 F-test (Simultaneous)

The F-test is basically used to measure the accuracy of the sample regression function in estimating the actual value [12]. This test is done by looking at the significance value of F in the regression output with a significance level of 0.05 ($\alpha = 5\%$) with a value of (df) = nk-1 where n is the number of samples and k is the number of variables. The test is carried out with the criteria, namely if F-count > F-table, or p-value ≤ 0.05 , then H₀ is rejected and H_a is accepted, meaning that the model used is good or (fit) and if F-count < F-table, or p-value ≥ 0.05 , then H₀ is accepted and H_a is not accepted, meaning that the model used is not good or (not fit) (Ghozali, 2016).

3 Results and Discussion

3.1 Validity Test

60 respondents have filled out the questionnaire of the X₁ variable in this study by looking for the r-table is df = n-2 (60-2 = 58) so that it is known that the r-table is

0.254. From the validity calculation above, it can be interpreted that $r\text{-count} > r\text{-table}$ consists of 9 questionnaire statements on the X1 variable; thus, the X1 research data is declared valid.

60 respondents have filled in the questionnaire of the X2 variable in this study by looking for the $r\text{-table}$ is $df = n-2$ ($60-2 = 58$) so that it is known that the $r\text{-table}$ is 0.254. From the validity calculation above, it can be interpreted that $r\text{-count} > r\text{-table}$ consists of 10 questionnaire statements on the X2 variable; thus, the X2 research data is declared valid.

60 respondents have filled in the questionnaire of the X2 variable in this study by looking for the $r\text{-table}$ is $df = n-2$ ($60-2 = 58$) so that it is known that the $r\text{-table}$ is 0.254. From the validity calculation above, it can be interpreted that $r\text{-count} > r\text{-table}$ consists of 12 questionnaire statements on the X3 variable; thus, the X3 research data is declared valid.

60 respondents in this study have filled in the questionnaire of the Y variable by looking for the $r\text{-table}$ is $df = n-2$ ($60-2 = 58$) so that it is known that the $r\text{-table}$ is 0.254. From the validity calculation above, it can be interpreted that $r\text{-count} > r\text{-table}$ consists of 9 questionnaire statements on variable Y; thus, the Y research data is declared valid.

3.2 Reliability Test

The results of this test show that that each of the reliability coefficient value is greater than 0.6 (alpha result > 0.60), so that the instrument used is declared reliable.

3.3 Multiple Linear Regression Analysis

Following the results of the multiple linear regression test in this study, the following equation was obtained:

$$Y = 0.814 + 0.099X_1 + 0.268X_2 + 0.434X_3.$$

A constant of 0.814 means that customer satisfaction is only 0.814 units if product diversification, taste, and service quality are 0 (zero). The regression coefficient value for the product diversification variable is 0.099. If the product diversification increases by one unit, then customer satisfaction will increase by 0.099 units, assuming that the taste and service quality variables remain. The regression coefficient value of the taste variable is 0.268, which means that if the taste increases by one unit, then customer satisfaction will increase by 0.268 units with the assumption that product diversification and service quality variables remain.

The regression coefficient value for the service quality variable is 0.434. If the service quality increases by one unit, then customer satisfaction will increase by 0.434 units, assuming that product diversification and taste variables remain.

3.4 Coefficient of Determination (R^2)

The results of the coefficient of determination in this study show that the value of R^2 (R Squared) is 0.631 (63.1%), which means that product diversification, taste and service

quality affect customer satisfaction at Membara Resto, Bogor City Branch by 63.1%, while other variables outside the research model influence the remaining 36.9%.

3.5 Hypothesis Test

3.5.1 T-test (Partial)

The results of the t-test in this study are known to have a t-table value of 2.00404 obtained from $\alpha/2; nk-1$ where 5% $(0.05)/2; 60-4-1$ $(0.025; 55)$. The results of the calculations from the t-test are known to be the value of the product diversification variable (X1), namely the t-count = 2.762 (t count > t table) with a significance value of 0.009 (Sig value < 0.05), it can be concluded that the X1 variable partially has a significant effect on customer satisfaction (Y). In this case, H0 is rejected, and Ha is accepted.

The results of the calculations from the t-test are known that the value of the taste variable (X2), namely the value of t-count = 2.376 (t-count > t-table) with a significance value of 0.021 (Sig value < 0.05), it can be concluded that the X2 variable partially has an effect significant to customer satisfaction (Y). In this case, H0 is rejected, and Ha is accepted.

The results of the calculations of the t-test known that the value of the service quality variable (X3) is the value of t-count = 4.591 (t-count > t-table) with a significance value of 0.000 (Sig value > 0.05) so it can be concluded that the X3 variable partially has a significant effect on customer satisfaction (Y). In this case, H0 is rejected, and Ha is accepted.

3.5.2 F-Test (Simultaneous)

The results of the F-test in this study show that the F value of Table 2.54 is drawn from the formula $(k;n-k)$, $(4;60-4)$, $(4;56)$ drawn on the F table so that a conclusion can be drawn that product diversification, taste, and service quality simultaneously (together) have a positive and significant effect on customer satisfaction. The results of this proof are based on the calculated F value with a value of 31.904 > the table F value, which is 2.54 with a significance value of $0.000 < 0.05$.

4 Conclusion

Based on the research results, it is known that product diversification has a positive and significant impact on customer satisfaction at Membara Resto, Bogor City Branch. It is known that taste has a positive and significant effect on customer satisfaction at Membara Resto, Bogor City Branch. It is known that the quality of service has a positive and significant effect on customer satisfaction at Membara Resto, Bogor City Branch.

Suggestions for the results of this study are as follows, first, Membara Resto Bogor City Branch must continue to increase product diversification so that consumers have more choices in buying products and will result in customer satisfaction. Second, Membara Resto Bogor City Branch must continue to create and innovate in improving taste and will result in customer satisfaction. Third, Membara Resto Bogor City Branch must improve the quality of the elements in its service and will result in customer satisfaction.

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