



Customer Satisfaction at an Upscale Restaurant in Indonesia Post-Covid-19: Personal Hygiene and Service Quality

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Abstract. After the pandemic, customers are increasingly aware of cleanliness, and their demands for restaurant satisfaction are also increasingly aware of the importance of cleanliness. This research was conducted at Incanto Restaurant Fraser Residence Sudirman Jakarta to know personal hygiene and service quality on customer satisfaction at Incanto Restaurant Fraser Residence Sudirman Jakarta. This research uses quantitative methods. The number of samples in this study was 100 respondents. Respondents in the research were customers at Incanto Restaurant from August 2022 to February 2023. The data collection techniques used were questionnaires and a literature study with multiple regression data processing techniques using IBM SPSS version 26. The test results showed that personal hygiene and customer satisfaction influenced customer satisfaction at Incanto Restaurant. The restaurant staff's cleanliness and good service will increase customer satisfaction. Then, restaurant managers must monitor the cleanliness of employees and train them in health and hygiene protocols.

Keywords: Incanto restaurant; Service quality; Customer satisfaction; Personal hygiene.

1 Introduction

The development of hotels and restaurants is closely related and is a pivotal part of the development of the tourism industry. Restaurants are a crucial element in the tourism industry, functioning as business premises that provide and serve food and drinks to customers. Apart from needing accommodation to stay overnight, hotel guests also need a restaurant as a place to enjoy a meal during their stay.

Each hotel has a different concept for its restaurants, so these restaurants offer variations in appearance and service. There are various types of restaurants, from fast food restaurants, cafeterias, and family restaurants to luxury restaurants with exemplary dining services. The restaurant not only functions as a provider of food and drinks for tourists but also provides friendly and classy service. The quality of service provided to customers is greatly influenced by the class of the hotel and the concept or type of restaurant available. The success of a restaurant in providing food and beverage services to customers is very dependent on the quality provided (Saniantara & Trianasari, 2023).

Fraser Residence is a 5-star hotel and also serves leading apartments in the world. Fraser Residence is one of the accommodation options that guests and expatriates seek after to stay while on business trips or for long periods of work. This choice goes to Fraser Residence because its location is very strategic in the city center, especially in Jakarta. Incanto Restaurant is a restaurant located at this location. This restaurant serves hotel guests and guests from outside the hotel.

Concerning customer satisfaction in upscale restaurants, after the COVID-19 pandemic, customers evaluate restaurant services increasingly complexly, in contrast to other sectors that focus on finished products (Zibarzani et al., 2022). Besides, high-quality service

is a key factor influencing customer satisfaction, especially in luxury restaurants (Ngoc & Uyen, 2015); hygiene attributes have become more of a concern after the pandemic, influencing return visits (Yu et al., 2021). After the pandemic, customers' views in the hospitality sector changed, and customers placed more emphasis on safety and security (Cholkongka, 2023).

Personal hygiene and good quality service by restaurant staff aim to provide the best service to restaurant customers when eating their dishes. Better service quality will increase customer satisfaction (Park & Jeong, 2019) and change views regarding cleanliness attributes (Cholkongka, 2023; Zibarzani et al., 2022). So, it is necessary to examine whether these two factors still influence customer satisfaction in the current situation. Thence, it is necessary to conduct an analysis related to personal hygiene and service quality on customer satisfaction, especially those who visit Incanto Restaurant.

2 Hypothesis Development

2.1 Customer Satisfaction

Customer satisfaction is an essential factor in determining consumer loyalty. To win the competition, culinary business actors must provide satisfied customers, for example, by providing good quality products, low prices, good service, and fast product presentation compared to competitors (Pradini & Pratami, 2022).

2.2 Personal Hygiene

Personal hygiene is a series of self-care actions carried out to maintain physical and psychological health. The goal is to maintain cleanliness, practice a healthy and clean life, and change views or perceptions towards health and cleanliness. According to the Ministry of Health of the Republic of Indonesia, hygiene is a step to maintain and protect individual cleanliness as part of health efforts. For example, hygiene measures include washing hands before and after eating. *Hygiene* is an effort to prevent disease by focusing on individual or group actions and the surrounding environment.

2.3 Service Quality

Service quality is a pivotal factor for businesses in the culinary industry. Service quality refers to anything that feels authentic and can provide quick responses and customer satisfaction. Optimal service is often related to the ethics and sincerity of the work team. Service quality is connected to attention, effective communication, and staff skills in understanding consumer needs (Dewi & Putri, 2022).

2.4 The Relationship Between Personal Hygiene and Customer Satisfaction

Individuals interacting directly with food and equipment, starting from the preparation, cleaning, processing, transportation, and serving stages, are known as food handlers. In the food processing process, the role of food controllers plays an important role. They have the potential to spread disease. Therefore, it is vital for them to always be in good health and have adequate skills (Ministry of Health of the Republic of Indonesia, 2003). It will also affect customer health.

Research from Yasami et al. (2023) revealed that the key factors for customer satisfaction in small restaurants in Phuket are the cleanliness of the staff, personal hygiene, and cleanliness of the restaurant compared to factors such as food safety. Strengthened by research from Alhelalat et al. (2017) that customer satisfaction is more influenced by employee personal factors such as employee cleanliness than functional factors. Especially after the pandemic broke out, customer sensitivity towards awareness of cleanliness attributes increased (Siiqi et al., 2022). Therefore, during and after the pandemic, the level of cleanliness will greatly determine customer satisfaction in the restaurant sector (Lim et al., 2022).

H1: Personal hygiene has a positive and significant effect on customer satisfaction.

2.5 The Relationship Between Service Quality and Customer Satisfaction

If the quality of service received is far from expectations, consumers are dissatisfied (Nugraha et al., 2023). If it meets expectations, they are satisfied; if it exceeds expectations, they are very satisfied (Madden et al., 1992). Service quality is a determining factor in the added value perceived by customers, which will influence the view of satisfaction received by customers (Tuncer et al., 2021). Besides prioritizing cleanliness attributes, restaurant customers still include service quality as a factor influencing their satisfaction after the pandemic (Zibarzani

et al., 2022). Under systematic literature review research from Park and Jeong (2019), service quality is the main factor in increasing restaurant customer satisfaction. In high-class restaurants, this service quality exceeds the added value customers feel, increasing their satisfaction (Lau et al., 2019).

H2: Service quality has a positive and significant effect on customer satisfaction

2.6 Research Model

Understanding company employees, especially personal hygiene, directly connects to implementing personal hygiene. In other words, employees can only apply personal hygiene correctly if they understand the company's hygiene. Personal hygiene is related to customer satisfaction, clean service quality, or hygiene because every customer wants hygienic service, especially waiters in the food or restaurant sector.

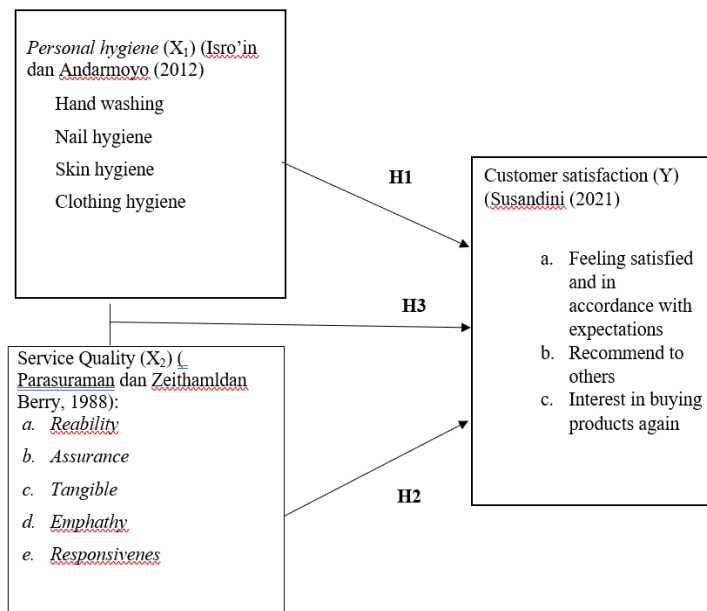


Figure 1. Research Model

3 Methodology

3.1 Data Sources and Types

The data sources in this research are primary and secondary data. Primary data is information obtained directly from the research field, taken from related parties who act as informants or objects being researched. Secondary data refers to additional material originating from written sources, which can be divided into sources from books and scientific journals, information from archives, personal documents, and official documents. The type of data used in this research is quantitative research.

3.2 Population and Sample

The population in this study was 15,300 restaurant customers from August 2022 to February 2023. Sampling was carried out using incidental sampling. The sample selection was chosen by meeting in person when the researcher visited Incanto Restaurant and based on the customer's willingness to complete the questionnaire. The sample size was set at 100 respondents because this still follows the sample size in social research (Sekaran & Bougie, 2016). The characteristics of the respondents can be seen in Figure 2..

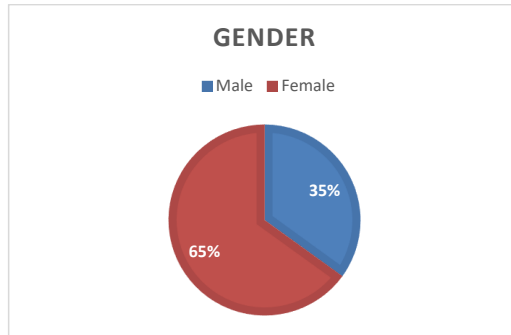


Figure 2. Characteristic respondent based on gender

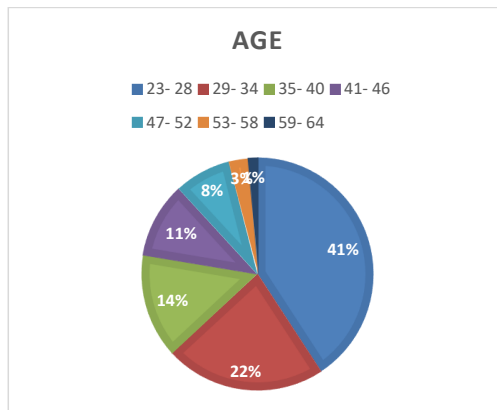


Figure 3. Characteristic respondent based on occupation

3.3 Operational Definition of Variables

The definition of the variables in this research is as follows: personal hygiene is a series of efforts aimed at maintaining individual cleanliness and health for physical and mental well-being. Service quality is a pivotal factor for businesses in the culinary industry. Service quality refers to anything that feels authentic and can provide quick responses and customer satisfaction. Customer satisfaction is one of the essential factors when determining consumer loyalty. To win the competition, culinary business actors must provide satisfied customers, for example, by providing good quality products, low prices, good service, and faster product delivery than competitors.

3.4 Analysis Method

This research is a quantitative study that tests the influence of 2 independent variables (personal hygiene and service quality) on customer satisfaction, which is the dependent variable. The analysis technique for hypothesis testing in this research is multiple linear regression using the SPSS version 26 data processing application.

4 Results

4.1 Instrument Test

The validity test results have been carried out, and all valid items are met with a loading factor above 0.5. The reliability test results on each item of the questionnaire statement were declared reliable. It is shown by Cronchbach's Alpha value above 0.60.

4.2 Classic Assumption Test

The normality test results stated that the data was normally distributed. The asymp.sig value

shows that the value is greater than 0,05 significance level, that is 0.200. The results of the multicollinearity test stated that this study had no multicollinearity because all research variables have a tolerance value of more than 0.1 and a VIF value of less than 10. The heteroscedasticity test results show no heteroscedasticity problem because each research variable has a Sig value of more than 0.05.

4.3 Hypothesis Testing

The results of hypothesis testing were processed using the SPSS version 26 data processing application with a choice of multiple linear regression analysis techniques shown in the table. Before discussing the interpretation of the hypothesis results, it is necessary to look at the feasibility of the model first. A model that explains customer satisfaction is influenced by personal hygiene, and service quality is a feasible and good model. The goodness of this model is shown by the F value of 2080.038 and a significant value of 0.000. Furthermore, the R² value shows that this model can explain the variance in this study of 97.7%.

The results of hypothesis test 1 show that the personal hygiene variable has a calculated t value of 3.883 > t table 1.985 and a significance value of 0.000 < 0.05. These results reveal that personal hygiene influences customer satisfaction positively and significantly. The data processing results that support the hypothesis can be seen in Table 2.

The results for testing hypothesis 2 show that the service quality variable has a t count of 5.210 > t count of 1.985 and a significance value of 0.000 < 0.05. These results reveal that service quality influences customer satisfaction positively and significantly. So, all hypotheses in this study are supported

5 Results

In this research, it was found that personal hygiene has a positive influence on customer satisfaction at Incanto Restaurant. Align and reinforced by several previous studies, restaurant customers are more satisfied if the cleanliness attributes in the restaurant are maintained and improved (Alhelalat et al., 2017; Sembiring et al., 2021). Personal hygiene is the second most crucial cleanliness attribute after bathroom cleanliness in influencing restaurant customer satisfaction (Kim & Bachman, 2019). Similar supports that the personal hygiene of staff is a pivotal factor in serving and creating customer satisfaction (Alhelalat et al., 2017).

After COVID-19, restaurant customers' focus on cleanliness has increased (Cholkongka, 2023; Zibarzani et al., 2022). It has been proven that customers are more aware and concerned about cleanliness after the pandemic, especially customers who are very afraid of COVID-19 (Sidiqi et al., 2022). Therefore, restaurant customer satisfaction after COVID-19 will prioritize cleanliness (Tastan & Soyulu, 2023).

Apart from the level of cleanliness, however, the quality of the service provided will still influence the satisfaction customers feel (Zibarzani et al., 2022), and this satisfaction will lead to customers revisiting (Abdullah et al., 2023). Therefore, to increase customer satisfaction, it is necessary to emphasize service quality (Ahmed et al., 2023) because this will increase the added value perceived by customers (Slack et al., 2021). So, the results of this research reinforce that personal hygiene and service quality matter for increasing customer satisfaction (Zibarzani et al., 2022).

6 Conclusion

Based on the research problem formulation, research hypothesis and test results, analysis, and interpretation of research data, personal hygiene, and service quality significantly affect customer satisfaction.

6.1 Research Implications

Practically, for Incanto Restaurant as a reference in increasing customer satisfaction, efforts can be made to improve personal hygiene and service quality. Incanto restaurants should pay more attention to factors that customers can feel directly. Increase the implementation of hygiene in Incanto restaurant staff to avoid food contamination with bacteria. Food servers must implement good personal hygiene so customers can enjoy the food and return to Incanto Restaurant.

Companies should focus on increasing waiters' competence in providing services per established guidelines. In this way, personal hygiene and service quality can influence

customer satisfaction in enjoying the service and food served by the waiter. Visitors feel more confident that their food is hygienic and safe for consumption. Apart from that, customers also feel comfortable with the service provided by the food server. So that has a positive impact on customer loyalty. Good service to customers has the potential to create positive expectations and increase customer loyalty because service quality is a major factor in strengthening bonds with customers.

6.2 Limitations of Research and Suggestions

This research was conducted only at one restaurant, Incanto Restaurant, so its generalization is limited. Nevertheless, this can provide future research ideas to expand the scope of the research population. Likewise, the research design is a limitation of this research; the cleanliness and service quality level cannot be related to the pre-and post-COVID periods. Future research can improve with research that compares whether there are differences before and after COVID-19 in customer behavior.

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