www.bircu-journal.com/index.php/birci
Budapest International Research and Critics Institute-Journal (BIRCI-Journal)
Humanities and Social Sciences
ISSN 2615-3076 Online)
ISSN 2615-1715 (Print)
Budapest Institute

# Effects of *Service Quality, Food Quality,* and *Price Fairness* Customer *Satisfaction* at Japanese restaurant 3 Wise Monkeys, Jakarta

**Rara Wilis Setiawati[1], Innocentius Bernarto[2]**
[1,2]*Universitas Pelita Harapan, Jakarta, Indonesia*
*raraws@gmail.com, innocentius.bernarto@uph.edu*

**Abstract**

*The purpose of this study was to analyze the positive influence of service quality, price fairness, and food quality positive effects on customer satisfaction. The target population of the study is all customers of Japanese restaurant 3 Wise Monkeys Jakarta. As for determining the sample using purposive sampling techniques. The specified sample number is 200 samples that are customers of Japanese restaurant 3 Wise Monkeys. The data is collected by distributing questionnaires. The data was analyzed using the partial least square-structural equation modeling (PLS-SEM) model. The results showed that service quality, price fairness, and food quality had a positive influence on customer satisfaction at Japanese restaurant 3 Wise Monkeys.*

Keywords
service quality; food quality; price fairness; customer satisfaction

## I. Introduction

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

The company's marketing competition is now wider not only in the discussion of the benefits of products included in the functional attributes of products, but also connected with brands that can allow customers to be more familiar and close to the products offered. When purchasing a product, customers consider a variety of supporting factors, one of which is the brand (Kotler and Keller, 2016, p. 198). The number of competing brands makes the company continue to strive to create customer satisfaction.

One type of company that tries its best to retain its customers is restaurants. Developments in the business world, especially in the beverage and food business, gave rise to various restaurants and cafes with all their uniqueness and characteristics (Julian *et al*., 2019). In Jakarta, the growth of the number of restaurants experienced positive growth. With the increasing number of restaurants in Jakarta, restaurants compete to provide the best food service and quality to increase customer satisfaction so that customers want to visit again. The table below shows the number of restaurants registered with the Central Statistics Agency in 2018–2019 (BPS, 2019).

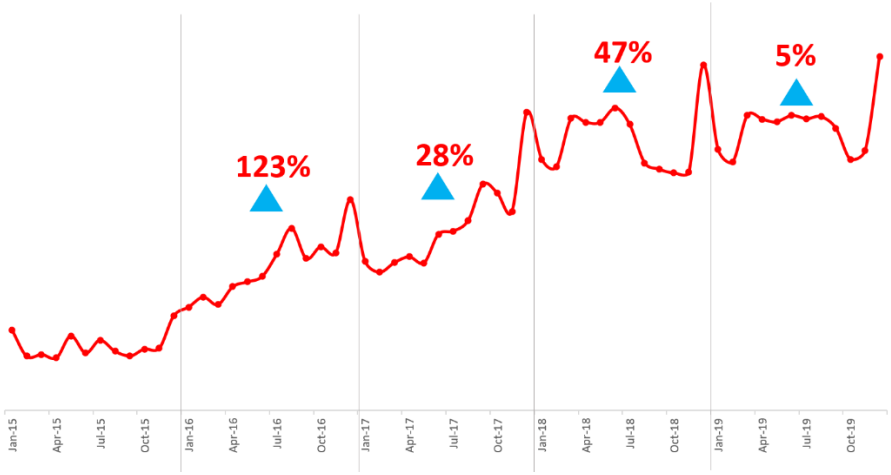
**Table 1.** Number of Restaurants in Indonesia

| Number of restaurants | 2018 | 2019 |
|---|---|---|
| Indonesian | 7. 680 | 8. 304 |
| DKI | 3. 021 | 3. 182 |

Source: BPS (2019)

Based on statistics from food and beverage providers 2019, there are 8 in Indonesia. 304 restaurants, of which 38% are in the Jakarta area, which is 3,182 restaurants. This angka is up from the number 3. 021 in 2018. The percentage of restaurants in Jakarta is quite significant compared to the national. This causes more competition among restaurants in Jakarta and companies can have sustainable success if they manage their restaurants well. Along with the proliferation of restaurant businesses, many restaurant concepts have sprung up, one of which is a restaurant with a typical food concept from a country or region. One of them is the Japanese restaurant 3 Wise Monkeys located in Senopati, South Jakarta.

The images show the development of the sales of 3 Wise Monkeys restaurants during the four years before the Covid-19 pandemic:




Source: internal documentation

***Figure 1.*** *XYZ Sales Trends (2016–2019)*

The sales of 3 Wise Monkeys restaurants over the past 4 years show a positive trend. In 2017 total sales reached Rp11.2 billion, in 2018 it rose significantly by 47% to 16.5 billion, and in 2019 it only rose 5% with total sales of 17.3 billion. By seeing positive trends and insignificant *revenue* increases in 2019, the management of 3 Wise Monkeys continues to strive to *improve* customer sales and increased sales. In comparison, the increase in UMR from 2018 to 2019 was 8.03% so that the increase in *revenue* of 5% was seen as one that could cause problems for management. restaurant. Restaurants need a minimum increase of 10% to get positive benefits.

3 Wise Monkeys restaurant management conducts preliminary research to customers to get *insight* into factors that influence customers visiting the restaurant. Hasil early surveys show that customers' desire to visit back to the restoran is influenced by *food quality* (good and *fresh* food), *service quality* (satisfying servis), and *price fairness* (especially *all you can eat* packages at appropriate prices). Management is aware that customers are the main ones of the restaurant business. Therefore, an increase is needed to the things that make customers satisfied. Buttle and Maklan (2019) define customer satisfaction as a reaction in responding to something that becomes their experience as a

customer. The satisfaction arises when customers feel an impressive or pleasant experience (*pleasurable*). In contrast, customers experience *dissatisfaction* when their experience is unpleasant (*unpleasurable*).

The main problem occurs in the customer's waiting period until food is available, which is 55% with a waiting period above average (above 10 minutes). This factor is included in *the service quality*. The influence *of food quality and price fairness* was not found in the initial research conducted.

Therefore, the management of 3 Wise Monkeys restaurant strives to meet the criteria that affect customer satisfaction through several attributes needed by customers. This is supported by previous research that, to improve customer satisfaction, restaurant management needs to pay attention to *service quality*, *food quality*, and price *fairness.* Zhong and Moon (2020) conducted research at *western fast food* restaurants in China. The results showed that *perceived price*, *food quality*, and *service quality* affect customer satisfaction and loyalty. Therefore, the determination of factors that affect customer satisfaction becomes important. Influential factors are *price fairness, food quality,* and *service quality* have a positive effect on *satisfaction*.

Based on the presentation presented above, the purpose of conducting this study is to see how the effect of *price fairness, food quality,* and *service quality* on *customer satisfaction* in domestic Japanese restaurants 3 Wise Monkeys.

## II. Review of Literature

### 2.1 Customer Satisfaction

Kotler and Armstrong (2018, p. 39) define customer satisfaction as "*A person's feelings of pleasure or disappointment that results from comparing a product or service perceived performance (or outcome) to expectations. If the experience falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted*". The meaning is, customer satisfaction is the level of what a person feels both disappointing and satisfying as a result of what has happened to him by comparing what he previously expected of a product.

Thus, the company has a must to provide the best performance when delivering products or services to customers. So that products and services can satisfy customers because what customers want and need has been fulfilled properly. Customers are willing to spend some money to get excellent service, especially to get the pleasure of eating in restaurants. With the fulfillment of their expectations realized, the reason is enough to make customers feel satisfied (Andriyani and Hidayat., 2021). Satisfied customers tend to repeat using the product (Spiridon *et al*. , 2018).

For restaurants, *service quality*, *food quality*, and *price* are the main factors that can affect customer satisfaction (Zhong and Moon, 2020). Hanaysha (2016) researching at an international *fast food* restaurant on the east coast of Malaysia stated that the priority in achieving success in business is to build and maintain customer satisfaction. Thus, it is important to identify what factors affect customer satisfaction. As explained earlier, this study assumes *service quality*, *food quality*, and *price fairness* have a positive influence on satisfaction.

### 2.2 Link between *Service Quality* and *Customer Satisfaction*

In the view of Kotler and Keller (2016, p. 424), service is defined as any intangible act or activity and does not make an offer of ownership to one party with another party. A customer is an actual agent (*stakeholder*) who determines the success of a company's products or services . While Parasuraman, *et al*. (1988) Consider the quality of service (*service quality*) is strongly influenced by how the observation in the matter of service dimensions and a reflection of what customers feel about the services provided at a certain time. Quality service has placed the dimension of service as the basic thing that must be kept and the most important thing to run. The *service quality* consists of five dimensions, including (1) *tangibles*, consisting of physical facilities, equipment, employees, and communication facilities; (2) *reliability*, which means the ability to serve according to commitment is timely and satisfactory; (3) *responsiveness*, which means the dexterity of employees in serving customers and helping them as well and as fast as possible; (4) *assurance*, i.e. skills, courtesy, avoiding the danger of risiko or doubt; and (5) *empathy* , which means agility to run and communicate well and understand what are the needs of customers that can be met. Mutiawati, (2019) argues that *service quality* is the ability of employees to provide services to product users. In his book, Zeithaml, Bitner, and Gramler (2009, p. 130) have defined the quality of service by stating: *"Service quality, the customers' perception of the service component of a product, is also a critical determinant of customer satisfaction"*. This means that the quality of service depends on what is the customer's perception of the product and service where this is included in the important elements determining customer satisfaction. Although it has differences, the quality of service is very closely related to satisfaction resulting from how much expectations can be realized. Service quality is an important condition and determinant of service competitiveness in order to build and maintain relationships with customers (Rubogora, 2017). With the relationship that occurs between the quality of service and customer satisfaction, the quality of service should always be maintained and improved. Disgruntled customers due to poor service can influence others to choose another restaurant (Ivkov *et al*, 2018).

Javed *et al*. (2021) conducting restaurant customer sales in China. His research found results that state perceived *price, food quality*, and *service quality* have an influence with a positive direction on customer satisfaction and loyalty. These results can be concluded that the better the customer's perception of *service quality*, it will have an impact on increasing customer satisfaction. Zhong and Moon (2020) conducted research on customers *of western fast food* restaurants in China. The research has resulted in conclusions that *state service quality* is proven to affect the satisfaction and loyalty of its customers. Muscat *et al*. (2019) researching restaurant customers with traditional food menus with the result that *service quality* is the main consideration for customers to keep visiting the restaurant.

**$H_1$: *Service quality* has a positive effect on *customer satisfaction***

### 2.3 The Relationship Between *Food Quality* and *Customer Satisfaction*

In his book, Kotler and Armstrong (2018, p. 244) defines product quality by stating "*product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs.* "The meaning is that, the advantage of the product is the ability of a product to independently demonstrate its function, involving all durability, reliability, firmness, work ethics, repair, and various attributes. embedded in other products. The expectations of customers in consuming or using a product prioritize the quality of the product including also in getting the best service. *Food quality* is an

assessment of the quality of food that is felt differently and in accordance with customer expectations and can affect *behavior intentions* (Serhan and Serhan, 2019). *Food quality* determines customer satisfaction and loyalty. Generally *food quality* refers to several aspects including food presentation, taste, menu diversity, health, and freshness (Zhong and Moon, 2020)

Serhan and Serhan (2019) conducted research on cafeteria visitors consisting of students, students, and academic staff at several campuses in Tripoli Lebanon. The results showed that *quality of food and beverages*, *quality of service*, *quality of setting*, and *price* have a positive and significant influence on customer satisfaction. Nguyen *et al*. (2019) Conducting research on KFC customers in Ho Chi Minh City, Vietnam. The results showed that *food quality* has a positive and significant influence on customer satisfaction. Zhong and Moon (2020) conducted research on customers *of western fast food* restaurants in China. The results showed that *food quality affects* customer satisfaction and loyalty. The same is stated by Hanaysha (2016) where in her research has shown that factors that can affect *customer satisfaction* are the quality of food in a café or restaurant and its environment. The development and development of food quality has become a thing that should be done because it has become an important basis for the running of a restaurant, where it is focused on maintaining customer satisfaction and buying intentions in the future. Thus, food quality can also be used as a marketing tool that is able to attract customers, to then satisfy and maintain customer loyalty to keep using or consuming products.

**$H_2$: *Food quality has* a positive effect on *customer satisfaction***

### 2.4 Link between *Price Fairness* and *Customer Satisfaction*

In addition to *service quality* and *food quality*, price factors must also always be observed. The reason is, customers will be more satisfied when the quality of the food served has a good taste at a price that can still be reached (Zhong and Moon, 2020). With two combinations of taste and price, if maintained balance it will always make customers feel satisfied that later a restaurant will be able to dominate the business market. *Price* means as the amount set on a product both goods and services. Another definition, price also means the overall value charged on a product to the customer in exchange for the benefit, ownership, and use of the product (Kotler and Armstrong, 2018, p. 308). *Price fairness* is the way customers look at the price of a product whether it is too high, low, or reasonable which can have an influence on buying intentions and satisfaction in customers (Schiffman and Kanuk, 2010).

*Price fairness* is the customer's assessment of whether the set price is reasonable and acceptable (Muskat *et al*. , 2019). Research of Abdullah *et al*. (2018) conducted on customers in a restaurant in Malaysia labeled halal has shown that *price fairness*, *food quality*, and *service quality* have a positive influence on *customer satisfaction*. Sunaryo *et al* research. (2019) in customers of fast food local restaurants in Indonesia shows that *service quality*, *environment*, and *price* contribute greatly to customer satisfaction and loyalty. Research Nguyen *et al*. (2019) on KFC customers in Ho Chi Minh City Vietnam showed that *price has* a positive effect on customer satisfaction. Hanaysha's (2016) research on customers of international *fast food* restaurants on the east coast of Malaysia shows that *price* contributes significantly to customer satisfaction.

**$H_3$: *Price fairness* positively *affects customer satisfaction***

## 2.5 Research Model

Based on literature review and hypothesis development, the research model is designed as shown below.

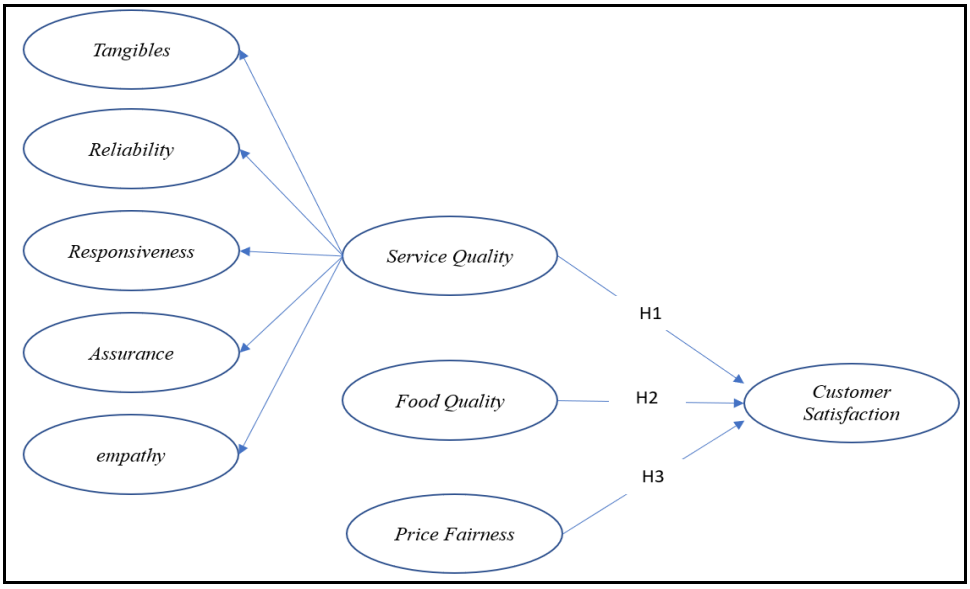



***Figure 2.*** *Research Model*

# III. Research Method

In this study the method used is to use the survey method. The population of objects in this study targeted all visitors who had visited the restaurant 3 Wise Monkeys. Research samples are taken through *purposive sampling* techniques. The minimum number of samples used is calculated using the *inverse square root* method with the number of samples that must be met at least 160 samples (Kock and Handaya, 2018).

Next, in processing this research data using partial *least square-structural equation modeling* or shorter PLS-SEM statistics found in SmartPLS *software* (Hair et al., 2017). The questionnaire items contained in the customer satisfaction questionnaire are compiled from various sources from Zhong and Moon (2020); Muscat *et al*. (2019); Hanaysha (2016). Konstruk *service quality* using SERVQUAL *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* adopted from Parasuraman *et al*. (1988). Konstruk *food quality adapted* from Zhong and Moon's research (2020)*;* Muscat *et al*. (2019); Serhan and Serhan (2019). Konstruk *price fairness* adapted from Zhong and Moon (2020), Muscat *et al*. (2019) , Hanaysha (2016), and Uddin (2019). The items that make up the questionnaire use the Likert scale with 5 tier points, namely 1 to 5 points with points 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

Next is that this study requires a validity test stage as well as rehabilitation analyzed with PLS-SEM which is included in the model measurement (*inner model*). The validity test uses *Average Variance Extraction* (AVE) size, *loading factor*, and *discriminant analysis*. Data is considered to pass the validity requirement only if the AVE value appearing more than 0.5, *the loading factor is* greater than 0.7, and *the discriminant analysis* has complied with the Fornel-Lacker criteria, where the criterion requires that the square root value of the AVE has a minimum value greater than 0.7. i correlation values between variables. Furthermore, the rehabilitation test is carried out by taking into account the combined reliability value which is higher than 0.7 (Ghozali and Latan, 2015; Hair *et al*., 2019).

## IV. Results and Discussion

### 4.1 Results

The study included 200 respondents who had responded according to the table below. Based on gender sex, men 104 people (52%) and wanita 96 people (48%). Based on age, respondents were dominated by the age group of 31 to 40 years, which is as many as 92 people or 46%. Based on employment, private employees are the most dominant at 147 people or 74%. Based on marital status, married status as many as 129 (65%), single status as many as 71 people (36%). Finally, based on income per month, as many as 158 (80%) have an income of > 10 million/month.

**Table 2. Respondent Profiles**

| Criterion | Sub Criteria | Sum (f) | Percentage (%) |
|---|---|---|---|
| Gender | Man | 104 | 52% |
| | Woman | 96 | 48% |
| Age | 15 - 20 Years | 12 | 6% |
| | 21 - 30 Years | 36 | 18% |
| | 31 - 40 Years | 92 | 46% |
| | 41 - 50 Years | 59 | 29% |
| | > 50 years | 2 | 1% |
| Work | Student Students | - | - |
| | PNS/TNI/POLRI | 2 | 1% |
| | Private Employees | 147 | 74% |
| | Self employed | 39 | 19% |
| | Housewife | 8 | 4% |
| | Not Working | 4 | 2% |
| Status | Single | 71 | 36% |
| | Marry | 129 | 65% |
| Monthly per earnings | 4.5 Million–7.5 Million | 24 | 12% |
| | 7.6 Million–10.5 Million | 18 | 9% |
| | 10.6 Million–15 Million | 56 | 28% |
| | >15 Million | 102 | 51% |

### a. Measurement Model Evaluation

The measurement model *(outer model)* is a measurement by paying close attention to the relationship of *outer relation*, especially whether there is a relationship that occurs between the latent variable to its indicator which characterizes the characteristics in each latent variable and its indicator. In evaluating the measurement model, it must be in accordance with four criteria, namely *convergent validity*, *average variance extracted (ave)*, *discriminant validity*, and *composite reliability*.

**Table 3.** *Validity & Reliability Lower Order Construct* (LOC)

| Constructs and items | | Outer Loading |
|---|---|---|
| **Tangibles/TAN (AVE = 0.783, CR = 0.878)** | | |
| TAN1 | 3 Wise Monkeys employees provide fast service to customers | 0.887 |
| TAN2 | Accurate billing | 0.883 |
| **Assurance/ASS (AVE = 0.928, CR = 0.963)** | | |
| ASS1 | Employees of 3 Wise Monkeys are friendly | 0.965 |
| ASS2 | Neat appearance of employees | 0.962 |
| **Empathy/EMP (AVE = 0.863, CR = 0.927)** | | |
| EMP1 | The waiting time before the food arrives accordingly | 0.928 |
| EMP2 | Restaurant operating hours 3 Wise Monkeys are comfortable | 0.930 |
| **Reliability/REL (AVE = 0.787, CR = 0.881)** | | |
| REL1 | Interesting 3 Wise Monkeys restaurant design/interior | 0.899 |
| REL2 | Food served to order | 0.875 |
| **Responsiveness/RES (AVE = 0.874, CR = 0.933)** | | |
| RES1 | Employees have knowledge of the products offered | 0.934 |
| RES2 | Employees of 3 Wise Monkeys are always willing to help customers | 0.936 |

Description: AVE=average variance of extracted; CR=composite reliability; *=significant (one-tailed test, $\rho<0.05$).

Looking at the results of the analysis above, it can be seen that the indicators in each dimension have an *outer loading* value greater than 0.7 which means that all indicators can be said to be feasible or can be proven their validity to be used in research so that they can be analyzed further. Other criteria include consideration of *composite reliability* (CR) values as well as *average variance extracted* (AVE). The AVE that meets the criteria is ≥ 0.5 (Hair *et al*., 2019) and all variables have met the criteria so that they can be further analyzed.

**Table 4.** Validity & Reliability (Construct)

| Constructs and items | | Outer Loading |
|---|---|---|
| **Customer Satisfaction/CS (AVE = 0.764, CR = 0.958)** | | |
| CS1 | The overall experience at 3 Wise Monkeys restaurant is satisfying | 0.915 |
| CS2 | My decision to visit the restaurant 3 Wise Monkeys was a wise decision | 0.892 |
| CS3 | 3 Wise Monkeys restaurant lived up to my expectations | 0.879 |
| CS4 | Eating at 3 Wise Monkeys is fun for me | 0.902 |
| CS5 | I enjoyed my presence in this restaurant. | 0.822 |
| CS6 | The quality of the food of this restaurant met my expectations | 0.872 |
| CS7 | Overall, I am satisfied with this restaurant. | 0.830 |
| **Food Quality/FQ (AVE = 0.664, CR = 0.932)** | | |
| FQ1 | The smell of 3 Wise Monkeys food is appetizing | 0.861 |
| FQ2 | Food from 3 Wise Monkeys is delicious | 0.856 |
| FQ3 | Food quality of 3 Fresh Wise Monkeys | 0.820 |
| FQ4 | The food from 3 Wise Monkeys looks interesting | 0.812 |
| FQ5 | Food temperature of 3 Wise Monkeys accordingly | 0.808 |

| | | |
|---|---|---|
| FQ6 | Drink flavor from 3 Wise Monkeys accordingly | 0.759 |
| FQ7 | The food options at 3 Wise Monkeys are diverse (many) | 0.783 |
| **Price Fairness/PF (AVE = 0.759, CR = 0.956)** | | |
| PF1 | Food prices at 3 Wise Monkeys make sense | 0.892 |
| PF2 | Based on the taste of the food, the price at 3 Wise Monkeys is decent/decent | 0.906 |
| PF3 | Food prices at 3 Wise Monkeys are affordable | 0.938 |
| PF4 | The price of food in 3 Wise Monkeys is equivalent to that given (value for money) | 0.902 |
| PF5 | The price of drinks at 3 Wise Monkeys makes sense | 0.557 |
| PF6 | 3 Wise Monkeys offers the best price that meets my needs | 0.935 |
| PF7 | Food prices at 3 Wise Monkeys are competitive | 0.904 |

Description: AVE=average variance of extracted; CR=composite reliability; *=significant (two-tailed test, ρ<0,05).

Looking at the results of the analysis above, it can be seen that the indicators in each dimension have an *outer loading* value greater than 0.7 which means that all indicators can be said to be feasible or can be proven their validity to be used in research so that they can be analyzed further. Other qualifications can be known through CR and AVE values greater than 0.05, so that all variables tested have matched the criteria and can be carried out subsequent analysis. For PF5 items, the outer loading value of 0.557 is declared valid if the outer loading value > 0.4 (Hair *et al*., 2014) so that the PF5 item is still used for advanced analysis.

*Discriminant validity* is obtained by taking into account the results of the *Heterotraite-Monotrait Ratio* (HTMT) matrix using PLS, where this calculation suggests that the measurement value does not exceed the number 0.85 even though it reaches the limit. a maximum of 0.90 is still considered to have sufficiently met the criteria. The next stage after processing data using SmartPLS, the results of *discriminant validity* calculated by the *Heterotraite-Monotrait Ratio* (HTMT) method can be seen in the table below.

**Table 5.** Discriminant Validity Assessment Using the HTMT Criterion

| | ASS** | CS | EMP** | FQ | PF | REL** | RES** | SQ | TAN** |
|---|---|---|---|---|---|---|---|---|---|
| Assurance (ASS) | | | | | | | | | |
| Customer Satisfaction (CS) | 0.720 | | | | | | | | |
| Empathy (EMP) | 0.691 | 0.607 | | | | | | | |
| Food Quality (FQ) | 0.762 | 0.746 | 0.656 | | | | | | |
| Price Fairness (PF) | 0.624 | 0.844 | 0.533 | 0.609 | | | | | |
| Reliability (REL) | 0.868 | 0.826 | 0.736 | 0.790 | 0.755 | | | | |
| Responsiveness (RES) | 0.662 | 0.653 | 0.641 | 0.638 | 0.514 | 0.700 | | | |
| Service | 0.921 | 0.812 | 0.926 | 0.820 | 0.706 | 1,006 | 0.918 | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Quality (SQ) | *** | | *** | | | *** | *** | | |
| Tangibles (TAN) | 0.732 | 0.797 | 0.834 | 0.783 | 0.716 | 0.813 | 0.885 | 1,040 *** | |
| Note: *=Higher Order Construct (HOC); **=Lower Order Construct (LOC); =cannot establish discriminant validity between LOC and HOC (Hair *et al*., 2018); Threshold value <0.85 (Hair *et al*., 2018) | | | | | | | | | |

Roemer, Schuberth, and Henseler (2021) stated that if the value of the HTMT matrix in the tested variable has a curly number of 0.9, then the construct can be said to have *discriminant validity*. All HTMT values listed in the table above have been declared in accordance with the requirements that require htmt values to be less than 0.9 which means that all variables tested have passed the validity and reliability test.

## b. Structural Model Evaluation

Structural models need to be evaluated so that they must conduct multicollinearity tests (Hair *et al.* , 2014). In this study, the multicollinearity test used *variance inflation factor* (VIF) numbers as test criteria where the specified criteria were worth less than a value of 5. If the resulting VIF value exceeds the value of 5, then the model will experience a cholinearity problem.

**Table 6.** Collinearity

| | *Customer Satisfaction (CS)* |
|---|---|
| *Food Quality* (FQ) | 2,386 |
| *Price Fairness* (PF) | 1,798 |
| *Service Quality* (SQ) | 2,847 |

The data listed in table 6 shows that the VIF value owned by all constructs has a value of less than 5.

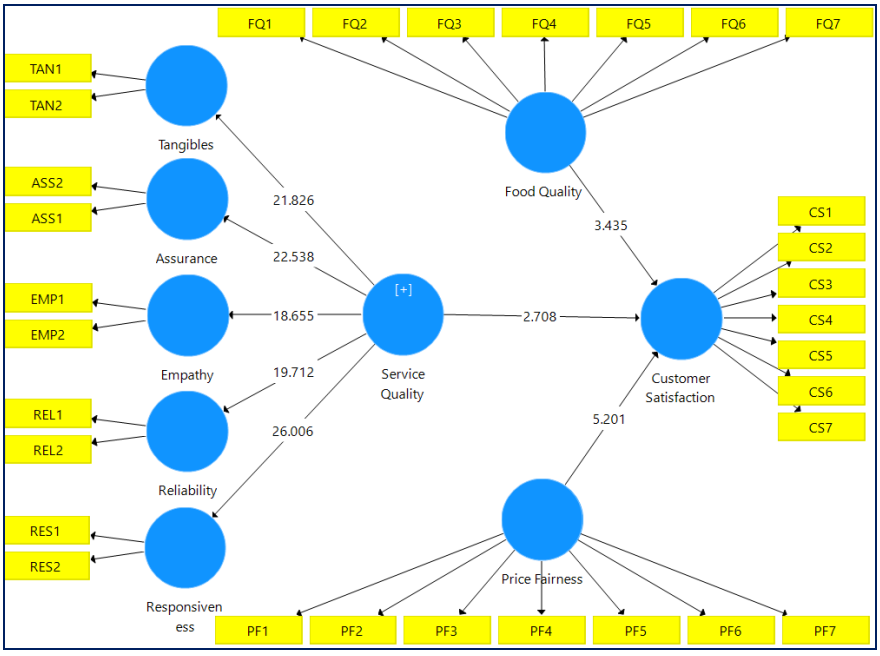



***Figure 3.*** *Inner Model Results*

**Table 7.** Size and Significance of Path Coefficient

| Path | Standardized Path Coefficient | t-statistics | p-values |
|---|---|---|---|
| Food Quality -> Customer Satisfaction | 0.202 | 3,435 | 0.000 |
| Price Fairness -> Customer Satisfaction | 0.504 | 5,201 | 0.000 |
| Service Quality -> Customer Satisfaction | 0.277 | 2,708 | 0.003 |

Next, a hypothesis test is conducted to evaluate the structural model. This study was conducted hypothesis testing by looking at *the level of significant* with a value of 0.5 and conducted a one-way test *(one-tailed test).* Judging from table 4.6, it can be proven that *food quality* has a significant influence on *customer satisfaction* with a p-value of less than 0.05 (P-value = 0.000, β = 0.202), *price fairness* significantly positively affects *customer satisfaction* with a p-value of < 0.05 (P-value = 0.000 [ <0.05], β=0.504), and *service quality* significantly and positively affect *customer satisfaction* with a p-value of < 0.05 (P-value=0.000 [<0.05], β=0.504).

**Table 8.** Coefficient of Determination (R2)

| Construct | R-square |
|---|---|
| Customer Satisfaction (CS) | 0.756 |

Based on the evaluation of $R^2$ in table 4.7 above, it has been stated that the R-Square value generated in *the customer satisfaction* variable is worth 0.756. This means that the percentage of *customer satisfaction* can be explained by *service quality*, *food quality*, and *price fairness* with a possibility of 75.6% and another 24.4% can be explained by other variables that are not included in this study.

### 4.2 Discussion

The results of data processing with hypothesis tests on H1 explain that *service quality* positively affects *customer satisfaction*. This shows that *service quality* has a close relationship with customer satisfaction. The better *the service quality* received by customers, the more customer satisfaction increases. Restoran management must strive to always maintain and improve and improve the quality of service. Conversely, if the quality of service provided has been said to be poor, then the customer will feel uncomfortable and dissatisfied which will eventually convince other customers not to come to the restaurant (Ivkov, *et al.* , 2018). The results are in line with what was said in the Javed *et al* study. (2021); Zhong and Moon (2020); Muscat *et al.* (2019).

The $H_2$ hypothesis is also supported by analysts who point out that *food quality* positively has a significant influence on *the satisfaction customer*. This means that the better *the food quality* is presented well and according to the customer has a good taste, then the customer will feel satisfied. This result is supported by research conducted by Serhan and Serhan (2019); Nguyen *et al.* (2019); Zhong and Moon (2020).

Furthermore, the $H_3$ hypothesis test has shown that *price fairness* has a positive effect on *customer satisfaction. Price fairness* is the assessment of customers that pricing is reasonable and acceptable. The results support previous studies conducted by Abdullah *et al.* (2018), Sunaryo *et al.* (2019), Nguyen *et al.* (2019), and Hanaysha (2016).

## V. Conclusion

This research was conducted to solve the problem posed, namely to see how the influence between *service quality, food quality,* and *price fairness* on *customer satisfaction*. Based on data analysis that uses PLS-SEM as an analysis tool, it can be concluded that *service quality, food quality,* and *price fairness* have a positive effect on *customer satisfaction.*

### Limitations and Subsequent Research Advice

In this research, of course, the author experiences a condition of limitation that cannot be avoided so that it affects the results of the study. The limitations contained in this study will be explained in the next paragraph.

The samples in this study were only taken from customers of Japanese restaurant 3 Wise Monkeys in South Jakarta. To get a larger number of samples with geographical representation, it is necessary to add another branch sample, namely japanese restaurant 3 Wise Monkeys Makassar. For further advice, this study was applied to the Makassar branch, to prove whether the research model had a geographical preference influence or not.

The variables used are *service quality, food quality*, and *price fairness* to *customer satisfaction*. Further research advice, it is necessary to add other variables that are assumed to have a significant influence on customer satisfaction such as atmosphere or atmosphere, because *the atmosphere* can affect customer mood, emotional conditions certainly have the potential to think of two feelings that are mutually dominant, namely feelings and giving rise to desires.

## References


Abdullah, D., Hamir, N., Nor, N.M., Krishnaswamy, J., & Rostum, A.M.M. (2018). Food Quality, Service Quality, Price Fairness and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226.

Anderson, S., & Sin, L. G. (2020). The influence of store atmosphere on purchasing decisions and customer satisfaction: A case study at the Pacific Restaurant, Blitar. Journal of the Community Development in Asia (JCDA), 3(3), 70-78.

Andriyani, N., & Hidayat, Z. (2021). The influence factors on customer satisfaction and loyalty in distribution: An empirical study on sushi tei restaurant, Jakarta. 19(6), 53-66.

Asmuni, *et al*. (2020). Implementation of the principle of sale and purchase transactions through MLM in Brand Branch (BC) PT. Herba Penawar Alwahida Indonesia (HPAI) Tanjungbalai. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No. 4, Page: 3376-3385

Buttle, F.A., & Maklan, S.. (2019). *Customer Relationship Management: Concepts and Technologies*. Routledge.

Ghozali, I., & Latan, H.. (2015). *Partial Least Squares: Concepts, Techniques, and Applications Using SmartPLS 3.0 Program*, Edition 2. Undip Publishing Agency.

Hair, J.F., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*. Sage.

Hair, J.F., Matthews, L., Matthews, R., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107.

Hair, J.F., Risher, J. J. , Sarstedt, M. , Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*. 31(1):2–24.

Hanaysha, J. (2016). Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Journal of Asian Business Strategy*, 6, 31-40.

İŞÇİ, Ceren., TÜVER, I. F., & GÜZEL, B. (2018). Dinescape factors affecting the satisfaction and loyalty of fish restaurant customers. Journal of Tourism and Gastronomy Studies, 5, 23.

Ivkov, M., Blešić, I., Simat, K., Demirović, D., & Božić, S. (2018). Innovations in the restaurant industry—An exploratory study. *Economics of Agriculture*, 63(4), 1169–1186.

Javed, S., Rashidin, M. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined Effects of Drivers and Impact of Customer Satisfaction on Brand Loyalty: The Contingent Effect of Social Trust. *SAGE Open*.

Jualiana et al. (2019). Analysis of the Influence of Service Quality, Food Quality And Perceived Value as Predictors of Customer Satisfaction at Ampera Bandung Restaurant. *Maksitek Scientific Journal*. 4(2), June 2019.

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261.

Kotler, P., & Armstrong, G. (2018), *Principle of Marketing*, 17e Global Edition. New York: Pearson Education Limited.

Kotler, P., & Keller, K.L. (2016). *Marketing Management*, 15th Edition, Pearson Education, Inc.

Marlizar, et al. (2020). The Role of Market Orientation and Creativity in Affecting the Marketing Performance of Market Traders in Aceh Market Banda Aceh City. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*.P. 1114-1127

Muscat, B, Hörtnagl, T. Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25.

Mutiawati, C., Suryani, F.M., Anggraini, R., & Azmeri. (2019). *Performance of Highway Public Transport Services*. Yogyakarta: Deepublish.

Nguyen, C., Nguyen, D., & Do, T. (2019). "The Determinants of Customer Satisfaction in Fast Food Industry". *Humanities and Social Science Research*, 2(2).

Parasuraman, A.P., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1).

Roemer, E., Schuberth, F., & Henseler, J. (2021). HTMT2–an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management & Data Systems*, 121(12), 2637–2650.

Romdonny, J., Rosmadi, M. L. N. (2019). Factors Affecting Customer Loyalty in Products. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 2, No 1, Page: 337-343

Rubogora, F. (2017). Service Quality and Customer Satisfaction in Selected Banks in Rwanda. *Journal of Business & Financial Affairs*, 6.

Schiffman, L.G., & Kanuk, L.L. (2010). *Consumer Behavior*, 10th Edition. New Jersey: Pearson Prentice Hall.

Serhan, M. & Serhan, C. (2019). The Impact of Food Service Attributes on Customer Satisfaction in a Rural University Campus Environment. *International Journal of Food Science*. 2019(1). 1–12. 10.1155/2019/2154548.

Soebandhi, S., Wahid, A., & Darmawanti, I. (2020). Service quality and store atmosphere on customer satisfaction and repurchase intention. BISMA (Business and Management), 13(1), 26-36.

Spiridon, Ș., Gheorghe, C.M., Gheorghe, I. R., & Purcărea, V. L. (2018). Removing the barriers in health care services: the importance of emotional satisfaction. Journal of medicine and life, 11(2), 168–174.

Sunaryo, I. (2019). Effects Of Food Quality, Service Quality, Price, Environment, And Location Towards Customer Loyalty of Indonesia's Local Fast-Food Industry. *Undip J@ti: Journal of Industrial Engineering*, 14(3), 119–128.

Uddin, M.B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*.

Zeithaml, V.A., Bitner, M.J., and Gremler, D.D. (2009). *Service Marketing: Integrating Customer Focus Across the Firm*. Boston: McGraw Hill.

Zhong, Y, & Moon, H.C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), 460.