

The Effect of Service Quality and Servicescape on Customer Satisfaction in Ayam Penyet Jakarta Restaurant, Singamangaraja Branch, Medan

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Abstract

This study aims to analyze the effect of Service Quality and Servicescape on customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan. The research method used in this research is quantitative. This research starts from pre-research conducted in January 2022 until March 2022. The data collection techniques used are observation, literature study and questionnaires. The population in this study were 2,902 consumers of Ayam Penyet Restaurant Jakarta Sisingamangaraja Branch, with a total sample of 97 consumers. The type in this research is correlational (Correlational Studies). The data analysis techniques used are validity and reliability tests, classical assumption tests, multiple linear analysis, t test (partial), F test (simultaneous), Coefficient of Determination (R²). Based on the results of the service quality t test obtained $t_{count} > t_{table}$ ($9,993 > 1,985$) This means that H_0 is rejected and H_1 is accepted, which means that service quality has a positive and significant influence on consumer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. The results of the t-test obtained $t_{count} > t_{table}$ ($2.501 > 1.985$) It means that H_0 is rejected and H_1 is accepted which means service escape has a positive influence on consumer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. Based on the results of the F (simultaneous) test, it shows that the value of $F_{count} > F_{table}$ ($90.854 > 3.09$). Thus, service quality and service escape simultaneously have a positive and significant effect on customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan. The results of the determination coefficient test show that the effect of service quality and servicescape variables on customer satisfaction is 0.659 or 65.9%, while the remaining 34.1% is influenced by other variables not included in this study.

Keywords

service quality; servicescape;
consumer satisfaction.



I. Introduction

Nowadays more and more restaurants are growing rapidly. That's because many people want to eat more practical, fast and easy (Juliana et al., 2021:276). Restaurant as a food business that is very popular with the public, especially urban communities (Palandeng and Lumentut, 2014:127).

One type of restaurant that is developing quite rapidly in Indonesia is a fast food restaurant. More and more restaurants are popping up, this is because there is a promising market demand (Tatangin et al., 2017:812). The rapid growth and development of fast food restaurants in the food industry, causing increasingly fierce competition, this makes

restaurant managers must understand their position in business competition.(Fahleti, 2018:64).

Ayam Penyet Restaurant Jakarta Branch Sisingamangaraja Medan as a restaurant that has been in this business for a long time, must realize that to be able to win the business competition, serving good food is not enough, but also must be able to make consumers feel satisfied. Consumer satisfaction is one of the goals that every company needs to achieve in order to be able to continue to survive and thrive in increasing competition(Fauzi and Bustami, 2019:279).

Consumer satisfaction is also influenced by consumer perceptions of the products or services provided. The process in determining a customer satisfaction is a problem solving in meeting consumer needs. So that in assessing a product or service, there are several factors that make consumers satisfied such as product quality, price, servicescape and service quality(Bariah and Humaira, 2021:60). In creating customer satisfaction, it is also influenced by good service quality and quality to consumers. Good service quality can lead to customer satisfaction. The higher the level of service quality provided, the higher the level of customer satisfaction. Service quality as an effort to meet consumer needs and desires as well as the accuracy of delivery to balance consumer expectations(Menntang et al., 2021:681).

The types of food available at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan, can be seen in Table 1 below:

Table 1. Types of Food Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan

No.	Food Type	Price
1.	Nasi Urap Ayam Penyet Thigh	Rp. 24,000
2.	Nasi Urap Ayam Penyet Dada	Rp. 25,000
3.	White rice chicken thighs	Rp. 24,000
4.	White Rice Chicken Breast	Rp. 25,000
5.	Marimar Thigh Chicken Rice	Rp. 24,000
6.	Marimar Dada Chicken Rice	Rp. 25,000
7.	Thigh Cacadut Chicken Rice	Rp. 24,000
8.	Cacadut Breast Chicken Rice	Rp. 25,000
9.	Palak Paha Chicken Rice	Rp. 24,000
10.	Palak Dada Chicken Rice	Rp. 25,000
11.	Thigh Grilled Chicken Rice	Rp. 26,400
12.	Grilled Chicken Breast	Rp. 27,500
13.	Grilled Chicken Thigh	Rp. 22,000
14.	Grilled Chicken Breast	Rp. 23,100
15.	Thigh Chicken Capcay Rice	Rp. 29,700
16.	Chicken Breast Penyet Capcay Rice	Rp. 30,800
17.	Nasi Gado Ayam Penyet Thigh	Rp. 29,700
18.	Nasi Gado Ayam Penyet Dada	Rp. 30,800
19.	Thigh Chicken Pecal Rice	Rp. 29,700
20.	Nasi Pecal Ayam Penyet Dada	Rp. 30,800
21.	Thigh Chicken Fried Rice	Rp. 28,600

22.	Chicken Breast Fried Rice	Rp. 29,700
23.	Thigh Special Fried Rice	Rp. 30,800
24.	Breast Special Fried Rice	Rp. 31,900
25.	Complete chicken white rice	Rp. 27,500

Source: Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan, 2022

Based on Table 1, it can be seen that the types of food at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan are classified into chicken rice menus. The type of food that is most in demand by consumers is the Nasi Urup Ayam Penyet menu, because the chicken penyet at the Chicken Penyet Restaurant in Jakarta is served with savory urap seasoned rice, making the chicken penyet taste even more delicious. The deliciousness of the menu plus the uniqueness in its presentation makes the chicken penyet made by the Ayam Penyet Jakarta Restaurant attracts the public. This restaurant seems to make a new breakthrough on the menu. Chicken rice is served with a choice of varied vegetables, including gado-gado, urap, capcay and pecel. The chicken is deep fried and topped with cream. Also there are potato chips and stir-fried long beans with red chili, plus the tauco that really characterizes Medan's cuisine. Special, there is a different aroma in the chili. Kecombrang is added to the chili sauce to give it a fragrant aroma.

Based on sales results for the last 6 months, sales turnover at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan has decreased, the percentage decline can be seen in Table 2 below:

Table 2. Sales Report of Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan August 2021 - January 2022

Month	Sale
August 2021	Rp. 854.334.400
September 2021	Rp. 803.231.300
October 2021	Rp. 660,207,400
November 2021	Rp. 620,476,200
December 2021	Rp. 585,306,200
January 2022	Rp. 467,588,800

Source: Sales report processed in 2022

Based on Table 2, it can be seen that the sales level of Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan from August 2021 to January 2022 continues to decline. There are several problems faced by restaurants in customer satisfaction, including the lack of consumers visiting to buy products at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan, because consumer dissatisfaction will certainly reduce product sales at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Medan Branch. This is caused by poor service quality, because the presentation of orders is too long and wrong in serving orders caused by the lack of cooperation between teams. Furthermore, the lack of customer satisfaction is also influenced by the lack of a servicescape concept in the restaurant,

Questionnaires were distributed to 20 consumers who had purchased products at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan. 12 people stated that they were not satisfied because they chose a restaurant with better service and 8 other people stated that consumers were less comfortable when they were inside the Ayam

Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan due to the hot air temperature, resulting in consumers being less satisfied in making purchases.

So, it can be concluded that the lack of customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan, is due to the long order presentation and the inconvenience of consumers when they are at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan. Then to find out the phenomenon of Service Quality can be seen in the table below:

Table 3. The results of the Service Quality Pre Survey that have been purchased

<i>Service Quality</i>	
Company Service	Customer service
12 people say it's not good	14 people say it's not good
8 people say good	6 people say good

Source: Pre survey research (2022)

Based on the results of a preliminary pre-survey conducted on 20 consumers who have purchased products at the Ayam Penyet Restaurant, Jakarta, Sisingamangaraja Branch, Medan. 12 respondents stated that the company's service at Ayam Penyet Restaurant Jakarta Sisingamangaraja Medan branch was not good because the restaurant had not yet improved the quality of service, but 8 other people stated that the company's service was good because it provided services that met consumer expectations. Then 14 other consumers stated that the customer service provided by the Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan was not good, because the order presentation was not on time. However, 6 other consumers stated that the customer service at the Ayam Penyet Restaurant Jakarta Branch Sisingamangaraja Medan was good,

Then to find out how the phenomenon of Servicescape at Ayam Penyet Restaurant Jakarta Branch Sisingamangaraja Medan can be seen in the table below:

Table 4. Servicescape Pre Survey Results that have been purchased

<i>Servicescape</i>	
Restaurant Exterior	Restaurant Interiors
14 people say it's not good	16 people say it's not good
6 people say good	4 people say good

Source: Pre survey research (2022)

According to the results of a pre-survey conducted by distributing questionnaires about Servicescape to 20 consumers who have purchased at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan, 14 consumers stated that the exterior at Ayam Penyet Restaurant Jakarta Branch Sisingamangaraja Medan is not good because of the parking space provided by the restaurant. small, making it difficult for consumers to park their vehicles, especially car drivers. However, 6 other consumers said it was good because the restaurant signboard and restaurant entrance were quite wide and it was not difficult to enter the restaurant. Then regarding the interior of the restaurant, 16 consumers stated that it was not good because the air temperature at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan was hot, making consumers uncomfortable when in the restaurant, and the distance of the table was too close. However, 4 other consumers said it was good because the lighting was bright enough. From this the physical environment of the restaurant is very influential on customer satisfaction.

From the problems above, it can be concluded that customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan is still very lacking and the service quality and servicescape are still not good. Therefore, several previous studies were carried out, one of which was:(Ma'ruf and Zailani, 2022:2)states that Service Quality and Servicescape have a positive effect on customer satisfaction. Furthermore, research conducted by(Hidayat et al., 2019:131)states that Service Quality does not have a significant effect on customer satisfaction. Then the research conducted by(Yunisya and Yuliati, 2017:122)stated that Servicescape had no significant effect on customer satisfaction.

II. Review of literature

2.1 Consumer Satisfaction

According toKotler and Keller, (2016:153)In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product or service's perceived performance with expectations. If the performance or experience is less than expectations the consumer is dissatisfied, if it is in line with expectations the consumer is satisfied, if it exceeds expectations the consumer is very satisfied or happy. The company also has many stakeholders, including employees, dealers, suppliers and shareholders. Then according toPerreault et al., (2017:509)Customer satisfaction is very important for every company. By providing the needs are met, the consumer will feel satisfied with what he wants. According toKotler and Keller, (2016:153)There are several indicators of customer satisfaction including a). Conformance of expectations, b). Interest in revisiting, c). Willingness to recommend.

2.2 Service Quality

According toLamb et al., (2013:416) service is intangible performance. Because services cannot be touched, seen, tasted, heard or felt in the same way that goods can be felt. Grewal et al., (2018:419) Service quality is a model that describes the condition of consumers in forming service expectations from past experiences, word of mouth and advertisements by comparing what consumers expect and feel. Service quality is very important for a company to determine customer satisfaction. According toLamb et al., (2013:418) stating the service quality indicators are Reliability or reliability, Responsiveness or responsiveness, Assurance or guarantee, Empathy or care, Tangible or physical evidence

2.3 Servicescape

According toSitumorang and Mulyono, (2019:130) servicescapeas everything that is physically present around the consumer during a service transaction meeting. The servicescape is the environment in which services are delivered and where the company and its customers interact, as well as any tangible component that facilitates the appearance or communication of the service. Situmorang and Mulyono, (2019:130) The servicescape is the physical environment in which services are provided. Architectural design and related design elements are important components of a servicescape. Servicescape is described as a physical environment into different elements such as the overall layout, design and decoration. Servicescape also includes atmospheres such as lighting, colors and music. Servicescape has several indicators according toSitumorang and Mulyono, (2019:132) as follows: Ambient Conditions, Spatial Layout and Functionality, Signs, Symbols and Artifacts

2.4 Hypothesis

Based on the theory related to the research, the hypotheses of this research are:

H1: Service Quality positive and significant effect on Customer Satisfaction Ayam Penyet Restaurant Jakarta Sisingamangaraja Branch Medan

H2: Servicescape has a positive and significant effect on Customer Satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan

III. Research Method

This study aims to analyze the effect of Service Quality and Servicescape on customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan. The research method used in this research is quantitative. This research starts from pre-research conducted in January 2022 until March 2022. The data collection techniques used are observation, literature study and questionnaires. The population in this study were 2,902 consumers of Ayam Penyet Restaurant Jakarta Sisingamangaraja Branch, with a total sample of 97 consumers. The type in this research is correlational (Correlational Studies). The data analysis techniques used are validity and reliability tests, classical assumption tests, multiple linear analysis, t test (partial), F test (simultaneous).

IV. Result and Discussion

4.1 Research result

Validity test shows how far the accuracy and accuracy of a measuring instrument in measuring it. The validity test is intended to determine the extent to which the data obtained in a questionnaire will measure what will be measured. The results of the calculation of the validity of the variable *service quality* (X1) can be seen in the following table:

Table 5. Validity Test Results

Question	Value of r count	Table r value	Criteria
Question 1	0.806	0.198	Valid
Question 2	0.792	0.198	Valid
Question 3	0.735	0.198	Valid
Question 4	0.609	0.198	Valid
Question 5	0.732	0.198	Valid

Source: SPSS 20 Data Processing Results (2022)

Obtained from the table above, it can be seen that the correlation coefficient value of each question item has a value above 0.198. It can be concluded that the entire question item for the variable *Service Quality* is declared valid. The results of the calculation of the validity of the variable *Servicescape* (X2) can be seen in the following table:

Table 6. Validity Test Results

Question	Value of r count	Table r value	Criteria
Question 1	0.734	0.198	Valid
Question 2	0.893	0.198	Valid
Question 3	0.913	0.198	Valid

Source: SPSS 20 Data Processing Results (2022)

Based on the results obtained from the table above, it can be seen that the correlation coefficient value of each question item has a value above 0.198, it can be concluded that the entire question item for the variable *Servicescape* is declared valid. The results of the calculation of the validity of the variable consumer satisfaction (Y) can be seen in the following table:

Table 7. Validity Test Results

Question	Value of r count	Table r value	Criteria
Question 1	0.885	0.198	Valid
Question 2	0.864	0.198	Valid
Question 3	0.688	0.198	Valid

Source: SPSS 20 Data Processing Results (2022)

Based on the results obtained from the table above, it can be seen that the correlation coefficient value of each question item has a value above 0.198, it can be concluded that the entire question item for the variable consumer satisfaction is declared valid. The test is calculated with the help of the SPSS 20 program. The results of the reliability test can be seen in the following table:

Table 8. Reliability Test Results

Variable	Cronbach's Alpha	Information
<i>Service Quality (X1)</i>	0.787	Reliable
<i>Servicescape (X2)</i>	0.800	Reliable
Consumer Satisfaction (Y)	0.735	Reliable

Source: SPSS 20 Data Processing Results (2022)

Score cronbach's alpha variable *service quality* of 0.787, score cronbach's alpha variable *servicescape* is 0.800 and score cronbach's alpha variable of customer satisfaction is 0.735. Overall, the questions are reliable because the value of Cronbach's alpha for all variables is greater than the standard value of 0.70.

Multiple linear regression is intended to determine the linear relationship between several independent variables commonly called X1, X2, X3 and so on with the dependent variable called Y. In this study, the results of multiple linear regression analysis are presented in Table 9:

Table 9. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,223	.801		1,527	.130
1 Service Quality	.445	.045	.706	9,993	.000
Servicescape	.158	.063	.177	2.501	.014

a. Dependent Variable: Consumer Satisfaction

Source: SPSS 20 Data Processing Results (2022)

In the table above, showing the results of the regression calculation, the constant value (a) is 1.223; (b1) of 0.445; and (b2) of 0.158 so that the multiple linear regression equation $Y = 1.223 + 0.445 X_1 + 0.158 X_2$ is obtained where the service quality and service escape variables have an influence on the customer satisfaction variable. This can be seen from the description of the constant (a) of 1.223 indicating constant value, which means that if there is service quality and service escape constant, then the value of consumer satisfaction is as big as 1,223. The incentive of 0.445 indicates that the service quality variable has a positive effect on consumer satisfaction, meaning that every increase in the service quality variable will have a positive effect on customer satisfaction. Which is based on if the value of b is positive (+) then it shows an increase/increase rate and if the b value is negative (-) then it shows a decrease. The service escape variable of 0.158 has the smallest beta coefficient, meaning that the service escape variable has the least effect on customer satisfaction at Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. The t-test was conducted to determine the effect of each or partially the independent variable (service quality and service escape) to the dependent variable (consumer satisfaction).

Table 10. Partial Test Results (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,223	.801		1,527	.130
1 Service Quality	.445	.045	.706	9,993	.000
Service Escape	.158	.063	.177	2.501	.014

a. Dependent Variable: Consumer Satisfaction

Source: SPSS 20 Data Processing Results (2022)

The significance value = 5% (0.05) and the degree of freedom (df) = n – k. with df = 97 – 3 = 94 and from table t found 1.985. The value of t count service quality is 9.993 > 1.985 with a significant level of 0.00 < 0.05 then H1 is accepted, meaning that service quality has an effect on consumer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. The value of t-count service escape is 2.501 > 1.985 with a significant level of 0.014 < 0.05 then H2 is accepted meaning that service escape has an effect on consumer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan.

The F test is used to see whether the independent variables together (simultaneously) have an influence on the Dep variable

Table 11. Results Simultaneous Test (F test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	178,965	2	89.483	90.854	.000b
Residual	92,581	94	.985		
Total	271.546	96			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Service Escape, Service Quality

Source: SPSS 20 Data Processing Results (2022)

Based on the table above, it can be seen that the effect of each variable simultaneously can be seen that the value of $F_{count} (90.854) > F_{table} (3.09)$ with a significant level of $0.000 < 0.05$. So, this shows that H3 is accepted, meaning that there is an effect of service quality and service escape on consumer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan.

The coefficient of determination (R²) is used to measure how far the model's ability to explain the variation of the dependent variable. The results of the analysis of determination in this study are as follows:

Table 12. Coefficient of Determination Test Results (R²)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.652	.99242

a. Predictors: (Constant), Serviceescape, Service Quality

b. Dependent Variable: Consumer Satisfaction

Source: SPSS 20 Data Processing Results (2022)

The R value is 0.812 (81.2%), where the value of this correlation coefficient indicates that the relationship between service quality and service escape to consumer satisfaction is strong, the larger R means the stronger the relationship. R Square shows the coefficient of determination is 0.659, meaning the percentage of service quality and service escape to consumer satisfaction by 65.9%, while the remaining 34.1% influenced by other variables not included in this study

4.2 Discussion

a. Effect of Service Quality on Consumer Satisfaction

Based on the results of the partial test (t test) the effect of service quality on consumer satisfaction obtained t count value of $9.993 > t_{table} 1.985$ with a significant level $0.000 < 0.05$ means that H₀ is rejected and H₁ is accepted which means that service quality has a positive and significant influence on consumer satisfaction at Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. This shows that service quality is able to work alone in creating customer satisfaction, the goal of satisfying customers without providing good service quality is certainly not able to create customer satisfaction, because good satisfaction is driven by product quality and excellent service quality.

Tjiptono (2012: 153), who says that quality if managed properly will contribute positively to the realization of customer satisfaction, which in turn will create customer loyalty or loyalty. Heskett et al. (2011: 68) also said the same thing, that internal and external service quality will affect customer satisfaction, and ultimately affect customer loyalty.

The results of this study strengthen previous research, namely research from Masloman (2014), which in this study and this study have something in common, namely they both find that service quality has a strong influence on consumer satisfaction.

Service quality is the expected level of excellence and control over that level of excellence to satisfy customer desires. In other words, there are two main factors that affect service quality, namely expected service and perceived service. The point means that service quality is a quality service provided by the company that affects consumers' satisfaction and loyalty. This is reinforced in this study that services quality in the form of services such as direct evidence, reliability, responsiveness, assurance, and empathy affect

consumer satisfaction, especially consumers who buy or visit Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan.

b. Influence Service escape to consumer satisfaction

Based on the results of the partial test (t test) the effect of service escape to consumer satisfaction obtained t count value of $2,501 > t_{table} 1,985$ with a significant level $0.014 < 0.05$ means H_0 is rejected and H_1 is accepted which service escape has a positive and significant effect on consumer satisfaction at Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan. This means that service escape is one of the variables that affect customer satisfaction at Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan.

The results of this study strengthen previous research, namely research from Masloman (2014), which in this study and this study have something in common, namely they both find that service escape has a strong influence on customer satisfaction. In this case the service escape affects the satisfaction of young consumers at KFC Mega Smart Manado.

Service escape is a physical facility of an organization that is tangible (tangible) that is in the physical environment. The point means that service escape is a physical service from a company that affects consumers both satisfaction and loyalty. This is reinforced in this study that the service escape in the form of services such as exterior design, signs at the company, parking, the surrounding environment, and the company's landscape affect consumer satisfaction, especially consumers who buy or visit Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan

V. Conclusion

1. Based on the results of the hypothesis test by t-test (partial) the effect of service quality on consumer satisfaction obtained t count $> t_{table}$ ($9.993 > 1.985$) with a significant level of $0.001 < 0.05$ meaning H_0 is rejected and H_1 is accepted which means service quality has a positive and significant influence on satisfaction Customers of Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan
2. Based on the results of hypothesis testing by t test (partial) the effect of service escape on customer satisfaction obtained t count $> t_{table}$ ($2,501 > 1,985$) with a significant level of $0.001 < 0.05$ meaning H_0 is rejected and H_1 is accepted which means service escape has a positive and significant effect on customer satisfaction Chicken Penyet Restaurant Jakarta Sisingamangaraja Branch Medan
3. Based on the results of the F test (simultaneous) it shows that the value of F count $> F_{table}$ ($90.854 > 3.09$) with a significance of $0.000 < 0.05$. Thus, service quality and service escape simultaneously have a positive and significant effect on customer satisfaction at Ayam Penyet Restaurant Jakarta, Sisingamangaraja Branch, Medan.
4. The results of the coefficient of determination test indicate that the service quality and service escape variables on customer satisfaction are 0.659 or 65.9%, while the remaining 34.1% is influenced by other variables not included in this study.

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