

# Service Analysis Against Customer Interest at Kremes Chicken Restaurant Mas Rusdi Palu

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## ABSTRACT

In general, the meaning of marketing is marketers' activity to carry out business (profit or non-profit) to meet market needs with goods or services, fix prices, distribute, and promote through the exchange process to satisfy consumers and achieve company goals. From the calculation results obtained by using a simple linear regression model analysis, the correlation coefficient (R) of 0.585 indicates a moderate relationship between the service variable (X) and the customer interest variable (Y), with an R contribution (coefficient of determination) of 0.585 indicating that 58.5% of customer interest is determined by service. Simple linear regression model analysis obtained a Fount of 30.210 with a probability level of 0.000 (significant), and the probability value is much smaller than 0.05. This shows that the service variable (X) has a considerable influence on the customer interest variable (Y) at Kremes Chicken Restaurant Mas Rusdi Palu.

**Keywords** - Customer Service, Kremes Chicken, Restaurant

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## INTRODUCTION

In this era of globalization, competition in the business world has become increasingly sharp; business people are required to improve product quality and service quality to be able to emerge as winners in business competition. Where similar products have become thinner in terms of quality, it becomes the primary key to being a winner in this business competition is the service the company provides to its customers (1).

With good service within a company, it will create satisfaction for its customers. After customers are satisfied with the products or services they receive, customers will compare the services provided. When customers are delighted, they will repurchase and recommend others to buy at the same place. Therefore, companies must start thinking about customer service's importance more maturely through quality service. It is increasingly realized that service (customer satisfaction) is vital for surviving in business and winning the competition (2).

Customers are the lifeblood of every business built. A company will not grow big without the support and encouragement from customers who entrust their needs to the place. Customers are part of the marketing cycle. All activities carried out by a company will ultimately boil down to the value that customers will provide regarding their perceived satisfaction (3). The company will always be aware of the importance of the customer factor. Therefore customer interest is vital (4).

To provide satisfaction to customers, companies/businesses are required to compete with other companies. One example of a company or industry currently being pursued by

many people is a restaurant or culinary business. In its activities as an employee, restaurant employees should provide the best possible service to get their satisfaction and have a good impression. This is inseparable from the existing facilities and infrastructure and the quality of service (5).

A restaurant business is a business that is believed to be a form of financial company with good prospects, even in crisis conditions (6). Mas Rusdi Kremes chicken restaurant is one of the restaurant businesses in Palu. It has experience in doing business in the culinary field, thus paying close attention to every culinary industry's development, especially the restaurant business. To improve service to customer satisfaction, human resources are the main actors in serving customers or are expected to provide quality and good service. In this case, the Ayam Kremes Mas Rusdi restaurant management in Palu always offers regular training for every employee and special training on how to serve customers well.

The phenomenon in Mas Rusdi's cremes chicken restaurant is the problem with the lack of service provided by employees, so it feels less fast in serving customers. Also, there are often many customers during lunchtime, so that many customers do not get a seat. Customers are willing to queue, but they prefer to leave the restaurant for other customers who can't wait. This, of course, can reduce customer satisfaction.

Mas Rusdi Palu's kremes chicken restaurant pays attention to service by hearing the voice of consumers/customers, this means that business people must interact with customers to obtain feedback (feedback) on how many customers respond to facilities and infrastructure related to services provided as control and a measure of success. As for how to get feedback here, among others, it can be done by implementing a complaint and suggestion system or by purchasing loyalty surveys, so that customer complaints or dissatisfaction can be immediately taken and the best solution is determined.

## **METHODOLOGY**

This type of research uses descriptive research. This research was conducted at Ayam Kremes Mas Rusdi restaurant, located on Jalan Soekarno Hatta in Pertamina Tondo, Mantikulore District, Palu City. The study's time was carried out for 3 (three) months from March to June 2020. The population in this study is the total number of customers in the Kremes Chicken Restaurant Mas Rusdi Palu. The number of samples in this study was 60 respondents. The data collected is data that is directly taken at the time of the course, namely the customers or consumers who come to the Mas Rusdi Palu Kremes chicken restaurant. The data analysis methods used are Simple Regression Analysis and Hypothesis Test (F test and T-test).

## **RESULT**

**Table 1.**

<b>Dependent Variabel Y= Customer Interest</b>						
<b>Variabel</b>	<b>Reg. Coeff</b>	<b>Std. Error</b>	<b>Beta</b>	<b>T Count</b>	<b>T table</b>	<b>Sig</b>
C = Constanta	7,682	1,838		4,180		0,000
X = Service	0,385	0,070	0,585	5,496	2,002	0,000
R	= 0,585	F <sub>hitung</sub> = 30,210				
R-Square	= 0,342	F <sub>tabel</sub> = 4,00				

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Durbin-Waston = 2,104

Sig F = 0,000

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Based on the calculation results obtained, shown in table 1, an equation is obtained, which is stated as follows:  $Y = 7,682 + 0.385 X$ . Where  $a_0 = 7,682$ , meaning that if service (X) is equal to zero (0), then the value of customer interest (Y) is 7,682 points.  $A_1 = 0.385$ , which means that the service regression coefficient (x) is 0.385, which states that every time there is an increase in 1 service (x), it will increase customer interest (Y) by 0.385 points.

The correlation coefficient value of 0.585 indicates a moderate relationship between service variables (X) and customer interest (Y), with a coefficient interval of 0.40 - 0.599.

Sugiyono (2013: 231). The value of R (coefficient of determination) of 0.585 indicates that 58.5% of customer interest (Y) is determined by service (X). To test the significance of use (X) on customer interest (Y) at the Kremes Mas Rusdi Chicken restaurant in Palu, the F test (Fisher test). At the same time, the t-test is not needed if the calculation is done with the SPSS computer application because the level of significance is determined by the ratio p (probability > t) with  $\alpha$ , because all values and service variables (X)  $< \alpha$ , the effect of the independent variables is significant.

Thus, the calculation results in table 5.7 above where the value of  $F_{count} = 30.210$  at an error level of 5% with  $df_1 = 1$  and  $df_2 = 100$ , it turns out that the value of  $F_{count} > F_{table}$  ( $30,210 > 4.00$ ) with a probability value or a significance level of 0,000. This shows that the service variable (X) significantly influences the customer interest variable (Y) at the Kremes Mas Rusdi Chicken restaurant in Palu. Thus, this study's hypothesis is, "It is assumed that service has a significant effect on customer interest in the Kremes Chicken restaurant. Mas Rusdi Palu "the truth is accepted.

## **DISCUSSION**

The results of the analysis of this research show that service affects customer interest in the Kremes Mas Rusdi Palu Chicken restaurant. Service is a must-have for companies that produce goods and services. Good service provided to customers is essential for a company's life because, without customers, there will be no buying and selling transactions between the two parties. Generally, the purpose of holding services is for customers to feel that satisfaction can increase the customers themselves' purchase interest for the services provided so that the company will earn a profit. Also, service is a comparison between reality and customer expectations. If the reality is that what is received is more than what is desired, the service provided can be said to be fair and can increase customer purchase interest.

In the business world, the importance of good service is the main thing to exceed every customer's expectations who comes from the time they order food until they leave the restaurant. Service quality is a capital that can describe conditions by comparing the services they expect with what they receive in evaluating quality (7). Meanwhile, customer buying interest is a customer behavior where the customer desires to purchase or choose a product, goods, and services based on experience in selecting, using, and consuming or even using a product, interests, and services.

A right customer is one of the assets that will provide long-term revenue and growth for a company if handled and served correctly (8). Good service is an effort to get to know each customer more closely, create two-way communication with consumers, and manage profitable relationships between customers on the company side. Creating customer interest

is the core of every company's business. Regardless of the nature of the category or how hard the company can try, we cannot prevent some customers who are inactive or leave through the services provided; in addition to attracting consumer interest, we can also reactivate dissatisfied customers through existing marketing strategies.

A restaurant is a place where visitors will fill their hunger with various dishes that are served. Each word is chosen according to each taste. Usually, the restaurant is also used as a gathering place for family, friends, and friends. Each restaurant will serve a different service type from other restaurants to attract customers' attention to come back to eat. "Typical" food has become a mainstay in every restaurant to attract customers. Service is certainly not without a polite, friendly, and courteous attitude. Without realizing it, service can be used as the key to success in attracting customer interest. Usually, customers at restaurants and other places will prioritize the services provided compared to the prices listed. Customers will be pleased if appropriately served (9).

As a culinary service business, Kremes Mas Rusdi Palu Chicken Restaurant is not only required to fulfill good service but also must be able to compete to maintain its survival by providing the best service. This demand is absolute to create loyalty; this service will later become a valuable asset for the company. Therefore we need a user-oriented concept in which the restaurant focuses its full attention on the needs and desires of the service users

## **CONCLUSIONS**

After analyzing the research results and testing the hypothesis, this section will describe the analysis and hypothesis testing conclusions. The conclusions that can be put forward in this study are as follows: Based on the results of calculations using simple linear regression analysis, the correlation coefficient (R) amounting to 0.585 indicates a moderate relationship between the service variable (X) to the customer interest variable (Y), with the contribution R (the coefficient of determination) 0.585 indicates that 58.5% customer interest is determined by service. The results of calculations using a simple linear regression model analysis obtained a Fount of 30.210 with a probability level of 0.000 (significant), and the probability value is much smaller than 0.05. This shows that the service variable (X) has a substantial effect on the customer interest variable (Y) at the Kremes Mas Chicken Restaurant, Rusdi Palu.

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