



The Influence of Taste, Service Quality, and Business Location on Customer Satisfaction at Warung Wardani in Denpasar City

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Abstract. Customer Satisfaction is a feeling that arises from the comparison between the performance of a product or service with the expectations held by the customer. When customers are satisfied with the taste, quality of service, and location of the business, customer satisfaction can be increased. This study aims to determine the effect of taste, quality of service, and location of the business on customer satisfaction at Warung Wardani in Denpasar City. The location of this study was at Warung Wardani at Jalan Yudistiran No. 2. The method chosen for gathering data was a questionnaire. The subjects surveyed were clients who had frequented Warung Wardani, with a total of 112 individuals participating. The techniques employed for data analysis included Descriptive Statistical Analysis, Data Instrument Testing, Classical Assumptions, Multiple Linear Regression, along with *t*, *F*, Determination, and Beta Coefficient evaluations. The findings revealed that taste significantly and positively influences customer satisfaction, that Service Quality also significantly and positively affects customer satisfaction, and that Location contributes positively and significantly to customer satisfaction. The researcher recommends that Warung Wardani should continue to promote its image as a provider of tasty food, enhance service quality, and select a strategic location. This approach is seen as a strong method for boosting customer satisfaction and enticing customers to make repeat purchases. A key strategic takeaway from this research is that Warung Wardani could enhance its competitive edge by expanding its parking facilities.

Keywords: Taste, service quality, business location, customer satisfaction

1. INTRODUCTION

Based on the results of a pre-survey of 15 Warung Wardani customers, the level of customer satisfaction is still quite good with an average score of 2.67. However, several indicators show less than optimal results. The indicator "I am satisfied with the food and service staff at Warung Wardani" only got a score of 2.33, and the indicator "I would recommend Warung Wardani food to others based on my pleasant experience" got a score of 2.40. These results indicate that there are aspects of service and food quality that need to be improved. In addition, Warung Wardani sales data for the past two years shows a significant downward trend (data processed 2024).

Table 1. Total Sales of Warung Wardani Restaurant (Jalan Yudistira No.2)

Month	Year 2022	Year 2023
January	Rp. 20,468,000	Rp. 20,218,500
February	Rp. 23,748,500	Rp. 10,315,000
March	Rp. 18,698,000	Rp. 13,543,500
April	Rp. 15,993,100	Rp. 15,818,000

May	Rp. 21,986,500	Rp. 17,184,000
June	Rp. 23,346,400	Rp. 11,235,500
July	Rp. 28,771,600	Rp. 13,643,000
August	Rp. 26,353,800	Rp. 15,109,500
September	Rp. 38,857,600	Rp. 20,265,000
October	Rp. 45,014,200	Rp. 19,955,000
November	Rp. 36,117,061	Rp. 14,141,000
December	Rp. 45,190,200	Rp. 20,225,000
Total	Rp344,544,961.00	Rp191,653,000.00

Source: Wardani's stall

In 2022, total sales reached IDR344,544,961.00, while in 2023 it was only IDR191,653,000.00, a decrease of IDR152,891,961.00 or 44.36%. This decrease is likely due to the less than optimal level of customer satisfaction which affects taste, service quality, and business location.

Customer satisfaction is one of the reasons why customers decide to shop at a place. This is because if customers are satisfied, they will buy again or give recommendations to other potential customers (Sunyoto, 2019:140). Customer satisfaction is a feeling felt by customers, whether customers feel happy or unhappy due to the comparison of actual performance and customer expectations (Raza et al., 2020). Customer satisfaction is affected by various factors, such as flavor, the quality of service, and the location of the establishment. .

Taste is a way of choosing food that must be distinguished from the taste of the food (Imantoro, 2018). The influence of taste on customer satisfaction is shown by (Wicaksono, HT et al, 2021; Putri, NA et al, 2022; Mutiara, S et al, 2021) This study shows that taste has a positive and significant effect on customer satisfaction. Different results shown by research (Husna, A, 2021) state that taste has a positive and insignificant effect on customer satisfaction.

The quality of service is a changing condition that is intricately linked to products, services, personnel, as well as procedures and settings, which can at a minimum fulfill or even surpass anticipated service quality (Manengal, 2021). The results of the study (Wicaksono, HT et al, 2021; Putri, NA et al, 2022) demonstrate that the quality of service positively and substantially impacts customer satisfaction. Different results in the study (Mahsyar, S., & Surapati, U, 2020) stated that service quality has a positive and insignificant

effect on customer satisfaction.

Business location is a place of business where starting from procuring raw materials to selling products to customers, business development and income will be greatly supported by choosing the right place. Strategic business locations and easier access by customers will increase income (Marfuah & Hartiyah, 2019). Research (Putri, NA et al., 2022; Kurniawan, DD & Soliha, E, 2022) states that business location has a positive and significant effect on customer satisfaction. Different results in research by (Ariyanti, WP et al., 2022) show that business location has a positive and insignificant effect on customer satisfaction.

Seeing this phenomenon, research to identify the impact of flavor, service excellence, and venue placement on client contentment at Warung Wardani becomes important. This research is expected to provide strategic recommendations for Warung Wardani managers in improving service quality and maintaining customer loyalty amidst increasingly tight competition. Therefore, this research is entitled: "The Influence of Taste, Service Quality, and Business Location on Customer Satisfaction at Warung Wardani in Denpasar City".

2. RESEARCH METHODS

This study uses a quantitative research method with a descriptive approach. According to Sugiyono (2018) descriptive quantitative research is used to describe, explain, or summarize various conditions, situations, phenomena or various variables according to the events as they are obtained through research instruments, both observation and questionnaires. This study focuses on examining the effect of taste, service quality and business location on customer satisfaction at Warung Wardani, where data is obtained through questionnaires. The population in this study were customers who had eaten at Warung Wardani. The sample of this study was a representative of Denpasar city customers who had eaten at Warung Wardani. Sugiyono (2018) stated that the sample size depends on the number of indicators times 5 to 10. If there are 14 indicators, the sample size used is between 70 and 140 respondents. In this study, the sample selected was $14 \times 8 = 112$ respondents.

The location of this research is Warung Wardani located at Jalan Yudistiran No. 2. The method for gathering data employed is a survey. The demographic consists of patrons who have dined at Warung Wardani, with a sample size of 112 participants. The approaches for analyzing the data include Descriptive Statistical Analysis, Testing of Data Instruments, Classical Assumptions, Multiple Linear Regression, t-tests, F-tests, Determination, and Beta Coefficient analysis.

3. RESEARCH RESULTS AND DISCUSSION

Validity Test Results

Validity assessment evaluates how effectively a tool can measure the intended concepts (Sugiyono, 2018). In this research, validity assessment was performed using the SPSS 23 software for Windows. To establish validity, the factor scores are correlated with the overall score if the correlation coefficient for each factor is 0.3 or higher, the questionnaire is considered valid (Sugiyono, 2018).

Table 2 below presents the results of the validity of the research instrument.

Table 2. Validity Test Results

No	Variables	Question Items	Total Item Correlation	Information
1	Taste (X1)	X1.1	0.851	Valid
		X1.2	0.917	Valid
		X1.3	0.822	Valid
2	Quality of Service (X2)	X2.1	0.686	Valid
		X2.2	0.811	Valid
		X2.3	0.846	Valid
		X2.4	0.717	Valid
		X2.5	0.765	Valid
3	Business Location (X3)	X3.1	0.837	Valid
		X3.2	0.885	Valid
		X3.3	0.794	Valid
4	Satisfaction Customer (Y)	Y1.1	0.849	Valid
		Y1.2	0.936	Valid
		Y1.3	0.847	Valid

Source: Appendix 5 (data processed 2024)

The test results in Table 2 show that all research instruments used to measure the variables of taste, service quality and business location have a correlation coefficient value with a total score of all statement items greater than 0.3. This indicates that the statement items in the research instrument are valid and suitable for use as research instruments.

Reliability Test Results

Table 3. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	Taste (X1)	0.829	Reliable
2	Quality of Service (X2)	0.825	Reliable
3	Business Location (X3)	0.782	Reliable
4	Customer Satisfaction (Y)	0.851	Reliable

Source: Appendix 5 (data processed 2024)

The findings from the reliability assessment in Table 3 indicate that the four research tools possess a Cronbach's Alpha value exceeding 0.6, demonstrating that they are reliable and suitable for use in this research.

Classical Assumption Test Results

Normality Test

Table 4. Normality Test Results

<i>Unstandardized Residual</i>	
N	112
<i>Asymp.Sig.(2-tailed)</i>	0.200

Source: Appendix 6 (data processed 2024)

According to Table 4, the Asymp. Sig. (2-tailed) figure is 0.200. The findings suggest that the model for the regression equation follows a normal distribution, as the Asymp. Sig. (2-tailed) number exceeds the alpha threshold of 0.05.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF
Taste (X1)	0.349	2,863
Quality of Service (X2)	0.302	3,311
Business Location (X3)	0.500	2,000

Source: Appendix 6 (data processed 2024)

According to Table 5, the tolerance and VIF metrics for the Taste, Service Quality, and Business Location factors indicate that each variable's tolerance exceeds 0.10, and the VIF is below 10. This suggests that the regression equation model does not have issues with multicollinearity.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std Error	Beta	t	sig
1 (constant)	1,276	0.419		3,046	0.003
Taste (x1)	-0.008	0.048	-0.027	-0.16	0.868
Quality of Service (X2)	-0.045	0.034	-0.224	- 1,299	0.197
Business Location (X3)	0.182	0.036	0.145	1,086	0.280

Source: Appendix 3 (data processed 2024)

Multiple Linear Regression Analysis Results

Table 7. Results of Multiple Linear Regression Analysis

Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std Error	Beta	t	sig
1 (constant)	3,151	0.743		4,242	0,000
Taste (X1)	0.312	0.085	0.354	3,653	0,000
Quality of Service (X2)	0.181	0.061	0.308	2,961	0.004
Business Location (X3)	0.182	0.065	0.228	2,961	0.006

Source: Appendix 7 (data processed 2024)

Based on Table 7 above, the following regression equation can be drawn up: Y

$$= 3.151 + 0.312X1 + 0.181X2 + 0.182X3$$

The outcomes from the multiple linear regression formula mentioned earlier illustrate the extent and direction of the effect each independent variable has on its dependent variable. A regression coefficient that is positive signifies a one-directional effect. Below is a breakdown of the previously stated equation:

- 1) The constant value of 3.151 indicates that if the factors of taste, service quality, and business location are all zero (0), customer satisfaction will remain at a fixed value of 3.151.

- 2) The regression coefficient for taste (X1) at 0.312 suggests a positive relationship between taste and customer satisfaction of 0.312. This signifies that if the product quality, an independent variable, rises by 1 unit while other independent variables remain unchanged, customer satisfaction will increase by 0.312.
- 3) The regression coefficient for Service Quality (X2) at 0.181 reflects a positive connection between service quality and customer satisfaction, measured at 0.181. This indicates that an increase of 1 unit in service quality, assuming other independent variables remain the same, will lead to a 0.181 increase in Customer Satisfaction.
- 4) The regression coefficient for Business Location (X3) at 0.182 demonstrates a positive effect between the Business Location variable and customer satisfaction set at 0.182. Thus, if the business location, an independent variable, raises by 1 unit with the assumption that other independent variables do not change, then the customer satisfaction variable will increase by 0.182.

Results of the Determination Coefficient Test (R2)

Table 8. Results of the Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.804	0.646	0.637	0.87033

Source: Appendix 7 (data processed 2024)

The results of the calculation of the determination coefficient R2 in Table 8 are 0.637, which means that 63.7 percent of the variation in customer satisfaction is explained by variations in the variables of taste (X1), service quality (X2), and business location (X3), while the remaining 46.3 percent is influenced by variations in other variables outside the research model.

Model Feasibility Test Results (F Test)

Table 9. Model Feasibility Results (F Test)

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	149,612	3	49,871	65,838	0,000
	Residual	81,807	108	0.757		
	Total	231,420	111			

Source: Appendix 7 (data processed 2024)

According to the findings from the regression analysis displayed in Table 9, the significance levels recorded were 0.000 which is less than 0.050. This indicates that a notable impact exists among taste, quality of service, and business location regarding customer satisfaction. Consequently, the research model is valid for use, allowing for the continuation of hypothesis testing.

t-Test Results

Table 10. t-Test Results

Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std Error	Beta	t	sig
1 (constant)	3,151	0.743		4,242	0,000
Taste (x1)	0.312	0.085	0.354	3,653	0,000
Quality of Service (X2)	0.181	0.061	0.308	2,961	0.004
Business Location (X3)	0.182	0.065	0.228	2,961	0.006

Source: Appendix 7 (data processed 2024)

The conclusion is made by evaluating the significance level t of every independent variable alongside the SPSS outcomes. According to Table 10, the findings from the significance assessment of the t test can be elaborated as follows:

1) The Influence of Taste on Customer Satisfaction

The findings from the assessment of the flavor aspect concerning client contentment yielded a regression coefficient of 0.312, a computed t value of 3.653 which is greater than the table value of 1.660, and a significance level of 0.000 which is less than 0.050. This shows that the null hypothesis H0 is dismissed while the alternative hypothesis H1 is acknowledged. Consequently, these findings suggest that flavor significantly and positively influences customer satisfaction, indicating that improved flavor leads to increased customer satisfaction.

2) The Influence of Service Quality on Customer Satisfaction

The examination of service quality factors impacting customer satisfaction revealed a regression coefficient of 0.181, a computed t value of 2.961 that exceeds the t table value of 1.660, and a significance value of 0.004 which is less than 0.050. This suggests that the null

hypothesis (H0) is dismissed while the alternative hypothesis (H2) is upheld. Consequently, these findings imply that there is a favorable and meaningful influence of service quality on customer satisfaction. In other words, an increase in service quality correlates with an increase in customer satisfaction.

3) The Influence of Business Location on Customer Satisfaction

The examination of the impact of business location on customer satisfaction resulted in a regression coefficient of 0.182, a calculated t score of 2.961 which is greater than the t table value of 1.660, and a significance level of 0.006 which is less than 0.050. This suggests that the null hypothesis is dismissed while the alternative hypothesis is accepted. In simpler terms, these findings imply that the location of a business positively and significantly influences customer satisfaction. Consequently, an improved business location leads to enhanced customer satisfaction.

Discussion of Research Results

The influence of taste on customer satisfaction at Warung Wardani restaurant

Based on the results of the analysis of taste on customer satisfaction, the regression coefficient value is 0.312, t count of 3.653 > t table 1.660 and significance of 0.000 indicates that H0 is rejected and H1 is accepted. The results in this study mean that taste has a positive and significant effect on customer satisfaction. This shows that the better the taste, the more it will increase customer satisfaction at the Warung Wardani restaurant.

The results of this study are in accordance with previous research conducted by (Imantoro, 2018) stating that taste has a positive and significant effect on customer satisfaction. This study is also supported by research by Wicaksono, HT et al, 2021; Putri, NA et al, 2022; Mutiara, S et al, 2021 stating that taste has a positive and significant effect on customer satisfaction.

The influence of service quality on customer satisfaction at Warung Wardani restaurant

Based on the results of the analysis of service quality on customer satisfaction, the regression coefficient value is 0.181, t count of 2.961 > t table 1.660 and significance of 0.004 indicates that H0 is rejected and H1 is accepted. The results in this study mean that service quality has a positive and significant effect on customer satisfaction. This shows that the better the quality of service, the higher the customer satisfaction of Warung Wardani restaurant.

The results of this study are in accordance with previous research conducted by (Manengal, 2021) which states that service quality has a positive and significant effect on customer satisfaction. The study is also supported by Wicaksono,

HT et al, 2021; Putri, NA et al, 2022 stated that service quality has a positive and significant effect on customer satisfaction.

The Influence of Business Location on Customer Satisfaction at Warung Wardani Restaurant

Based on the results of the analysis of business location on customer satisfaction, the regression coefficient value is 0.182, t count of 2.961 > t table 1.660 and significance of 0.006 indicates that H0 is rejected and H1 is accepted. The results of this study mean that business location has a positive and significant effect on customer satisfaction. This shows that the better the quality of service, the higher the customer satisfaction of Warung Wardani restaurant.

The results of this study are in accordance with previous research conducted by (Marfuah & Hartiyah, 2019) stating that business location has a positive and significant effect on customer satisfaction. This study is also supported by (Putri, NA et al., 2022; Kurniawan, DD & Soliha, E, 2022) stating that business location has a positive and significant effect on customer satisfaction.

The Influence of Taste, Service Quality, and Business Location on Customer Satisfaction at Warung Wardani Restaurant

Based on the results of the analysis of taste, service quality and business location on customer satisfaction, a significance value of 0.000 was obtained indicating that H0 was rejected and H4 was accepted. The results of this study mean that taste, service, and business location have a positive and significant effect on customer satisfaction. This shows that the better the taste, service quality and business location, the more satisfied the customers of Warung Wardani restaurant will be.

The results of this study are in accordance with previous studies conducted by (Putri, NA et al., 2022), (Artha, et al., 2019), (Jamal, A & Busman, SA, 2021) which stated that taste, service quality and location have a positive and significant effect on customer satisfaction.

4. CONCLUSION

Based on the research results, the practical implications of this research are as follows:

1. Taste has been proven to have a positive and significant influence on customer satisfaction. This shows that the better the taste of the food served, the higher the level of customer satisfaction at Warung Wardani restaurant.

2. Service quality has also been shown to have a positive and significant impact on customer satisfaction. In other words, the better the quality of service provided, the higher the level of customer satisfaction. This finding indicates that providing friendly, fast, and professional service is key to creating a satisfying experience for customers.
3. Business location has a positive and significant influence on customer satisfaction. A strategic location facilitates customer access and increases comfort, which ultimately impacts the level of customer satisfaction. Proper location placement is one of the important factors in supporting business success.
4. Overall, the taste of food, service quality, and business location together have a positive and significant influence on customer satisfaction. The combination of these three factors forms a holistic and satisfying experience for Warung restaurant customers.

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