

**ANALYSIS THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION
(CASE STUDY: “KEDAI TWENTIES MANADO”)**

*ANALISIS PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN
(STUDI KASUS: “KEDAI TWENTIES MANADO”)*

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Abstract: This study aims to analyze the influence of service quality on customer satisfaction at Kedai Twenties Manado. This study uses quantitative method and using multiple linear regression to analyze the influence of service quality on customer satisfaction. The population in this research are the customers of kedai Twenties Manado. Based on the calculation the numbers of samples obtained from the population is 100 respondents. The sampling technique used a purposive sampling method and the data collection method is in the form of a questionnaire that is run through Google Form. Testing and data analysis in this study using SPSS 26 software. The results shows that Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) simultaneously have an positive influence on customer satisfaction. Empathy (X5) partially has a significant positive influence on customer satisfaction while Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) have no significant influence on consumer buying decisions.

Keywords: Tangibles, reliability, responsiveness, assurance, empathy, customer satisfaction

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Kedai Twenties Manado. Penelitian ini menggunakan metode kuantitatif dan menggunakan regresi linier berganda untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan kedai Twenties Manado. Berdasarkan perhitungan jumlah sampel yang diperoleh dari populasi adalah 100 responden. Teknik pengambilan sampel menggunakan metode purposive sampling dan metode pengumpulan data berupa kuesioner yang dijalankan melalui Google Form. Pengujian dan analisis data dalam penelitian ini menggunakan software SPSS 26. Hasil penelitian menunjukkan bahwa Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) secara simultan berpengaruh positif terhadap kepuasan pelanggan. Empati (X5) secara parsial berpengaruh positif signifikan terhadap kepuasan pelanggan sedangkan Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) tidak berpengaruh signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: Bukti fisik, daya tanggap, jaminan, empati, kepuasan pelanggan

INTRODUCTION

Research Background

In this era of globalization, competition in business is getting tougher, requiring companies to be more careful and responsive to the market. This has resulted in increased service standards in a company that competes fiercely with other companies. Various types of businesses in the food sector such as cafes, restaurants and other culinary places. In the current era, technological developments have influenced the mindset, behavior and culture in society. In addition, with the development of technology, the business world is growing rapidly. At this time,

many cultures in Indonesia have been influenced by foreign cultures. For example, the culture of coffee or drinking coffee. Currently, there are many coffee shops in Manado, ranging from street shops to cafes like Starbucks. One example of coffee shops with a minimalist and modern concept in Manado is the Kedai Twenties coffee shop. This shop is located at Jl. Pramuka, Sario Kotabaru, Kec. Sario, Manado, the location of this shop can be said to be quite strategic and easy to reach. The target consumers are employees, students and students who are around the area. Because around this cafe there are many offices and several schools. This cafe offers a minimalist and modern concept, with an all-white building and has aesthetic spots. This concept creates a relaxed but luxurious atmosphere for consumers and is a place for Instagramers to take photos because of the aesthetics of this cafe. This cafe is arguably still very new because it has only been operating for two months, even though it is still new but this cafe has attracted the attention of many people. This cafe is well known and known by many people.

However, the global wave of the Covid-19 crisis has had a major impact on health and the economy in terms of investment, trade and tourism (Gössling et al., 2020). The implementation of social distancing has made people very careful in carrying out limited activities outside their homes. This has an impact on various existing business sectors. Business actors in the MSME sector, especially the Coffee Shop sector in Manado, felt the heavy impact of the Covid-19 pandemic. On the implementation of restrictions on community activities imposed by the government, the coffee shop sector was greatly affected after the implementation of restrictions on community activities because residents had to avoid crowds, visitors only limited to 50%. All were affected, starting from the distribution of supply and demand being hampered, both coffee bean sales and coffee marketing through the use of cup media.

In the culinary business, especially restaurants and cafes, what needs to be considered is not only taste, but also product excellence, service, and price are important factors that must be considered by restaurant entrepreneurs. Business actors are also expected to develop a useful and innovative product in accordance with consumer expectations and market needs, so that consumer satisfaction can be obtained and will make consumers make purchases in the future. Kedai Twenties has never conducted a survey about the quality of their service. The response in question is whether or not consumers are satisfied with the services provided at the Kedai Twenties. This research was conducted because this cafe has only been operating for two months and was opened during the pandemic. This can affect the quality of service at the Kedai Twenties. Are they able to provide the best quality of service even though they are still relatively new, and are they able to satisfy customers in the midst of a pandemic. Kedai Twenties bad quality depends on the services provided, so it is necessary to know the extent to which Kedai Twenties can meet the expectations or standards of customers or consumers.

Research Objectives

- 1 To determine the positive effect of tangible partially on customer satisfaction at Kedai Twenties Manado
- 2 To determine the positive effect of reliability partially on customer satisfaction at Kedai Twenties Manado
- 3 To determine the positive effect of responsiveness partially on customer satisfaction at Kedai Twenties Manado
- 4 To determine the positive effect of assurance partially on customer satisfaction at Kedai Twenties Manado
- 5 To determine the positive effect of empathy partially on consumer satisfaction at Kedai Twenties Manado
- 6 To determine the effect of service quality that include tangible, reliability, responsiveness, assurance and empathy simultaneously on consumer satisfaction at Kedai Twenties Manado

THEORETICAL FRAMEWORK

Marketing

Marketing as a company process creates value for customers and builds strong customer relationships, with the aim of capturing value from customers in return (Kotler and Armstrong, 2018).

Service Quality

Service quality is the fulfillment of consumer expectations or consumer needs that compare the results with expectations and determine whether consumers have received quality services (Mulyono et al., 2007).

Consumer Behavior

Decision making by consumers varies according to the type of buying decision, Assael (2001) distinguishes four types of consumer buying behavior, namely:

1. Complex buying behavior where consumers undergo or go through a complex buying process and when they are increasingly involved in buying activities and realize the important differences between several existing product brands.
2. Buying behavior reduces hesitation, sometimes consumers are very involved in buying something but he only sees a slight difference in the brand.
3. Buying behavior based on habits, namely consumer behavior that is not through attitudes or beliefs or a series of ordinary behaviors or consumers are less involved in buying and there are no real differences between brands.
4. Buying behavior that seeks diversity, namely low consumer involvement but characterized by real brand differences.

Customer Satisfaction

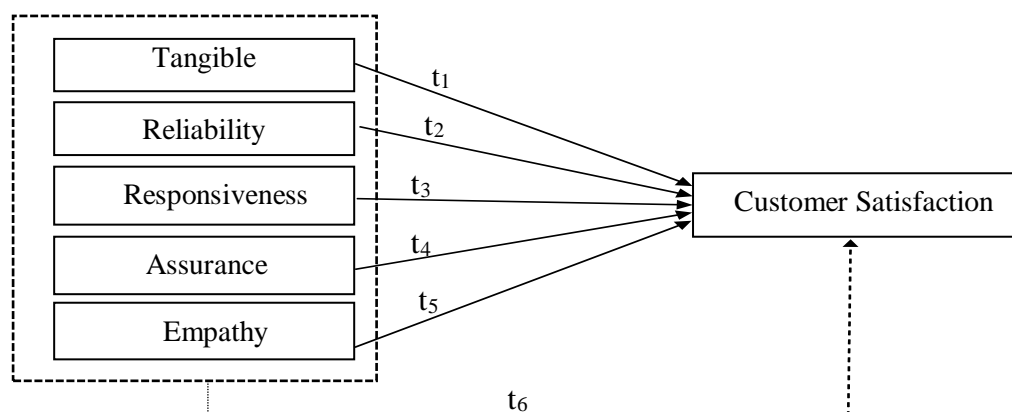
According to Kotler and Keller (2006), whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to him or her expectations.

Previous Research

Desiyanti, Sudja, and Martini, (2018) confirmed the relation of Service quality to Customer Satisfaction, Customer Delight and Loyalty of Customers of LPD Desa Adat Sembung and LPD Desa Adat Seseh. The population in this research is all customer of LPD Sembung and Seseh Adat Customers who become customer from LPD stand up until 2015 with total population amounted to 2301 customers. Sampling used Slovin formula, which amounted to 95 customers. The analysis technique used in this research is structural equation modeling (SEM) based on variance or component based SEM, known as Partial Least Square (PLS). From the research result, it is found that service quality have positive and significant effect to customer satisfaction and customer delight, service quality has no significant effect to customer loyalty, but service quality will influence customer loyalty through customer satisfaction mediation and customer delight, customer satisfaction and customer delight have positive effect significant to customer loyalty

Suciptawati, Paramita, and Aristaya (2019) studied the satisfaction of customers toward LPD's services. A hundred and fifty customers of LPD Sidakarya that is located at Denpasar were purposive sampling selected as the respondents of the study on July 2017. The data were collected by applying self-organized questionnaire which its items were developed using 7 scale on Likerts' measurement. The respondents were asked to value their expectation as well as their perception on five dimension of service quality i.e. tangible factor, reliability, responsiveness, assurance, and empathy. The study reveals tangible factor was perceived positively whilst the other determinants need to be improved.

Fida et al. (2020) examined the impact of service quality on customer loyalty and customer satisfaction using the SERVQUAL model for four main Islamic banks in the Sultanate of Oman. This is a quantitative nature of a study, which involved a structured, self-administered questionnaire based on a convenience sampling method gathering data from 120 customers of Islamic banks in Oman. The study data were analyzed using SPSS, and the reliability coefficient (Cronbach's alpha) was established. The correlation analysis examined the significant relationships among the study variables. The impact of service quality dimensions on customer satisfaction was captured through regression analysis. The key findings of the study revealed that the respondents showed on average an "Agree" response in the five areas, namely, tangibles, responsiveness, reliability, assurance, and empathy. The correlation results depicted a significant relationship between the three variables: service quality, customer satisfaction, and customer loyalty. Similarly, regression results demonstrated that empathy and responsiveness dimensions have a significant positive impact on customer satisfaction.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Literature Review***Research Hypothesis****H1:** Tangible has a positive effect on consumer satisfaction at Kedai Twenties Manado.**H2 :** Reliability has a positive effect on consumer satisfaction at Kedai Twenties Manado.**H3 :** Responsiveness has a positive effect on consumer satisfaction at Kedai Twenties Manado.**H4 :** Assurance has a positive effect on consumer satisfaction at Kedai Twenties Manado.**H5 :** Empathy has a positive effect on consumer satisfaction at Kedai Twenties Manado.**H6 :** Tangible, reliability, responsiveness, assurance, and empathy have a positive effect on customer satisfaction at Kedai Twenties Manado**RESEARCH METHOD****Research Approach**

This research is descriptive study with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran and Bougie, 2010) and make us of variety of quantitative analysis techniques that range from providing simple descriptive of the variables involved, to establishing statistical relationships among variables through complex statistical modeling (Saunders, Lewis, and Thornhill, 2009).

Population, Sample and Sampling Technique

According to Sekaran and Bougie (2010), population is the entire group of people, events, of things of interest that the researcher wishes to investigate. A population is a group of experimental data, persons, etc. The population in this study are customers who have experienced the service of Kedai Twenties in Manado. According to Sekaran and Bougie (2010), sample is a subset of the population. The sample taken is using simple random sampling. Sekaran and Bougie (2010) noted that, all elements in the population are considered and each element has an equal chance of being chosen as the subject. The sample size of this research is 100 people who experience the services by Kedai Twenties, Manado.

Data Collection Methods

This research used primary data and secondary data. Hoz and Boejie (2005) explained that primary data is original data collected for a specific research goal. Primary data is obtained through questionnaire for 100 people in Manado. According to Hoz and Boejie (2005), secondary data is data originally collected for a different purpose and for another research question. Secondary data is data obtained indirectly. Data from internet sites, articles, several journals as the literature review, book regarding to the study of this research.

Operational Definition of Research Variable**Table 1. Operational Definition of Research Variable**

No.	Variables	Definitions	Indicators
1.	Tangibles (X1)	Tangibles are the ability of a company to show its existence to external parties (Lupiyoadi and Hamdani, 2006).	1. Location 2. Exterior & Interior Design 3. Food & Drink 4. Comfort & Cleanliness Facilities
2.	Reliability (X2)	Reliability is the company's ability to provide services in accordance with what was promised accurately and reliably (Lupiyoadi and Hamdani, 2006).	1. Reliability of employees in serving customers 2. Easy ordering
3.	Responsiveness (X3)	Responsiveness is a policy to help and provide fast and appropriate service to consumers by delivering clear information (Lupiyoadi and Hamdani, 2006).	1. Employee response in serving 2. The speed of employees in serving complaints 3. Speed in providing information
4.	Assurance (X4)	Assurance is the knowledge, courtesy and ability of company employees to foster consumer confidence in the company (Lupiyoadi and Hamdani, 2006).	1. Responsibility for security 2. Honesty from employees
5.	Empathy (X5)	Empathy is to give a sincere and individual or personal attitude that is given to consumers by trying to understand their desires (Lupiyoadi and Hamdani, 2006).	1. Friendliness and courtesy of employees in providing services 2. Willingness to listen to criticism
6.	Customer satisfaction (Y)	Customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after use (Rangkuti, 2002).	1. Desire to visit again 2. Providing information to others

Validity and Reliability Test

The validity test in this study was used to test the validity of the questionnaire. A questionnaire is called valid if the questions on the questionnaire are able to describe what will be measured from a questionnaire (Ghozali, 2006). Validity is used to measure whether or not a questionnaire is valid. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Reliability test is a tool to measure a questionnaire which is an indicator of a variable or contract. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent from time to time (Ghozali, 2011). Taking the decision to test reliability that is a construct or variable is said to be reliable if it gives value Cronbach's Alpha > 0,70

Multiple Linear Regression Analysis

Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory or independent variables), with the aim of estimating the population mean or the average value of the dependent variable based on the known value of the independent variable (Gujarati, 2003). The independent variables in this study are Tangible, Reliability, Responsiveness, Empathy, Assurance. While the dependent variable is Customer Satisfaction. The regression model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Explanation:

Y = Consumer Buying Decision

α = constant

$\beta_1, \beta_2, \beta_3, \beta_4$ = The regression coefficient of each variable

X_1 = Tangible X_2 = Reliability, X_3 = Responsiveness

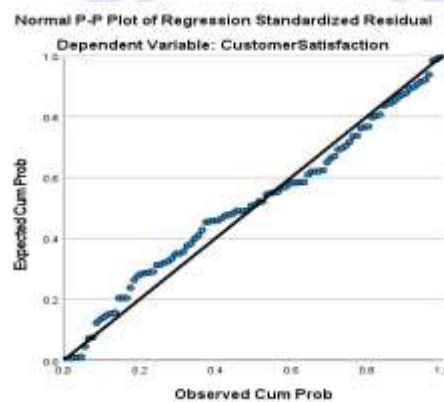
X_4 = Assurance X_5 = Empathy e = error

RESULTS AND DISCUSSION**Result****Validity and Reliability Test**

The reliability result, Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) and Customer Satisfaction (Y) correlation values are greater than 0.3 and the significance value is below 0.05 which means all variables show a positive relationship Tangible (0.805), Reliability (0.868), Responsiveness (0.869), Assurance (0.882), Empathy (0.940) and Customer Satisfaction (0.824). So that the research instrument of this research is considered valid. For the reliability test result, the value of Cronbach's alpha of 7 items from this research is 0.809. Thus, the statement in this questionnaire is reliable because it has a Cronbach's alpha value greater than 0.60.

Classical Assumption Test**Normality Test**

The normality test was conducted to determine whether the research variable data was normally distributed or not. The normality test uses the Kolmoorov-Smirnov (K-S) analysis technique based on the residual value.

**Figure 2. Normality Test Results***Source: Processed Data, 2021*

The figure above shows that the data followed by the dots spread close to the diagonal line and the dots of the diagonal line from bottom to top. This means that the data is normally distributed and the normality test is complete.

Multicollinearity Test

Multicollinearity test was conducted to determine the magnitude of the intercorrelation between the independent variables in this study. If there is a correlation, it is called a multicollinearity problem. To detect the presence or absence of multicollinearity can be seen on the value of tolerance and VIF. If the tolerance value is above 0.1 and the VIF value is below 10, there is no multicollinearity.

Table 2. Multicollinearity Test

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tangible	.463	2.161
	Reliability	.348	2.874
	Responsiveness	.326	3.072
	Assurance	.285	3.512
	Emphaty	.165	6.068

a. Dependent Variable: Customer Satisfaction

(Source: Processed Data, 2021)

The multicollinearity table shows that the value of Tangible Tolerance (0.463), Reliability (0.348), Responsiveness (0.326) Assurance (0.285) and Empathy (0.165) indicates that the value of the variable tolerance is above 0.1, so the Tangible Variance Inflation Factor (VIF) (2.161), Reliability (2.874), Responsiveness (3.072), Assurance (3.512) and Empathy (6.068) means that the Variance Inflation Factor (VIF) value of the variable is lower than 10. This study is free of multicollinearity based on the results of the tolerance value being fda above 0.1 and Variance Inflation Factor (VIF) is less than 10.

Heteroscedasticity Test

Heteroscedasticity testing aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. A good regression model is that there is no heteroscedasticity and to determine the presence of heteroscedasticity using the Park test. If the independent variable is not statistically significant and does not affect the dependent variable, then there is an indication that there is no heteroscedasticity.

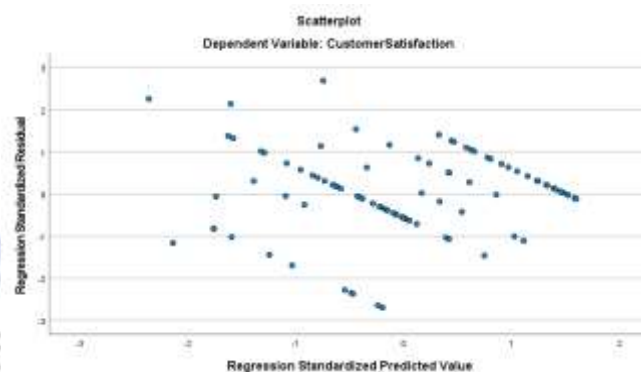


Figure 3. Heteroscedasticity Test

Source: Processed Data, 2021

Based on the Figure above it shows that the pattern of the dots are spread above and below 0 on the Y axis. The result show that there is no heteroscedasticity in this regression.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.420	1.002		2.415	.018
	Tangible	.101	.086	.113	1.180	.241
	Reliability	-.015	.084	-.019	-.173	.863
	Responsiveness	.129	.080	.183	1.608	.111
	Assurance	.110	.097	.139	1.139	.258
	Empathy	.413	.154	.429	2.675	.009

a. Dependent Variable: CustomerSatisfaction

(Source: Processed Data, 2021)

Multiple linear regression or the relationship between each independent and dependent variable can be measured using the equation below:

$$Y = 2.420 + 0.101X_1 - 0.015X_2 + 0.129X_3 + 0.110X_4 + 0.413X_5 + e$$

Based on these equations, it can be explained as follows:

1. The constant value is 2,420, it can be seen that if the service quality variable consisting of tangible, reliability, responsiveness, assurance, and empathy is considered zero, then the amount of customer satisfaction at Kedai Twenties Manado is 2,420.
2. The regression coefficient (beta) on tangible variables is 0.101, meaning that for every increase in tangible variables by one unit, consumer satisfaction increases by 0.101 units, with other assumptions being fixed.

On the other hand, a decrease of one unit in tangible variables will reduce consumer satisfaction at Kedai Twenties Manado by 0.101 units

3. The value of the regression coefficient (beta) on the reliability variable of -0.015 has a negative effect, meaning that if Tangibles, Responsiveness, Assurance, Empathy are considered constant, and the sense of reliability provided by Kedai Twenties Manado is still low, it does not mean customer satisfaction.
4. The value of the regression coefficient (beta) on the responsiveness variable is 0.129, meaning that for every increase in the responsiveness variable by one unit, consumer satisfaction increases by 0.129 units, with other assumptions being fixed. On the other hand, a decrease of one unit in the responsiveness variable will reduce consumer satisfaction at Kedai Twenties Manado by 0.129 units.
5. The value of the regression coefficient (beta) on the assurance variable is 0.110, meaning that for every increase in the assurance variable by one unit, customer satisfaction increases by 0.110 units, with other assumptions being fixed. On the other hand, a decrease of one unit in the assurance variable will reduce customer satisfaction at Kedai Twenties Manado by 0.110 units.
6. The value of the regression coefficient (beta) on the empathy variable is 0.413, meaning that for every increase in the empathy variable by one unit, consumer satisfaction increases by 0.413 units, with other assumptions being fixed. On the other hand, a decrease of one unit in the empathy variable will reduce consumer satisfaction at Kedai Twenties Manado by 0.413 units.

Coefficient of Correlation (R) and Coefficient of Determination (R²)

Table 4. Coefficient of Correlation (R) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.580	1.26926

a. Predictors: (Constant), Empathy, Tangible, Reliability, Responsiveness, Assurance

b. Dependent Variable: Customer Satisfaction

(Source: Processed Data, 2021)

Based on the table above, it can be seen that the Correlation Coefficient (R) value of 0.776 means that there is a strong relationship between the independent variable and the dependent variable. The value of the coefficient of determination (R²) is 0.602 or 60.2%, meaning that the independent variables in this study only have an effect of 60.2% on customer satisfaction and the remaining 39.8% comes from external factors or variables that are not discussed or explained in this study.

Hypothesis Test

T-Test

The t-test was used to determine the effect of one independent variable explaining the dependent variable. If the significance value is less than 0.05 (Sig < 0.05), it can be concluded that the independent variable partially has a significant effect on the dependent variable.

Table 5. T-Test Results

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.420	1.002		2.415
	Tangible	.101	.086	.113	1.180
	Reliability	-.015	.084	-.019	-.173
	Responsiveness	.129	.080	.183	1.608
	Assurance	.110	.097	.139	1.139
	Empathy	.413	.154	.429	2.675

a. Dependent Variable: Customer Satisfaction

(Source: Processed Data, 2021)

The explanation of the t-test results of each independent variable is as follows:

1. Tangible. The statistical results of the t-test for tangible variables are obtained by the t_{count} value is 1.180. The value of $t_{\text{count}} = 1.180$ is smaller than the value of $t_{\text{table}} = 1.664$. So the hypothesis which states that "tangibles have a positive effect on customer satisfaction at Kedai Twenties Manado" is rejected.
2. Reliability. The results of the t-test statistics for the reliability variable are obtained by the t_{count} value is -0.173. The value of $t_{\text{count}} = -0.173$ is smaller than the value of $t_{\text{table}} = 1.664$. So the hypothesis which states that "reliability has a negative and insignificant effect on customer satisfaction Kedai Twenties Manado."
3. Responsiveness. The statistical results of the t-test for the Responsiveness variable are obtained by the t_{count} value is 1.608. The value of $t_{\text{count}} = 1.608$ is smaller than the value of $t_{\text{table}} = 1.664$. So the hypothesis which states that "responsiveness has a positive effect on customer satisfaction Kedai Twenties Manado" is rejected.
4. Assurance. The statistical results of the t-test for the Assurance variable are obtained by the t_{count} value of 1.139. The value of $t_{\text{count}} = 1.139$ is smaller than the value of $t_{\text{table}} = 1.664$. So the hypothesis which states that Assurance has a positive effect on customer satisfaction Kedai Twenties Manado" is rejected.
5. Empathy. The statistical results of the t-test for the Empathy variable are obtained by the t_{count} value is 2.675. The value of $t_{\text{count}} = 2.675$ is greater than the value of $t_{\text{table}} = 1.664$. So the hypothesis which states that "empathy has a positive effect on customer satisfaction Kedai Twenties Manado" is accepted.

F-Test

Multiple regression analysis with F test (Fisher) aims to determine the effect of all independent variables including: tangible, reliability, responsiveness, assurance, and empathy together on consumer satisfaction of Kedai Twenties Manado. If the significance value is less than 0.05 (Sig. <0.05) then the regression model is statistically significant

Table 6. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228.723	5	45.745	28.395	<.001 ^b
	Residual	151.437	94	1.611		
	Total	380.160	99			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), Empathy, Tangible, Reliability, Responsiveness, Assurance
(Source: Processed Data, 2021)

The results of the F test in this study showed the calculated F_{count} is 28.395. With a significance level of 0.05 ($\alpha = 0.05$) and a 95% confidence level, the value of F_{table} can be found in the F distribution table using the format (k; n - k) = (2; 100 - 2 = 98) value 98 of the distribution table F is 3.09. Based on these measurements, the value of F_{count} at 28.395 is greater than F_{table} is 3.09 with a significance value of 0.001 which is smaller than 0.05. It can be concluded that the hypothesis which states "tangible, reliability, responsibility, assurance, and empathy has a positive effect on consumer satisfaction at Kedai Twenties Manado" is accepted.

Discussion

Tangibles (X1) and Customer Satisfaction (Y)

Tangible is one of the variables or dimensions that of service quality. Tangibles didn't has a significant influence on customer satisfaction at Kedai Twenties Manado because there are still inadequate facilities, for example, Kedai Twenties Manado has a very small parking space, which can only accommodate four cars. Therefore, it is important for Kedai Twenties Manado to find out how tangible is the most appropriate. Kedai Twenties Manado can provide a wider parking space for customers and always provide temperature gauges and hand sanitizers to maintain health protocols. The better the consumer's perception of tangibles, the higher the satisfaction. And if the consumer's perception of tangibles is bad, the satisfaction will also be lower. Ngaliman, Eka, and Suharto (2019) supported the result that tangibles have no direct effect towards consumer satisfaction.

Reliability (X2) and Customer Satisfaction (Y)

Reliability is the ability to provide exactly and correctly the type of service that has been promised to customer. In this study, reliability has no significant effect on customer satisfaction. The better the consumer's perception of the company's reliability, the higher the satisfaction. Kedai Twenties Manado must be fast in

serving food and drinks and must provide a consistent quality of food and beverage taste. If the consumer's perception of reliability is bad, the satisfaction will also be lower. The performance provided by the employees of Kedai Twenties Manado must be in accordance with customer expectations. Ngaliman, Eka, and Suharto (2019) supported the result that reliability has a direct effect on consumer satisfaction.

Responsiveness (X3) and Customer Satisfaction (Y)

Responsiveness is the desire of staff or employees to help customers and provide responsive service. An example of responsiveness is the speed of service to consumers for both service and consumer complaints. The employees of Kedai Twenties Manado must be responsive when receiving complaints from customers and are always willing to help with customer needs. And if the consumer's perception of responsiveness is bad, satisfaction will also be lower. Fida et al. (2020) supported the result of this study that responsiveness has a significant positive impact on customer satisfaction.

Assurance (X4) and Customer Satisfaction (Y)

Assurance is related to certainty, precisely the certainty that customers get from the behavior of business actors. This assurance can be obtained, for example, from good communication, extensive knowledge, to a polite and courteous attitude to customers. The better the consumer's perception of the assurance provided by the company, the higher the satisfaction. The Manado Twenties shop must ensure that the food is fresh and clean, provide clear explanations of the menu information to customers, and be willing to replace the food or drink with a new one if the food or drink does not match the menu. And if the consumer's perception of the assurance is bad, the satisfaction will also be lower.

Empathy (X5) and Customer Satisfaction (Y)

Empathy is caring, and personal attention given to customers. The essence of the empathy dimension is showing customers through the services provided that customers are special, and their needs can be understood. Based on the results stated that empathy has a significant influence on customer satisfaction. Customers are very satisfied when employees put customers first, serve well and please customers and appreciate customers. Through this study, it was found that empathy is the biggest factor that affects customer satisfaction. Kedai Twenties Manado provides services regardless of the status or position of consumers and Kedai Twenties Manado establishes proper health protocols. Kedai Twenties Manado must maintain performance in the empathy factor, the better the consumer's perception of the empathy provided by the company, the higher the satisfaction will also be. Fida et al. (2020) supported the result of this study that empathy has a significant positive impact on customer satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and hypothesis testing in this study, it can be concluded as follows:

1. Tangibles has no significant influence on Customer Satisfaction.
2. Reliability has no significant influence on Customer Satisfaction.
3. Responsiveness has no significant influence on Customer Satisfaction.
4. Assurance has no significant influence on Customer Satisfaction.
5. Empathy is the only factor that has significant influence on Customer Satisfaction at Kedai Twenties Manado partially.
6. Tangibles, Reliability, Responsiveness, Assurance and Empathy simultaneously has positive and significant on Customer Satisfaction at Kedai Twenties Manado.

Recommendations

Based on the conclusions in this study, the following suggestions can be given:

1. From the results obtained, the Empathy variable has the most influence on customer satisfaction. To Kedai Twenties Manado, through this research in order to maintain the quality of Empathy by always prioritizing customers and providing services regardless of the status or position of consumers.
2. Meanwhile, the variables of tangibles, reliability, responsiveness, and assurance need to be improved, especially in the ability of employees to serve food so that customers get satisfaction.

3. For the next research can improve the limitations that exist in this study. The next research can replace the object or place of research or replace and add variables, both independent or dependent. For example, a brand image can be added or it can be replaced with customer loyalty.

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