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# THE EFFECT OF SERVICE QUALITY AND PROMOTION STRATEGIES ON CONSUMTOR SATISFACTION (Case Study on Consumers at SFA Steak & Resto Karanganyar)

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**Abstract:** The purpose of this study is to test and analyze the extent to which the quality of service and promotion strategies implemented by SFA Steak & Resto Karanganyar whether the effect on increasing customer satisfaction. Researchers use this type of research causal quantitative research methods. This research instrument uses a questionnaire that has been distributed to respondents SFA Steak & Resto Karanganyar customers. Samples were taken by 100 respondents using techniques Non-Probability Sampling and the approach Incidental Sampling. Data were analyzed using multiple linear regression analysis to find out which variable between service quality and promotion strategies was the most dominant influence on consumer satisfaction. Based on the results of this study, shows that partially the quality of service variables significantly positive effect on customer satisfaction. This can be proved by the results of the t-test statistics for service quality variables with at count of 2.714 with a significant value of 0.008 smaller than 0.05 ( $0.008 < 0.05$ ), and the regression coefficient has a positive value of 0.095. While the promotion strategy variable does not significantly influence consumer satisfaction. This can be proven by the results of the t-test statistics for the promotion strategy variable with at count of 1.560 with a significant value of 0.122 greater than 0.05 ( $0.122 > 0.05$ ), and the regression coefficient has a positive value of 0.071.

**Keywords:** Service quality, Promotion strategies, Consumtor

## 1. Introduction

Business is the key to success in achieving life goals. The development of an increasingly modern era requires business people to be more creative because competition in the business world is getting tougher. One of the successes in a business can be felt when the business is growing and making a profit. The contribution of food and beverages is one of the economic contributors that is quite high (Maulana, 2021). The Ministry of Industry revealed that the important role of the food and beverage industry can be seen from its consistent and significant contribution to gross domestic product (GDP), non-oil industry and increased investment realization (Anggara, 2020). Trends in the number of food and beverage companies in large industrial categories also showed an increase (Firmansah, 2020).

The data explains that value of the food and beverage industry shows that the growth trend from 2014 to 2018 increased rapidly. In 2014, the value of the food industry has reached 117 trillion rupiahs and in 2018, the food and beverage industry sector has increased and reached 165 trillion rupiah (Mahardhika, 2018). Based on these data it can be said that the growth of the food and beverage business in Indonesia has increased every year, this makes business people increasingly interested in businesses engaged in food and beverages (Kurniawan, 2020). Thus, business people are demanded to be more creative and innovative so that they can attract and retain consumers to remain in the development of the existing business world (Firmansah, 2021). This can be done by maintaining

a sense of satisfaction and pleasure from consumers of the brand of products or services provided.

Seeing this, making businesses, especially culinary businesses that survive maintain confidence in consumers to provide the best service, guarantee and product offerings. Increasingly high competition, many ways to improve product quality in terms of varying food menus, drinks, prices, facilities, and services. Varied menu with affordable prices and providing good facilities and services are expected to provide satisfaction to the consumer (Hartanto & Fransisca, 2019). Quality of service is one of the efforts to meet the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. Service quality can be assessed from five elements namely tangibles, reliability, responsiveness, assurance, and empathy, which of the five elements can create satisfaction felt by consumers. Quality of service is used by companies in promoting and creating a good image of the company (Mulyana & Fransisca, 2019).

Besides, one marketing strategy that can bind consumers is a promotion strategy. Promotion is a communication tool used by companies to convey information to consumers (Kurniawan, 2020). Either through advertising, sales promotion, public relations, and direct marketing. By promoting, the product will be known by consumers and consumers are expected to be interested in providing the product. Promotion is a way to attract the attention of consumers and retain consumers (Kurniawan, 2021). To keep consumers happy and consumers are expected to make repeat purchases. In addition to the promotion of business people must also provide good service to create a sense of satisfaction felt by consumers (Aprianto, 2016; Zarkasyi, 2021).

Companies prioritize customer satisfaction as an additional value of the company, as a guarantee in the future so as not to disappoint consumers. Consumer satisfaction is a condition of consumers who are either satisfied or not fully satisfied. After achieving desires and expectations on the menu, facilities, services, and entertainment provided to consumers. Consumers will reciprocate and feel satisfied if the desires and expectations are fulfilled. Conversely, if consumers are not fully satisfied, they will give an evaluation or suggestion (Anggia & Ogi, 2015).

SFA Steak & Resto which is a Javanese restaurant with a modern traditional concept as a characteristic that is different from the others. Steak & Resto was founded in 2005, pioneering from a fairly simple restaurant, so SFA Steak & Resto now has branches everywhere. SFA Steak & Resto, aside from serving as a restaurant, provides good food with quality ingredients, SFA Steak & Resto also provides maximum service. Just as SFA employees serve customers quickly and well, greet consumers, and adequate facilities. By the vision and mission adopted by SFA Steak & Resto, namely providing the best service, high quality, high integrity, innovative and cooperation. Other supporting factors can be seen in terms of SFA Steak & Resto promotion. These promotions are determined according to the target market. SFA Steak & Resto market segment from children to adults, with a target market in the lower middle class. SFA Steak & Resto uses promotion as a reference for its main business strategy, because the promotions offered by SFA Steak & Resto are not free. SFA Steak & Resto has an interest in promotions offered to consumers. The SFA Steak & Resto promotion is offered as follows: 1) Providing free menus to consumers with the specified requirements, such as free fasting Monday & Thursday, someone born in August, and so on. 2) Giving discounts on menus or new menus and at events certain, such as discounts for students participating in events certain, such as photo contests with a total prize of 1 million, moments shared with families, milk-drinking competitions, blood donor social programs, etc. so on.

In the background that has been exposed, the authors are interested in further researching and understanding in more detail the influence of service quality and the concept of promotion strategies built by SFA Steak & Resto on consumer satisfaction.

## 2. Literature Review

### 2.1. Consumer Satisfaction

Satisfaction is a feeling of pleasure or disappointment of someone who comes from a comparison between his impression of the performance or results of a product and expectations. That consumer satisfaction can be seen from the level of one's feelings after comparing (the performance or results) that are felt compared with expectations (Santosa, 2019).

Consumer satisfaction explains that three indicators can be used to measure customer satisfaction.

- a. Consumer satisfaction is related to customer satisfaction in using products produced by the company
- b. Consumer satisfaction is related to the attributes of the service such as the promised warranty, the process of fulfilling service or delivery and the process of solving the problem provided
- c. Consumer satisfaction is related to consumer purchasing procedures concerning product (Prayogo & Pranata, 2015).

### 2.2. Service Quality

Quality of service is an additional value created by consumers to compare their expectations of services and their perception of how services are provided to consumers. Service quality as the difference between consumer expectations and service perceptions with a view of building excellence in competition (Apriyani & Sunarti, 2017).

The quality of this service can be measured using the following five Indicators (Carolina, 2019):

- a. Tangibles, which is focused on products that present physical services that include adequate facilities, adequate location strategies for consumers to reach and the location of equipment that can support the service process of building design that is comfortable and attractive, this making consumers increasingly enjoy it, clothing used by neat, friendly, polite and introverted employees (Anggara, 2021).
- b. Reliability is the ability to provide services in accordance with what has been promised precisely which includes being able to provide good service, the ability to provide accuracy and accuracy in service, the same service to all consumers.
- c. Responsiveness is a good response and quick in serving consumers and the rights of consumers get clear information. The ability to provide fast and responsive services, the ability to help consumers when difficulties and problems, able to provide good service on an ongoing basis.
- d. Assurance is the ability to inspire trust and confidence in yourself consumers include being able to provide trust and confidence to the consumer, politeness, and friendliness in service.
- e. Empathy is the service emphasizes consumers as individuals which include providing understanding and individual knowledge to consumers, understanding consumer needs regardless of social status, providing 3S (Senyum, Salam, Sapa).

### 2.3. Promotion Strategies

Promotion strategies is the main way used to enhance the company's image, by advertising the company's products and brands through several media and word of mouth (Anggara, 2021). It can be concluded that the promotion strategy is an activity that has been planned to persuade, attracting consumers to want to buy company products so that the goal to increase sales is expected to be achieved (Purba, 2015).

Promotion element is a strategy that marketers want to manage to be able to influence consumers to buy a product or service (Latief, 2018). There are elements in the promotion strategy as follows:

- a. Advertising is everything nonpersonal paid form of present information about the product, brand, company, or store.
- b. Personal Selling here involves direct personal interaction between potential buyers and sellers.
- c. Sales Promotion as one of the indicators in marketing campaigns, various design strategies that incentives are mostly long-term and short-term portion.
- d. Public Relation is a communication activity in building an image good of the company, maintaining trust with shareholders or stakeholders (Zarkasyi, 2021).
- e. Direct Marketing is a corporate strategy by using direct channels to consumers, to reach and deliver goods and services to customers without any marketing intermediaries.

### 3. Research Method

This study are causal quantitative research methods. Causal research is research that explains the relationship between two or more research variables and the relationship between its causal variables, effect. In this study, the variable which plays as a cause (independent variable) is service quality and promotion strategies, and the variable whose position as a result (dependent variable) is consumer satisfaction.

This study uses a questionnaire as a research instrument with a measuring Likert scale. The population in this study were people who had bought food at the SFA Steak & Resto Karanganyar restaurant. This research using Nonprobability Sampling, with Incidental Sampling, which is a sampling technique is based on coincidence, anyone who happens to meet with the characteristics of a one-time purchase the sample to be taken amounted to 100 respondents. Data collection in this study is a survey and analysis techniques is multiple linear regression.

### 4. Result and Discussion

#### 4.1. The Multiple Liniear Regression Test

Based on the results of the validity and reliability tests above it can be concluded that the existing data shows valid and reliable so that analysis can be done about the relationship between one dependent variable with two or more independent variables (Sugioyono, 2013).

Model		Coefficients <sup>a</sup>			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.695	1.378		2.682	.009
	Service Quality_X1	.095	.035	.383	2.714	.008
	Promotion Strategies_X2	.071	.046	.220	1.560	.122
R		= 0.576 <sup>a</sup>				
R <sup>2</sup>		= 0.332				
Adjusted R <sup>2</sup>		= 0.319				
F <sub>hitung</sub>		= 24.136				
F <sub>sig</sub>		= 0.000				
F <sub>table</sub>		= 3.09				

Source: Processed from primary, 2019.

Based on table 4.15 multiple linear regression test results can be made the following regression equation:

$$Y = 3,695 + 0.095 X_1 + 0,071 X_2 + e$$

Y = Consumer Satisfaction X1 = Service Quality

X2 = Promotion Strategies

e = error

B0 = can be interpreted as sigt (0.009) <  $\alpha$  (0.05)

B1 = 0.095 indicates that if the variable quality of service (X1) increased by one unit of the scale of customer satisfaction variable (Y) increased by 9.5%

B2 = cannot be interpreted as sigt (0.122) >  $\alpha$  (0.05)

Explanation of the multiple linear regression equation is as follows:

1. The Effect of service quality on consumer satisfaction SFA Steak & Resto Karanganyar.  
H1: Service quality has a significant positive effect on customer satisfaction.

Based on the analysis above, it can be seen as a significant value (sig) variable quality of service (X1) is 0,008 and the value of T is 2,714. Because the value of sig.t <  $\alpha$  (0.008 < 0.05). This proves that H1 was accepted and Ho was rejected.

2. The Effect of promotion strategies on consumer satisfaction SFA Steak & Resto Karanganyar

H1: Promotion strategies does not have a significant positive effect on customer satisfaction

Based on the results of the data analysis above, it can be seen that the significant (sig) variable of the promotion strategy (X2) is 0.122 and the T value is 1,560. Because the value of sig.t >  $\alpha$  (0.122 > 0.05). This proves that H1 was rejected and Ho was accepted. From The results of the statistical calculation show that F count < F table is 24.136 and sig. f is 0.000 < 0.05 (3.09). So, it can be concluded that together or simultaneously the independent variables namely service quality and promotion strategies significantly influence customer satisfaction. It can be concluded that the coefficient of determination (R2) has value at 0,332. This shows that 33,2% of customer satisfaction is influenced by service quality and promotion strategies. While the rest with a value of 66,8% customer satisfaction is influenced by other variables outside this study.

## 5. Discussion

### 5.1. The Effect of Service Quality on Consumer Satisfaction at SFA Steak & Resto Karanganyar.

The results of this study indicate that service quality has a significant positive effect on customer satisfaction at SFA Steak & Resto Karanganyar. This can be proved by the results of t-test statistics for service quality variables with at count of 2.714 with a significant value of 0.008 smaller than 0.05 (0.008 < 0.05), and the regression coefficient has a positive value of 0.095. This shows that there is a significant influence between service quality variables on customer satisfaction variables or can be called H1 was accepted and Ho was rejected.

### 5.2. The Effect of Promotion Strategy on Consumer Satisfaction at SFA Steak & Resto Karanganyar.

The results of this study indicate that the promotion strategy does not significantly influence consumer satisfaction at SFA Steak & Resto Karanganyar. This can be proved by the results of the t-test statistics for the promotion strategy variable with at count of 1,560 with a significant value of 0,122 greater than 0.05 (0.122 > 0.05), and the regression

coefficient has a positive value of 0,071. This shows that there is no significant effect between the variables of the promotion strategy on the variable of customer satisfaction or can be called H1 was rejected and Ho was accepted.

## 6. Closing

### 6.1. Conclusion

Based on the results of research conducted at SFA Steak & Resto Karanganyar it can be concluded that the value of R2 has a value of 0.332. This shows that 33.2% of consumer satisfaction is influenced by service quality and promotion strategies. While the rest with a value of 66.8% customer satisfaction is influenced by other variables outside this study. then from each variable explained as follows:

- a. Service quality (X1) has a significant positive effect on consumer satisfaction at SFA Steak & Resto Karanganyar. This proves that H1 was accepted and H1 was accepted and Ho was rejected. based on the results of this study states that consumers make service quality as a factor that affects consumer satisfaction
- b. Promotion strategy (X2) does not have a significant positive effect on consumer satisfaction at SFA Steak & Resto Karanganyar. This proves that H1 was rejected and H1 was rejected and Ho was accepted. based on the results of this study states that consumers do not make the promotion of star as a factor that affects consumer satisfaction.

### 6.2. Suggestion

Based on the conclusions in this study, the following suggestions can be given by researchers.

#### 1. SFA Steak & Resto Karanganyar

- a. SFA Steak & Resto Karanganyar to always improve and maintain the quality of service by the vision and mission that has been applied, to create increased customer satisfaction.
- b. SFA Steak & Resto to always evaluate, determine the right and targeted decisions in the promotion strategy by frequently holding promotions to attract consumers to visit often.

#### 2. Future Research

In future studies, researchers suggest adding other independent variables in addition to service quality and promotion strategies which can certainly affect the dependent variable, namely customer satisfaction, such as marketing mix, image brand, customer experience and so on to better complement this research. Because there are many other independent variables outside this study that might affect consumer satisfaction. So that the data obtained will be more comprehensive (valid).

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