

Analysis of the Effect of Service Quality on Customer Satisfaction on Renjiro Sushi House Multatuli Medan

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Abstract: Customer Satisfaction is one of the keys that determines the success of a company that the products and services offered have met customer needs. Customer satisfaction is an important thing that should be achieved by the company. Customers who are not satisfied with the services provided, it is likely that customers will not be loyal to the company. The company naturally takes measurements to determine the level of customer satisfaction so that it can strive for the best service. In measuring service quality, there are five variables that can be used, namely reliability, assurance, tangibe, empathy, and responsiveness. This research was conducted at Renjiro Sushi House Multatuli Medan, where the five variables were examined to find out which variables affected customer satisfaction. The research was conducted by distributing questionnaires to visitors at Renjiro Sushi House Multatuli Medan. Analysis of questionnaire data was done using SPSS version 23. From the results of the study it can be concluded that reliability, tangible, empathy, and responsiveness significantly influence customer satisfaction Renjiro Sushi House Multatuli Medan.

Keywords: Customer Satisfaction, Service Quality, Reliability, Assurance, Tangible, Empathy, Responsiveness

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I. Introduction

Japanese food restaurants in Indonesia have flourished since the last few years. Japanese restaurants with Japanese specialties can be accepted by Indonesian tongues. Various specialties of Japanese food such as sushi and ramen, began to be favored by the people of Indonesia. This can be seen from the increasing number of Japanese restaurants in Indonesia, especially in big cities in Indonesia.

Competition for Japanese food restaurants in Medan city is still not as tight as other major cities in Indonesia. In the city of Medan, the Japanese restaurant business is still not so much. Restaurants that are currently more popular are restaurants located in major shopping centers or malls in the city of Medan. It was marked by always crowded customers until customers queued to wait for an empty table turn on weekends.

The phenomenon of certain restaurants that are always crowded with visitors at weekends and weekdays is of course accompanied by customer satisfaction for the service provided by the restaurant. Customers who are satisfied with a particular restaurant, it is likely that he will come back again to visit again. However, customers who are not satisfied with a particular restaurant, then he will not re-visit the restaurant. Satisfied customers can spread positive comments about certain restaurants to their friends, while dissatisfied customers have the possibility to spread negative comments to their friends.

One of the Japanese restaurants in Medan is Renjiro Sushi House Medan. Established since 2013, Renjiro Sushi has been established for almost five years in serving Japanese food in the city of Medan. Targeting the market for Japanese food connoisseurs in the city of Medan, Renjiro Sushi always pays attention to food quality and adjusts the taste with the tongue of consumers in the city of Medan. The food menu available at Renjiro Sushi is a sushi menu and noodle / ramen menu. Located on Multatuli Street, Multatuli Complex, Medan, the location for choosing Renjiro Sushi place is very strategic because it is a location known as a series of restaurants for those who want culinary hunting in Multatuli. The standard price of food at Renjiro Sushi is quite affordable.

Over the past two years, Renjiro Sushi has faced a decline in sales levels marked by a decrease in the number of sales turnover. Since 2016 and 2017, the total sales turnover has decreased from the following month. Here are the sales of Renjiro Sushi from 2016 to 2017:

Table 1.1 Renjiro Sushi Sales Turnover in Medan

Year	Sales Turnover	%
2015	4,425,650,500	
2016	4,017,560,800	10.16%
2017	3,220,675,900	24.74%

Source: Renjiro Sushi Medan Financial Report 2017

From Table 1.1 it can be concluded that there has been a decrease in the number of sales from 2016 and 2017 which was stated with a decrease of 10.2% in 2016 and 24.7% in 2017. This prompted researchers to analyze the alleged causes decrease in the number of sales at Renjiro Sushi Medan.

Customer satisfaction for services provided by employees cannot be clearly measured. The absence of periodic surveys carried out and the absence of a box of criticism and suggestions that became a forum for delivering customer aspirations. Based on direct research in the field with several visitors who were eating at a restaurant on May 1, 2018, there were several complaints that were submitted through direct interviews. The first thing to be considered by visitors is the length of time the order is served, from the order until the food is served on the dinner table. It is judged that the timeliness of serving food from orders to orders is over 10 minutes, where the restaurant is not crowded. Another thing expressed by visitors is the speed of service for employees, where when visitors want to call or ask for something, the employee does not respond immediately. In addition, other visitors also expressed complaints about the lack of understanding of employees when there were visitors who asked various menu choices and menu recommendations for some visitors who had dietary restrictions on certain menus.

Based on the results of direct observations in the field with direct interviews with restaurant visitors, the factors in the form of service quality will be analyzed to determine what factors significantly influence customer interest and satisfaction in visiting Renjiro Sushi restaurants. According to Parasuraman (1990), service quality consists of five component variables, namely reliability, responsiveness, assurance, empathy and tangible. Reliability is the responsiveness of restaurant employees to serving customers. Responsiveness is an analysis of how responsive Renjiro employee services are, is still considered lacking in the eyes of the customer. Assurance will analyze employee understanding of the food menu and customer needs so that when visitors ask various menu choices and menu recommendations. Empathy analyzes the influence of employee attitudes in understanding customer needs. Tangibalalisa physical factors for the restaurant Renjiro, whether customers are satisfied with the appearance of the restaurant, food to current employees. These five variables will be examined in analyzing the influence of service quality on customer satisfaction at Renjiro Sushi House Multatuli Medan. The five variables will be independent variables with customer satisfaction as the dependent variable in this study.

II. Theoretical Review

2.1 Marketing

According to Laksana (2008: 4), marketing is all activities that offer a product to meet the needs and desires of consumers. Marketing comes from the market word which means the meeting place of buyers and sellers. The market is defined as a set of buyers and sellers who transact on a particular product or product class. The market provides a means of meeting between sellers and buyers so that the sale and purchase transaction is created.

The core concept in marketing according to Kotler (2002) is:

1. Needs, Desires, and Requests

Needs are basic human living conditions that require air, food, drinking water, food, and shelter to survive. These needs can turn into desires when directed to certain objects that can satisfy those needs. Demand is the desire for certain products supported by the ability to pay. Desire is desire to satisfy certain needs. A business that is able to compete is a business that can help customers learn what they want.

2. Products

The product is everything that the seller can offer to buyers on the market. Products can be divided into three, namely products, services, and ideas or ideas. Examples of products in the form of goods are cars, houses, electronic equipment, kitchen appliances, food, beverages, and so on. Services in the form of hospitals, banking, salons, and so on. Product ideas can be ideas, customer time saving services and so on.

3. Value, Cost and Satisfaction

The company fulfills its needs by offering value, which benefits customers will receive in meeting customer needs. Value is a consumer estimate of the overall ability of the product in satisfying their needs. The cost element is the cost that must be incurred when owning a product. For example, a car is bought because it

has a value that can meet the needs of customers who always travel far, but in owning a car there are sacrifices that must be paid, namely the cost of gasoline, engine maintenance, and so on.

4. Exchange and Transactions

Exchange, which is the core concept of marketing, includes acquiring the desired product from someone by offering something instead. Exchange is defined as a way to get something you want from someone by offering something instead. Transaction is the exchange of value between two parties that are mutually beneficial. Marketers try to build long-term relationships with customers, distributors, suppliers, and suppliers. This will form a reliable marketing network and business relationship (relation marketing).

5. Relationships and Networks

Marketing is a social and managerial process where individuals and groups get their needs and desires by creating, offering and exchanging something of value to each other. Relationship marketing is an activity to build long-term relationships that benefit both parties. Relationship marketing will create strong economic and social ties with various parties. This marketing network consists of companies and related parties, namely employees, suppliers, customers, suppliers, partners, advertising agents, and so on.

6. Market

Traditionally, "market" is a physical place where buyers and sellers gather to exchange goods. Economists now describe the market as a collection of buyers and sellers who make transactions on a particular product or group of products (housing or food market).

7. Marketers and Prospective Customers

Marketers are people who seek resources from other people and want to offer something of value to it. Marketers can also be interpreted as someone who seeks responses in the form of attention, purchasing, voting, and donations from other parties so that the product or service distributed can find interested persons. The task of a marketer is to work on the market and create markets to find potential customers. Prospective customers are people who have demand for products or services sold by marketers.

2.2 Marketing Services

Marketing mix or marketing mix is the company's marketing strategy defined by Kotler and Armstrong (2014: 76) that the marketing mix is the marketing variable used by companies to respond to the achievement of the company's target market. Marketing mix is a collection of controlled variables to produce the expected response from the target market. The service marketing mix consists of seven elements, namely: products, price, promotion, place, people, process, and physical evidence.

a. Product

Products are an important element in a marketing program. Product strategies can influence other marketing strategies. Purchasing a product is not just to own the product but also to meet the needs and desires of consumers.

b. Price

Price is an economic sacrifice made by customers to obtain products or services. In addition, price is one of the important factors for consumers in making decisions to make transactions or not. Prices are said to be expensive, cheap or mediocre from each individual does not have to be the same, because it depends on individual perceptions against the background of the living environment and individual conditions.

c. Promotion

Promotion is the activity of communicating information from the seller to consumers or other parties in the sales channel to influence attitudes and behavior. Through advertising a company directs persuasive communication to target buyers and the public through media called mass media such as newspapers, magazines, tabloids, radio, television and direct media. Promotional media that can be used in this business include advertising, sales promotion, publicity and public relations, and direct marketing. Determination of promotional media to be used is based on the type and form of the product itself.

d. Place (Distribution Channel)

Kotler and Armstrong (2014) states that "Distribution channels consist of a set of institutions that carry out all activities (Functions) that are used to distribute products and their owner's status from producer to consumer". From the definition above it can be interpreted that the distribution channel of an item is the whole

activity or function to move the product accompanied by the right of the owner from the producer to the end consumer or industrial user. Distribution is related to the ease of obtaining products in the market and is available when consumers look for it. Distribution shows various activities carried out by companies to make products or services obtained and available to target consumers.

e. People (Participants)

The meaning of participants here are employees of service providers and sales, or people who are involved directly or indirectly in the service process itself, including the receptionists, doctors, nurses, consultants, and so on.

f. Process

Process is an activity that shows how the service is given to consumers while purchasing goods. Business managers through front liners often offer various forms of service for the purpose of attracting consumers. Facilities for free consulting services, product delivery, credit cards, card members and service facilities that influence the company's image.

g. Physical evidence

Physical environment is a condition or condition in which also includes the atmosphere. The characteristics of the physical environment are the most visible aspects in relation to the situation. What is meant by this situation is the situation and geographic conditions and institutional environment, decoration, room, sound, aroma, light, weather, smoothing and visible layout or important environment as an object of stimuli.

Of the seven elements of marketing mix, which is the key to success for a business (services that are located / salon / spa / internet cafe), among others, are complete service products that are ready to offer (one stop service), strategic location, friendliness and effectiveness of services, parking adequate, and other facilities supporting consumer comfort.

2.3 Quality of Service

The quality of service intended is to provide an optimal form of service in meeting the needs, desires, hopes and satisfaction of the people who ask for service and ask for service. According to Parasuraman, Zeithamal & Bery (Rangkuti, 2002: 29), that to be able to determine service quality standards can be seen from the following dimensions or criteria: reliability, responsiveness, competence, access (easily obtained), courtesy (hospitality), communication, credibility (trustworthiness), security, understanding (understanding customers), tangibles.

According to Parasuraman (1990), the concept of service quality related to satisfaction is determined by five elements commonly known as the term "service quality" RATER (reliability, assurance, tangible, empathy and responsiveness). The concept of RATE service quality is to shape the attitudes and behavior of service developers to provide a form of service that is strong and basic, the agency gets an assessment in accordance with the quality of services received. Components of RATER service quality consist of:

1. Reliability

Reliability is the ability and reliability of a person to provide a trusted and convenient service for its customers. every employee is expected to have the ability in high knowledge, expertise, independence, mastery, and professionalism, so that the work carried out produces a satisfying form of service, without any complaints and excessive impressions of services received by the community (Parasuraman, 1990).

2. Responsiveness

Responsiveness is the ability to help and provide services quickly and precisely, and responsive to customer desires. Responsive attitude is accompanied by a positive attitude and takes the initiative to help customers and meet customer demand.

3. Assurance

Assurance is the ability and friendliness and courtesy of employees in convincing consumer confidence. Employees who are on time in service so that customers feel guaranteed that what they want will be fulfilled. The form of certainty of a service is largely determined by the guarantee of employees who provide services, so that the people who receive services are increasingly satisfied and believe that all forms of service matters are completed and completed in accordance with the speed, accuracy, ease and quality of services provided.

4. Empathy

Empathy is the ability to create desires to help others, experience the same emotions as others, and know what other people feel and think about. Employees who have empathy will prioritize the interests of customers, and serve with all their heart.

5. Tangibles

Tangibles are service quality in the form of office infrastructure, computerization of administration, waiting room, and place of information. The appearance of employees who serve customers, the location of these services is carried out and the ease of customer access in service requests affects the quality of service.

2.4 Customer Satisfaction

Customer satisfaction is an important factor that influences whether customers are willing to revisit a place. The factors that influence customer perceptions and expectations according to Gaspersz in (Nasution, 2005: 50) are as follows:

1. Needs and desires related to the things that customers feel when they are trying to do transactions with product manufacturers / suppliers (companies). If at that time the needs and desires are large, the expectations or expectations of the customer will be high, and vice versa.
2. Past experience when consuming products from companies and competitors.
3. Experience from friends, where they will tell the quality of the product that the customer will buy. This clearly affects customer perceptions, especially on products that are perceived as high risk.
4. Communication through advertising and marketing also affects customer perceptions. People in the sales and advertising department should not over-campaign past the customer's expectations.

According to Kotler and Armstrong (2001: 9), consumer satisfaction is the extent to which the assumption of product performance meets the expectations of buyers. If the product's performance is lower than the customer's expectations, the buyer will feel satisfaction or feeling happy. According to Irawan (2004: 37), the factors that drive customer satisfaction are as follows:

1. Quality of products, customers are satisfied if the quality of the product is good after buying and using the product
2. Prices, affordable prices are an important source of satisfaction because customers will get high value for money.
3. Quality of service, satisfaction with service quality is a determinant consisting of several dimensions, one of which is SERVQUAL.
4. Emotional factors, customers will feel satisfied that they will be proud because the availability of emotional value provided by the brand of the product.
5. Costs and convenience, customers will be more satisfied if the availability of convenient and efficient means of obtaining these products.

Measurement of customer satisfaction is very important for every business because this step can provide feedback and input for the needs of developing and implementing strategies to increase customer satisfaction. In principle, customer satisfaction can be measured by various methods. According to Kotler quoted by Fandy Djiptono (2001: 34-35), companies can use the following methods:

a. Organizational Complaints and Advice System

A system of complaints and suggestions will make it easier for customers to provide feedback. In a company, a form should be provided about what the customer likes and dislikes. Can also provide a suggestion box or even a toll-free telephone number that will be able to accommodate all complaints from customers. This flow of information provides many ideas and allows companies to act quickly to solve problems that occur in the field.

b. Company Consumer Satisfaction Survey

The company provides a means to measure customer satisfaction by conducting periodic surveys. Companies send a list of questions or call a group of random samples from their latest buyers to find out their assessment of various aspects of company performance, for example: Asking satisfied and dissatisfied, customer expectations about an attribute, problems faced by customers, suggestions from customers for performance improvements company, ranking various elements and how well the company's performance in each element

c. Shopping for ghosts

This method is to get an overview of customer satisfaction and report positive things (strengths) and negative things (weaknesses) that they experience when buying company products and competing products.

This ghost shopper can also pretend to make certain problems to test whether the employee or company can handle the problem well or not.

d. Analysis of Customer Loss

Companies must contact customers who have not returned or who have replaced suppliers to find out the cause.

Customer satisfaction is also related to the services provided by employees at Renjiro. Parasuraman, Zeithaml, and Berry in Tjiptono and Chandra (2011: 196) identify five main dimensions in service quality, namely: reliability, responsiveness, assurance, empathy, tangibles.

III. Materials and Method

3.1 Types of Research

The researcher distributed questionnaires which then produced data in the form of numbers so that they could be tested quantitatively with the help of the SPSS program. This type of research is causal research.

3.2 Location of Research

This research will be carried out at Renjiro Sushi Restaurant, Jalan H. Misbah, Multatuli Indah Blok CC Complex No. 12-13, Medan Maimun, 20151.

3.3 Population and Samples

The population in this study were consumers who visited the Renjiro Sushi Medan Restaurant in the period of August 2018. Consumers who were the target of the study were consumers of Japanese food lovers and who happened to be eating at the Renjiro Sushi Restaurant in Medan. Visitors who come to eat at the place or who buy to take home, both those who have visited more than once or who have visited the Renjiro Sushi Restaurant for the first time.

The sampling technique is to use probability sampling methods. The procedure of probability sampling technique used is accidental sampling. Accidental technique is a sampling technique based on who happens to be found by researchers at the research location and aged over 17 years. It is determined by 10% (0.01) and 95% confidence level. So the sample for this study was as many as 100 respondents who visited the Renjiro Sushi Medan Restaurant.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Sugiyono (2010) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

This analysis is conducted to see if there is a causal relationship between the two variables or examine how large one variable affects the other variables. Relationship between variables that describe the function, namely: $y = f(x)$. This function explains the relationship between the dependent variable (Y) and the free variable (X). Hypothesis testing using t test, F test, r squared test.

IV. Results and Discussion

4.1 Analisis Deskriptif

Descriptive analysis in this study is a description or explanation of the results of primary data collection in the form of a questionnaire that has been distributed to 30 respondents. The research respondents tested the validity and reliability testing of visitors to Renjiro Sushi House Medan.

The characteristic in question is the identity of respondents who filled out the questionnaire as a sample in this study. Characteristics of respondents consisted of gender, age and occupation of respondents who filled out the questionnaire validity test and reliability test in this study. Respondents in question are 30 Renjiro Sushi House visitors.

Data relating to the characteristics of the respondents were then processed by descriptive analysis. Descriptive analysis is used to get a general description of the identity or characteristics of respondents.

Based on the data, the majority of respondents in this study were female sex of 16 people. Respondents aged 25-35 years were the majority respondents of 20 people. The majority of education levels are undergraduate graduates with 19 respondents.

4.2 Results and Discussion

1. Effect of Reliability on Customer Satisfaction

From the results of the research that has been done, it can be seen that the reliability (X_1) has a significant effect on customer satisfaction at Renjiro Sushi House Medan. This is evidenced by the results of a number of tests conducted where the value of $t_{count} > t_{table}$ with the probability value of the satisfaction variable is smaller than 0.05.

From the data it is known that the mean value of each question for reliability (X_1) is worth 4.01. This value is quite high so that it can be concluded that the reliability of Renjiro House Medan customers tends to be good. In addition, it can also be seen that the employee reliability indicators have the lowest value, this indicates that there is a tendency towards the reliability of employees compared to accuracy and expertise or accuracy in service. Based on direct interviews with respondents, it was found that the majority of respondents were satisfied with employee service and felt confident with employees.

According to Parasuraman (1990), every employee is expected to have the ability in expertise, independence, mastery, and work professionalism so as to produce satisfying service. In this study, indicators of employee reliability are the lowest among other indicators. In this case, employee reliability is proof that employees have high professionalism in providing services.

The conclusion of the reliability factor is that Renjiro Sushi House has a high reliability value. However, the employee reliability factor can be increased so that it shows the professionalism of the services of its employees.

2. Effect of Assurance on Customer Satisfaction

From the results of the research that has been done, it can be seen that assurance (X_2) does not have a significant effect on customer satisfaction at Renjiro Sushi House Medan. This is evidenced by the results of a number of tests conducted where the value of $t_{count} < t_{table}$ with the probability value of the satisfaction variable is greater than 0.05.

From the data it can be concluded that the mean value is quite good, namely in the term 4.013. This indicates that Renjiro Sushi House employees have the knowledge and authority to be able to solve problems well in front of customers. Based on direct interviews with respondents, the employee does not promise something that cannot be fulfilled, and the customer is also sure that when the employee promises to provide a solution, it will be fulfilled.

According to Parasuraman (1990), assurance provides assurance that all forms of services provided will be completed and completed. The assurance value in this study is the one that has the highest mean, where many high scores are given by the customer in filling out the questionnaire.

Although the assurance indicator does not have a significant effect on customer satisfaction, the indicators of knowledge and mastery of menus or companies of employees can be improved. This is so that the assurance of Renjiro Sushi House can be better and more consistent.

3. Effect of Tangible on Customer Satisfaction

From the results of the research that has been done, it can be seen that Tangible (X_3) has a significant influence on customer satisfaction at Renjiro Sushi House Medan. This is evidenced by the results of a number of tests conducted where the value of $t_{count} > t_{table}$ with the probability value of the satisfaction variable is smaller than 0.05.

From the data it can be concluded that the mean value is quite good, namely 3.9. This indicates that Renjiro Sushi House's appearance has been able to attract customers. The highest indicator that affects customer satisfaction is the appearance of neat and clean employees. The low results lie in the spatial and location indicators. The tendency of customers to assess that there is a decline in value is arranged in the space and location of Renjiro Sushi House.

Based on the results of interviews with respondents, it was found that respondents complained about the location of Renjiro Sushi that was difficult to reach. This is also due to the location of the restaurant located at the end of the road. According to Parasuraman (1990), service quality is also influenced by employee appearance, location, and ease of access both in location and service.

Therefore, respondents also complained about the difficulty of seeing food, because some respondents had difficulty determining what to order, so they preferred to see the food directly and decide whether to order or not.

4. Effect of Empathy on Customer Satisfaction

From the results of the research that has been done, it can be seen that Empathy (X_4) has a significant influence on customer satisfaction at Renjiro Sushi House Medan. This is evidenced by the results of a number of tests conducted in which the value of $t_{count} > t_{table}$ with the probability value of the satisfaction variable is smaller than 0.05.

From the data it can be concluded that the mean value is quite good, which is 3.93, but is quite low compared to other variables. This indicates that Renjiro Sushi House's appearance has been able to provide empathy to customers. The highest indicator that affects customer satisfaction is employees who care about customer needs. However, the lowest indicator is about employees who are less able to establish good relations with customers.

Based on the results of interviews with respondents, there were complaints about employees who could not recognize customers who had come several times. According to Parasuraman (1990), empathy is the ability to create desires to help others, establish harmonious emotions, and know what others want. In enhancing relationships with customers, employees are considered to lack initiative in establishing relationships with customers, such as asking about the taste of food that they feel is enough or still lacking, or starting initiatives such as refilling glass.

5. Effect of Responsiveness on Customer Satisfaction

From the results of the research that has been done, it can be seen that the Responsiveness variable (X_5) has a significant influence on customer satisfaction at Renjiro Sushi House Medan. This is evidenced by the results of a number of tests conducted in which the value of $t_{count} > t_{table}$ with the probability value of satisfaction variables is smaller than 0.05. The results of the responsiveness data tabulation research are also processed descriptively as shown in Table 4.27:

From the data it can be concluded that the mean value is quite good, which is assumed to be 4. Based on the data processed above, it can be concluded that the lowest indicator is in the attitude of not delaying customer service and on employee indicators that are responsive to meeting customer demand.

Based on the results of interviews with respondents, there were complaints regarding the slow response given if the customer wanted to ask for something from the employee, both in response to the call and when asked to return if after a few minutes the customer request had not been given. According to Parasuraman (1990), responsiveness is the ability to help and provide something quickly and responsively. Responsiveness and initiative are highly valued by customers, and this should be trained by employees of Renjiro Sushi House Medan.

4.3 Managerial Implications

Based on the results of the analysis and conclusions of this study, it is expected to be able to provide benefits to several parties, in this case consumers and for the company Renjiro Sushi House Medan. The research implications of managerial Renjiro Sushi House Medan are:

1. Based on the analysis of conclusions, it can be seen in the reliability variable that the indicator states that employees are less reliable in serving customers. Based on this fact, companies should be able to improve employee performance in debriefing skills and agility of employees by providing intensive training based on the scope of work of each employee. For example, employees involved in the kitchen can be given cooking training so that orders can be released on time, serving employees can be provided with an understanding of customer needs.
2. Based on the analysis of conclusions, it can be seen in tangible variables on indicators of locations that are difficult to reach. Companies can start finding solutions for customers who come with their own vehicles, this is because it is difficult to reach the location of a restaurant that is located at the end of the road and parking that is always full. One way that can be done is to provide valet parking for customers who believe in lending their cars to find parking, but another solution is to help provide special parking for guests Renjiro Sushi House.
3. Based on the analysis of the conclusions, it can be seen in the empathy variable on the indicator of the employee who always understands that the customer is declared low. Companies can begin to apply hospitality training to employees who immediately jump in to serve guests, how to be nice and polite, understand customer difficulties before being asked for help, make observations of customer behavior and initiate initiatives, and sincerely help customers who are experiencing difficulties.
4. Based on the analysis of the conclusions, it can be seen in the responsiveness variable on the indicator of employees who do not delay in dealing with customer complaints that are classified as low. The company can

impose service time standards that determine the target for how many minutes since the complaint is received, the employee must act to deal with it. Thus, the standard of service duration at Renjiro Sushi House can be measured and can produce standardized standards if Renjiro Sushi will open a branch in the future. The standardization of this service time will be a reference for future services for Renjiro Sushi to receive new employees, so that every employee has good service quality.

V. Conclusion and Suggestion

Conclusion

The results of the study can be concluded based on the research that has been done, as follows:

1. Reliability has a significant effect on Customer Satisfaction at Renjiro Sushi House Medan.
2. Assurances do not have a significant effect on Customer Satisfaction at Renjiro Sushi House Medan.
3. Tangible has a significant effect on Customer Satisfaction at Renjiro Sushi House Medan.
4. Empathy has a significant effect on Customer Satisfaction at Renjiro Sushi House Medan.
5. Responsiveness has a significant effect on Customer Satisfaction at Renjiro Sushi House Medan.

Suggestion

Based on the conclusions previously stated, the suggestions that can be given for improvement are:

1. Related to reliability where customers feel that employees have been able to fulfill their trust that employees are able to serve well. Indicators in reliability include reliable, precise and accurate services, as well as careful or painstaking service from employees. Improved service to reliability can be improved by creating a measurable service system where when ordering food, employees can first ask guests preferences, whether there are special requests for food or drinks ordered. So that the food or drink served on the table is in accordance with what the guests want. For example, there are customers who have abstinence from eating seafood, so ask not to include seafood in the menu.
2. Regarding assurance, where the assurance variable does not have a significant effect on customer satisfaction. However, even though in this study, the value of assurance does not have a significant relationship with customer satisfaction, but employees must also continue to improve their services so that customers are increasingly satisfied.
3. Relating to tangible, where tangible variables have a significant influence with customer satisfaction. The layout at Renjiro Sushi House can be developed even better, by adding a sushi bar or open kitchen where customers can see the production process directly. In addition, using a more modern spatial design so that it goes into millennial generation preferences, because the majority of visitors in Renjiro are in the age ratio between 25-35 years. The location indicator of Renjiro Sushi House is also low, this can be improved by adding makeup outside the building that attracts attention so that others know what is being sold in the Renjiro Sushi House restaurant.
4. Relating to empathy, where the empathy variable has a significant effect on customer satisfaction. Employees can begin to recognize every guest who comes to the restaurant, so they can recognize guests who have come repeatedly. So that, good relationships can be established between employees and customers. In addition, employees can make observations of customers, so they can find out what customers need before customers ask for help or assistance. This is to increase emotional ties, so that customers feel special attention but not excessive. This can be unique, where restaurants are usually just eating places, but there is no harm in adding more hospitality training to employees, so that everyone comes to know that the service at Renjiro Sushi House is different from other restaurants in general.
5. Relating to responsiveness, where the responsiveness variable has a significant influence on customer satisfaction. It is necessary to apply a ordering system to measuring food that is measured in time, so that the company can set a standard measure of time in doing service. So, between one guest and another guest, the standard of presentation and time can be applied simultaneously. Do a comparison of employees with visitors, with adequate employees, orders can be delivered on time.
6. Suggestions for further research are to dig deeper into other factors that affect customer satisfaction at Renjiro Sushi House which were not discussed in this study.

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