THE EFFECT OF ADVERTISING AND FOOD QUALITY ON CONSUMER SATISFACTION IN ALL YOU CAN EAT RESTAURANTS

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ABSTRACT

'All You Can Eat' are restaurants with a self-service model where customers enjoy a mix of food varieties. This research aimed to determine the effect of advertising and food quality on consumer satisfaction in 'All You Can Eat' restaurants. A quantitative analysis was conducted from April to July 2021 at Pochajjang restaurant and Oppa Galbi Restaurant, Jakarta. The purpose of this study was to determine the magnitude of the influence of advertising and food quality on consumer satisfaction at the All You Can Eat restaurant. Furthermore, a sample of 127 respondents was obtained using the Isaac and Michael formula. The primary data obtained was processed using SPSS 26 software. The results showed that advertisement contributes 24.8% towards consumer satisfaction, whereas food quality showed 48.2% contributions towards consumer satisfaction. The results indicated that advertising and food quality positively and significantly affected customer satisfaction by 41.8%. Further research should examine other variables apart from advertising and food quality towards consumer satisfaction latent variable.

INTRODUCTION

The demand for culinary business has increased in recent years, especially in the Jakarta region. However, from the year 2019 – 2020, the industry for food or beverages experienced a significant performance decline, unlike the previous years when it enjoyed stability. Notably, this decline in performance was because of the COVID-19 pandemic.

The COVID-19 pandemic has also resulted in an increased public awareness and, at the same time, led to anxiety about buying food from outside. Therefore, even though the restaurant provides promos in the form of price discounts, customers are indifferent about the quality and freshness of the food sold. This calls for business actors to monitor and analyze consumer behavior around them. Investing in advertisements can also help in realizing company goals. Adverts create awareness to potential customers regarding the function of the products offered. Notably, customers will hesitate to buy it even though the quality is higher than competing products and prefer buying items they already know.

Successful companies do not only aspire to make profits but also meet customer needs and expectations. However, due to a large customer base, it might be challenging to satisfy them all. A company should strive to reduce consumer dissatisfaction to maintain the current customers and attract others prospective customers.

'All You Can Eat' restaurants in Pochajjang and Oppa Galbi are among the many affected by the COVID-19 pandemic. The two restaurants are all-you-can-eat options in the Jakarta area and have affordable prices for the community. Although the prices are relatively low, the food served is in good quality, and as such, it can be enjoyed by the lower middle class.

Tjiptono (2015) stated that advertising introduces a product with the hope of driving a purchase. Therefore, restaurants advertise to increase consumer confidence in the quality of the food offered. This will indirectly create a long-term relationship between the restaurant and its customers. The stronger the bond between the restaurant and its customers, the easier the consumer satisfaction.

Based on the description above, the research problems can be formulated as follows:
1. Does advertising affect consumer satisfaction at All You Can Eat restaurants?
2. Does food quality affect consumer satisfaction at All You Can Eat restaurants?
3. Do advertising and food quality simultaneously affect consumer satisfaction at All You Can Eat restaurants?

LITERATURE REVIEW
Advertising
Advertising is part of the promotion mix, involving communicating via the mass media about an organization, service, product, or idea paid for by a particular sponsor (Morissan, 2014). According to Tjiptono (2015), advertising is aimed at indirect communication regarding the advantages and greatness of a specific product. Shimp (2014) stated that it is a paid communication effort through mediation from trusted sources, aiming to influence acceptance, to do something now or in the future. Subsequently, print, electronic, outdoor, and bottom-line media are often used in advertising (Kotler & Keller, 2014).

According to Tjiptono (2015), advertising indicators are as follows:
1. Informing: advertising conveys information clearly, in detail, and in a way easily understood by consumers
2. Persuading: many advertisements are appealing to viewers and readers to raise the urge to use the product/service offered.
3. Reminding: advertisements make consumers remember the product/service offered.
4. Adding Value: advertisement is meant to change consumer opinions and portray the product offered as better than competitors.

Food Quality
According to Prasetyo & Sunarti (2020), food quality is a combination of the food characteristics that fulfill customer expectations and make it worth buying. Widjaja (2006) listed several elements that influence everyone's opinion, including age, economy, cultural and social background, education, knowledge, emotions, and experiences related to food. A quality product fulfills the needs and expectations of customers (Khakim et al., 2015). Therefore, it can be concluded that food quality is a combination of several elements to meet customer desires.

According to Davis et al. (2018), the indicators of food quality consist of:
1. Taste: the stimuli that the tongue can feel.
2. Texture: the food characteristics that can be felt through fingers, tongue, mouth, and teeth.
3. Aroma: the taste and smell of food is difficult to measure due to different human sensitivities

4. Temperature: the right temperature to prevent food from becoming stale/spoiling
5. Serving: the food hygiene and ethical presentation increases appetite and keeps the food from contamination, especially with bacteria

Consumer Satisfaction

According to Sudaryono (2014), consumer satisfaction is a feeling of pleasure or dissatisfaction in relation to consumer expectations. Kotler and Keller (2014) stated that consumer satisfaction refers to happy or sad feelings that arise from individuals when comparing products with regard to their expectations. From these descriptions, it can be concluded that consumer satisfaction is fulfilled when performance/benefits meet or exceed consumer expectations.

According to Irawan (2015), indicators of consumer satisfaction consist of the following factors:
1. Satisfaction: feeling satisfied or dissatisfied when customers receive services.
2. Repurchase: customers will continually buy a product as long as their expectations are met.
3. Availability recommends: satisfied customers will tell others about a given product and encourage them to buy it.
4. As expected: the quality of a product after purchase is either in accordance or not with the quality expected by the customer.

Hypotheses

Advertising on Consumer Satisfaction

Advertising can convey information, influence, remind and increase consumer perceptions of the sold products. Good advertising leads to purchase decisions and impacts customer satisfaction. This is in line with the research of Haryani (2019) that advertising partially influences consumer satisfaction.

H_1: There is an effect between Advertising and Consumer Satisfaction

Food Quality on Consumer Satisfaction

Quality food can be measured by taste, texture, aroma, and presentation in accordance with customer expectations. This is in line with Wijaya (2017) that food quality has an influence on consumer satisfaction.

H_2: Food Quality affects Consumer Satisfaction

Advertising and Food Quality on Consumer Satisfaction

A strong correlation between advertising and food quality affects consumer satisfaction whereby consumers not only repurchase the product but willingly provide recommendations as well. This is in line with Wijaya (2017), and Haryani (2019), that advertising and food quality have an influence on consumer satisfaction.

H_3: There is a simultaneous effect between advertising and food quality on consumer satisfaction

The research model based on the three hypotheses discussed above is presented as follows.
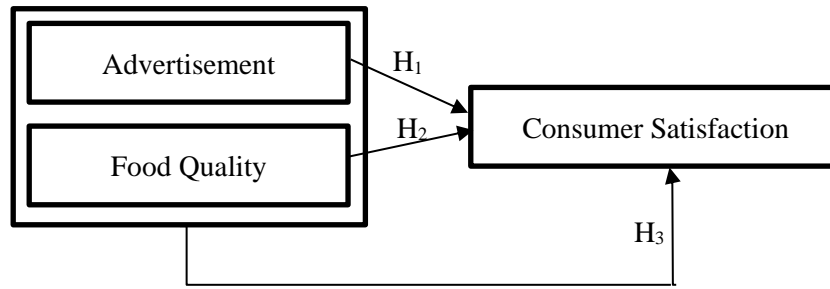
Figure 1: Research Model

METHOD

This research was conducted at Pochajjang and Oppa Galbi restaurants in Jakarta, from April – July 2021. The sample population involved customers from Pochajjang and Oppa Galbi Jakarta restaurants, which serve at least 200 customers a day. In this study the error rate or sampling error in determining the sample is at an error rate of 5%. As for the total population of 200 consumers with an error rate of 5% according to Sugiyono (2018), the number of samples in this study amounted to 127 respondents.

The sample was collected using non-probability sampling. According to Sugiono (2018), non-probability sampling is a technique that does not provide equal opportunities for each member of the population to be selected. Furthermore, the sampling method used was purposive sampling. The Likert scale in a range of 1-5 was used to measure the variables whereby Strongly Agree = 5, Agree = 4, Moderately Agree = 3, Disagree = 2, and Strongly Disagree = 1

A questionnaire is said to be valid if the questions provide measurable information (Ghozali, 2018). If $r_{count} > r_{table}$, the instrument is declared valid and vice versa. Based on the SPSS calculations with 30 respondents, the r_{table} value is 0.361. From the validity test results, all indicator statements in the instrument were declared valid because all r_{count} values were greater than 0.361.

Validity Test Results

Table 1: Validity Test for Advertising

Statements	r_{count} **Values**	**Description**
The message conveyed in the advertisement is easy to understand.	0.618	Valid
Messages can convey information about products well.	0,619	Valid
I'm interested in finding out the product details after seeing the advertisement.	0,487	Valid
I am interested in buying after seeing the advertisement.	0,659	Valid
Advertisement is easy to remember.	0,612	Valid
I recall my experience of visiting this restaurant after seeing the advertisement.	0,658	Valid
Advertisements can convince me of the quality of the food on offer.	0,693	Valid
Advertisements can convince me of the taste of the food on offer.	0,793	Valid

Table 2: Validity Test for Food Quality

Statements	r$_{count}$ Values	Description
I like the taste of the food in this restaurant	0,689	Valid
I like the variety of flavors/taste there	0,712	Valid
I like to eat at this restaurant because cooking is adjusted according to taste	0,688	Valid
I like the texture of the meat in this restaurant	0,681	Valid
I like to eat at this restaurant because the meat does not leave a bad smell when eaten.	0,779	Valid
The spices are absorbed well so that it creates an appetizing aroma during the cooking process	0,362	Valid
The food tastes better because it can be eaten while it's warm	0,680	Valid
I like eating at this restaurant because it can adjust and maintain the level of warmth of the food according to taste	0,385	Valid
The food is neatly arranged making it easier for me to choose the food provided	0,712	Valid
The food served is still fresh and has an attractive color	0,714	Valid

Table 3: Validity Test for Consumer Satisfaction

Statements	r$_{count}$ Values	Description
I am satisfied with the quality of the food.	0.438	Valid
I am satisfied with the experience of eating and cooking my own food at this restaurant.	0,573	Valid
I feel satisfied that I visited and ate at this restaurant.	0,766	Valid
I am interested to visit and eat again at this restaurant.	0,755	Valid
I am willing to recommend this restaurant to my friends and colleagues.	0,867	Valid
I am willing to recommend this restaurant to my family members.	0,874	Valid
The taste of the food was in line with my expectations.	0,725	Valid
The quality of the food is in line with my expectations	0,721	Valid

From the results of the validity test, all statements in this study are valid, because the value of r$_{count}$ is greater than 0.361.

Reliability Test

A questionnaire is declared reliable if the individual answers to the inquiries are consistent from time to time (Ghozali, 2018). Reliability can be tested using the Cronbach Alpha (α) statistical test with the following conditions:

a. If the value of Cronbach Alpha (α) > 0.70, the variable is reliable.

b. If the value of Cronbach Alpha (α) < 0.70, the variable is not reliable.

Table 4: Reliability Statistics

Reliability Statistic	Cronbach's Alpha	No of Items
Advertising	0.798	8
Food Quality	0.848	10
Consumer Satisfaction	0.867	8

Source: Questionnaire processed, 2021

The data processing above showed that the Cronbach alpha value for each variable was greater than 0.70, implying all instruments were reliable.

RESULT AND DISCUSSION

By processing the obtained results on the respondent's profile, it can be seen that out of a total 127 respondents, majority are men (70%), the age of respondents is mostly 21-30 years old (63%), the average respondent's job is student (40%), and most of the respondents prefer Pochajjang restaurant (72%) from the overall sample taken.

Table 5: Respondents' Profile

Description	Total Respondents	Percentage
Gender		
Male	89	70%
Female	38	30%
Total	*127*	*100%*
Age		
10 - 20 Years old	8	6%
21 - 30 Years old	80	63%
31 - 40 Years old	27	21%
> 40 Years old	12	10%
Total	*127*	*100%*
Work		
Students	51	40%
Teachers	4	3%
Entrepreneur	9	7%
Employees	33	26%
Others	30	24%
Total	*127*	*100%*
Number of Visits		
1x	6 People	5%
2x	36 People	28%
3x	22 People	17%
4x	33 People	26%
5x	16 People	13%
> 5x	14 People	11%
Total	*127*	*100%*
Restaurant Visited		
Pochajjang	91	72%
Oppa Galbi	36	38%
Total	*127*	*100%*

Table 6: t – Test Results

		Unstandardized Coefficients		Standardized Coefficients		
	Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	5.655	3.226		1.753	.082
	Advertising	.248	.068	.282	3.637	.000
	Food Quality	.482	.080	.469	6.033	.000
a. Dependent Variable: Consumer Satisfaction						

The results of the t-test obtained that the value of t_{count} = 3.637 is greater than t_{table} = 1.97912, meaning H_1 is accepted. This shows a positive and significant effect between advertising and consumer satisfaction. The results of processing the t-test obtained that the value of t_{count} = 6.033 is greater than t_{table} = 1.97912, thus H_2 is accepted. This indicates a positive and significant effect between food quality and consumer satisfaction.

Table 7: F Statistic Test

		ANOVA^a				
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	332.811	2	166.405	46.302	.000^b
	Residual	445.646	124	3.594		
	Total	778.457	126			
a. Dependent Variable: Consumer satisfaction						
b. Predictors: (Constant), Food quality, advertising						

The F test results with two independent variables were made by comparing F_{count} and F_{table} with a significance value < 0.05 to get a F_{count} value of 46.302 > F_{table} 3.07 hence H_3 is accepted. The results indicated a significant simultaneous effect between advertising and food quality on consumer satisfaction.

Coefficient of Determination (R²)
Analysis of the Effect of Advertising on Consumer Satisfaction: the calculation results showed that 24.8% of consumer satisfaction at the All You Can Eat restaurant was influenced by advertising, while 75.2% was due to other factors.

Analysis of the effect of food quality on consumer satisfaction: the calculations showed that 48.2% of customer satisfaction at the All You Can Eat restaurant was influenced by food quality, while the remaining 51.8% was due to other components.

Analysis of the effect of Advertising and Food Quality on Consumer Satisfaction: as shown in table 8, it can be concluded that 41.8% of consumer satisfaction at All You Can Eat restaurants was influenced by Advertising and Food Quality, while 58.2% was due to other issues.

Table 8: Coefficient Test for Advertising and Food Quality on Consumer Satisfaction

		Model Summary^b		
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.654^a	.428	.418	1.896
a. Predictors: (Constant), Food Quality, Advertising				
b. Dependent Variable: Consumer Satisfaction				

CONCLUSION

Conclusively, advertising and food quality positively and significantly affect consumer satisfaction by 24.8% and 48.2%, respectively. Furthermore, the two variables simultaneously have a positive and significant effect on consumer satisfaction by 41.8%. This study was faced with limitations such as determining variables and processing data. Therefore, further research should examine other variables apart from advertising, food quality, and consumer satisfaction. The 'All You Can Eat' restaurants should provide quality food to customers and meet their expectations by offering precisely what is advertised.

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