

THE DETERMINANT FACTORS OF CUSTOMER SATISFACTION IN UMA LAFATIK RESTAURANT, DILI, TIMOR-LESTE

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Abstract: Product quality and service quality are crucial for a restaurant's success. Product quality refers to the excellence of the food and beverages served, including taste, freshness, and presentation. It's what keeps customers coming back for more and earns their trust. Service quality, on the other hand, involves the overall customer experience, including responsiveness, friendliness, and efficiency of the staff, as well as the cleanliness. This research was conducted at Uma Lafatik Restaurant, Dili, Timor Leste with the aim of examining the influence of product quality on customer satisfaction and service quality on customer satisfaction. This research also aims to determine the variables that have a dominant influence, between the product quality and service quality variables, on satisfaction. The sample of this study is 97 Uma Lafatik Restaurant customer. The data collection technique uses a questionnaire. Data analysis uses linear multiple regression. The research results show that product quality influences customer satisfaction, service quality influences customer satisfaction. Product quality has dominant influence on customer satisfaction of Uma Lafatik Restaurant, Dili, Timor.

Keywords: product quality, service quality, customer satisfaction.

1. INTRODUCTION

Business competition is getting tougher in various fields, one of which is in the field of products and services. Currently in any countries, consumes must have discussions about product quality and service quality, including the state of Timor for sure consumes are starting to discuss about product quality and service quality.

Dili is the capital of Timor-Leste with a population of 324.269 making businessman and entrepreneurs see the business potential that exists in Dili, namely opening of food business. It can be seen from the many restaurants in the capital Dili grew very significantly. The increasing number of restaurants has led to increased choices for customers. Consumers who choose restaurants pay attention to the quality of the food, not only the quality of the food, but consumers also pay attention to the quality of service that they want. Therefore, the management must provide appropriate product quality service quality and in order to be able to compete with other restaurants and attract many consumers.

One of the moments in Timor-Leste the number of restaurants that have increased from year to year has created competition between the businessmen who compete to provide the highest quality service. A restaurant that has good service quality or is above consumer expectations will definitely be remembered by consumers and will make them come back to the restaurant or in good condition a consumer will provide recommendations to others and the restaurant will get higher profits.

Uma Lafatik is the name of the restaurant. This restaurant is located in the city of Dili, Uma Lafatik as a culinary business to serve dishes to the public and provide a place to enjoy these dishes and set special rates for these foods and services. The constructed model relies on

Three observation variables namely Product Quality, Service quality and customer satisfaction. Thus, the model constructed is expected to have high predictive power on consumer satisfaction in Timor-Leste. The following is an explanation regarding the meaning of each observed variable.

Product Quality is defined as suitability for use, or the extent to which the product successfully serves consumer purposes (Abdullah & Rozario, 2009; Jahanshahi et al., 2011). The product quality variable is important to study because it has the potential to influence customer satisfaction (Abdullah & Rozario, 2009; Kassim & Abdullah 2010; Jahanshahi et al., 2011). In research Sukoco, (2012). Literature review indicates that the product quality variable has a positive relationship with customer satisfaction. This explains that the better the quality of the company's products, the higher the customer satisfaction. High-quality products meet or exceed customer expectations. When customers receive products that consistently perform as promised, they are more likely to be satisfied with their purchase experience. This satisfaction contributes to building trust and positive feelings toward the brand. Customers who are pleased with the quality of a product are likely to share their positive experiences with others. Positive word-of-mouth recommendations serve as powerful endorsements for a brand, attracting new customers and reinforcing loyalty among existing ones. Besides, consistently delivering high-quality products helps build a strong brand reputation. A positive reputation enhances brand image and credibility, making customers more likely to choose the brand over competitors, even when faced with similar offerings.

Service quality is a variable that describes the degree of distance between reality and customer expectations of the service obtained to form an assessment (Parasuraman et.al., 1988). Previous researchers found that service quality has a positive influence on satisfaction. (Zeithaml et.al., 2002) in research (Sukoco, 2012). High-service quality sensors that customers' needs are met promptly, efficiently, and courteously. When customers receive excellent service, they are more likely to feel satisfied with their overall experience, leading to positive perceptions of the brand and they become satisfy customers. Service quality builds trust between the customer and the brand. When customers consistently receive reliable and attentive service, they develop confidence in the brand's ability to meet their needs and expectations. This trust forms the foundation of long-term relationships and satisfaction. Customers who receive exceptional service are more likely to share their positive experiences with others. Word-of-mouth recommendations are a powerful driver of new business and customer loyalty, as they come from trusted sources and carry significant influence. In summary, service quality is essential for building and maintaining customer loyalty. By prioritizing excellent service at every touchpoint, brands can create positive experiences, build trust, and foster long-term relationships with their customers.

Customer Satisfaction is defined as a person's feelings of pleasure or disappointment that arise after comparing the performance of the product in question with the expected performance. If performance meets expectations then the customer is satisfied (Hafni, Renaldo, Chandra, & Thaief, 2020). This variable is important to study because it has the potential to influence customer satisfaction (Kandampully & Hu, 2007). Literature review indicates that the variable consumer satisfaction has a positive relationship. This explains that the higher of product quality and service quality, is the higher the customer satisfactions.

The purpose of the study is to analyze the influence of product quality on customer satisfaction and of service to the satisfaction of the customer, to know the influence of the quality of products to the satisfaction of the customer, as well as determine the influence of satisfaction of customers. This research also aims to determine the variables that have a dominant influence, between the product quality and service quality variables, on customer satisfaction.

Theoretical Benefits

This study is expected and designed to form a model alternative that is able to explain the phenomenon under study is consumer loyalty. The results of the study are expected to be able to provide more information and knowledge broad regarding consumer loyalty behavior that is influenced by product quality. Previous studies indicated that there are limitations to the applicability of the model have an impact on the inability of the model to be applied to different contexts different. Thus, this research is expected to be used as a reference in designing research methods in the future.

Practical Benefits

The results of this study are expected to provide understanding and information to marketers that are clearer about influencing behavior consumer loyalty at Uma Lafatik restaurant. The research results are expected to be providing an understanding for marketers to know the factors that influence consumer loyalty. Thus, marketers can plan marketing strategies and make appropriate marketing efforts to increase consumer loyalty.

2. LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction has become a central concept in business discourse. According of Kotler and Keller from Akbar, A. A., & Djatmiko, T. (2016, p.144), States that “Customer Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations”. Customer satisfaction according to Zeithaml, Bitner and Dwayne (2009, p.104) is assessment customers for products or services in terms of assess whether the product or service has been meeting customer needs and expectations.

According to Priansa (2017) the five elements are regarding consumer satisfaction are as follows: 1) Expectations: Consumer expectations of a good or service prepared prior to the purchase of goods or services the. When the purchase stage is carried out, consumers expect goods or services received in accordance with the hopes, desires and beliefs them. If in accordance with consumer expectations then he will be satisfied; 2) Performance: Consumer experience of actual performance goods or services when use without influenced by their expectations. When performance actual goods or services managed then the consumer will be satisfied; 3) Comparison: This is done by comparing expectations performance of goods or services before purchasing with perception of the actual performance of the goods or services. Consumers will feel satisfied when expectations prior to purchase meets or exceeds perception them on the actual performance of the product; 4) Experience: Consumers’ expectations are influenced by experience them against the use of the brand of goods or services that are different from others; 5) Confirmation and Dis-confirmation: Confirmation or confirmed occurs if expectations according to the actual performance of the product. On the contrary dis-confirmed or unconfirmed occurs when higher or lower expectations of performance actual product. Consumers will feel satisfied when confirmation/dis-confirmation occurs.

Characteristically Customer Satisfaction

According to (Richard F. Gerson, 2004), Customer satisfaction must be demonstrated throughout the company and integrated into all phases of the business” which means that customer satisfaction can be measured using several customer satisfaction characteristics. These characteristics are: 1) Characteristics Related to Product, which are attributes related to the products offered by the company, including: a) Value Price Relationship, namely the relationship between the prices set by the company and that must be paid by consumers with

the value obtained by consumers in consuming the product. And if the value or value obtained by consumers exceeds the price paid, satisfaction will be achieved. b) Product Quality is an assessment of the quality / quality of products produced by the company. c) Product Benefits, namely the benefits that consumers get by consuming products produced by a company that can be used as positioning to be able to differentiate from other companies. d) Product Design, which shows the process for designing product models and functions that are attractive and useful to consumers. e) Product Reliability and consistency, namely showing the accuracy and reliability of products produced by the company within a certain period of time. f) Range of a Product or Service, which are the types of products produced by the company; 2) Characteristics Related to the Service, which are attributes related to services, including: a) Guarantee, which is a guarantee, provided by the company for the products it produces and can be returned if the performance of the product is not satisfactory and meets consumer expectations. b) Delivery which shows how well the product is received by consumers, in this case includes the speed, accuracy and precision of the product or service delivery process. c) Complaint handling is the settlement of complaints submitted by consumers against the company. e) Resolution of Problem, namely the company's ability to solve problems faced by consumers; 3) Characteristics Related to Purchase, which are attributes related to purchases, which include: a) Communication is the process of delivering messages carried out by company employees to consumers. b) Courtesy, namely politeness, attention and friendliness carried out by company employees in serving their customers. c) Company Reputation, namely the reputation that is owned by the company which will influence the views of consumers in buying the company's products or services. d) Company Competence, namely the company's ability to realize requests submitted by consumers e) Ease or Convenience of Acquisition, namely the convenience provided to consumers for the products they produce.

Factors Influencing Customer Satisfaction

According to Indrasari by (Ramadhini, 2022, p. 11) in determining the level of satisfaction customers, there are five main factors and must be considered by the company that is: 1) Product Quality: Customer will be satisfied when their evaluation shows that the products they use are of High quality; 2) Service Quality: Customers will be satisfied if they get good service or as expected. 3) Emotional: Customers will feel proud and confident that others will admire them, when using certain products that tend to have a higher level of satisfaction. 4) Price: Products with the same quality but relatively low prices offer greater value to customers. 5) Efficiency: Ease of obtaining the product or service and ease of payment can make customers more satisfied if it is relatively easy, comfortable and efficient in obtaining a product or service.

Product Quality

The product is the central point of marketing activities because of the product is the result of a company that can be offered to the market for sale consumption and is a tool of a company to achieve the goals of his company. A product must have the advantages of the products others both in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. According to Miguna and Nurhafifah, (2020) a product quality is everything that a manufacturer can offer us considered, can be used, purchased and can also be consumed by consumers as well as producers in accordance with the needs of certain consumer (Maryati, 2022). According to Kotler and Armstrong (2008), in Soewito (2013, p.219) defines product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Meanwhile, according to Handoko (2002), By Bilgies, A. F. (2016). Product quality is a condition of an item based on an assessment of its conformity with predetermined measuring standards. The more according to the standards set, the higher the quality of the product will be assessed.

Based on several definitions that have been described above, it can be concluded that. Product quality is a totality has the characteristics of that product or service can indicate a size that saw how high the level of consumer confidence of the products or services is they use and how long that trust can last.

Characteristically Product Quality

According to Essinger and Wylie (2003) in (Komala 2019) characteristics of product quality are as follows: 1) Flavor: Flavor is one consumer assessment of food or beverage products, which ones there is a sensation of stimulation and stimulus that can come from external or internally and then felt by the mouth. According to Melda (2020) by Sudiarta, I. K. (2023, p.27). Flavor is one way to choose food and drinks that are distinguished by the taste of the food or drinks and can be distinguished from the shape/appearance, smell, taste, texture, and temperature. 2) Quantity or portions: A portion is a measure or measure of food consumed at each meal. Food portions are also related to planning and calculating the appearance of the dishes served (Muchatab, 1991). Food portion is the amount of food served and the needs of each individual differ according to their eating habits. 3) Menu Variation: Menu variations are food variants provided by culinary business owners, which make it easier for customers to fulfill their needs at the same time. Menu variations are also differentiated based on cooking recipes, processing methods, food ingredients, to the type of food in a dish. According to (Rosalin & Soetanto, 2006) by the menu is a list of food items offered by business owners based on customer needs and requests and designed to achieve business owner goals. Menus can also be used as a customer base in making food choices, well-made menus can direct customer attention to more items that are sold (Ozdemir & Caliskan, 2014). 4) Hygiene: Hygiene is a preventive health effort that focuses its activities on individual health efforts. According to (suyono, 2012) By Noviasuti, N., & Putranti, R. E. (2021, p.35). Hygiene is a disease prevention effort that focuses its activities on hygiene/health and food integrity efforts. The role of food hygiene and sanitation is very important, especially when it concerns the public interest. 5) Durability: Related to reliability needed, which explains with appearance, style, attractiveness, variety on a product and also several factors which can be a quality that important in this aspect.

Factors Influencing Product Quality

According to Assauri (2001) from Sembiring, I. J., & Suharyono, A. K. (2014). Factors that influence the quality of a product are: 1) The function of a product. What is the product for used or intended; 2) External form. External factors that are contained within a product is not only seen from shape but the color and the wrapping; 3) The cost of the product concerned. The cost of acquiring an item, for example the price of goods as well as costs for the goods reaches the buyer.

Several previous studies conducted by previous researchers have proven that product quality influences customer satisfaction (Sudiarto, 2023; Wiyata et al, 2023; Familiar and Maftukhah, 2015; Chang and Fong, 2010). Thus, a hypothesis can be made as follows:

H1: product quality influences customer satisfaction.

Service Quality

According to Kotler (2004) by Ogianto, O., & Rahman, A. (2014). Service is any action or performance that offered by one party to another party that is not in principle tangible and cause any transfer of ownership. Production can and can also be independent of a product. According to Zeithaml and Bitner in Hurriyati (2005). Services basically is all economic activity with output other than product in the sense physical, consumed and produced at the same time, provide added value and is principally intangible to its first purchaser.

According to Fandy Tjiptono (2011), there are three keys to providing superior customer service. First, customer identification is a top priority. Second, identify their needs, wants, and expectations. Third, designing a system that can provide certain services to meet the needs and desires of customers. Fourth, institutions are also required to establish partnership communications with all parties, regardless of social and economic status.

Moreover Tjiptono (2022) explained that the definition of service concepts includes the following aspects: 1) Services describe the various sub-sectors in the categorization of economic activity, such as transportation, finance, retail trade, personal services, health, education, and public services. In other words, the scope is industry; 2) Services are seen as intangible products whose results are activities rather than physical objects, even though in reality physical products may be involved (for example, food and drinks in restaurants and planes in airline services). So, in this case the scope is the product offer; 3) Service reflects the process, which includes the main product delivery, personal interaction, performance in a broad sense (including drama and skills), and service experience; 4) Services can also be viewed as a system consisting of two main components, namely service operations which are often invisible or the customer does not know about (backstage or backstage) and service delivery which is usually visible or known to the customer (often also called the front office or frontstage).

Service Characteristically

Definition of Services In general, according to Stanton (Sigit P, 2014), services are giving a performance or action that is not rude to the eye and one party to another other. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of these services. In another sense, services are identifiable activities, which are not palpable, which is planned to fulfill consumer satisfaction or service recipient. Tjiptono (2008) by Ogianto, O., & Rahman, A. (2014, p.18). Services have four main characteristics, namely intangibility, inseparability, variability and perishability. Here is a definition of each these characteristics:

Based on the definition of service above, Tjiptono (2004) stated that there is the five main characteristics of a service for its first buyer. 1) **Intangibility:** Services are different from goods. When goods are an object, tool, or object; service is an act action, experience, process, performance, or effort. Because of That is, services cannot be seen, tasted, smelled, heard, or touched before bought and consumed. For customers, the uncertainty in the purchase services are relatively high due to limited search qualities, namely physical characteristics that buyers can evaluate before a purchase is made. for services, what quality and how will be accepted by consumers, generally not known before the service concerned is consumed. 2) **Inseparability** Goods are usually produced, then sold and then consumed. While services are generally sold in advance, new then produced and consumed at the same time and place; 3) **Variability:** Services are variable because is non-standardized output, meaning that there are many variations in form, quality, and type depending on who, when and where the service produced. This is because services involve the human element in the process production and consumption tend to be unpredictable and tend to be inconsistent in terms of attitude and behavior. To win the competition the company must be able produce better quality products at lower prices faster delivery and better service compared to its competitors. All of the above characteristics are referred to as the “total product”. (Supranto, Nandan 2007:6). Marketing services strategy can also be understood as a plan to increase influence over the market, both in the short term as well as the long term, which is based on market research, valuation, product planning, promotion and sales distribution planning. Marketing strategy becomes so important in the business world because if you can create a good marketing strategy then it will be creating a sustainable advantage, difficult for competitors to imitate and the company's success can last

longer because of 6 factors namely (Hasan 2009:51) a) Ability to create special competencies; b) The ability to create imperfect competition; c) The ability to adjust the external environment; d) The ability to create profits above the average industry profit; e) The ability to create a balance between competitors and customers; f) Have creativity and flexibility. 4) Perishability: The services have important implications for service providers. In the case of steady demand, perish ability is not a problem. But where demand fluctuates, service providers face adjustment problems. For example, public transportation companies have to own much more equipment than they would as demand is not ever throughout the day.

Services to customers can be in the form of direct services such as direct conversations, direct responses through any mass/electronic media with actions. According to Harahap in the article (Lubis, 2016, p. 13) says that the types of public service quality provided by companies consist of 3 types, namely: a) Oral service: Oral services are carried out by officers in the field public relations, information services and other related fields His duty is to provide explanations or information to anyone requiring. b) Service with writing: Service by writing is the most form of service stands out in carrying out the task. Not only in term of quantity but also in terms of its role. c) Service by deed: Performed by most of the middle and lower classes. Because of that the factor of expertise and skills of these officers is very determine the results of actions or work.

Factors Influence Service Quality

According to Parasuraman, Zeithaml and Berry, (1985) From (Silva L.M.T, Medeiros C.A.F, Costa, B.K, 2013, p. 120) There are five several factors influence service quality follows: 1) Tangibility: Describe the physical facilities, equipment, and materials required used by the company and the appearance of employees. Physical facilities are the company's ability to show its existence to external parties, for example from buildings. There are 4 indicators in tangible, namely: a) Modern equipment; b) Visually appealing features; c) Employees who look neat and professional; d) Materials related to services that have visual appeal. 2) Reliability: Is the company's ability to provide services that are promised to be accurate and reliable? There are 5 indicators in reliability, namely: a) Provide services as promised; b) Reliable in handling customer service problems; c) Deliver services right from the first time; d) Deliver services in accordance with the promised time; d) Save records or documents without errors. 3) Responsibility: It is the willingness and ability of employees to help customers and respond to their requests, as well inform when services will be provided and provide services quickly. The indicators contained in responsiveness are: a) Provide information to customers about when services will be given; b) Provide services to customers promptly and quickly; c) Willingness to help customers; d) Readiness to respond to requests customer. 4) Assurance: Is the ability and knowledge possessed by employees, as well as their ability to maintain that belief and belief provided by customers. There are 4 indicators in assurance, namely: a) Employees can grow the trust of customers; b) Make employees feel safe when making transactions; c) Employees are polite in front of customers; d) The ability of employees to answer customer questions. 5) Empathy: It is the care and attention given to individuals users. The indicators contained in empathy are: a) Give individual attention to customers; b) Employees treat customers with undivided attention; c) Employees know what customers need; d) Prioritizing the interests of customers; d) Convenient hours of operation (working hours).

Several previous studies on the influence of service quality on customer satisfaction have proven that service quality influences customer loyalty (Sudiarta, 2023; Prayogi and Tresnati, 2020; Hariyanto, 2017; Familiar and Maftukhah, 2015). Thus, a hypothesis can be made as follows:

H2: service quality influences customer satisfaction

H3: product quality and service quality have dominant influence on customer satisfaction

Based on the hypothesis above, a research framework can be created as follows:

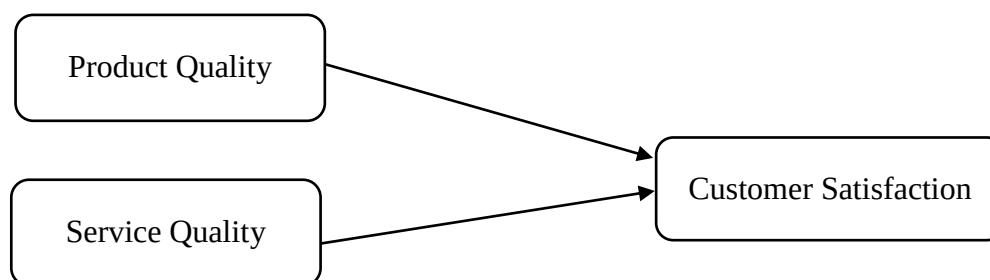


Figure 1: Research Mode

3. METHODS

Population refers to the entire group of individuals or items that meet the criteria for inclusion in a study. It represents the larger group from which the researcher intends to draw conclusions and generalize. The population is defined based on the specific characteristics or attributes that are of interest to the researcher and are relevant to the study's objectives. The population and sample of this research were customers of Uma Lafatik Restaurant, Kaicoli, Dili, Timor-Leste, totaling 97 customers. The sampling technique used in this research was accidental sampling. Accidental sampling, also known as convenience sampling, is a non-probability sampling method where the researcher selects participants based on their convenient availability and accessibility. In accidental sampling, participants are chosen because they are easily accessible to the researcher rather than being selected through a random or systematic method. The questionnaire is arranged in the form of a closed statement with 5 (five) alternative answers using Likert scale and data analysis technique used is multiple linear regression.

4. RESULTS AND DISCUSSION

Hypothesis testing

Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the t-Statistics values and P-Values values. The research hypothesis can be declared accepted if the P-Values value is <0.05 (Yamin and Kurniawan, 2011). The following are the results of hypothesis testing obtained in this research:

Table 1. Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1. (Constan)	8.711	.971		8.974	.000
Product Quality (X1)	.265	.056	.407	4.756	.000
Service Quality (X2)	.168	.052	.271	3.203	.002

a. Dependent variable: customer satisfaction

The table above is a summary of the results of multiple linear regression analysis involving the independent variables product quality (X1) and service quality (X2) on customer satisfaction (Y), thus it can be explained as follows:

1. The influence of product quality (X1) on customer satisfaction (Y) can be seen from the t value and the significance of t that follows. Where the t value is 4.756 with the significance of t following at 0.000, which means that product quality (X1) has a significant influence on customer loyalty (Y). This can be seen from the significance value of 0.000 which is smaller than 0.05 (Significance $t < 0.05$).
2. The influence of service quality (X2) on customer satisfaction (Y) can be seen from the t value and the significance of t that follows. Where the t value is 3.203 with the significance of t following at 0.000, which means that service quality (X1) has a significant influence on customer loyalty (Y). This can be seen from the significance value of 0.002 which is smaller than 0.05 (Significance $t < 0.05$).
3. From the standard coefficient beta, it can be seen that product quality (X1) has the value of 0.407 and Service quality (X1) has the value of 0.271. It means that product quality has dominant influence on customer satisfacton because product quality has a bigger value (0.407) than service quality (0.271).

5. CONCLUSION

Based on hypothesis testing, it can be stated that product quality influences customer satisfaction of Uma Lafatik Restaurant, Dili, Timor Leste. Thus, if Uma Lafatik Restaurant is able to maintain product quality that has been given or even provide better product quality to the customers, it can be hoped that customer loyalty will increase. Likewise, if the product quality given decreases, then customer loyalty will also decrease.

The results of hypothesis testing also state that service quality influences customer satisfaction of Uma Lafatik Restaurant, Dili, Timor Leste. Thus, if Uma Lafatik Restaurant is able to increase service quality given to the customers, it can be hoped that customer loyalty will increase. Likewise, if service quality decreases, then customer loyalty will also decrease.

Based on hypothesis testing, it can be stated that product quality has dominant influence on customer satisfaction of Uma Lafatik Restaurant, Dili, Timor Leste because product quality has a bigger value (0.407) than service quality (0.271). This suggests that customers place greater importance on the quality of the restaurant's products in determining their loyalty compared to the quality of its services. Based on these findings, Uma Lafatik Restaurant may consider prioritizing efforts to maintain and enhance the quality of its products as a strategy for improving customer loyalty. This could involve investing in sourcing high-quality ingredients, ensuring consistency in food preparation, and continually seeking feedback from customers to identify areas for improvement. Additionally, while service quality may have a slightly lower impact on customer loyalty, it should not be neglected. The restaurant should strive to provide excellent customer service experiences, as this can complement the perceived product quality and contribute to overall customer satisfaction and loyalty. Regular training for staff members on customer service skills and fostering a culture of attentiveness and responsiveness can help achieve this goal. Overall, a balanced focus on both product and service quality is essential for maximizing customer loyalty and enhancing the competitiveness of Uma Lafatik Restaurant in the market.

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