

## Contribution of taste and service quality: Case study of consumer satisfaction at Mas Imron Restaurant, Tabongo District



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### **ABSTRACT**

*This study reveals that both the quality of service and the taste of the meal play crucial roles in shaping customer satisfaction at Mas Imron Restaurant. When the service provided is efficient, friendly, and attentive, customers tend to feel more valued and comfortable, which positively impacts their general experience. Equally important is the flavor and presentation of the dishes; delicious, well-prepared meals encourage diners to return and recommend the restaurant to others. The findings emphasize that consistently maintaining high culinary standards and delivering exceptional service are essential strategies for building customer loyalty. Satisfied customers are more likely to become repeat patrons, fostering long-term relationships that benefit the restaurant's reputation and growth. Furthermore, these factors give Mas Imron Restaurant a competitive edge in a crowded meal industry by differentiating it from competitors who might not prioritize quality and service as highly. The study underscores the need for continuous quality improvement in both kitchen operations and customer service practices to sustain high levels of satisfaction. Ultimately, the combined focus on excellent taste and outstanding service not only enhances customer experiences but also contributes significantly to the restaurant's success and reputation in a competitive market. This insight underscores the importance of a holistic approach to service and culinary excellence for long-term business growth.*

**Keywords:** *Customer Satisfaction; Service Quality; Taste*



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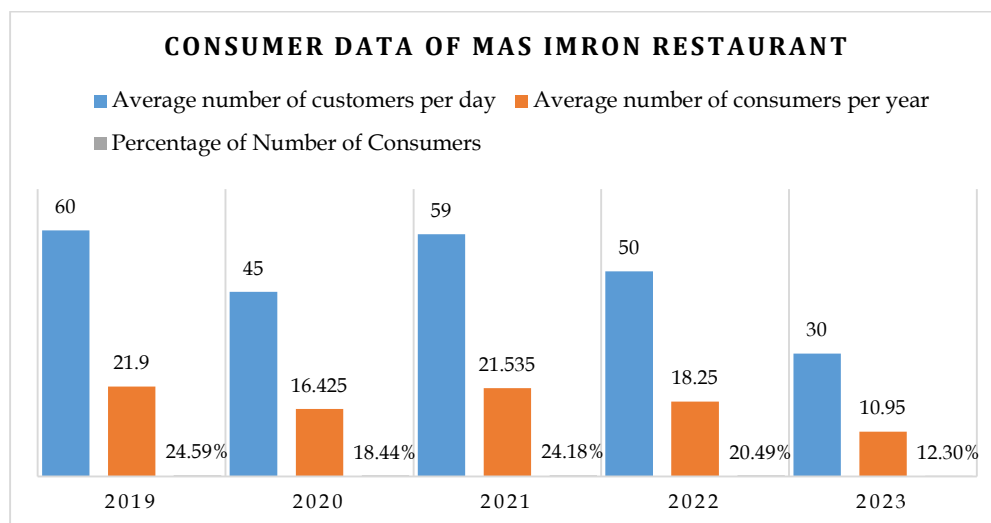
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## INTRODUCTION

The growth of the business industry is speeding up quickly in today's interconnected and globalized world. This causes restaurant entrepreneurs to be inseparable from fierce business competition, so companies are required to implement an effective and appropriate marketing system, both in industry and services, to support the development of the business being run (Anggraeni et al., 2021).

The competitive nature of the corporate environment, especially in the restaurant business sector, is getting tighter every day and is a challenge for entrepreneurs in Indonesia (Tubastuvi & Wiliantoro, 2023). In order to prevail in the culinary industry, entrepreneurs must simultaneously expand their market share and preserve their existing market share. Effective marketing strategies are predicated on a profound comprehension of consumer desires, requirements, and preferences, as per Panjaitan (2016). This comprehension serves as a critical catalyst for organisations to develop marketing strategies that can generate consumer satisfaction.

Customer satisfaction is the sense of fulfillment or disappointment a person experiences after evaluating how a product or service performs against their expectations (Dharmawansyah, 2013). When the actual perception meets or exceeds what they anticipated, customers tend to feel satisfied, fostering positive feelings towards the brand. Conversely, if the performance falls short, feelings of dissatisfaction can emerge, potentially leading to a loss of trust Kotler (2007). This general sense of satisfaction or dissatisfaction plays a crucial role in shaping customer loyalty and their willingness to make repeat purchases. Satisfied customers are more likely to recommend the product or service to others, helping businesses grow through positive word-of-mouth and long-term relationships Ella (2024). To obtain a real picture of consumer satisfaction at Mas Imron Restaurant, the following data on the number of consumers from 2019 to 2023 is presented, which can be analyzed as an indirect indicator of their satisfaction levels.



Source: Researcher processed data, 2025

**Figure 1**  
**Graph of Average Consumers of Mas Imron Restaurant in 2019-2023**

The graph titled "Consumer Data for Mas Imron Restaurant" shows a noticeable decrease in customer numbers over the years from 2019 to 2023. The average number of consumers per day has decreased significantly from 60 people in 2019 to only 30 people in 2023. This is also reflected in the average number of consumers per year which decreased from around 21.9 thousand in 2019 to around 10.95 thousand in 2023. The percentage of the number of consumers fluctuates with peaks in 2019 and 2021, which are around 24.5%, then decreases dramatically to reach 12.3% in 2023. This decline in consumers indicates the possibility of a decrease in customer demand for Mas Imron's restaurant which can be caused by various factors, such as competition, changes in consumer preferences, or external impacts such as a pandemic. Overall, this data indicates the need for more attention to increase the number of visitors to the restaurant in order to maintain its business.

According to Siregar et al. (2022), Customer satisfaction at Western-style fast meal restaurants is significantly and positively influenced by price and taste. The aroma of meal is the aroma that is produced by meal and has a strong attraction, which can stimulate the sense of scent and arouse appetite. This is one of several components that are crucial in determining the flavour of food. A study conducted by Vivek Digidigi and Murthy in 2024 examined VRL Logistics located in Hubli, Karnataka, revealing that the quality of service provided by the company plays a crucial role in shaping general customer satisfaction levels.

Customer satisfaction at Western-style fast meal restaurants is heavily influenced by factors such as reasonable prices, delicious taste, and the enticing aroma that appeals to the senses. These elements work together to create a memorable dining experience, encouraging repeat visits and positive reviews. When these aspects are well-executed, customers are more likely to leave satisfied and loyal consumer satisfaction

## **LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES**

### **Consumer Satisfaction**

Consumer satisfaction is an emotional reaction that occurs when a product or service either meets or surpasses customer expectations. This positive feeling influences future buying choices and encourages brand loyalty, as satisfied customers are more likely to return and recommend the brand to others Kotler (2007). Ultimately, high consumer satisfaction plays a crucial role in building a strong, trustworthy reputation for a business.

Ensuring high customer satisfaction is essential for a company's success Daniswara & Rahardjo (2023), as it fosters increased loyalty, drives higher profits, and helps expand market share, ultimately leading to sustained growth and competitive advantage Ella (2024).

Customer satisfaction, resulting from fulfilling expectations and needs following product use, plays a vital role in the long-term success of a business (Premayani & Yoga, 2019) . When consumers are pleased with their experience, they are more likely to become loyal, making repeat purchases and sharing positive feedback with others (Lati Sari Dewi, S.Pd., 2025). This not only strengthens the company's reputation but also fosters growth through word-of-mouth, ultimately contributing to a sustainable and thriving business environment (Wolok, 2018).

According to (Tanjung, 2023) indicators of customer satisfaction consist of:

a. Expectation Match.

Does the degree of alignment between consumers' anticipated and actual product performance encompass:

- 1) The product consistently exceeds or fulfills all expectations and standards.

- 2) Employees deliver services that consistently fulfill or surpass set standards and expectations.
- 3) The supporting facilities obtained fully meet or even exceed initial expectations.
- b. Reconsider interest  
Does the statement suggest that someone is open to revisiting or buying related products again?
  - 1) Their interest in returning is driven by the excellent service offered by the staff.
  - 2) Their interest in returning stems from the significant value and numerous benefits they experienced with the product.
  - 3) They want to revisit the issue because of the sufficiency of the support facilities available.
- c. Willingness to recommend.  
Does the data include information about consumers' willingness to recommend products to friends or family?
  - 1) Suggesting friends or family buy products because of positive service experiences they've received.
  - 2) Suggesting friends or family members because of the availability of adequate facilities and resources.
  - 3) Suggesting friends or family members try a product because of the positive experiences and benefits they have gained from using the service.

### **Taste**

Wahidah explains that taste is a multifaceted experience, including appearance, aroma, flavor, and texture. She emphasizes that aroma plays a crucial role, as it stimulates the sense of smell and has the power to enhance appetite. Together, these elements create a rich sensory perception that influences how we perceive and enjoy food, making aroma an essential part of the general tasting perception (Sianturi et al., 2021), .

Taste is choosing meal that must be distinguished from the taste of food. Taste is an attribute of meal that includes appearance, odor, flavor, texture, and temperature. Taste is a form of cooperation of the five types of human senses, namely the sense of smell, touch, sight, and hearing (Indrayani & Syarifah, 2020). Taste sensations are generated by taste buds found on various parts of the mouth and throat, including the tongue, cheeks, esophagus, and the roof of the mouth, allowing us to perceive different flavors.

According to Sinki (2012), the perception of flavor arises from the combined sensations of taste and smell in the human sensory experience. There are 3 components that play a role, namely aroma, taste, and oral stimulation. The composition of meal compounds and aromas interact with the respondent's taste and olfactory organs to produce stimuli that are carried to the central nervous system to affect the taste (Sinki, 2012).

The indicators of Taste according to Maimunah (2019) are:

- 1) Appearance, refers to the visual characteristics of a meal product that can be observed directly before consumption, including aspects of color, shape, surface texture distribution, and visual consistency.
- 2) Odor, is a sensory component resulting from volatile compounds released from food, and is one of the most influential factors in the general impression process.
- 3) Taste, is a sensory response that occurs at receptors on the tongue and throughout the oral cavity when meal interacts with salivation.

- 4) Temperature is a physiological factor that significantly affects sensory perception, including the taste, aroma and texture of food. In sensory research, temperature is analyzed as a control variable that can modulate the strength and vividness of perceived flavors.

### **Service Quality**

Proper restaurant management plays a vital role in ensuring high-quality service, as it focuses on customizing offerings to align with customer preferences and expectations Idrus (2019). By doing so, restaurants can create a satisfying dining perception that encourages repeat visits and positive word-of-mouth, ultimately contributing to long-term success and customer loyalty.

One of the main determinants of company success is service quality because it makes it possible to provide more value to consumers and influence their happiness through interactions with consumers and cooperative businesses (Mutiarra et al., 2021).

When the actual service delivered surpasses what customers expect, it creates a perception of high service quality, making customers feel satisfied and valued, ultimately enhancing their general perception and loyalty to the provider (Parasuraman, 2011).

Customer satisfaction indicators are integrated into the five key dimensions of service quality, providing valuable insights into how consumers perceive the general quality of the service. These indicators help businesses assess strengths and areas for improvement, ensuring that customer expectations are met or exceeded to foster loyalty and trust (Cahyani & Sitohang, 2016).

- 1) Tangible, Describes the service and physical form that consumers will experience.
- 2) Reliability, The ability to provide timely and accurate service. the same service to all consumers without error.
- 3) Responsiveness, Awareness or desire to help consumers and provide services in a timely manner.
- 4) Certainty, The ability of employees or employee courtesy to build trust and confidence.
- 5) Empathy, Consumers are treated with respect and personal attention.

### **METHOD**

The research involved distributing paper questionnaires to residents of Tabongo District who frequent Mas Imron's restaurant, aiming to gather their feedback and insights directly from the local community. The purpose of sampling is to obtain information about the object only by observing a large part of the population. If the population is large and it is impossible for the researcher to study everything in the population, the sample that must be taken from the population must be truly representative (Sugiyono, 2017).

The sampling technique in this study uses accidental sampling which is included in the non-probability sampling technique, which is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample (Sugiyono, 2017). Although this study employs accidental sampling, the determination of the sample size and the selection of specific respondents still refer to the purposive sampling formula, which is used to ensure that the chosen individuals meet certain criteria relevant to the research objectives.

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,5 (0,5)}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 96$$

The research project necessitates a minimum of 96 participants, as determined by the Lemeshow formula, to ensure reliable results. Data collection will be carried out through a carefully crafted questionnaire aimed at assessing particular variables relevant to the study. This targeted approach will help gather precise information, allowing for accurate analysis and meaningful conclusions. The process will emphasize clarity and focus to capture the necessary insights effectively (Sugiyono 2018).

The data analysis techniques used in this study include validity and reliability tests which aim to see whether the research instruments are valid and reliable, followed by a classical assumption assessment which includes normality test, multicollinearity and heteroscedasticity tests, then multiple linear regression analysis and finally hypothesis testing which includes partial assessment (t), simultaneous assessment (F), and coefficient of determination R<sup>2</sup> (Ghozali, 2018).

## RESULTS AND DISCUSSION

### Validity and Reliability Test

This validity assessment is carried out to see the feasibility of each statement item from each variable made as a questionnaire whether it is valid or invalid to be used as research data collection (Ghozali, 2018). The components examined in this study are variables including Consumer Satisfaction (Y), Taste (X1) and Service Quality (X2).

Meanwhile, reliability testing is an advanced stage after the validity test, where only statement items that have been declared valid can be tested for reliability (Ghozali, 2018). In this study, all 45 statement items have met the validity criteria, so all of them are suitable for further analysis at the reliability assessment stage.

Since all 45 statement items have been declared valid, the reliability assessment stage can proceed. The outcomes of the validity assessment (r count compared to r table) and the reliability assessment (Cronbach's Alpha values) for each variable are presented in Table 1.

**Table 1**  
**Validity and Reliability assessment of Variables**

Variable	Variable Item	R Count	R Table	Description	Cronbach's Alpha	Description
Taste	X1.1	0.510	0.202	Valid	0,725	Reliable
	X1.2	0.566	0.202	Valid		
	X1.3	0.520	0.202	Valid		
	X1.4	0.436	0.202	Valid		
	X1.5	0.482	0.202	Valid		
	X1.6	0.469	0.202	Valid		
	X1.7	0.421	0.202	Valid		
	X1.8	0.453	0.202	Valid		
	X1.9	0.439	0.202	Valid		
	X1.10	0.469	0.202	Valid		
	X1.11	0.476	0.202	Valid		
	X1.12	0.346	0.202	Valid		
	X1.13	0.489	0.202	Valid		

	X1.14	0.381	0.202	Valid		
	X1.15	0.405	0.202	Valid		
Service Quality	X2.1	0.381	0.202	Valid	0,747	Reliable
	X2.2	0.419	0.202	Valid		
	X2.3	0.354	0.202	Valid		
	X2.4	0.524	0.202	Valid		
	X2.5	0.377	0.202	Valid		
	X2.6	0.508	0.202	Valid		
	X2.7	0.560	0.202	Valid		
	X2.8	0.564	0.202	Valid		
	X2.9	0.473	0.202	Valid		
	X2.10	0.430	0.202	Valid		
	X2.11	0.474	0.202	Valid		
	X2.12	0.493	0.202	Valid		
	X2.13	0.522	0.202	Valid		
	X2.14	0.478	0.202	Valid		
X2.15	0.468	0.202	Valid			
Consumer Satisfaction	Y.1	0.574	0.202	Valid	0,715	Reliable
	Y.2	0.495	0.202	Valid		
	Y.3	0.488	0.202	Valid		
	Y.4	0.441	0.202	Valid		
	Y.5	0.336	0.202	Valid		
	Y.6	0.466	0.202	Valid		
	Y.7	0.394	0.202	Valid		
	Y.8	0.517	0.202	Valid		
	Y.9	0.484	0.202	Valid		
	Y.10	0.343	0.202	Valid		
	Y.11	0.387	0.202	Valid		
	Y.12	0.551	0.202	Valid		
	Y.13	0.567	0.202	Valid		
	Y.14	0.283	0.202	Valid		
	Y.15	0.413	0.202	Valid		

Source: SPSS Processed Data, 2025

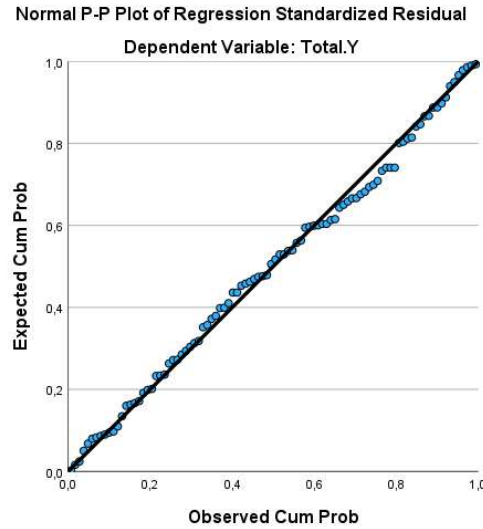
All the statement items designed to measure Taste (X1), Service Quality (X2), and Customer Satisfaction (Y) are considered valid and suitable for research purposes. This is because their calculated correlation coefficients (r values) are higher than the critical r table value of 0.202, indicating a significant relationship. Such findings confirm that these items effectively capture the intended constructs and can reliably be used to gather meaningful data in the study.

The outcomes of the reliability tests show that Taste, Service Quality, and Customer Satisfaction all achieved Cronbach's Alpha values exceeding 0.70. This indicates that the survey or measurement tools used in the study possess strong internal consistency, ensuring that the items within each category reliably measure the intended constructs. Such high reliability scores provide confidence in the accuracy and dependability of the data collected, affirming that the research instruments are suitable for assessing these key areas in the study.

### Normality Test

The normality assessment is used to determine whether the data obtained is normally distributed or not. In this study, normality testing was carried out using the P-Plot test. The data is said to be normally distributed if the distribution of points follows the

diagonal line. The following presents the outcomes of the data normality assessment from the research that has been done (Ghozali, 2018).



Source: SPSS Processed Data, 2025

**Figure 2**  
**P-Plot assessment outcomes Data Normality**

The Normal Probability Plot demonstrates that the residual data follow a normal distribution, confirming that the normality assumption required for accurate regression analysis is met. This suggests that the model's residuals are appropriately distributed, which is essential for ensuring the validity of the statistical inferences drawn from the regression results. Overall, this supports the reliability of the analysis.

**Multicollinearity Test**

The multicollinearity assessment aims to determine whether there is a correlation between the independent variables in the regression model. The ideal regression model should not show any relationship between independent variables. This assessment is done by looking at the Tolerance value and Variance Inflation Factor (VIF). If the Tolerance value is more than 0.1 or  $VIF < 10$ , it can be concluded that there is no multicollinearity (Ghozali, 2018).

Based on the criteria of  $Tolerance > 0.1$  and  $VIF < 10$ , the outcomes of the multicollinearity assessment for each independent variable in this study are summarized in the following table.

**Table 2**  
**Multicollinearity assessment Results**

Model	Collinearity Statistics	
	Tolerance	VIF
1 Taste	,328	3,048
Service Quality	,328	3,048

a. Dependent Variable: Customer Satisfaction

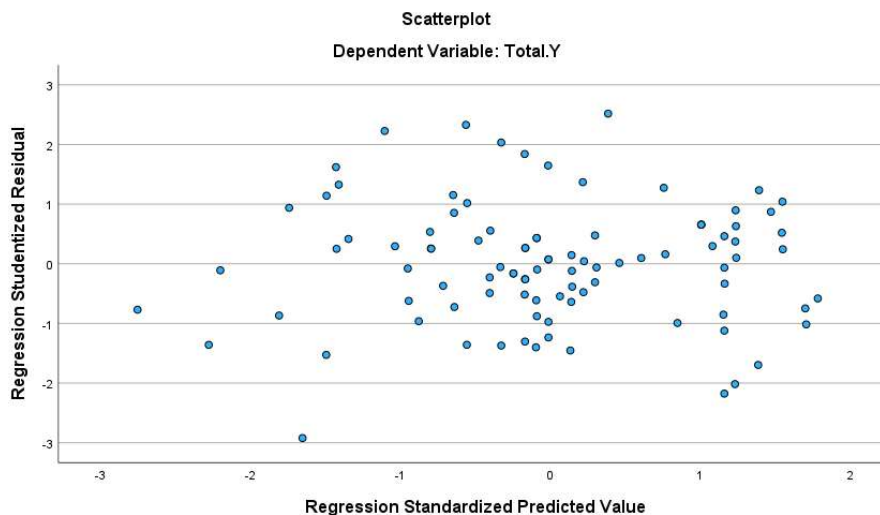
Source: SPSS Processed Data, 2025

The tolerance value of 0.328 and the Variance Inflation Factor (VIF) of 3.048 for the Taste and Service Quality variables suggest that there is no significant multicollinearity between these factors. These indicators confirm that the variables are sufficiently independent of each other, which enhances the reliability of the regression analysis. As a result, the model remains stable and dependable, providing a solid foundation for further research and interpretation. This ensures that the findings related to Taste and Service Quality are accurate and can be confidently used to inform decision-making or future studies.

### Heteroscedasticity Test

The heteroscedasticity assessment is a tool used to assessment regression models. Good research data occurs if the variance in the residual values of all observations remains, which means there is no heteroscedasticity problem. This assessment can be done through pattern analysis on the scatterplot graph. If there is a regular pattern of certain dots, it indicates that heteroscedasticity has occurred (Ghozali, 2018).

To determine whether there is a heteroscedasticity problem in the regression model, a pattern analysis on the scatterplot graph was performed. The outcomes of the heteroscedasticity assessment are presented in the following graph.



Source: SPSS Processed Data, 2025

**Figure 3**  
**Heteroscedasticity assessment Scatterplot**

The scatterplot displays points that are randomly scattered without any obvious pattern, suggesting a lack of systematic relationship. The points are evenly distributed on both sides of zero, which indicates there is no heteroscedasticity present. This balanced and random distribution makes the data appropriate for further research and analysis.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to determine the extent to which more than one independent variable affects one dependent variable (Ghozali, 2018). This research examines how the quality of taste ( $X_1$ ) and service ( $X_2$ ) influence general customer satisfaction ( $Y$ ) in the context of this study.

Based on this multiple linear regression method, the influence of taste ( $X_1$ ) and service quality ( $X_2$ ) on customer satisfaction ( $Y$ ) can be calculated. The outcomes of the multiple linear regression calculation are presented in the following table.

**Table 3**  
**Multiple Linear Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16,361	3,568		4,586	<,001
Taste	,363	,103	,403	3,544	<,001
Service Quality	,373	,103	,413	3,639	<,001

a. Dependent Variable: Customer Satisfaction  
 Source: SPSS Processed Data, 2025

The multiple linear regression analysis equation is as followed:

$$Y = 16.361 + 0.363 + 0.373 + e$$

Customer satisfaction levels tend to improve significantly when both taste and service quality are enhanced. On average, the baseline satisfaction score is approximately 16.36, serving as the starting point for customer perceptions. When the taste of the product or service improves by one unit, satisfaction increases by about 0.36 points, indicating a strong positive relationship. Similarly, enhancements in service quality also lead to a notable rise in customer satisfaction, with each unit increase boosting satisfaction by roughly 0.37 points. These effects are not just observed randomly but are statistically significant, meaning there is a high level of confidence that these relationships are genuine and not due to chance. This highlights the importance for businesses to focus on both the flavor or quality of their offerings and the level of service they provide, as improvements in either area can lead to higher customer approval and loyalty. Ultimately, by investing in better taste and more attentive service, companies can effectively elevate general satisfaction, fostering happier customers and potentially increasing repeat business.

**Partial assessment (t)**

The t assessment is used to determine the effect of each independent variable partially on the dependent variable, namely Customer Satisfaction. This assessment is done by looking at the significant value (Sig.) in the Coefficients table. In this study the significance level ( $\alpha$ ) = 5% or 0.05. Then the degree of freedom (db) or degree of freedom (df) can be calculated using the formula  $df = n-2$  ( $96-2-1$ ) = 93. Based on this value, it is known that the value of r table is 1.985 (Ghozali, 2018).

The following is presented the t assessment outcomes in this study.

**Table 4**  
**Partial assessment outcomes (t Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	16,361	3,568		4,586	<,001
	Taste	,363	,103	,403	3,544	<,001
	Service Quality	,373	,103	,413	3,639	<,001

a. Dependent Variable: Customer Satisfaction  
Source: SPSS Processed Data, 2025

The outcomes of the t-test clearly demonstrate that both Taste and Service Quality play a crucial role in enhancing customer satisfaction. Specifically, the t values for Taste and Service Quality are 3.544 and 3.639, respectively, indicating a strong positive relationship. Moreover, the significance levels for both factors are below 0.001, which suggests that these findings are highly statistically significant. This means that improvements in Taste and Service Quality are likely to lead to increased satisfaction among customers, emphasizing the importance of focusing on these areas to boost general customer perception and loyalty.

### Simultaneous assessment (F)

The F assessment aims to measure the extent to which all independent variables simultaneously affect the dependent variable. This assessment aims to ascertain whether the independent variables included in the model have a simultaneous influence on the dependent variable. This assessment is carried out at a significance level of 5% to ascertain whether the effect is statistically significant (Ghozali, 2018).

Based on the F assessment at a 5% significance level, the outcomes of testing the simultaneous effect of all independent variables (taste and service quality) on the dependent variable (customer satisfaction) are presented in the following table.

**Table 5**  
**Simultaneous assessment Result (F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2111,942	2	1055,971	71,525	<,001 <sup>b</sup>
	Residual	1373,016	93	14,764		
	Total	3484,958	95			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Taste

Source: SPSS Processed Data, 2025

The outcomes from the ANOVA analysis reveal that both Taste variables and Service Quality together have a significant impact on Customer Satisfaction. This suggests that improvements in either taste or service quality can lead to higher levels of customer satisfaction. It highlights the importance of focusing on both aspects simultaneously to enhance general customer perception and foster loyalty. The combined effect underscores their crucial role in shaping customer perceptions and preferences.

### Test Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to determine the extent to which the independent variable is able to explain the dependent variable. This assessment aims to measure the ability of the model to explain the magnitude of the effect of the independent variables simultaneously on the dependent variable, which is indicated by the R-Square value (Ghozali, 2018).

To measure how much the independent variables are able to explain the dependent variable simultaneously, the coefficient of determination assessment was conducted. The outcomes of the coefficient of determination assessment (R-Square value) are presented in the following table.

**Table 6**  
**Determination assessment outcomes Coefficient (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 <sup>a</sup>	,606	,598	3,842

a. Predictors: (Constant), Service Quality, Taste

b. Dependent Variable: Customer Satisfaction

Source: SPSS Processed Data, 2025

The data indicates a significant relationship among Taste, Service Quality, and Customer Satisfaction, with a correlation coefficient of 0.778, suggesting a strong positive link. These factors account for approximately 60.6% of the changes observed in customer satisfaction levels. However, the remaining 39.4% is affected by additional elements not covered in the analysis, highlighting the complexity of customer experiences.

### The Effect of Taste on Consumer Satisfaction at Mas Imron Restaurant, Tabongo District

The statistical analysis clearly demonstrates that taste plays a crucial role in influencing customer satisfaction, with outcomes showing a significant and positive impact. This finding supports the hypothesis that there is a real causal relationship between how something tastes and how satisfied customers feel. When the taste meets or exceeds expectations, customers are more likely to report higher levels of satisfaction, which can lead to increased loyalty and positive word-of-mouth. Conversely, poor taste can significantly detract from the general experience, emphasizing the importance of quality in flavor. This relationship underscores the need for businesses to prioritize taste as a key factor in their offerings, knowing that it directly affects customer perceptions and satisfaction levels. Overall, the evidence solidifies the idea that taste isn't just a superficial aspect but a fundamental component driving customer happiness.

Taste, a fundamental attribute of food, encompasses various sensory experiences including appearance, aroma, flavor, and texture, all of which are processed by taste buds. It plays a crucial role in shaping our general perception of a dish and often determines how much we enjoy and value a particular meal. When the taste of a meal item aligns with or surpasses our expectations, it tends to result in higher levels of satisfaction and a more memorable dining experience (Mutiara et al. 2021 ; Siregar et al. 2022). However, some research indicates that while taste is important, it does not always have a decisive impact on customer satisfaction. Factors such as presentation, smell, and texture can also influence perceptions, and in some cases, other elements may outweigh the importance

of taste alone. Ultimately, the interplay of these sensory components creates the full dining perception that consumers seek and appreciate.

Furthermore, in the context of the culinary industry, the concept of customer perception is very relevant. Taste is not only seen as a product attribute, but as an integral component of the general dining experience. Taste sensations that evoke positive emotions have the capability to form a strong basis for long-term satisfaction, which in turn can foster consumer loyalty. This is corroborated by the outcomes of research conducted by Trie et al. (2024) and Thalia et al. (2024) also reinforce these outcomes by showing that taste is the most dominant variable in shaping customer satisfaction and encouraging repeat purchases. Thus, it can be concluded that the superiority of distinctive flavors and consistency of preparations is the main factor that distinguishes Mas Imron Restaurant from its competitors, and is an important element that encourages the creation of customer satisfaction and loyalty.

### **The Effect of Service Quality on Customer Satisfaction at Rumah Mas Imron, Tabongo District**

The comprehensive analysis clearly demonstrates that the quality of service has a substantial and meaningful impact on customer satisfaction levels. The findings provide strong evidence supporting a causal relationship between these two variables, indicating that improvements in service quality are likely to lead to increased customer satisfaction. The outcomes also effectively reject the null hypothesis, which suggested that there was no effect of service quality on customer satisfaction. This underscores the importance for organizations to prioritize enhancing their service standards, as such efforts are directly linked to positive customer experiences and loyalty. By focusing on delivering high-quality service, businesses can foster greater customer contentment and strengthen their reputation in the marketplace. Overall, the study highlights the critical role that service quality plays in shaping customer perceptions and outcomes, emphasizing its significance as a key factor in business success.

Research demonstrates that efficient management practices in restaurants and enhancements in service quality significantly contribute to higher levels of customer satisfaction. When restaurant managers implement effective organizational strategies, streamline operations, and maintain consistency in service delivery, customers tend to have more positive experiences. Additionally, elevating service standards—such as attentive staff, prompt responses, and personalized attention—fosters a sense of appreciation and loyalty among patrons. These improvements not only enhance the general dining perception but also encourage repeat visits and positive word-of-mouth recommendations. The study highlights the importance of continuous training for staff, maintaining high cleanliness and safety standards, and adopting innovative service techniques to meet evolving customer expectations. Ultimately, the findings underscore that investing in superior management and service quality is essential for restaurants aiming to build a strong reputation, increase customer retention, and achieve long-term success in a competitive industry.

In the culinary industry, the quality of service is a fundamental factor that significantly influences customer experiences and general satisfaction. Elements such as friendly and welcoming staff create a positive atmosphere, encouraging diners to feel comfortable and valued. Maintaining cleanliness in all areas of the establishment not only ensures health and safety but also enhances the restaurant's reputation. Proactive service, where staff anticipate customer needs and address them promptly, contributes to a seamless dining experience. Additionally, effective complaint handling demonstrates

the establishment's commitment to customer satisfaction, fostering loyalty and reinforcing the perceived value of the dining experience.

### **The Effect of Taste and Service Quality on Consumer Satisfaction at Mas Imron Restaurant, Tabongo District**

The research highlights the important roles that both Service Quality and Taste play in shaping Customer Satisfaction within the context of Mas Imron Restaurant. The findings demonstrate that these two factors, when considered together, have a significant impact on how customers perceive their general experience. High standards of service, along with appealing and flavorful dishes, work synergistically to enhance customer satisfaction levels. The study confirms that neither element alone is sufficient; instead, the combined effect of excellent service and delicious taste is crucial in fostering positive customer perceptions and loyalty. These insights underscore the importance for the restaurant to consistently maintain high service standards and culinary quality to ensure customer satisfaction and encourage repeat business. Overall, the outcomes emphasize the interconnectedness of service and taste in delivering a memorable dining experience.

Customer satisfaction at Mas Imron Restaurant is largely determined by the general quality of both service and food. Guests tend to appreciate friendly and attentive staff, quick response times to their needs, and a pleasant, comfortable environment that makes the dining perception enjoyable. These elements collectively contribute to a positive impression and encourage repeat visits. However, research indicates that other factors such as the quality of the meal itself and the pricing structure may play an even more significant role in shaping customer perceptions (Permata et al. 2024 ; Fadli et al. 2024 ; Gada & Melka, 2024). High-quality, flavorful dishes combined with reasonable prices can lead to increased customer loyalty and favorable reviews. Balancing excellent service with superior meal offerings and competitive pricing is therefore essential for the restaurant's success. By paying attention to these key aspects, Mas Imron Restaurant can enhance customer satisfaction, build a strong reputation, and foster long-term patronage within a competitive dining market.

### **CONCLUSION AND SUGGESTION**

At Mas Imron Restaurant, the quality of taste and service are essential elements that greatly impact customer satisfaction. When the meal offers a delicious and appealing flavor, guests tend to feel more pleased with their dining experience. Similarly, professional and attentive service enhances general enjoyment, making customers feel valued and comfortable. The combination of excellent taste and high-quality service creates a positive atmosphere that encourages repeat visits and fosters loyalty. Therefore, maintaining high standards in both culinary excellence and customer service is crucial for the restaurant's success and reputation. Customers who feel respected, cared for, and well served are more likely to develop favorable perceptions of the restaurant. Furthermore, the combined influence of taste and service quality significantly enhances customer satisfaction, highlighting that satisfaction is not solely determined by meal quality or service excellence alone, but rather by the synergy between both dimensions.

These findings suggest that maintaining high standards in both product and service delivery is essential for sustaining customer satisfaction and strengthening the restaurant's competitive position. Therefore, management should prioritize preserving the consistency of meal taste across all menu items while continuously improving service quality through employee training focused on responsiveness, courtesy, and customer

care. In addition, regular menu innovation is recommended to maintain consumer interest, enrich the dining experience, and encourage repeat visits. Future efforts that integrate culinary excellence with superior service are likely to contribute to greater customer satisfaction and long-term business sustainability.

For future research, it is recommended to add other variables that have not been examined in this study, such as price, restaurant ambiance, location and accessibility, brand image, and perceived value as additional independent or mediating variables to gain a more comprehensive understanding of the factors influencing customer satisfaction at Mas Imron Restaurant. In addition, future studies may also expand the respondent scope, employ mixed methods, or investigate consequence variables such as customer loyalty and repurchase intention.

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