Food Quality, Price Fairness And Physical Environment On Customer Satisfaction In Korean Restaurants In Jakarta

Chelsea Laurent Kurniawan[1], Frenick Halim[1], Broto Mudjianto[1], Juliana[1] ✉, Rosianna Sianipar[1], Arifin Djakasaputra[2]

[1]Hospitality Management, Universitas Pelita Harapan Tangerang, Indonesia
[2]Management, Universitas Tarumanagara, Jakarta, Indonesia

✉ juliana.stpph@uph.edu

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Abstract

The growth of the Korean restaurant industry in Jakarta has attracted significant attention, but little research has investigated the factors affecting customer satisfaction in this neighborhood. The aim of this study was to find out the impact of food quality, physical environment, and price fairness on customer satisfaction at a Korean restaurant in Jakarta. The research was carried out due to the low number of people visiting Korean restaurants and low consumer satisfaction. The research was carried out using quantitative methods with an approach to testing causal hypotheses. The respondents were 113 consumers of Korean restaurants in Jakarta. The analytical tool used is SPSS. The research finds the importance of food quality, fair price, and physical environment in creating customer satisfaction at a Korean restaurant in Jakarta. Governments can provide regulations on service standards and standards of restaurant management as well as provide education to restaurant entrepreneurs so that restaurant managers have adequate quality standards. Restaurant management needs to pay attention to these aspects to improve customer experience and maintain customer loyalty in an increasingly competitive market.

Keywords: Food Quality, Physical Enviroment, Price Fairness, Customer Satisfaction

Abstrak

Pertumbuhan industri restoran Korea di Jakarta telah menarik perhatian yang signifikan, namun hanya sedikit penelitian yang menyelidiki faktor-faktor yang mempengaruhi kepuasan pelanggan di lingkungan ini. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas makanan, lingkungan fisik, dan keadilan harga terhadap kepuasan pelanggan pada restoran Korea di Jakarta. Penelitian ini dilakukan karena rendahnya jumlah orang yang mengunjungi restoran Korea dan rendahnya kepuasan konsumen. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan pendekatan pengujian hipotesis kausal. Responden penelitian ini adalah 113 konsumen restoran Korea di Jakarta. Alat analisis yang digunakan adalah SPSS. Hasil penelitian ini pentingnya kualitas makanan, keadilan harga, dan lingkungan fisik dalam menciptakan kepuasan pelanggan di restoran Korea di Jakarta. Pemerintah dapat memberikan peraturan mengenai standar pelayanan dan standar pengelolaan restoran serta memberikan edukasi kepada pelaku usaha restoran agar pengelola restoran memiliki standar kualitas yang memadai. Manajemen restoran perlu memperhatikan aspek-aspek tersebut untuk meningkatkan pengalaman pelanggan dan menjaga loyalitas pelanggan di pasar yang semakin kompetitif.

Kata-kata kunci: *Kualitas Makanan, Lingkungan Fisik, Keadilan Harga, Kepuasan Pelanggan*

INTRODUCTION

Food is one of the basic needs for humans to sustain life. Each region has its own food characteristics, which can be influenced by various factors (Feng *et al*., 2020). Some factors that can influence the characteristics of food in a country or region include lifestyle, demographics, economic and cultural conditions, as well as other factors that may not be directly relevant but contribute to the characteristics of the region's food (Palupi & Abdillah, 2019). The characteristics of food indirectly become the culture of a place (Suhud *et al*., 2021).

The characteristics of food indirectly represent the culture of a place, as explained above. This is why many people go to a place to taste the food of that region. One country that has a distinctive food characteristic different from other countries is South Korea. South Koreans are fond of rice. For South Koreans, rice is a staple food. Other foods that are highly favored by South Koreans include pot-stews, soups, dried fish, and steamed ingredients. Businesspeople have capitalized on this opportunity over time due to the desire of people to taste food from South Korea. One way this is done is by opening South Korean-themed restaurants in Indonesia, allowing people to experience the aroma, characteristics, and flavors of food from various foreign countries without having to travel far. The flavors of these foods have also been adjusted to suit the Indonesian palate (Han, Al-Ansi, *et al*., 2019).

South Korea is also a country rich in culture. Right now, the term Korean wave is widely used to mark the spread of Korean culture to various countries, including Indonesia. The Korean wave is a form of South Korean diplomacy aimed at shaping its image in other countries. This Korean Wave phenomenon has also impacted the food business, as it has made people want to try various South Korean dishes. Currently, popular Korean dishes include bulgogi, japchae, bibimbap, neobiani, galbijjim, galbigui, kimchi, and bindaetteok. It is not exactly known how Korean food was first introduced to Indonesian society, but there was an official culinary parade event and stories behind Korean food brought by the Korean Food Foundation (KFF), established by the Korean government in Indonesia since 2010. This is likely one of the ways for Korea to promote its food in Indonesia. Additionally, the promotion of various Korean artists in Indonesia as guests for various Indonesian products can also trigger increased interest in the culture and especially the food of Korea (J. Juliana, Pramezwary, *et al*., 2021).
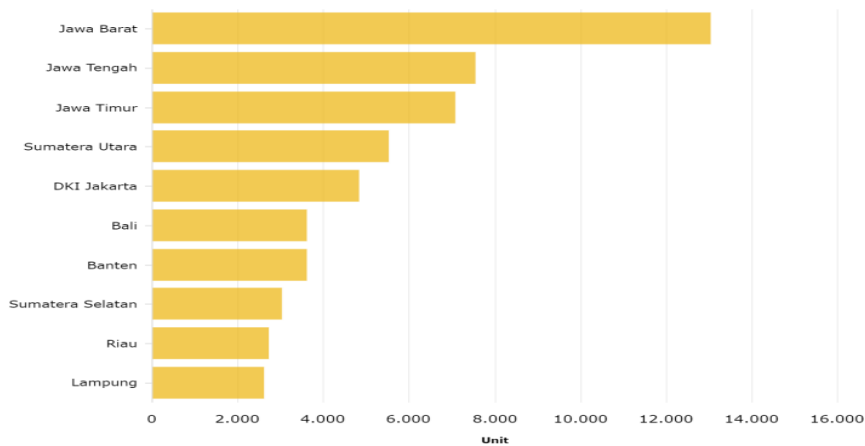
Figure 1. Number of Provinces with The Largest Number of Restaurants in

Indonesia (in units)

The picture above provides information that Jakarta has at least around 5000 restaurants. However, based on data from the Central Statistics Agency (2021), the population density in DKI Jakarta in that year is around 15,978 people/km2. Therefore, the selection of Jakarta as a research location is to obtain data availability. This is the fifth most populous province in Indonesia and as the capital city. However, other data states that Korean restaurants are the restaurants with the lowest number in Indonesia, as follows.
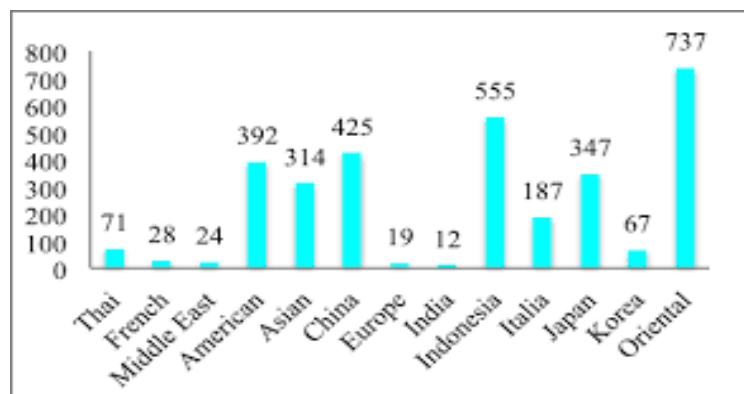
Figure 2. Number of Restaurants in Indonesia by Type of Food

Source: (Satria & Sidharta, 2017)

Singh *et al*. (2021) explain several factors that can affect a person's satisfaction when visiting a restaurant such as food quality, physical environment, and price fairness. These three variables will be the independent variables that will be studied and are suspected to affect consumer satisfaction with Korean restaurants in Jakarta. Food quality, or the quality of food, is defined as an effort to meet the needs and desires of consumers, as well as the appropriate delivery to meet consumer expectations (Aminudin, 2015; Hooper *et al*., 2013; Tamher *et al*., 2019). The physical environment refers to the objective characteristics and perceptions of the physical

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context in which people spend their time. In the case of restaurants, the physical environment can be interpreted as all the physical facilities in the restaurant that are seen and felt by consumers and support the eating activities of consumers while inside the restaurant. Price fairness is the third factor that is suspected to affect consumer satisfaction (Ali *et al.*, 2016; Bader, 2017; Jiménez Beltrán *et al.*, 2016; Khan *et al.*, 2013; Lehto *et al.*, 2018). Price fairness is defined as the extent to which consumers feel that the prices applied and set by a restaurant are reasonable and reasonable (Shahzadi *et al.*, 2018). Departing from this explanation, this research aims to determine the influence of food quality, physical environment, and price fairness on customer satisfaction with Korean restaurants in Jakarta.

LITERATURE REVIEW

Restaurant

A restaurant is defined as a place for people to satisfy their hunger and receive decent service (Han & Hyun, 2017; M. J. Kim & Hall, 2020) Therefore, restaurants have an important function for individuals and cannot be separated from current individual needs. A restaurant is a business that prepares and serves food and drinks to customers in exchange for money, whether paid before or after eating. Restaurants vary widely in appearance and offerings, including a variety of cuisines and service models ranging from cheap fast food restaurants to high-priced luxury restaurants (Antonio *et al.*, 2023; Juliana et al.,2020; Juliana et al., 2020; Hubner, et al., 2021; Senduk *et al.*, 2016)

Food Quality

Food quality defined as the content and nutritional composition at the portion level) is very important for us to improve our understanding of the complex food-environment relationship. Overall, this reflection begins with the awareness that mass is not the appropriate functional unit when referring to food (Akroush *et al.*, 2016; Han, Kiatkawsin, *et al.*, 2019; Khairudin & Rahman, 2020; Palupi & Abdillah, 2019). Food quality is also defined as the extent to which the quantity and composition of accessible food meet the nutritional needs of consumers (Algers *et al.*, 2017; Jambulingam *et al.*, 2011; Singh & Sinha, 2020).

Physical environment

Physical environment is defined as four sets of design patterns: movement and circulation (e.g., adequate private space and efficient movement patterns throughout the restaurant), lighting and daylight views (e.g., windows with natural light), and instructional environment (e.g., large and small group areas accommodating wet and dry activities) (Dalmoro *et al.*, 2019; Guzel *et al.*, 2018; Hong, 2018; Karmozdi *et al.*, 2020; Ryu & Han, 2010; Skilling & Munro, 2016)

Price Fairness

According to Kotler and Armstrong, (2016) price is the amount of money charged for a product or service, or the total value given by customers to benefit from owning or using a product or service. Price fairness is defined as the comparison of prices in a specific context and with reference to the relevant standards or norms (Choi, 1996; El Haddad, *et al*., 2015; Kim *et al*., 2018; Milgrom & Roberts, 1986). Another definition of price fairness is "consumers' assessment of price as reasonable, fair, and legitimate (Yustian, Astini, 2013)**.**

Customer Satisfaction

Customer satisfaction is defined as an individual's subjective evaluation of the outcome and experience related to their consumption activities (Al-Msallam, 2015; Goeltom *et al*., 2020; Juliana, 2019; Juliana *et al*., 2022). It's been a big deal in marketing literature for decades. Companies provide products and satisfaction. Customer satisfaction is a critical business requirement - it can significantly affect whether customers intend to buy again (Adriatico *et al*., 2022; Juliana *et al*., 2020; Juliana *et al*.,2021; Pramezwary *et al*., 2021; Juliana, 2020; Prahiawan *et al*., 2022; Pramezwary *et al*., 2021; Rudyanto et al., 2021)

Food Quality and Customer Satisfaction

The quality of products and services is closely related to customer satisfaction and company profitability (Kotler & Keller, 2016). The quality of food is the most important component of the overall restaurant experience (Abdullah et al., 2018; Hidayat et al., 2020; Rousta & Jamshidi, 2019) and is a crucial requirement for meeting the expectations and needs of restaurant customers (Juliana et al., 2022; Juliana et al., 2019; Juliana et al., 2022, 2023) Many customers have knowledge about food, and the taste of food in restaurants becomes more important.

H1: Food Quality has a significant positive effect on Customer Satisfaction

Physical Environment and Customer Satisfaction

The one factor of customer satisfaction is achieving a physical environment that is in line with the characteristics of the restaurant and receives attention from entrepreneurs in the hospitality industry (Agapito et al., 2013; Boone et al., 2016; Ho & Lee, 2007; Jiménez Beltrán et al., 2016) The physical environment is the most important part in creating customer satisfaction where consumers may spend 2 hours or more in upscale restaurants, and consumers will consciously or unconsciously feel the surrounding atmosphere before, during, and after eating, and this will have a significant influence on determining overall customer satisfaction

H2: Physical Environment has a significant positive effect on Customer Satisfaction

Price Fairness and Customer Satisfaction

Price fairness as a key factor influencing brand image, and therefore, perceived price unfairness can lead to negative word-of-mouth and switching behavior (Shahzadi et al., 2018; Xue et al., 2020) Customers' perception of unfair pricing leads to negative outcomes such as higher levels of dissatisfaction, lower rates of repeat purchase behavior, negative word-of-mouth, and increased customer complaints (Allard et al., 2020)

H3: Price Fairness has a significant positive effect on Customer Satisfaction

METHOD

This research was conducted using causal hypothesis testing. Hypothesis testing research aims to test variables that influence the dependent variable (Sekaran & Bougie, 2016). This research uses cross-sectional research. This research is a research method carried out using a certain, relatively short time and a certain place. The unit of analysis studied is the individual. The individuals studied were consumers of Korean restaurants in Jakarta. The sampling method used in this research is non-probability sampling with a quota sampling approach. Non-probability sampling according to (Sekaran & Bougie, 2016) is a sampling method where the entire population does not have the same opportunity to become respondents in the research. Meanwhile, the quota sampling approach is an approach where the number of samples to be taken is determined. The total number of questions in this research is 20 questions, so the minimum sample size for this research is 20 questions x 5 = 100 samples.

The data source used in this research is a primary data source which is a data source that is directly taken from the source. Variable measurement is carried out by compiling variables, indicators and scales used to measure research variables. The independent variables in this research are food quality, price fairness, and physical environment. Meanwhile the dependent variable is customer satisfaction. The scale used to measure all existing variables is the Likert Scale.

RESULT AND DISCUSSION

This research aims to determine the influence of food quality, price fairness, and physical environment on customer satisfaction, therefore the author will conduct a quantitative analysis after collecting questionnaire data. The data used will use regression analysis data to look for similarities, with research description stages, hypothesis testing, discussion of research results andresearch limitations.

Research Result

The required number of respondents was 100 people to meet the required sample size standards, and from the results of the distribution, 113 respondents were obtained. Distribution of the questionnaire was carried out using Google Form which was distributed to all respondents. The existing questionnaire contains 5 sections, namely respondent biodata, questions about food quality, questions about price fairness, questions about the physical environment, and questions about customer satisfaction. The results of the questionnaire describe the respondents' age, gender, domicile, frequency of eating at koreanrestaurants and expenditure per meal at Korean restaurants.

Table 1. Respondent Profile

Statement	Frecuency	Percentage
Age		
<25 years	34	30.1%
25-35 years	34	30.1%
36-45 years	27	23.9%
>45 years	18	15.9%
Gender		
Male	56	49.6%
Female	57	50.4%
Domicile		
West Jakarta	24	21.2%
North Jakarta	42	37.2%
East Jakarta	13	11.5%
South Jakarta	24	21.2%
Central Jakarta	10	8.8%
Eating frequency		
1 time a week	55	48.7%
1 time a month	58	51.3%
< 1 time a month	0	0%
expenditure		
<300.000	37	32.7%
300.000-500.000	46	40.7%
500.000	30	26.5%

Source: Data Processing Results (2022)

The data shows that based on the age demographics of respondents, it was found that there were 34 respondents aged under 25 years with a percentage of 30.1%, there were 34

respondents aged between 25 to 35 years with a percentage of 30.1%, there were 27 respondents aged between 36 – 45 years old with a percentage of 23.9% and there were 18 respondents who were over 45 years old with a percentage of 15.9%. Based on gender, it was found that there were 56 respondents who were male with a percentage of 49.6% and there were 57 respondents who were female with a percentage of 50.4%. Based on the respondents' domicile, it was found that there were 24 respondents who were domiciled in West Jakarta with a percentage of 21.2%, there were 42 respondents who were domiciled in North Jakarta with a percentage of 37.2%, there were 13 respondents who were domiciled in East Jakarta with a percentage of 11.5%, there were 24 respondents live in South Jakarta with a percentage of 21.2% and there are 10 respondents who live in Central Jakarta with a percentage of 8.8%.

Based on the frequency of eating at Korean restaurants, it was found that there were 37 respondents who came once a week to Korean restaurants with a percentage of 48.7%, there were 58 respondents who came once a month to Korean restaurants with a percentage of 51.3%, and there was not a single respondent who come less than once a month to a Korean restaurant with a percentage of 0%. Based on spending per meal at a Korean restaurant, it was found that 37 respondents spent less than 300,000 per visit with a percentage of 32.7%, there were 46 respondents who spent between 300,000 to 500,000 per visit with a percentage of 40.7%, and there were 30 respondents who spent more than 500,000 per visit with a percentage of 26.5

Table 2. Descriptive Statistic

Variable	N	Min	Max	Mean	Std deviation
Food Quality	113	1.17	5.00	3.2936	1.16845
Price Fairness	113	1.00	5.00	3.3783	1.18685
Physical Environment	113	1.20	5.00	3.3186	1.15128
Customer Satisfaction	113	1.20	5.00	3.3221	1.20814
Valid N (litwise)	113				

Source: Data Processing Results (2022)

The table shows the calculations obtained from the questionnaire with a Likert Scale. N is the sample, minimum is the lowest score value, maximum is the highest score value, mean is the average of the minimumand maximumscores, andstandarddeviation is a calculation of the standard deviation. Food quality (X1) has 113 samples which are known to have a value range of 5, a minimum value of 1.17, a maximum value of 5, an average value of 3,2936 and a standarddeviation value of 1,16845. Price Fairness (X2) has 113 samples which are known to have a value range of 5, a minimum value of 1.00, a maximum value of 5, an average value of 3,3783

and a standarddeviation value of 1,18685. Physical Environment (X3) has 113 samples which are known to have a value range of 5, a minimum value of 1.20, a maximum value of 5, an average value of 3,3186 and a standarddeviation value of 1,20814. Customer Satisfaction (Y) has 113 samples which are known to have a value range of 5, a minimum value of 1.20, a maximum value of 44 of 5, an average value of 3,3221 and a standarddeviation value of 1,20814.

Reliability Test

Table 3. Reliability Test

Cronbach Alpha	N of Item
0.977	20

Source: Data Processing Results (2022)

Based on the test results in the table above, it shows that the questionnaire distributed has an alpha coefficient value of 0,977. This number indicates that the questionnaire created and distributed can be trusted or reliable in terms of the responses filled in by the respondents.

Validity Test

Table 4. Validity Test Results

Variable		R Counting	R Table	Result
Food Quality	FQ1	0.767	0.16	Valid
	FQ2	0.815		
	FQ3	0.762		
	FQ4	0.795		
	FQ5	0.784		
	FQ6	0.790		
Price Fairness	PF1	0.785	0.16	Valid
	PF2	0.715		
	PF3	0.813		
	PF4	0.767		
Physical Environment	PE1	0.799	0.16	Valid
	PE2	0.756		
	PE3	0.767		
	PE4	0.780		
	PE5	0.786		
Customer Satisfaction	CS1	0.799	0.16	Valid
	CS2	0.756		
	CS3	0.767	0.16	Valid
	CS4	0.780		
	CS5	0.786		

Source: Data Processing Results (2022)

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Multiple Correlation Test

Table 5. Multiple Correlation Test

R	R Square	F Change	Sig F Change
0.941	0.886	281.635	0.000

Source: Data Processing Results (2022)

The results of the test can be compared using a multiple correlation table with contribution level results between 0.800 – 1.000, which states that the results of the independent variable have a strong link with the dependent variable.

Coefficient of Determination Test

Table 6. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std.Error of Estimate
0.941[a]	0.886	0.883	0.41397

Source: Data Processing Results (2022)

Based on the results of SPSS calculations, the obtained value is 0.886, which means it has an influence of 88.6% of the independent variables that have been used and the remaining 11.4% comes from other variables from this research. Other factors that can influence customer satisfaction can come from factors outside of the factors discussed, such as promotions, service quality, and so on.

One sample Kolmogorov Smirnov Test

Table 7. Normality Test

		Unstandardized Residual
N		113
Normal Parameters [a,b]	Mean	.0000000
	Std.Deviation	.40839149
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	.065
Test Statistic		.070
Asymp Sig. (2-tailed)		200 [cd]

Source: Data Processing Results (2022)

In this research, 2 tailed hypothesis testing was used. This is because the correlation between the independent variable and the dependent variable is not yet known so it is declared undirected. The results of the test have been obtained with variables that are evenly distributed with a calculated level of distribution of a variable that has a value of 0.200 which is greater than the test standard of 0.05.

Table 8. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity statistics	
	B	Std.Error	Beta	t	Sig	Tolerane	VIF
1.(Constant)	.022	.122		. -177	.860		
FQ	.283	.084	274	3.389	.001	.161	6.226
PF	.392	.093	385	4.226	.000	.126	7.906
PE	.328	.100	313	3.288	.001	.116	8.616

Source: Data Processing Results (2022)

There are no symptoms of multicollinearity in the independent variables in the regression model, which can be proven by the tolerance value which has exceeded 0.10 and the estimated Variance Inflation Factor (VIF) which cannot reach 10.00.

Multiple Linear Regression Test

The results of calculating the questionnaire in this study are as follows. Y= A + b1X1 + b2X2 + b3X3. Y = -0.22 + 0.283 (FQ) + 0.392 (PF) + 0.328 (PE)

Table 9. Multiple Linear Regression Test

Independent Variable	Unstandardized	Significance Level
Food Quality	.283	.001
Price Fairness	.392	.000
Physical Environment	.328	.001

Source: Data Processing Results (2022)

1) Constant. The constant value is -0.22, which means that if food quality, price fairness and physical environment are 0, the customer satisfaction value will be -0.22.

2) Food Quality Regression Coefficient. The food quality regression coefficient value is 0.283, so if food quality increases by 1, then customer satisfaction will increase by 0.283.

3) Price Fairness Regression Coefficient. The value of the price fairness regression coefficient is 0.392, so if price fairness increases by 1, then the results of customer satisfaction will increase by 0.392.

4) Physical Environment Regression Coefficient. The physical environment regression coefficient value is 0.328, so if the physical environment increases by 1, then the results of customer satisfaction will increase by 0.328.

Hypothesis Testing

Hypothesis testing in this research uses the T test to determine the effect of the independent variable on the dependent variable, and for the second test uses the F test to find out the relationship between the total independent variables and the dependent variable.

Table 10. t Test

Independent Variable	t Value	Significance Level	t Table	Result
Food Quality	3.389	.001		Hypothesis Supported
Price Fairness	4.226	.000	>1.96	Hypothesis Supported
Physical Environment	3.288	.001		Hypothesis Supported

Source: Data Processing Results (2022)

The t value of the questionnaire results obtained food quality, price fairness and physical environment results which were accepted by comparison with the t table and significance. The variables food quality, price fairness and physical environment have positive values, which means that the higher the food quality, price fairness and physical environment, the higher customer satisfaction will be.

Table 11. F Test

F Count	Significance Level	F Table	Result
281.635	0.000	2.690	Hypothesis Supported

Source: Data Processing Results (2022)

Based on the results above, it shows that the F test can be entered because, calculated F > F table. This calculation shows that there is an influence of all independent variables on the dependent variable. This influence is simultaneous so it cannot be said that only one variable has an influence.

CONCLUSION

Conclusions based on the results and discussion of this research are as follows. Food quality has an influence on customer satisfaction. This is achieved by the higher the food quality, the higher customer satisfaction will be because it has a positive coefficient. Price fairness has an influence on customer satisfaction. Where this has been obtained, the higher the price fairness, the higher the customer satisfaction will be because it has a positive coefficient. Physical environment has an influence on customer satisfaction. This is achieved by the higher the physical environment, the higher customer satisfaction will be because it has a positive coefficient.

The multiple linear regression test has the result that all these variables will influence customer satisfaction by 88.6%, and 11.4% is the remaining factor obtained. To improve customer experience and loyalty, the government could regulate service standards and restaurant management standards and provide education to restaurant owners to ensure that they meet the required quality standards. Restaurant management could pay closer attention to these aspects to enhance the customer experience and maintain customer loyalty in a highly competitive market. Future research could provide a deeper understanding of other factors that may influence customer satisfaction in this context, and this could

lead to more constructive ways of improving customer satisfaction levels.

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