

FACTORS AFFECTING CUSTOMER SATISFACTION AT RICHEESE FACTORY PURWOKERTO

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Abstract

This study aims to analyze the influence of ambiance, food quality, service quality, and menu diversity on customer satisfaction at Richesse Factory in Purwokerto. The research a quantitative approach using a survey method. The population consists of customers who made purchases at the Richeese Factory in Purwoker at least twice, with the total population size being unknown. The sampling technique applied is non-probability sampling, specifically purposive sampling. The sample size was determined using the Cochran formula, resulting in 97 respondents; however, the analysis was conducted on 100 respondents. The data were analyzed using multiple linier regression analysis with the assistance of IBM SPSS version 27. The regression formula is represented in the following manner: $Y = 5,898 + 0,275X_1 + 0,214X_2 + 0,186_3 + 0,286X_4 + e$. The Adjusted R Square value of 0,602 indicates that the variation in customer satisfaction is explained by the variables included in the model, while the remaining 39,8% is influenced by other factors. The F-test verifies the overall significance of the model. ($F = 38.411 > F\text{-table} = 2.47$). Furthermore, the t-test results show that ambiance, food quality, service quality, and menu diversity each have a positive and significant effect on customer satisfaction. The findings imply that fast-food restaurant managers should focus on improving ambiance quality, particularly noise control, enhancing nutritional information transparency to strengthen perceptions of food quality, optimizing service responsiveness in complaint handling, and continuously developing relevant menu innovations aligned with customer preferences. Future research is recommended to incorporate additional variables such as price perception, customer experience, or customer loyalty and extend the research scope to different regions or types of restaurants to improve the generalizability of the findings.

Keywords: Ambiance, Food Quality, Service Quality, Menu Diversity, Customer Satisfaction.

1. INTRODUCTION

The culinary industry in Indonesia has experienced rapid growth over the past few decades, driven by increasingly dynamic and modern lifestyles. High mobility, demanding work schedules, and a growing emphasis on time efficiency have encouraged consumers to seek practical solutions for meeting their dining needs. Consequently, various culinary businesses have emerged, ranging from traditional restaurants to modern fast-food establishments. Intense competition within the industry requires restaurants not only to focus on the products they offer but also to emphasize the creation of a comprehensive customer experience to achieve competitive advantage. One of the key factors in sustaining competitiveness and long-term business performance is the ability to create and maintain customer satisfaction (Diana et al., 2024).

Customer satisfaction refers to a feeling of satisfaction or dissatisfaction arising from a comparison between perceived product performance and customer expectations (Kotler & Keller, 2020). In the restaurant industry, customer satisfaction is shaped by various experiential factors during the consumption process, including ambiance, food quality, service quality, and menu diversity.

Ambiance represents the sensory and physical elements of the dining environment, such as lighting, sound, aroma, temperature, decoration, color, and spatial layout, which collectively create the restaurant atmosphere and influence customer emotions, perceptions, satisfaction, and behavioral intentions (James et al., 2024). Studies by Coronel et al., (2024), confirm that ambiance has a significant positive impact on customer satisfaction, whereas Baharuddin et al., (2024), find that ambiance has a positive influence, but the relationship is not significant.

Food quality refers to the overall performance of food in meeting customer needs Ideris et al., (2021), which is reflected through aspects such as freshness of ingredients, taste, and consistency in presentation. Research by Zaw & Nuangjamnong (2023), positively and significantly influences customer satisfaction. However Benedict et al., (2025) find show a significant negative effect of food quality on customer satisfaction.

Service quality represents customers' overall assessment of service delivery during the consumption process. Specifically, Majid et al., (2021), port a significant positive effect of service quality on customer satisfaction. Conversely studies by Hongdiyanto et al., (2023)), indicate a positive but insignificant effect of service quality on customer satisfaction.

Menu diversity refers to the number and variety of menu options offered to customers in order to accommodate diverse preferences (Fasius et al., 2025). Empirical evidence from B & Manorselvi (2021), demonstrates that menu diversity has a statistically significant positive impact on customer satisfaction. However contrasting findings are reported by Tahulending et al., (2023), who find that a positive but statistically insignificant influence of menu diversity on customer satisfaction.

Richeese Factory is one of Indonesia's local fast-food brands experiencing rapid growth and high popularity, particularly among younger consumers. According to the Jakpat survey, Richeese Factory ranks as the most popular local fast-food brand with a popularity rate of 52%. However, Google ratings in Purwokerto indicate that Richeese Factory received a rating of 4.3, which is lower than Hokben (4.8), Sabana Fried Chicken, and Yoshinoya (both 4.4). This discrepancy suggests that high brand popularity does not necessarily reflect optimal customer satisfaction. Therefore, this study aims to examine the influence of ambiance, food quality, service quality, and menu diversity on customer satisfaction at Richeese Factory in Purwokerto.

2. METHODOLOGY

The study uses a quantitative design based on survey techniques. The respondents were customers of Richeese Factory in Purwokerto who had made at least two purchases, involving a total of 100 respondents selected through purposive non-probability sampling. The sampling criteria included customers aged 17 years or older, those who had purchased at least twice, had made a purchase within the last six months, and had tried a minimum of two menu items. Data were gathered using a Likert-scale questionnaire and examined through multiple linear regression analysis. The variables examined in this study, together with their indicators and measurement scales, are presented in Table 1.

Table 1. Research Variables

Research Variables	Indicators	Scale
Customer Satisfaction (Y)	a. Emotional response b. Cognitive response c. Repurchase intention d. Recommendation intention e. Loyalty f. Trust	Likert
Ambiance (X ₁)	a. Aroma b. Interior color c. Lighting d. Air temperature e. Noise level	Likert
Food Quality (X ₂)	a. Taste b. Texture c. Freshness d. Nutritional value	Likert
Service Quality (X ₃)	a. Tangibles b. Reliability c. Responsiveness d. Assurance e. Empathy	Likert
Menu Diversity (X ₄)	a. Menu variety b. Menu innovation c. Taste preference d. Portion size	Likert

The variables in this study were measured using a five-point Likert scale. Instrument validity was examined through Pearson correlation analysis, while reliability was evaluated using Cronbach's alpha. The data were analyzed using multiple linear regression. The empirical regression model is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Description:

- Y = Customer Satisfaction
- a = Constant
- b_n = Regression Coefficients
- X_1 = Ambiance
- X_2 = Food Quality
- X_3 = Service Quality
- X_4 = Menu Diversity
- e = Error Term

The study utilized a range of statistical methods, such as instrument testing, assumption checks, regression analysis, and hypothesis evaluation.

3. FINDINGS AND DISCUSSION

Findings from the validity and reliability tests confirm that all questionnaire items meet the required criteria and that the measurement instrument is reliable. Furthermore, the classical assumption tests indicate that the data satisfy the assumptions of the regression model. Table 2 presents the results of the multiple linear regression analysis.

Table 2. Results from Multiple Linear Regression Analysis

Independent Variables	Regression Coefficient	t-count	t-table	Sig.
Ambiance (X_1)	0,275	3,949	1,661	0,000
Food Quality (X_2)	0,214	2,941	1,661	0,004
Service Quality(X_3)	0,186	3,056	1,661	0,003
Menu Diversity (X_4)	0,286	3,668	1,661	0,000
Constant	5,898			
Adjusted R Square	0,602			
F-count	38,411			

Source: Primary data processed 2025

Data Based on the t-test results, ambiance shows a meaningful positive effect on customer satisfaction (t-value= 3.949 > 1.661; sig = 0.000) with a regression coefficient of 0.275. This finding is consistent with Expectancy Confirmation Theory (ECT), which explains that satisfaction arises when perceived performance meets or exceeds expectations. Customers of Richeese Factory hold prior expectations regarding aroma, interior color, lighting, temperature, and noise level; when these expectations are fulfilled, positive confirmation occurs, leading to higher satisfaction. This result supports previous studies by Coronel et al. (2024), which also found that ambiance demonstrates a significant positive relationship with customer satisfaction.

Food quality also exhibits a significant positive effect impact on customer satisfaction (t-count = 2.941 > 1.661; sig = 0.004) with a regression coefficient of 0.214. In line with ECT, customers evaluate food based on expectations related to taste,

texture, freshness, and nutritional value. When these expectations are confirmed, customer satisfaction increases. This finding aligns with studies by Zaw & Nuangjamnong (2023), which demonstrate that superior food quality significantly enhances customer satisfaction in restaurant settings.

Consistently, service quality shows a significant positive influence on customer satisfaction. ($t\text{-count} = 3.056 > 1.661$; $\text{sig} = 0.003$) with a regression coefficient of 0.186. From an ECT perspective, customers compare actual service performance such as cleanliness, responsiveness, reliability, assurance, and empathy with their expectations. When service delivery meets or exceeds these expectations, positive confirmation leads to higher satisfaction. This finding is in line with empirical evidence reported by Majid et al. (2021), who found service quality to be a significant determinant of customer satisfaction.

Menu diversity shows a significant positive association with customer satisfaction ($t\text{-count} = 3.668 > 1.661$; $\text{sig} = 0.000$) with a regression coefficient of 0.286. Customers expect a variety of menu options, innovative offerings, appropriate portion sizes, and taste preferences. When these expectations are fulfilled, positive confirmation occurs, enhancing overall satisfaction. This finding supports prior research by B & Manorselvi (2021), which confirmed that greater menu diversity contributes significantly to higher customer satisfaction.

4. CONCLUSION

Empirical evidence from this study shows that ambiance, food quality, service quality, and menu diversity have a positive and significant effect on customer satisfaction at Richeese Factory Purwokerto. The findings indicate that a comfortable dining atmosphere, high-quality food, reliable service, and diverse menu offerings play an important role in shaping positive customer experiences.

Additionally, the results are consistent with expectancy confirmation theory, where satisfaction arises from performance exceeding expectations. The significant influence of all variables implies that Richeese Factory has been able to fulfill customer expectations effectively. Therefore, maintaining and continuously improving these key factors is essential for enhancing customer satisfaction and sustaining competitiveness in the fast-food industry.

Based on the Adjusted R Square value of 60.2%, the proposed model explains a substantial portion of the variation in customer satisfaction. However, the remaining 39.8% is explained by factors outside this study. Therefore, future studies is encouraged to incorporate additional variables such as price perception, brand image, and customer experience to obtain a more comprehensive understanding of customer satisfaction

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