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The Effect of Good Service to Customer Satisfaction in Lotteria Restaurant of Cibubur Bekasi Branch

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Abstract

The purpose of this research is to find out whether there is an influence of Excellent Service on customer satisfaction of Lottery Restaurant, Cibubur Branch, Bekasi. The method used in this research is quantitative method. Sampling in this study was taken randomly totaling 100 customers. The method used to collect quantitative data. For the calculation concept there are instrument validity tests, reliability tests, population, samples, Likert scale, correlation coefficients, determination and regression equations. Indicators or questionnaire testing of calculations using SPSS 24 Based on the calculation of the regression equation obtained equation $Y = 3,742 + 0,950X$, which shows that in the absence of Excellent Service, the result of Customer Satisfaction is 3,742 and if X increases or decreases by 1 or if Prime Service increases or decreases by 1% it will increase or decrease customer satisfaction by 0.950%.

Keywords: Good Service, Customer Satisfaction, Restaurant, Business.

1. Introduction

In the current era of globalization, in a company both products and services required service excellence to attract consumers' interests so that they are always loyal to the company. However, if a good product is not delivered to the customer with good service, it also cannot satisfy the customer. Basically, everyone wants to be appreciated, so excellent service must be applied. If the thing that the customer thinks is not what he wants it will cause discomfort. If this inconvenience is not resolved, it will cause complaints that lead to the departure of the customer and the worst is the damage to the company's image.

Therefore, to attract potential customers, restaurants must offer a diverse and different menu in terms of taste and presentation and from other restaurants. Not infrequently, choosing a strategic place is also one of the factors that makes customers come to a restaurant. In addition, the atmosphere and design in a unique restaurant is also a support to increase customers who come. But despite all that, the most important thing is the quality of service in the restaurant itself. Many restaurants from mediocre to luxury restaurants make the competition in this industry very strong and make all the restaurant businesspeople do their best to improve or maintain the quality of their services. Good © Authors. Terms and conditions of Creative Commons Attribution 4.0 International (CC BY 4.0) apply. Correspondence: Riris Lestiowati, *Universitas Bina Sarana Informatika Jakarta*. E-mail: riris.rli@bsi.ac.id

service quality is believed to increase customer satisfaction. Customer satisfaction is an important asset for companies to measure customer loyalty.

The purpose of providing the best service is to provide satisfaction to customers / consumers, if customers feel satisfaction with the quality of services provided, customers will be loyal to the company and will generate added value for the company.

2. Literature Review

Excellent service

The definition of excellent service (Excellent Service / Customer Care) essentially means maximum service, or the best service, and is a key factor in the company's success. In this case, excellent service must be carried out continuously under any circumstances. Because the company is currently essentially providing services that must grow and develop in order to continue to survive serving the Indonesian people in accordance with the company's short-term and long-term goals (Rangkuti, 2017). While the definition of excellent service prime service or service excellence starts with the efforts of businesspeople to provide the best service as a form of corporate concern for customers / consumers. Simply stated, excellent service is the best service in meeting the expectations and needs of customers. In other words, excellent service is a service that meets specified quality standards (Rangkuti, 2009)

"Excellent service can be realized if the implementation of public services is done well in accordance with customer expectations, so that customers feel satisfied" (Ratminto et al., 2017). Atep Adya Barata stated that "excellent service (service excellence) is a concern for customers by providing the best service to facilitate ease of meeting needs and realize satisfaction so that they are always loyal to the organization" (Priansa, 2017). Sutopo stated that "excellent service is the best service that will be provided to customers" (Priansa, 2017). In the Big Indonesian Dictionary "excellent service is the main aid in the goodness that is useful and mutually produce one another or can be said to be a benefit of the work that is not a real commodity, meaning that the results cannot be seen directly" (Rangkuti, 2009).

"Excellent service is a very good service or the best or service that is in accordance with applicable service standards or owned by agencies that provide services. It can also be translated as Services that satisfy customers "(Rusydi, 2017). Service Excellence consists of a number of 6 main elements according to (Brata, 2004), including:

1. Ability.
2. Attitude.
3. Appearance.
4. Attention.
5. Actions.
6. Responsibility (Accounttability).

Service excellence consists of four main elements according to Tjiptono (Wulandari, 2015), namely:

1. Speed
2. Accuracy
3. Hospitality
4. Comfort

There are several goals of excellent service according to (Rahmayanty, 2013), namely:

- a. Providing satisfaction and trust in consumers. Quality gives encouragement to customers to establish strong relationships with companies. Then there is always excellent service while maintaining and caring for customers feel cared for and prioritized all their needs or desires.
- b. And efforts to keep customers loyal to use the products or services offered.

Organizations are required to provide excellent and quality service. Service quality standards must be applied in order to achieve the expected goals.

The purpose of excellent service is to provide services in order to meet and satisfy customers according to customer needs according to (Rangkuti, 2009), in order to:

- a. Empowering the public as customers of public services;
- b. Growing and rebuilding people's trust in the government.

The benefits of excellent service themselves are as follows:

- a. Efforts to improve the quality of government services for the community.
- b. Reference for developing service standards.
- c. Reference to customer service or stakeholders in service activities (why, when, who, where, and how services must be done).

The government's attention to improving services for the community has actually been regulated in a number of guidelines, including the Decree of the Minister of Administrative Reform (MENPAN) No. 81 of 1993 which sets out the joints of services according to (Kasmir, 2017) as follows:

1. Simplicity, in the sense that the procedures or procedures for services must be carried out easily, smoothly and straightforwardly, easily understood and easily implemented.
2. Clarity and Certainty, there is clarity and certainty regarding:
 - a. Procedures or procedures for public services.
 - b. General requirements, both technical and administrative (administrative).
 - c. Work units or officials who are authorized and responsible in providing public services.
 - d. Details of fees or general service tariffs and procedures for payment.
 - e. Time schedule for completing public services.
 - f. The rights and obligations of both the public service provider and recipient are based on evidence of receipt of the application or completeness as a tool to ensure starting from carrying out the public service process to completion.
3. Security, in the sense that the process and results of public services can provide security and comfort and can provide legal certainty.
4. Openness, in the sense of procedures or procedures, requirements, work units of officials responsible for providing public services, completion time and details of costs or tariffs and matters relating to the process of public service must be informed openly so that it is easily known and understood by society, both requested and unsolicited.
5. Efficient, in the following sense:
 - a. Public service requirements are limited to matters that are directly related to the achievement of service objectives by always paying attention to the integration between the requirements and the public service products provided.
 - b. Preventing repetition of completeness of requirements in the same context, in terms of the service process, completeness of requirements from work units or other relevant government agencies.
6. Economical, in the sense that the imposition of public service costs must be determined fairly by taking into account the value of goods or public service services or not demanding high costs beyond the reasonable conditions and ability of the public to pay in general, as well as the provisions of applicable laws.
7. Equitable justice, in the sense that the scope or reach of public services must be endeavored to the greatest extent possible using equitable distribution and treated fairly.

8. Timeliness, in the sense that the implementation of public services can be completed within the allotted time.

The principle of excellent service based on A3 according to Komar (Ratminto et al., 2017) is as follows:

1. Attitude.

Attitude is the attitude (personality) of a person related to the nature of that person. Excellent service based on attitude, among others, is done by harmonious appearance, serving customers with positive thoughts, and appreciating customers.

2. Attention.

Attention Is to give sincere attention to customers. There are several ways that can be done in giving is listening and understanding customer needs and pay attention to customer behavior.

3. Action.

Action is acting to meet the desires of the customer or customer. The action that can be done is to provide the best service and not delay work.

From these principles, it can be understood that the principle of excellent service is to give sincere attention, give the best attitude and take the best actions. With this action, it will give a good image to the company or agency.

Things that need to be considered with the concept of excellent service according to (Ratminto et al., 2017), namely:

1. If it is associated with the government's duty to provide services to the community, then excellent service is the best service to the community.
2. Excellent service is based on the best prime service standards.
3. For agencies that already have excellent service standards, excellent service is a service that meets the standards.
4. For agencies that already meet the standards, then excellent service means a new breakthrough, namely services exceeding the standards For agencies that do not yet have service standards, then excellent service is the best service from the agency concerned, the next effort is to develop excellent service standards.

In addition, there are 6 ways you can do to provide excellent service to customers, namely:

1. Excellent Service Training.

Create training for customers, especially for customer service so that they can provide fast, appropriate, and efficient services. Customer service needs to have extensive knowledge so that they are able to provide excellent service. Reliable communication skills are also crucial in understanding what customers want and in talking to them.

2. Focus on the customer.

Pay attention to your tone of voice, be confident but don't be emotional if there are guests or customers who complain. Listen to their desires carefully and record all needs with excellent communication skills. In serving, place the guest or customer sorted first like the closest person, such as colleagues or leaders in the office.

3. Providing efficient service.

Do it right then, don't leave the guest or customer waiting because they want the problem solved immediately. Guests or customers will be satisfied by believing that the office or agency is credible and responsible for their complaints, complaints, suggestions and criticisms.

4. Personal Approach.

Remember the names of customers or guests who come even though the numbers are many because this personal approach can get loyal customers. In addition, congratulate certain comments as a form of excellent service from you.

5. Establish good relations with customers or guests.

Show sympathy, talk with feeling, and provide solutions to show understanding with the wishes of the customer or guest. Ask for feedback from them in the form of satisfaction surveys in services so they can improve and evaluate if there are deficiencies in providing services.

6. Transferring services to other parties.

If the customer or guest requests for services outside of expertise, then transfer the service to other parties who have the ability. With the transfer, it will be seen that the company or agency has worked with professionals. Contact others about customer or guest requests and give them contact numbers so they can communicate easily.

Excellent service is the best service that meets quality service standards. How to serve customers, guests, and customers according to (Ratminto et al., 2017) are as follows:

1. Look neat and harmonious.

In providing excellent service, as a customer service, SPG, or receptionist, a person needs several requirements, such as the face must be charming, the body must be sturdy, not handicapped, have interesting language speech, be familiar in behavior, look full of confidence, and dress in style. interesting.

2. Serve in a timely manner and not neglect

In prioritizing excellent service quality, service personnel must be on time and not ignore guests or customers.

3. Having extensive knowledge

As a condition of serving well, officers must have knowledge and expertise. In this case the officer must have a certain level of education and certain training required in his position. In addition, he has extensive experience in his field.

4. Be polite and friendly

Service users generally have different levels of economic and social status. This certainly affects their character. For this reason, service officers are required to have hospitality in serving customers or guests. Service personnel must be able to be patient, not selfish, and polite to them.

5. Honesty and trust

Excellent service by service users can be used in various aspects, so the implementation must be transparent from the honesty aspect.

How to serve customers properly according to Atep Barata (Ratminto et al., 2017) including:

1. Prepare to have knowledge and skills in accordance with the field of work faced in order to be able to serve customers.
2. Show yourself as a person who is open, friendly, and polite.
3. Strive to be able to adjust to the habits or desires of customers or customers to certain limits that are considered logical and legal.
4. Strive to find out the customer's name, in order to greet the customer by his name so that it is easy to foster familiarity with customers.
5. Showing patience in dealing with various types and characteristics of customers.
6. Facilitating the best possible fulfillment of customer needs and desires and stating frankly when unable to realize their desires.
7. Accommodate all suggestions and criticisms from customers as constructive input. Thank the customer. Even though the suggestions and criticisms were delivered by customers in anger.
8. Strive to avoid conflicts with customers, say sorry to customers who are disappointed or angry.
9. Strive to provide honest responses or answers to customers, in accordance with the knowledge of service providers.

The main dimensions of service according to Zeithmal, et al (Rangkuti, 2009), namely:

1. Reliability

Namely the ability to carry out the promised service consistently and reliably (accurately).

2. Responsiveness or capture power

That is the willingness to help customers (consumers) and provide services or services that are fast and appropriate.

3. Competence

Namely the mastery of the skills and knowledge needed to be able to serve according to customer needs.

4. Access

Includes conditions to be contacted or met (approachability) and ease of contact.

5. Courtesy

That includes the attitude of courtesy, respect, attention and friendliness of the employees.

Customer Satisfaction

Satisfaction is a comparison of the quality of service felt by consumers with the expectations of consumers, if the quality felt by consumers is below expectations, then consumers are not satisfied, if the quality felt by consumers is in line with expectations, consumers will be satisfied, and if the quality felt by consumers more than expectations, consumers will be very satisfied (Riyanto, 2018) Kotler & Keller stated, "Customer satisfaction is a feeling of pleasure or disappointment someone who arises because of comparing the perceived performance of their expectations" (Riyanto, 2018).

"Customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing between the performance (results) of the predicted products to the expected performance" (Wulandari, 2015). According to Mowen and Minor "Customer satisfaction is defined as the overall attitude towards an item or service after acquisition and its use" (Nuralam, 2017). (Kotler, 2016), revealed that "Satisfaction is the level of feeling in which a person states the results of a comparison between the work of the product or service received and what is expected. Zeithaml and Bitner stated "customer satisfaction is the response or response of consumers regarding the fulfillment of needs. (Rangkuti, 2009 Irawan stated that "customer satisfaction is the result of an assessment of consumers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less" (Widyastuti, 2017).

Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer consumption needs. So, customer satisfaction is a feeling of pleasure that arises from someone because their needs or desires can be fulfilled, even though to get it requires an effort or sacrifice (Al Rasyid, 2017). Mowen and Minor stated that customer satisfaction is also defined as the overall attitude towards a product or service after acquisition (acquisition) and its use. In other words, customer satisfaction is an evaluative evaluation of after-purchase resulting from a specific purchase selection (Nuralam, 2017). (Kotler, 2016), stated "customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing between his perception or impression of the performance (results) of a product and its expectations.

Customer satisfaction goes hand in hand with dissatisfaction. This means the customer's response to the evaluation and perceived discrepancy between the previous expectations and the actual performance of the product felt after its use. So, satisfaction is an emotional response that is felt by customers when they enjoy the experience of using or consuming products or services. The benefits of creating customer satisfaction have a positive impact on the company. This customer satisfaction can provide benefits for the company. Customer satisfaction can provide several benefits according to (Tjiptono, 2016), namely:

1. The relationship between the company and its customers becomes harmonious.
2. Provide a good basis for repeat purchases.
3. Can encourage the creation of customer loyalty.

4. Form a word-of-mouth recommendation that is beneficial for the company.
5. The company's reputation is good in the eyes of customers.
6. Profit can be increased.

Satisfaction factors that can create competitive advantage consist of 9 strategic according (Rangkuti, 2009), namely:

1. Service procedure communication strategies and communication access so that service procedure information is easily obtained. Competency improvement strategies, so as to improve the process of completing documents.
2. Strategies to improve communication access, so as to improve the overall quality of communication access services.
3. Strategies to improve communication access for Customer Service and Call Centers, so that they are easily contacted by various communication tools and interactive websites.
4. Strategies to understand customer needs, so that they can quickly follow up on customer needs.
5. Strategies to increase customer databases, so that customer service officers can more quickly serve customers.
6. Strategy to increase customer complaints database, so that customer service officers can be responsive in solving customer problems.
7. Strategy to improve parking facilities and infrastructure, so as to improve parking comfort and convenience.
8. The strategy of increasing the competence of call center officers, so they can quickly serve customers in accordance with customer desires.

The factors that can affect customer satisfaction according to (Armaniah et al., 2019), include:

1. Service quality
2. Product quality
3. Price
4. Situational Factor
5. Personal Factors

Service Quality is the quality of the services we provide to customers. There is no advantage, a quality product if it is not matched by exceptional service quality. Customers will definitely feel disappointed because it is not well served. On the other hand, exceptional service also means nothing if it is not supported by quality products and prices that are in line with customer expectations.

In addition, the strategy to increase customer satisfaction is also strongly influenced by internal factors that exist within the customer itself, such as situational factors and personal factors. Often we just walk around to see a shopping center, but if there are situational influences, such as promotional activities, discounts ahead of holidays or new years as well as various activities that can increase purchasing impulses, then situational factors can influence our decision making process in conducting purchases that we didn't plan beforehand. Likewise, personal factors, people who have a character like to shop a lot affect the lifestyle and decision-making process for purchases.

Dimensions of Customer Satisfaction, Factors that drive customer satisfaction according to Irawan (Irawan, 2009), namely:

1. Product quality, customers are satisfied after buying and using the product and the product quality is proven good.
2. Price, for sensitive customers usually a cheap price is also a source of satisfaction because customers will get a high value for money.
3. Service quality Satisfaction with service is usually difficult to imitate. Service quality is a driver that has dimensioned goods, one of the most popular is servqual.
4. Emotional (emotional factor) customers will feel satisfied (proud) because of the emotional value given by the brand of the product.

5. Cost and convenience, customers will be more satisfied if it is relatively easy, convenient and efficient in getting products or services.

While in determining the level of customer satisfaction there are five main factors that must be considered by companies in determining the level of customer satisfaction according to Lupiyoadi (Irawan, 2009), namely:

1. Product quality Customers will be satisfied if their evaluation results show that the products, they use are quality, rational consumers always demand quality products for every sacrifice made to obtain the product. In this case a good quality product will add value to the minds of consumers.
2. Quality of service, especially in the field of services, customers will feel satisfied if they get good service or as expected. Satisfied customers will show the possibility to buy the same product again. Satisfied customers will likely give a perception of the company's products.
3. Emotional Customers will feel proud and get the confidence that others will be impressed with him when using products with certain brands that tend to have higher levels of satisfaction. Satisfaction obtained. Not because of the quality of the product but the social value or self-esteem that makes customers satisfied with certain brands.
4. Price Products that have the same quality but determine a relatively cheap price will provide higher value to its customers.
5. Costs Customers do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

The customer satisfaction indicator consists of six points according to (Tjiptono, 2016), namely:

- a. Overall customer satisfaction, i.e. customer satisfaction is measured by product and compared with competitors' products.
- b. Customer ratings, i.e. customers provide value to products and competing products.
- c. Confirmation of expectations, which is the suitability or mismatch of customers between expectations and the actual performance of the product.
- d. Repurchase interest, i.e. customer behavior in shopping and reusing products.
- e. Willingness to recommend, namely the customer's desire to provide product recommendations to friends or family, and
- f. Customer dissatisfaction, including complaints, returns, and consumers turn to other competitors.

There are five dimensions to measure customer satisfaction according to Parasuraman, et al (Rangkuti, 2017), namely:

1. Reliability, namely the company's ability to perform services as proposed promptly, accurately and satisfactorily.
2. Responsiveness, namely the willingness to help and the availability of serving well.
3. Assurance, which is the knowledge and friendliness of employees and the ability to generate trust and confidence, courtesy, and trustworthiness that employees have, free from danger, risk or doubt.
4. Concern (Empaty) includes an understanding of giving individual attention to customers, ease of communicating well, and understanding customer needs.
5. Appearance or Physical Evidence (Tangible), which includes the physical appearance of facilities, equipment, employees, and communication tools.

3. Methods

This research is a type of quantitative research using survey methods. Where is the research that analyzes the numbers obtained from the survey results in the form of distributing questionnaires randomly to the respondents. The samples used in this study amounted to 100 respondents. With the reason of wanting to find out how much the level of customer satisfaction with excellent service at Lotteria Branch Cibubur Bekasi restaurant. The research data analysis method uses SPSS 24.0 to measure correlation coefficient, coefficient of determination (R²), and simple linear regression.

4. Results and Discussion

Test Research Instrument

1. Validity

Testing is done by comparing the r count with r table. The value of r arithmetic is the result of the correlation of respondents' answers on each statement in each variable analyzed by the author with the SPSS 24 program. The method often used for questionnaire validity is the correlation between the score of each statement with a total score, so it is often referred to as intern's total correlation. The magnitude of r table with an error level of 0.05 or 5% with degrees of freedom $df = n-2$ or $100 - 2 = 98$ of 0.1966. Results The validity of the SPSS program for all r indicators is greater than r table, the conclusion is that 10 question items for both X and Y variables are valid, and research can be continued.

2. Reliability

The reliability of an indicator or questionnaire from calculations using SPSS can be seen from Cronbach's alpha. The results of SPSS output reliability can be seen as follows:

Table 1. Reliability Statistics Service Quality

Cronbach's Alpha	N of Items
,825	10

According to data from SPSS. 24, the description of the service quality variable shows that the value of Cronbach's alphabet from the service quality variable is 0.825.

Table 2. Reliability Statistics Customer Satisfaction

Cronbach's Alpha	N of Items
,779	10

According to data from SPSS. 24, the description of the customer satisfaction variable shows that the value of Cronbach's alphabet from the customer satisfaction variable is 0.779.

Table 3. Reliability Table

Variable	Cronbach's Alpha	Information
Excellent service	0,825	Very Reliable
Satisfaction	0,779	Reliable

From the table above shows the value of Cronbach's alpha. All variables fall into the reliable category with the provisions of Cronbach's Alpha greater than 0.61, so it can be concluded that the indicators or questionnaires used in the study are very reliable or reliable that can be trusted as a variable measurement tool.

Analysis of Excellent Service Variables on Customer Satisfaction

1. Test the Correlation Coefficient

The correlation coefficient is used to measure how strong the relationship between the independent variable is with the dependent variable. Once it is known that the items in the instrument are declared valid and reliable, then the next step is to look for the direction of the strong relationship between service quality and customer satisfaction using the correlation formula. Through the assistance of the SPSS.24 program, the results of the relationship between Excellent Services to customer satisfaction can be seen as follows:

Table 4. Correlation Coefficient Results

		EXCELLENT SERVICE	SATISFACTION
EXCELLENT SERVICE	Pearson Correlation	1	,891**
	Sig. (2-tailed)		,000
	N	100	100
SATISFACTION	Pearson Correlation	,891**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table, it can be concluded that the correlation value (relationship) between service quality and customer satisfaction is 0.891. Based on the guidelines on interpretation of correlation coefficients, the value is included in the very strong category. So, it can be concluded that there is a positive relationship between Excellent Service and Customer Satisfaction.

2. Test the coefficient of determination

The coefficient of determination test is used to find out how much influence the quality of service on customer satisfaction.

Table 5. The Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,891 ^a	,795	,792	1,255

a. Predictors: (Constant), Excellent Service

From the results of the table above shows the adjusted coefficient of determination (R Square of 0.691%). This figure implies that the Excellent Service has an effect on Customer Satisfaction of 79.5%, while the rest of (100% - 79.5% = 20.5%) is explained by other variables not examined. This

is understandable because of customer satisfaction not only determined by excellent service, because other factors are also very likely to have an effect.

Simple regression is used to predict how high the value of the dependent variable if the value of the independent variable is manipulated (changed) based on the results of the analysis using SPSS, the regression results obtained between the quality of service to customer satisfaction are as follows:

Table 6. Regression Equation Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,742	2,024		1,849	,067
	Excellent Service	,950	,049	,891	19,466	,000

a. Dependent Variable: Customer Satisfaction

Based on the Coefficients table it can be seen that the value of Sig. (2-tailed) valued at 0,000 <0.02, the decision H_0 is accepted, it can be concluded that there is a significant similarity between the Effect of Excellent Service on Customer Satisfaction at Lotteria Restaurant Cibubur Branch Bekasi.

Based on the SPSS 24 calculation table the regression equation test can be obtained equations namely:

$$Y = a + bX$$

$$Y = 3,742 + 0,950X$$

Where:

Y = Excellent Service

X = Customer Satisfaction

From this regression it can be analyzed that. A constant of 3,742 states that if there is no excellent service provided by Lotteria Restaurant, then customer satisfaction is 3,742. Regression coefficient X of 0.950 states that each addition of 1 prime service, will increase Customer Satisfaction and vice versa, if Good service Quality has decreased 1 time then Customer Satisfaction is predicted to decrease by 0.950%. So, the direction of the relationship between Excellent Service and Customer Satisfaction is positive, meaning it is in the same direction

5. Conclusions

Based on the results of the discussion about the Effects of Excellent Service on Customer Satisfaction at Lottery Restaurant Cibubur Branch Bekasi are as follows, to find out how much interpretation between Prime Service variables and Customer Satisfaction. This can be proven from the calculation result that $R = 0.891$ means that there is a positive and strong relationship between excellent service quality and customer satisfaction at Lotteria Restaurant, Cibubur Branch, Bekasi. This gives an indication that excellent service influences customer satisfaction. Based on the calculation of the Coefficient of Determination (KD) obtained 79.5 results which indicate that the influence of Excellent Service on Customer Satisfaction and the rest of 20.5% is influenced by other factors. Based on the calculation of a simple regression equation, the equation $Y = 3,742 + 0,950X$, which shows that in the absence of Excellent Service, the result of Customer Satisfaction is 3,742 and

if the Excellent Service (X) goes up or down by 1 number or if community satisfaction is increased or decreased by 1% it will increase or decrease satisfaction by 0.950

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