Analysis of the customer satisfaction based on the service quality, food quality, and facilities

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A B S T R A C T		**A R T I C L E I N F O**
This study explores how service excellence, culinary quality, and available amenities influence Customer Satisfaction at Montana Del Cafe Kintamani Bali. The research gathered data from customers who visited the cafe, using a sample of 90 individuals through an ad hoc sampling method. The analysis involved Descriptive Analysis, Validation Appraisal, Reliability Assessment, Statistical Tests (including Multiple Linear Regression, Partial Correlation Analysis, and more), all performed at a 95% confidence level. The study found that Service Excellence (X1) significantly influences customer satisfaction, with a positive t-test of 2.253 and a t-value of 0.257. Culinary quality (X2) also contributes to customer satisfaction, showing a positive but modest impact, with a t-test of 1.797 and a t-value of 0.213. Facilities (X3) have a strong positive effect on customer satisfaction, with a t-test of 4.980 and a t-value of 0.534. When analyzing all factors collectively,, Service Excellence (X1), Culinary Quality (X2), and Facilities (X3) harmoniously exerted a robust impact on Customer Satisfaction (Y) at Montana Del Cafe Kintamani Bali. This was confirmed through the formula Y = 0.286 + 0.257X1 + 0.213X2 + 0.534X3 and an F-test value of 60.076, since the F-table value (2.711) was surpassed at p<0.05, the null hypothesis (Ho) was rejected, favoring the alternative hypothesis (Ha). Moreover, Determination Analysis demonstrated that collectively, Service Excellence (X1), Culinary Quality (X2), and Facilities (X3) contributed significantly, accounting for 67.7% of the variance in Customer Satisfaction (Y) at Montana Del Cafe Kintamani Bali. In conclusion, Service Excellence (X1) and Facilities (X3) distinctly and meaningfully foster Customer Satisfaction (Y), while the impact of Culinary Quality (X2), although positive, remains relatively modest.		

1.Intoduction

A restaurant is a business that aims to make a profit. Many variables affect a restaurant's ability to make a profit. Satisfied restaurant consumers can guarantee the achievement of profit by a restaurant. This happens because consumers who are satisfied with the products and services provided by the restaurant will become repeat visitors and recommend the restaurant to others. With the occurrence of repeated visits and the addition of the number of customers, it is expected that the restaurant's revenue will also increase. In order to survive in the competition for a long time, it is necessary for the restaurant management to know the needs of the consumers (Kotler, 2017). With the competition among existing restaurants, restaurant owners need to rethink how to retain their consumers so that their restaurants continue to be visited by customers. Understanding the needs and desires of consumers is a challenge for restaurant owners to satisfy their consumers (Kotler, 2017). According to Kotler (2017: 177), customer satisfaction is a feeling of pleasure or disappointment for someone that arises after comparing the perception or impression of a service with his expectations. Customer satisfaction is an important basis for the recognition of restaurant performance. (Kotler, 2017) states that customer satisfaction is one of the important elements in improving marketing performance in a company, satisfaction felt by consumers can increase the buying intensity of consumers.

One of the factors that affect customer satisfaction is the quality of service. Poor service quality leads to problems in the operation of a restaurant. Problems that may arise due to poor service quality include customer complaints and dissatisfaction in waiting for their turn to be served, reactions to rude service behavior, billing errors, or the performance of less skillful service repairs. Service quality is one of the important factors to win the competition in today's restaurant industry because quality is more important than quantity in today's society (Tjiptono, 2017).

The next factor that affects customer satisfaction in restaurants is the quality of the dishes or food, which is a basic human need that must be immediately satisfied to maintain its survival. In this era that has developed, customers come to the restaurant not only to feel the service, they certainly want to feel the dishes provided. Many restaurant entrepreneurs create new food to compete with other restaurants. For the actors in the restaurant business, there are always new competitors every day, so if a long-established restaurant cannot innovate with new things, the restaurant business will no longer be in demand by consumers because consumers are always looking for something unique and new (Kotler, 2017). Meal quality is defined as a quality concept that can provide insight into how to maintain meal quality as the ability to deliver results that meet or exceed consumer desires (Kotler, 2017). Dish quality characteristics that are acceptable to consumers include color, appearance, portion, shape, temperature, texture, aroma, degree of doneness, and taste. Good food quality plays an important role in outperforming competitors and is one of the best ways to maximize success in the restaurant business (Tjiptono & Chandra, 2018).

In order to support the quality of service and the quality of food, it is necessary to have facilities in a restaurant. Facilities are the main support elements that must be present before the restaurant business can operate, facilities have a direct impact on consumers who visit the restaurant (Tjiptono, 2018: 317). Facilities can be in the form of anything that makes it easier for consumers to get satisfaction, because a form of service cannot be seen, smelled, and touched, so the aspect of physical form becomes important as a measure of service. Consumers

use their vision to evaluate the facilities provided (Apriyadi in Tjiptono, 2017). Consumers who visit restaurants also use various physical facilities such as buildings, parking lots, and other supporting facilities. In this regard, the aesthetics, condition and comfort of the room, completeness of additional equipment, communication facilities, entertainment infrastructure, lighting and color in providing food and beverage needs will be something that is considered and important in the perception of the company in the eyes of consumers (Tjiptono, 2017). The presence of adequate facilities will support consumer activities, good facilities and meeting consumer needs will be considered by consumers in choosing the restaurant visited (Tjiptono, 2017).

Based on previous studies, there are differences in the basic research results on service quality, food quality and facilities related to customer satisfaction.

Research conducted by Cenny Cahyadi (2019) with the title "The Effect of Service Quality and Food Quality with the Role of Atmosphere Moderation at Sushi Tei Galaxy Mall Restaurant in Surabaya" This study shows that service quality has no significant effect on customer satisfaction and loyalty, food quality has a significant effect on customer satisfaction and loyalty, while the role of atmosphere does not moderate the effect of service quality and food quality on customer satisfaction and loyalty. This shows that service quality and atmosphere are not important for Sushi Tei Galaxy Mall restaurants in Surabaya, but food quality is very important for Sushi Tei Galaxy Mall restaurants in Surabaya. This study found that food quality is very important to create customer satisfaction in ethnic restaurants.

Research conducted by Yunitasari (2019) examines the effect of food quality, price, and service quality on customer satisfaction at KFC A Yani Surabaya Restaurant "The results showed that the variables of food and price had a significant effect on customer satisfaction, while service quality had no significant effect on customer satisfaction.

In the study conducted by Utami (2019), the effect of service quality on consumer satisfaction at Baruna Sanur Restaurant is examined. The results of data analysis show that all service quality variables (physical evidence, reliability, responsiveness, assurance, and empathy) have a positive and significant effect on customer satisfaction at Baruna Sanur Restaurant, in addition, there are differences in satisfaction between male and female customers with Baruna Sanur Restaurant services.

Based on the results of previous researches mentioned above, it is certainly an interesting thing to further examine the effect of service quality, food and facilities on customer satisfaction. Based on the phenomena that occur and the differences in research results, it is interesting to test the effect of service, food and facilities on customer satisfaction.

The research was conducted at Montana Del Cafe Kintamani Bali. This restaurant is a culinary business that is currently popular which is located at Jl. Raya Penelokan No. 899, South Batur, Kintamani District, Bangli Regency: 899, South Batur, Kintamani District, Bangli Regency. Montana Del Cafe Restaurant presents the sensation of coffee above the clouds, one of the sensations that visitors get when coming to this place in March to August, visitors will have many opportunities to see cloudy views in the morning. This restaurant is located on a plateau, so the clouds often look flat, making visitors feel like they are above the clouds.

Montana Del Cafe Kintamani Bali opened at the beginning of January 2019. The concept of this restaurant is a classic-modern impression. This can be seen from the exterior of the building, which is dominated by white color. The building material of the restaurant is dominated by glass material, so that light can easily enter. Montana Del Cafe has several areas for visitors to choose from. There is an outdoor area with an entrance, an indoor area and a second cafe located on the lower floor. In the outdoor section, there is a terrace decorated with weeds and facing directly towards Mount Batur. In this section there is also a seating area like a bar complete with beautiful umbrellas and instagramable, very suitable as a spot to take pictures while enjoying the beautiful panorama of the surrounding nature.

This restaurant initially implemented a service system with two concepts, one is self-service (buffet) for traditional food, consumers are free to take various kinds of traditional food that are served and then pay for it, the second concept is a la carte, consumers can order food in advance according to the existing menu list. However, since the public's appetite for traditional food is decreasing and the buffet concept is not effective enough because of the waste when the food taken is not spent by the consumers, Montana Del Cafe Restaurant changes the menu concept to full a la carte. The main menu of this restaurant is coffee and various dry food such as bread and cookies. In connection with the location of this restaurant in the Kintamani area, known as the largest coffee producing area in Bali, Montana Del Cafe Restaurant also offers local Kintamani coffee. In addition to Kintamani specialty coffee, they also offer international coffee such as Geisha coffee from Panama. There are many types of dishes served ranging from western food, Chinese food to traditional food can be enjoyed here. Based on the background of this research, it is interesting to study the partial effect of service quality on customer satisfaction at Montana Del Cafe Kintamani Bali, the partial effect of food quality on customer satisfaction at Montana Del Cafe Kintamani Bali and the partial effect of facilities on customer satisfaction at Montana Del Cafe Kintamani Bali and it is also interesting to study the simultaneous effect of service quality, food quality and facilities on customer satisfaction at Montana Del Cafe Bali.

2.Method

This research was conducted at Restaurant Montana Del Cafe Kintamani Bali, located on the road at Jalan raya Penelokan no.899, Batur Selatan, Kintamani District, Bangli Regency, Bali 80652. Phone: 081-3723-6716, Instagram: @montanacafebali and Facebook: montanacafebali. The research object in this study is the quality of service, dishes and facilities to customer satisfaction at Restaurant Montana Del Cafe Kintamani Bali. There are two types of data used in this study, namely quantitative and qualitative data with primary and secondary sources.

The population in this study were consumers who visited Restaurant Montana Del Cafe Kintamani Bali. The method of determining the sample is a non probability sampling method with accidental sampling technique. The minimum number of samples is calculated based on the formula described by Ferdinand (2016: 221): n = (5 to 10 x the number of indicators used) = 5 x 18 indicators = 90 samples. Data will be collected through interview techniques, observation and distribution of questionnaires that have been tested through validity and reliability analysis, and data collection through documentation.

Data are processed using descriptive and inferential statistics, namely Partial and multiple correlation analysis, partial and multiple regression analysis, and determination analysis. Previously, the obtained data was tested to fulfill classical assumptions, namely: classical test of multicollinearity assumption, classical test of heteroscedasticity assumption, classical test of normality assumption. The hypothesis was tested with t-test and F-test.

3.Literature Review
3.1.Marketung Management

Marketing management is the result of implementing corporate strategies such as customer satisfaction, new product success, sales growth, and profitability. Therefore, to measure the marketing performance of a company, the units of sales, consumer growth, and consumer turnover are used to better describe marketing performance and competition (Kotler, 2017). According to (Hutabarat, 2017), marketing management is a process of analyzing, planning, implementing, and controlling marketing activities involving ideas, goods, and services based on exchange with the aim of creating consumer satisfaction and producer responsibility. On the other hand, according to (Tjiptono, 2018) marketing management is a process of analyzing,

planning, organizing and controlling programs that include the design, pricing, promotion and distribution of products, services and ideas designed to create and maintain a profitable exchange to achieve the company's goals. Based on the understanding of the above experts, it can be said that marketing management is a marketing strategy, analyzing and planning marketing ideas and controlling activities in marketing and managing pricing, promotion and distribution programs of products, services and ideas designed to create profits in order to achieve company goals.

3.2. Consumer Satisfaction

According to Kotler (2017: 208), consumer satisfaction is a feeling of pleasure or disappointment for someone that occurs after comparing their perception or impression of a product (performance or results) with their expectations. In other words, satisfaction is an emotional evaluation after consumers feel a product is being used. According to Tjiptono (2019: 312), satisfaction is the level of a person's feelings after comparing his perceived performance/results with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations, if expectations do not match what is desired, consumers will be disappointed. It can be said that customer satisfaction is a person's feeling of pleasure or disappointment that has arisen after comparing the performance (results) of the product with what consumers expect, therefore it is necessary to achieve to determine consumer expectations so that the company can meet these expectations.

Based on the theory explained by (Edwin in Kotler, 2017), consumer satisfaction is measured by how well consumer expectations are met.Consumer satisfaction indicators, namely:(1). Expectation congruence is the degree of congruence between the product performance expected by consumers and the product performance felt by consumers. (2). Return visit interest is the willingness of consumers to visit again or make repeat purchases of related products. (3). Willingness to Recommend Consumers will always recommend the results of their experiences to others for what is obtained from a quality product offered by a company.

3.3. Service Quality

According to Kotler (2019), service quality is a form of consumer evaluation of the level of service received with the expected level of service. If the service received or felt is as expected, then the service quality is perceived as good and satisfying. The satisfaction formed can encourage consumers to make repeat purchases and become loyal customers. Meanwhile, according to Tantri in Tjiptono (2019), service quality is the overall characteristics and features of a good or service that affect its ability to satisfy stated or implied needs. The quality of service provided by the company to be able to meet consumer expectations.

Based on the existing theory (Yulianto in Tjiptono, 2017), the indicators of service quality are as follows: (1). Reliability is the ability to provide services in accordance with what is presented accurately and reliably. Performance must be in accordance with consumer expectations, which means timeliness, the same service for all consumers without error, a sympathetic attitude with high insurance. (2). Responsiveness is the ability or willingness of employees to provide fast and accurate service to consumers and provide clear information. (3). Assurance is the courtesy, ability and knowledge of company employees to promote consumer confidence in the company. (4). Empathy is a sincere and individualized or personal attention given to consumers by trying to understand consumer needs (5). Physical evidence (tangibles) is the company's ability to show its existence to consumers through the state of the environment, means of communication, appearance of employees.

3.4. Quality of Dishes

According to Edwin (in Kotler, 2017), the quality of dishes plays an important role in the purchase decision of consumers, so it can be seen that if the quality of dishes increases, the purchase decision will also increase. It can be seen that the quality of the dishes is good and according to consumer expectations, the level of satisfaction will be higher. The quality of dishes has an influence on customer satisfaction, so it would be better if you can improve and maintain the quality of dishes as the basis of marketing strategy. According to Dita (in Tjiptono, 2018) assumes that the quality of dishes has an influence on customer satisfaction, so it is necessary to improve the quality of dishes so that consumers are satisfied and the company can operate smoothly.

Tjiptono (2018) states that there are indicators of dish quality consisting of: (1). Freshness is the freshness of food ingredients used in the preparation of a dish. (2). Presentation is the appearance of the dish to be served so that it looks attractive. Providing the appropriate quantity or portion according to the type of dish, not excessive and not deficient, so that consumers are satisfied. (3). Well cooked (Well cooked) The dishes served must be well cooked until the dish is perfectly cooked, but not overcooked. It has a pleasant taste and an appropriate temperature. (4). Variety of food is a variety of dishes with interesting and creative innovations. (5). Hygiene or cleanliness Hygiene of dishes must always be maintained, dishes that are clean and look fresh will attract consumer satisfaction.

3.5. Facility

In order to support service quality and food quality, there must be a facility available in a service company, with adequate facilities, it will increase consumer satisfaction and comfort. According to Tjiptono, 2016: 317) Facilities are physical resources that must exist before a service is offered to consumers. Facilities are important in a service business, therefore, existing facilities, namely the condition of facilities, interior and exterior design, and cleanliness must be considered, especially those that are closely related to what consumers directly feel. Perceptions gained from consumer interactions with service facilities affect the quality of those services in the eyes of consumers. Meanwhile, according to (Yoeti in Tjiptono, 2015), the facilities are everything both objects and services that accompany the services provided by companies, both commercial, service and industrial companies. Each of these companies must provide adequate and good quality facilities to support customer satisfaction. According to (Apriyadi in Tjiptono, 2017) suggests that everything that is physical facilities and is provided by the seller of services to support consumer convenience. Thus, facilities are physical resources that exist in a service that can be provided to consumers. Based on the explanation of the above experts, it can be said that facilities are physical resources that exist in a service company that can be offered to consumers. With the facilities can assist in increasing customer satisfaction.

Based on the theory explained by Tjiptono (2017: 46), there are several indicators that evaluate facilities in a company. consists of: (1). Consideration of a partial plan Aspects such as proportion, comfort and others need to be considered, combined and developed to attract intellectual and emotional responses from the user or person who sees it. (2). This element includes interior and architecture, such as the placement of furniture and equipment in the room, design and flow of circulation, and others, so as to create a comfortable impression for consumers. (3). Equipment or furniture Equipment functions as a means of providing comfort, as a display, or as a supporting infrastructure for service users. (4). Lighting and Color Types

of room coloring and light settings with a comfortable atmosphere and in accordance with the company theme carried out in the room. 5. Supporting Elements The existence of the main facilities will not be complete without other supporting facilities.

Service quality, which plays a very dominant role in customer satisfaction when carrying out various activity efforts, especially customer satisfaction. Judging from how the company can meet the needs of consumers well and as much as possible. Good and maximum service quality is what all companies and consumers want, this is consistent with the opinion of (Kotler 2019) the level of service received with the expected level of service, if the quality of service received or felt is adequate and maximum, then the service quality is perceived as good, so service quality has an important relationship with customer satisfaction.

Dishes are food and beverages that are provided in businesses, especially restaurants, so that consumers can choose and purchase available dishes. It can be said that the dish quality variable plays an important role in the operation of a restaurant organization or company. Judging by the quality of dishes served to consumers properly and correctly. Dishes that are served as expected by consumers will be able to create satisfaction in consumers, this is in line with the opinion of (Edwin in Kotler, 2017) Dish Quality has an important role in consumer purchasing decisions, so it can be seen that if the quality of the dish increases, consumer satisfaction will also increase. purchase. It can be seen that the quality of dishes is good and in accordance with consumer expectations, the level of satisfaction will be higher. Thus, it can be said that the quality of the dish has an important relationship with consumer satisfaction.

Facilities are the equipment available within an organization or company that can be used and experienced by consumers. It can be said that this facility variable also plays an important role in the operation of an organization or company. Judging by the availability of equipment in each restaurant room that is adequate and effective so that consumers can use it. Complete facilities will increase customer satisfaction, this is consistent with the opinion of (Yoeti in Tjiptono, 2017) that facilities are everything both objects and services that accompany the services provided by the company, each company must provide adequate and good quality facilities to support customer satisfaction. So it can be said that facilities have an important relationship with customer satisfaction, because they are physical resources in a company that must be available before the company is established, good and effective facilities will increase customer satisfaction.

4. Research Conducted

The research conducted by Utami and Jatra (2019) on "The effect of service quality on consumer satisfaction at Baruna Sanur Restaurant". 115 research samples concluded that all service quality variables (physical evidence, reliability, responsiveness, assurance, and empathy) had a positive and significant effect on customer satisfaction, in addition, there were differences in satisfaction between male and female customers with services and facilities at Baruna Sanur Restaurant. Research conducted by (Ahmad, 2019) on "The effect of service and food quality on customer satisfaction and customer retention in Jordanian restaurants". Involving 400 customers who were served at the Jordanian restaurant. Service quality is measured by SERQUAL attributes. The results show that service quality and food quality have a positive effect on customer satisfaction. In addition, the dimensions of service quality, customer satisfaction have a positive effect on customer retention. The results also confirmed that customer satisfaction mediates the relationship between service quality and customer retention. Research conducted by Sartika (2018) in the form of "Analysis of service quality and facilities towards customer satisfaction at Yuta Manado Restaurant". The population is

customers who visit Yuta Manado Restaurant. The research sample was 100 respondents. The results showed that service quality and facilities have an impact on customer satisfaction. Research conducted by Clara (2019) on "Analysis of food quality and perceived value on consumer satisfaction at Korean Restaurant Seoul". The research sample consisted of 98 respondents. The results showed that there was a strong relationship between food quality and perceived value on customer satisfaction.

5.Hypotheses

The hypotheses tested in this study are the following:

1. It is hypothesized that service quality has a partially positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.
2. It is hypothesized that food quality has a partially positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.
3. It is hypothesized that amenities have a positive and partially significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali. 39
4. It is hypothesized that service quality, food quality, and facilities simultaneously have a positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.

6.Result and Discussion

6.1.Result

The results of the research instrument test are as follows:

Table 1
Results of Validity and Reliability Tests of Service Quality (X1), Food Quality (X2), and Facilities (X3) Variables on Customer Satisfaction (Y)

No	Variabel	No. Item	Koefisien Korelasi	Keterangan
1	Kualitas Pelayanan	X1.1	0,775	Valid
		X1.2	0,762	Valid
		X1.3	0,857	Valid
		X1.4	0,764	Valid
		X1.5	0,676	Valid
2	Kualitas Hidangan	X2.1	0,652	Valid
		X2.2	0,680	Valid
		X2.3	0,746	Valid
		X2.4	0,758	Valid
		X2.5	0,669	Valid
3	Fasilitas	X3.1	0,856	Valid
		X3.2	0,748	Valid
		X3.3	0,649	Valid
		X3.4	0,619	Valid
		X3.5	0,791	Valid
4	Kepuasan Konsumen	Y1.1	0,617	Valid
		Y1.2	0,692	Valid
		Y1.3	0,640	Valid

No	Variabel	Cronbach's Alpha	Keterangan
1	Kualitas Pelayanan (X$_1$)	0,674	Reliabel
2	Kualitas Hidangan (X$_2$)	0,686	Reliabel
3	Fasilitas (X$_3$)	0,700	Reliabel
4	Kepuasan Konsumen (Y)	0,798	Reliabel

Sumber Data: Diolah.

The results of the validity and reliability assessment, presented in Table 1, show that the correlations have values higher than 0.03, while the Cronbach's alpha values have values higher than 0.60. Therefore, it can be stated that i.e. Service Quality (X1), Food Quality (X2) and Facilities (X3), when related to Customer Satisfaction (Y), can be considered valid and reliable for further statistical analysis.

6.1.1.Uji Multikoleniaritas

Tabel 2
Hasil Uji Multikolinearitas

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
(Constant)			
Kualitas Pelayanan		.397	2.517
Kualitas Hidangan		.321	3.117
Fasilitas		.394	2.540

Sumber Data : Diolah

Through the multicollinearity test listed in the table, it can be seen that the tolerance value of the variable service quality (X1) reaches 0.397, the quality of dishes (X2) is 0.321, and the facility (X3) reaches 0.394. The results show that each variable has a tolerance greater than 0.1 and a Variance Inflation Factor (VIF) less than 10. This implies the absence of multicollinearity problems in the study.

6.1.2.Uji Heteroskedastisitas

Scatterplot
Dependent Variable: Kepuasan Konsumen
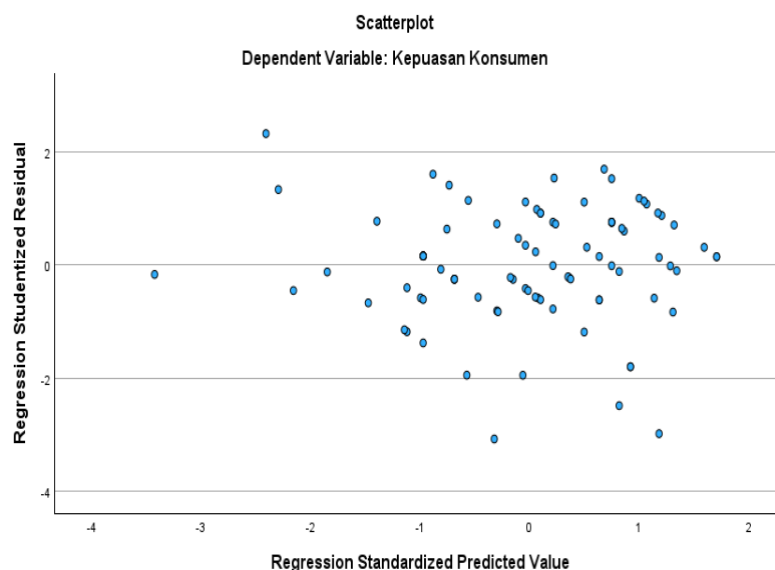
Gambar 1 Hasil Uji Heteroskedastisitas

Referring to Figure 1 above, it is clear that the distribution of points is in the range of more than and less than the value of 0, and does not form a special formation. Thus, the conclusion is that there is no tendency of heteroscedasticity within the scope of this study.

Normality Test

Tabel 3 Result Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			90
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.29407601
Most Extreme Differences	Absolute		.090
	Positive		.047
	Negative		-.090
Test Statistic			.090
Asymp. Sig. (2-tailed)[c]			.071
Monte Carlo Sig. (2-tailed)[d]	Sig.		.074
	99% Confidence Interval	Lower Bound	.067
		Upper Bound	.080
a. Test distribution is Normal.			
b. Calculated from data.			

Data Source: Processed

From the normality analysis shown in the table, the significance of Asymp. Sig (2-tailed) is around 0.071, which exceeds the significance threshold of 0.05. This result indicates that the three variables have distributions that tend to be normal.

Analysis Partial Correlation

Tabel 4 Hasil Analisi Korelasi Parsial

Variabel	Correlation Partial
Kualitas Pelayanan	0,691
Kualitas Hidangan	0,462
Fasilitas	0,708

Data Source: Processed

Looking at the partial correlation analysis listed in Table 4, it is confirmed that the three independent factors have a positive relationship with customer satisfaction (Y). Specifically, there is a strong relationship for X1, while X2 has a moderate relationship and X3 has a strong relationship.

Analysis Correlation

Table 5 Results of Multiple Correlation Analysis

a. Predictors: (Constant), Facilities, Service Qualit Food				
b. Dependent Variable : Customer Satisfaction				
Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823[a]	.677	.666	1.31645

Data Source: Processed

Table 5 shows an analysis with a correlation value of R=0.823, indicating that the three independent variables are positively and significantly correlated with customer satisfaction.

Results of Multiple Linear Regression Analysis

Table 6 Results of Multiple Linear Regression Analysis

Coefficients[a]								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	.286	1.664		.172	.864			
Kualitas Pelayanan	.257	.114	.219	2.253	.027	.278	.691	.356
Kualitas Hidangan	.213	.118	.194	1.797	.075	.222	.462	.350
Fasilitas	.534	.107	.486	4.980	.000	.410	.708	.387

a. Dependent Variable: Kepuasan Konsumen

Data Source: Processed

From the description in Table 6 above, the regression coefficient value for X1 is about 0.257, X2 has a value of about 0.213, and X3 reaches a value of 0.534. This means that each one-point increase in each independent factor will contribute to an increase in customer satisfaction according to the magnitude of the corresponding regression coefficient. Similarly, a change in direction will have a comparable effect.

Analysis of Determination

From the description in Table 6 above, the regression coefficient value for X1 is about 0.257, X2 has a value of about 0.213, and X3 reaches a value of 0.534. This means that each one-point increase in each independent factor will contribute to an increase in customer satisfaction according to the magnitude of the corresponding regression coefficient. Similarly, a change in direction will have a comparable effect.
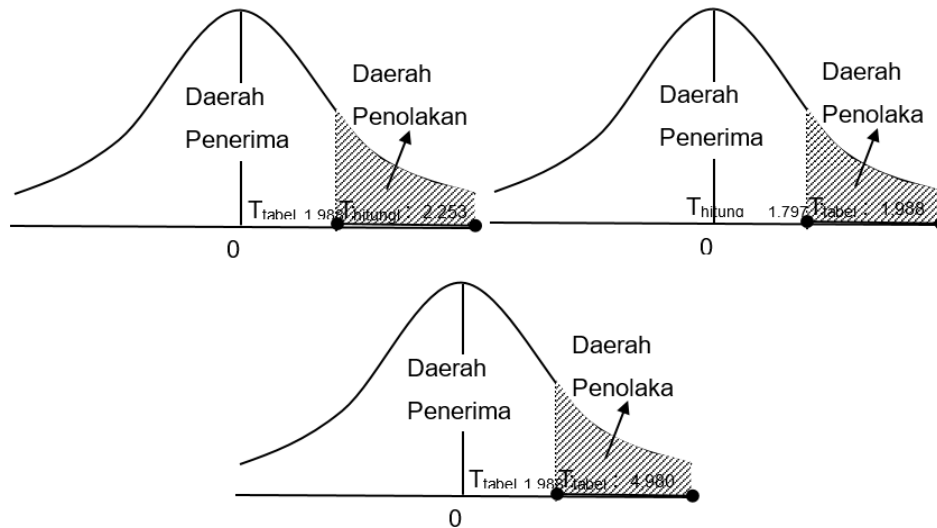
T test

Daerah Penerima

Daerah Penolakan

T_{tabel} 1.988 T_{hitung} : 2.253

0

Daerah Penerima

Daerah Penolaka

T_{hitung} 1.797 T_{tabel} : 1.988

0

Daerah Penerima

Daerah Penolaka

T_{tabel} 1.988 T_{tabel} : 4.980

0

Image 2 Result T test

The t-test results in Figure 2 show that the T_count values of Service Quality (X1) and Facilities (X3) exceed the T_table. However, Food Quality (X2) has a T_hitung value lower than the T_table. This means that for Service Quality and Facilities, Ho is rejected and Ha is accepted. Meanwhile, for Food Quality, Ho is accepted and Ha is rejected. Thus, service quality and facilities have a positive and significant effect on customer satisfaction, while food quality has a positive but insignificant effect.
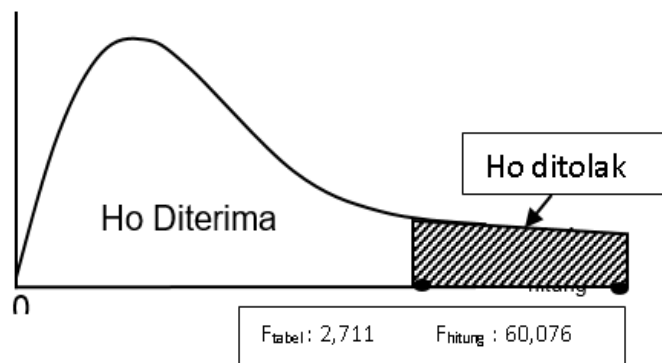
F Test

Ho ditolak

Ho Diterima

F_{tabel} : 2,711 F_{hitung} : 60,076

Image 3 F Test

From the data shown in Figure 3, where F_count reaches 60.076, it can be inferred that Ho is rejected and Ha is accepted. In this context, it can be interpreted that service quality, food quality and facilities together have a significant positive influence on customer satisfaction.

Disscusion

Personally, the service quality variable (X1) has a positive and significant effect on customer satisfaction (Y) at Montana Del Cafe Kintamani Bali. The results of this study mean that the more service quality increases, the more customer satisfaction will increase, and vice versa, the more service quality decreases, the more customer satisfaction will decrease. The results of this study are similar to the results of the study conducted by Utami and Jatra (2019), which states that service quality has a positive and significant effect on customer satisfaction.

In part, the food quality variable (X2) has a positive but insignificant effect on customer satisfaction at Montana Del Cafe Kintamani Bali. The results showed that the quality of dishes does not affect customer satisfaction at restaurant Montana Del Cafe Kintamani Bali. The results of this study are different from a previous study by Ahmad (2019), whose study was titled "The Effect of Service Quality and Dishes on Customer Satisfaction and Customer Retention at Jordan Restaurant Surabaya". The results showed that service quality and dishes had a positive and significant effect on customer satisfaction and customer retention.

Based on the results of interviews conducted with consumers of restaurant Montana Del Cafe Kintamani Bali about dishes, information obtained from consumers that it is true that consumers there do not pay much attention to the dishes provided by the restaurant, because most consumers who visit Montana Del Cafe Kintamani Bali are more likely to feel the comfort and tranquility and natural scenery found in the environment around the restaurant, this information is provided by female and male consumers. This indicates that cuisine is less of a concern for increasing customer satisfaction at Montana Del Cafe Kintamani Bali. Thus, restaurants are not only required to provide good services and facilities, but must be able to create good quality dishes in increasing customer satisfaction, so that the quality of dishes has an impact on customer satisfaction. Based on this, restaurant companies must continue to pay attention to the quality of dishes served to consumers.

Personally, the facility variable (X3) has a positive and significant effect on customer satisfaction (Y) at Montana Del Cafe Kintamani Bali. The results of this study mean that the better the facilities provided, the more customer satisfaction will increase, and vice versa, if the facilities do not improve, then customer satisfaction will decrease. The results of this study are similar to the results of the study conducted by Sartika (2018), which states that facilities have a positive and significant effect on customer satisfaction.

At the same time, the variables of service quality (X1), food quality (X2), and facilities (X3) have a positive and significant effect on customer satisfaction (Y) at Montana Del Cafe Kintamani Bali. The results of this study mean that the more service quality, food quality, and facilities increase, the more customer satisfaction will increase, and vice versa, the more service quality, food quality, and facilities decrease, the more customer satisfaction will decrease. The results of this study have in common with the results of research conducted by Utami and Jatra (2019) which states that service quality has a positive and significant effect on customer satisfaction, research conducted by Ahmad (2019) the results of the study states that service quality and dishes simultaneously have a positive and significant effect on customer satisfaction. In addition, research conducted by Sartika (2018) the results of the study state that service quality and facilities simultaneously have a positive and significant effect on customer satisfaction.

Conclusion

Based on the results of the analysis described above, the following conclusions can be drawn:
1. Service quality has a partially positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.
2. Partially, food has a positive but insignificant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.
3. Partially, facilities have a positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.
4. Simultaneously, service quality, food, and facilities have a positive and significant effect on customer satisfaction at Montana Del Cafe Kintamani Bali.

Suggestion

Suggestions for the manager of the Montana Del Café Restaurant and future researchers:
1. Good service quality can be maintained by maintaining personal relationships with employees by giving awards to employees who have done good service.
2. Restaurant managers must pay attention to the dishes served to customers by creating dishes with new concepts, providing attractive decorations, and paying attention to the cleanliness as well as the freshness of the dishes served.
3. Restaurant managers should provide regular dish promotions and further promote certain dishes to attract the attention of consumers to pay more attention to the dishes provided by the restaurant so as to increase customer satisfaction.
4. Restaurant managers should always pay attention to Restaurant Montana Del Cafe Kintamani Bali facilities by regularly checking the feasibility of equipment and furniture used by customers. The restaurant should always maintain and repair facilities and infrastructure and always maintain cleanliness in the toilet area and the environment in the restaurant so as to create a comfortable atmosphere when consumers visit the restaurant.
5. Suggestions for future researchers, this research was conducted in a restaurant located in a famous tourist destination in Bali and even Indonesia. This tourist destination is known for its panoramic beauty and cool temperature. Suggestions for future researchers, research can be conducted on restaurants located in non-tourist destination areas, urban areas or crowd centers such as shopping malls or other crowd centers so that the evidence of the theory becomes more diverse and stronger.

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