




Analyzing the Impact of Service Quality and Pricing on Customer Satisfaction: A Study at Eat Home Culinary Tabanan, Indonesia

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Article Info	Abstract
<p><i>Article history:</i> Received: 11 June 2025 Accepted: 25 July 2025</p>   <p><i>Keywords:</i> service quality, price, customer satisfaction, culinary tourism</p>	<p><i>Introduction:</i> The culinary tourism sector serves as one of the economic pillars in Tabanan, Indonesia, encompassing various businesses such as restaurants, eateries, cafes, and catering services. EAT Home Culinary Tabanan is one such establishment contributing to this sector. This study aims to examine and provide empirical evidence regarding the influence of service quality and price on customer satisfaction at EAT Home Culinary Tabanan, Indonesia.</p> <p><i>Methods:</i> The research was conducted using a quantitative approach with a sample of 100 respondents selected through non-probability sampling. Data were collected via questionnaires utilizing a 5-point Likert scale. The data analysis techniques included validity and reliability tests, classical assumption tests, multiple correlation and regression analysis, t-test, and F-test. All analyses were performed using SPSS version 22.0 for Windows.</p> <p><i>Results:</i> The findings indicate that service quality (X1) has a partial effect on customer satisfaction (Y). Similarly, price (X2) also has a partial effect on customer satisfaction. Furthermore, service quality and price simultaneously exert a positive and significant influence on customer satisfaction at EAT Home Culinary Tabanan.</p> <p><i>Conclusion:</i> Both service quality and price play important roles in enhancing customer satisfaction. Future research is encouraged to explore additional variables that may affect customer satisfaction beyond those investigated in this study.</p>

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Introduction

Culinary tourism has become an essential economic pillar in many regions, including Tabanan, Bali. With the rapid advancement of globalization, access to products, services, and information is increasingly open and dynamic. This development has intensified competition among culinary businesses such as restaurants, cafés, and catering services. As a result, culinary business owners must be responsive, strategic, and capable of making timely decisions to ensure that their businesses grow and remain sustainable. A key factor in this process is the ability to observe and understand consumer needs and preferences. This understanding serves as a valuable foundation for designing appropriate marketing strategies and delivering experiences that meet customer expectations.

In the culinary service industry, customers no longer visit cafés or restaurants solely for food and beverages. They also pay close attention to the service quality provided by the business. According to Abdullah and Tantri (2019), service quality refers to the overall characteristics and attributes of a product or service that influence its ability to fulfill both expressed and implied needs. Service quality involves all of a company's resources and focuses on fulfilling customer expectations accurately and efficiently. It is measured by comparing the level of service perceived by the customer with the level of service they expected. High service quality is strongly linked to customer loyalty, where improved service tends to result in increased loyalty to the business. Positive service experiences also enhance satisfaction and encourage repeat purchases, which ultimately contribute to business revenue. To survive and grow in a competitive environment, companies must consistently meet customer needs by delivering high-quality service. A strong and trustworthy quality image will remain in the minds of customers, reinforcing their satisfaction and loyalty.

Price is another important factor that influences consumer decisions in culinary experiences. The price offered must be appropriate to the quality of the service provided. Pricing decisions have a direct impact on a company's revenue, affect how services are perceived by customers, and influence brand positioning in the market. According to Mardia et al. (2021), price represents the amount of money paid by consumers to obtain the benefits of a product or service. Kotler (2014) emphasizes that the only value a company can create is the value perceived by its customers, both in the present and in the future. Business success is determined by the company's ability to attract, retain, and grow its customer base. Generally, customers come with

expectations and hope that the service they receive aligns with those expectations. Business owners must therefore make every effort to meet or exceed customer expectations to achieve satisfaction.

Customer satisfaction is a key indicator of business performance. Tjiptono (2014) defines satisfaction as the degree of feeling a person has after comparing the performance of a product or service with their expectations. Hurriyanti (2005) explains that customer satisfaction occurs when the product or service fulfills consumer needs and expectations. To maintain high levels of satisfaction, businesses must consistently offer creative and quality products and services that match evolving customer preferences.

EAT Home Culinary is located on Jalan Kakatua in Dajan Peken Village, Tabanan District, Bali Province. This business offers a unique concept by serving elegantly presented dishes in a home-like atmosphere, providing comfort and a relaxed environment for customers. It offers a wide variety of food and beverage options at diverse price ranges, making it accessible to many market segments. EAT Home Culinary also provides services for events such as reunions, birthdays, and meetings, and includes facilities like free Wi-Fi. These features contribute to the restaurant's popularity. However, field observations reveal several challenges. During peak hours, not all items on the menu are available. The kitchen and service teams are expected to maintain consistency in food quality and speed of service. In practice, slow service remains a recurring issue, often resulting in customer complaints, particularly regarding delays when additional menu items are ordered.

Furthermore, improvements are needed in the friendliness and responsiveness of the staff, which currently consists of seven employees. With an average of fifty visitors per day, the restaurant serves around fifty meals and eighty beverages daily. Another factor affecting customer satisfaction is pricing. Some customers perceive the taste to be less suitable to their preferences and feel that the prices are too high compared to the quality and speed of service. Ideally, the staff should be friendly, neatly presented, and able to understand customer needs in order to provide a comfortable and satisfying dining experience, as noted by Sedana et al. (2024).

Based on these issues, this study aims to explore the relationship between service quality, price, and customer satisfaction at EAT Home Culinary Tabanan. The objectives of this study are to assess the effect of service quality on customer satisfaction, to evaluate the effect of price on customer satisfaction, to analyze the simultaneous impact of service quality and price

on customer satisfaction, to determine the contribution of both service quality and price to customer satisfaction, and to identify the most dominant factor influencing customer satisfaction at EAT Home Culinary Tabanan.

Methods

Research Location

This study was carried out at EAT Home Culinary, located at Jalan Kakatua No. 28, Banjar Pasekan, Dajan Peken Village, Tabanan Subdistrict, Tabanan Regency, Bali Province. The location was selected based on the growing competition in the culinary tourism sector in the area and the unique positioning of EAT Home Culinary within the market.

Types and Sources of Data

The research employed both quantitative and qualitative data. Quantitative data referred to measurable figures such as the number of customers visiting EAT Home Culinary Tabanan, which could be analyzed statistically. On the other hand, qualitative data offered descriptive insights into customer behavior, preferences, and experiences, helping to illustrate the contextual understanding of service performance. For instance, customer statements and feedback about service speed or product pricing provided valuable input that complemented the numerical analysis.

Research Instrument

Data collection was conducted using a structured questionnaire. Based on the explanation by Sugiyono (2017), a research instrument functions as a tool to measure observed social phenomena. In this study, the instrument comprised a set of written statements used to measure two independent variables, namely service quality and price, and one dependent variable, customer satisfaction. The total number of statements included in the questionnaire was 24. These statements were arranged using a Likert scale, which, according to Sugiyono (2019), is a scale used to measure attitudes, opinions, and perceptions about social phenomena. The scale ranged from 1 to 5, representing levels of agreement from strongly disagree to strongly agree.

Sampling Technique and Sample Size

This study applied non-probability sampling, specifically the convenience sampling method. As stated by Mariansyah and Syarif (2020),

convenience sampling is used to facilitate the research process by selecting participants who are easily accessible to the researcher. The number of respondents was determined based on the formula proposed by Hair et al. (2018), which recommends multiplying the number of indicators by a constant between 5 and 10. In this case, 12 indicators were multiplied by 8, resulting in a total sample size of 96 respondents. These respondents were selected from the customer base of EAT Home Culinary Tabanan.

Data Collection Techniques

The data collection methods used in this study included observation, survey (questionnaire distribution), and documentation. Observation was carried out to directly examine customer behavior and service performance at the location. Surveys were used to collect customer opinions systematically, while documentation supported the findings by providing records such as customer logs, product menus, and service standards. Together, these techniques strengthened the validity and reliability of the data collected.

Data Analysis Techniques

After collecting the data, the next step was to analyze and interpret it to answer the research questions and test the hypotheses. The analysis began with validity and reliability tests to ensure that the instrument accurately measured the intended variables. Classical assumption tests were conducted to verify the suitability of the data for regression analysis. These tests included the normality test, multicollinearity test, and heteroscedasticity test. Following this, the data were subjected to multiple correlation and multiple regression analysis to determine the relationships between service quality, price, and customer satisfaction. An F-test was used to assess the simultaneous effects of the independent variables on the dependent variable.

The data processing was carried out using SPSS (Statistical Product and Service Solutions) version 22.0 for Windows, supported by Microsoft Excel for graphical representation. The final analysis results were presented in the form of tables, charts, numerical values, and descriptive interpretations to support comprehensive academic reporting.

Results and Discussion

This study employed two independent variables, namely service quality (X1) and price (X2), and one dependent variable, customer satisfaction (Y).

Primary data for this research were obtained from respondents' answers to questionnaires distributed to customers of EAT Home Culinary Tabanan. The characteristics of respondents in this study were observed based on gender, age, income, occupation, number of visits, and their overall responses.

The data showed that the number of female respondents was higher than male respondents, with 53 individuals or 53 percent being female and the remaining 47 individuals or 47 percent being male. In terms of age, 86 percent of EAT Home Culinary Tabanan customers were under the age of 45, consisting of 32 percent aged 15–24 years, 22 percent aged 25–34 years, 32 percent aged 35–44 years, and only 14 percent aged 45 and above. This indicates that the majority of customers are from the younger demographic group. Regarding income, 74 percent of customers had a monthly income of less than IDR 3 million, while the remaining 26 percent earned between IDR 3.1 million and IDR 5 million. This suggests that the prices offered by EAT Home Culinary Tabanan are aligned with the purchasing power of customers with lower to moderate income levels. Based on occupation, the largest portion of customers (42 percent) were entrepreneurs, followed by students or university students (25 percent), while the smallest portion (6 percent) were farmers or traders. In terms of the number of visits, 50 percent of the respondents had visited the restaurant twice, 42 percent had visited more than twice, and only 8 percent had visited once. These figures indicate a strong level of repeat visits, reflecting customer interest and satisfaction with the menu provided.

Before conducting data analysis, validity and reliability tests were carried out. The results of the validity test showed that all indicators had correlation coefficients with the total score of all statement items greater than 0.05 (Ghozali, 2018), indicating that the questionnaire items were valid. The reliability test results showed that all three research variables had Cronbach's Alpha coefficients above 0.60 (Ghozali, 2016), indicating that the instruments used were reliable and could be used in the research.

Prior to performing multiple regression analysis, classical assumption tests were conducted to ensure that the data met the necessary assumptions for regression analysis. These included the normality test, multicollinearity test, and heteroscedasticity test. The classical assumption tests were processed using SPSS 22.0 software. The results of these tests showed values within the acceptable range based on established standards (Ghozali, 2018), indicating that the data met the required assumptions and the analysis could proceed.

Data testing in this study was conducted using multiple regression analysis techniques. Based on the conceptual framework that had been developed, the theoretical model of multiple regression analysis was then tested. The coefficient calculations for the multiple regression analysis were carried out using SPSS 22.0 for Windows.

The Effect of Service Quality on Customer Satisfaction at EAT Home Culinary Tabanan

Based on the data, the significance value of the service quality variable (X1) on customer satisfaction (Y) was 0.000, which is less than 0.05, and the calculated t-value was 5.557, which is greater than the critical value of 1.985. Referring to the regression equation $Y = -2.811 + 0.296X_1 + 0.815X_2$, the coefficient of service quality (X1) was 0.296. This implies that every one-unit increase in service quality leads to a 0.296 unit increase in customer satisfaction (Y). It can thus be concluded that H1 is accepted, indicating a positive and significant influence of service quality on customer satisfaction at EAT Home Culinary Tabanan. These findings are consistent with previous studies (Arcana et al., 2023; Sedana et al., 2024; Healthy et al., 2023). Customers reported experiencing good service quality, particularly during the food ordering process.

The Effect of Price on Customer Satisfaction at EAT Home Culinary Tabanan

The regression output shows that the price variable (X2) had a coefficient value of 0.815. This means that a one-unit increase in price perception leads to a 0.815 unit increase in customer satisfaction. It can be concluded that H2 is accepted, indicating that price has a positive and significant influence on customer satisfaction at EAT Home Culinary Tabanan. This is supported by a significance value of 0.000, which is less than 0.05, and a t-value of 7.528, which is greater than 1.985. The findings are also aligned with previous research (Arcana et al., 2023). Price plays a determining role in shaping customer satisfaction at EAT Home Culinary Tabanan, particularly among younger customers. Setting affordable prices that align with perceived value has proven effective (Gamatri et al., 2023).

The Effect of Service Quality and Price on Customer Satisfaction at EAT Home Culinary Tabanan

According to the output, the significance value for the simultaneous effect of service quality and price on customer satisfaction is 0.000, which is less than 0.05. The F-calculated value is 52.292,

which is greater than the F-table value of 3.09. This confirms that H3 is accepted, meaning that service quality and price together have a simultaneous influence on customer satisfaction at EAT Home Culinary Tabanan. These results are in line with earlier findings that demonstrate the joint effect of service quality and price on customer satisfaction (Samhah and Suprihadi, 2016).

Limitation

This study is limited to examining the effects of service quality and price on customer satisfaction at EAT Home Culinary Tabanan. Future research is encouraged to explore other variables related to satisfaction, such as product quality, trust, location, and brand image.

Conclusion

This study confirms that service quality and price both have a significant and positive influence on customer satisfaction at EAT Home Culinary Tabanan. Service quality contributes to enhancing customer satisfaction by ensuring pleasant experiences during food ordering and consumption. A consistent and attentive service approach helps build customer trust and fosters repeat visits.

Price, on the other hand, plays a more dominant role in determining customer satisfaction. Reasonable and competitive pricing that aligns with perceived value is essential in shaping customer perceptions and encouraging loyalty. When customers feel that the price reflects the benefits received, satisfaction levels tend to increase.

Furthermore, the analysis demonstrates that service quality and price jointly affect customer satisfaction in a statistically meaningful way. Together, these two factors explain a substantial portion of customer satisfaction, although other elements outside the scope of this study may also contribute.

The findings emphasize the importance for culinary business managers to prioritize improvements in service delivery while also maintaining fair and customer-sensitive pricing strategies. These insights offer a practical foundation for developing more effective approaches to customer relationship management in the culinary tourism sector.

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Conflict of Interest Statement

The authors declare that there is no potential conflict of interest with respect to the research, authorship, and/or publication of this article.

Author Contributions

All authors have read and approved the final manuscript. All authors are responsible for the integrity of the data and the accuracy of the data analysis.

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