

# The Effect of Service Quality on Customer Satisfaction at Asrin Cafe in Langkat

Rizky Mega Arini\*, Audina Rahmi, Ananda Sabrida Tora Boru Sinaga, Riyadatul Muthmainnah, & Annisa Tri Hidayati

*Politeknik Negeri Tanah Laut, Pelaihari, Tanah Laut 70815, Indonesia*

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## Abstract

This study investigates the effect of service quality dimensions-tangibility, reliability, responsiveness, assurance, and empathy on customer satisfaction at Asrin Cafe in Langkat, North Sumatra. Using a sample of 30 respondents, data were collected via questionnaires and analyzed through multiple linear regression with SPSS. The findings reveal that responsiveness and empathy significantly influence customer satisfaction, while the other dimensions do not exhibit individual significance. However, jointly, all five dimensions positively and significantly impact customer satisfaction. The adjusted R-square of 0.522 indicates that service quality accounts for 52.2% of the variance in customer satisfaction. This study underscores the critical role of responsiveness and empathy in enhancing service experiences.

*Keywords:* service quality, customer satisfaction, tangibility, reliability, responsiveness, assurance, and empathy.

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## 1. Introduction

Service quality is a fundamental aspect that determines the success of an organization in meeting the needs and expectations of its customers. In today's increasingly competitive business environment, service quality becomes a key factor in maintaining and enhancing customer satisfaction (Seth & Vrat, 2005).. Companies are required not only to offer quality products or services but also to ensure that the service process is conducted professionally, consistently, and oriented towards customer satisfaction (Zygiaris et al., 2022). High-quality service not only includes the final outcome of the product or service provided but also reflects how the service is delivered to customers. Companies capable of providing such service will be better able to create long-term relationships with customers and encourage consumer loyalty (Ali et al., 2021).

One widely used model to evaluate service quality is the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry. This model identifies five main dimensions of service quality, namely: tangibility (physical evidence), reliability, responsiveness, assurance, and empathy (Zeithaml et al., 2020). These five dimensions are considered to represent the main elements in the interaction between service providers and customers that influence overall quality perception (Peng & Moghavvemi, 2015).

Several previous studies have shown a significant relationship between service quality and customer satisfaction. Examines telecom services in Bangladesh and reports a strong positive correlation between service-quality dimensions (e.g., reliability, empathy) and customer satisfaction, which in turn boosts loyalty (Akbar & Parvez, 2009). Similar research by Priporas et al (2017) finds that better service quality across responsiveness, reliability, empathy, significantly increases overall customer satisfaction and loyalty in Thai Airbnb rentals. Additionally Tam & Oliveira (2016) revealed that system reliability and service quality are significant predictors of user satisfaction in mobile and electronic banking contexts, based on established technology acceptance and system success models.

Customer satisfaction is also a top priority for Asrin Cafe. Asrin Cafe is a cafe located in Langkat, North Sumatra. The cafe is situated right inside Asrin Parks. Asrin Cafe offers a variety of food and beverage options suitable for enjoying with family or friends. Its atmosphere is warm, simple, and humble, making anyone feel comfortable as if at

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\* Corresponding author.

*E-mail address:* rizkymega@politala.ac.id

home. With a simple yet cozy interior design, Asrin Cafe is the perfect choice for those who want to enjoy delicious dishes in a relaxed and family-friendly environment. This study aims to identify the level of service quality and customer satisfaction at Asrin Cafe, as well as analyze the extent to which service quality influences customer satisfaction at the cafe.

## 2. Literature Review

Service Quality In practice, creating customer satisfaction is not only about fulfilling the personal desires of customers but also requires attention to several other important aspects:

- Alignment between customer expectations and service performance. The key to customer satisfaction lies in the service provider's ability to meet or even exceed customer expectations. Therefore, it is important for service providers to understand what customers expect and strive to fulfill those expectations to the best of their ability (Falk & Schepers, 2010).
- Clear and open communication. A good relationship between customers and service providers requires effective communication. Customers should feel comfortable expressing their needs or complaints and receive prompt and adequate responses from the provider (Ng et al., 2011)
- Reliability and speed in service delivery. Reliable and timely service is a primary expectation of customers. Service providers must consistently deliver accurate and fast service so that customers feel valued and do not experience inconvenience (Gounaris et al., 2010).
- Prompt and appropriate complaint handling. When customers face problems, the ability of the service provider to respond quickly and resolve complaints with satisfactory solutions greatly impacts customer satisfaction (Wallin, 2000).
- Personalized and attentive service. Knowing customers individually allows service providers to offer a more personal and relevant experience. Friendly attitude, respect, and sincere attention to customers strengthen relationships and increase satisfaction (Beatson & Gudergan, 2008).

To achieve optimal customer satisfaction, service quality must function properly. According to Parasuraman (1998) as cited by Nova and Asrin (2023), SERVQUAL consists of five main dimensions:

- Tangibles (physical aspects) This dimension includes all physical elements observable by customers during their interaction with the service provider, such as employee appearance, facility conditions, equipment, and materials used in the service process.
- Reliability This dimension focuses on the company's ability to provide accurate and consistent service, including timely delivery and minimizing errors in the service process.
- Responsiveness Refers to the promptness and willingness of the service provider to handle customer requests, questions, or complaints. This dimension assesses how quickly and courteously the provider responds to customers.
- Assurance This dimension relates to the level of customer trust in the competence of the service provider, including staff expertise, knowledge, and the ability to build a sense of security and confidence.
- Empathy Empathy refers to the service provider's ability to understand and respond to customers' needs and feelings personally. It reflects the individual attention given during the service process.

By strengthening these five dimensions, an organization can improve its service quality and more effectively meet customer expectations.

### 2.1. Customers Satisfaction

The level of customer satisfaction with the products they use is often used as an indicator to assess the quality of those products. However, before discussing customer satisfaction further, it is important to understand the basic concept and various definitions of who customers actually are. Gasperz (1997) presents several definitions of customers, namely:

- Customers as Buyers In this sense, customers are individuals or organizations that purchase goods or services from a company. They contribute to the company's revenue according to their needs and desires.
- Customers as Service Recipients This definition emphasizes that customers are parties who directly receive benefits from the services provided by the company, whether individuals or organizations.
- Customers as Business Partners In this context, customers are viewed as partners who establish reciprocal relationships with the company, collaborating to achieve common goals through mutually beneficial cooperation.
- Customers as Shareholders This definition links customers with ownership stakes in the company. They are individuals or institutions that hold shares and have financial interests in the success and performance of the company.

Understanding these various definitions helps companies realize the importance of maintaining harmonious relationships with their customers. In the context of customer satisfaction, the key to maintaining their loyalty and achieving long-term business success is by optimally fulfilling customer needs (Oliver, 1999). Therefore, service providers need to be responsive and serious in addressing any form of customer dissatisfaction. Providing high-quality service and responding appropriately to complaints can reduce potential dissatisfaction and strengthen positive relationships between the company and customers (Boshoff, 1997).

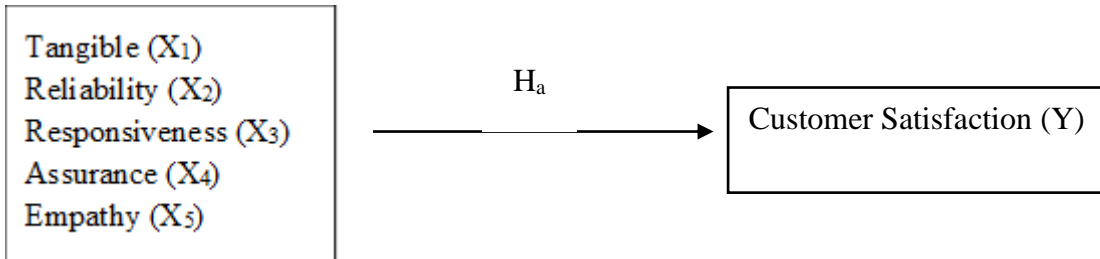
Creating customer satisfaction is not easy, especially if the service does not meet their expectations. However, efforts to continuously improve service quality must be carried out consistently through various strategic approaches. It should be remembered that customers play an important role like a king who must receive the best service (Siddiqi, 2011).

Customer satisfaction is one of the crucial concepts in management and business (Tjiptono & Fandi, 2005:192). Generally, consumers expect products, whether goods or services, to provide a satisfying experience worthy of enjoyment and acceptance (Kang & Namkung, 2019). This satisfaction greatly influences customers' perceptions of a product and plays a role in shaping the company's image in their eyes (Hapsari et al., 2017). When consumers assess satisfaction with a particular product or service, they usually use several dimensions as benchmarks (Ali, et al., 2016). Specifically for intangible services, customers tend to evaluate based on five main factors as explained by Parasuraman et al. (1985), namely:

- Tangibles Refers to tangible elements that can be observed and felt by customers, such as facilities, equipment, communication media, and staff appearance. This aspect also includes the quality of the physical environment where the service is provided, including cleanliness, comfort, visual aesthetics, as well as employee behavior and appearance. This factor serves as the first impression that can influence customers' assessment of service quality.
- Reliability Describes the company's ability to provide services that meet promises and customer expectations consistently. This includes timely service, accuracy of information provided, and the ability to fulfill commitments made. Failure to maintain reliability can cause disappointment and damage the company's reputation.
- Responsiveness Refers to the speed and readiness of staff to respond to customer requests, needs, or complaints. This includes willingness to help, problem-solving ability, and a proactive attitude in providing solutions. Quick and appropriate responses can create positive experiences and build trust that the company cares about its customers.
- Assurance Relates to the sense of security and trust customers feel through the professionalism of staff, adequate knowledge, skills, and politeness. This dimension also includes the confidence built through competent and low-risk service.
- Empathy Indicates the extent to which the service provider understands the needs, desires, and feelings of customers. This includes the ability to build personal relationships, communicate well, give special attention, and show care for customer conditions. This deep understanding enables the company to provide more targeted and satisfying services.

These five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—play an important role in shaping customers' perceptions of service quality (Ladhari, 2009). When evaluating intangible services, customers

often use these dimensions as the main indicators to assess their experience during service delivery (Laroche et al, 2001).



**Figure 1.** Hypotheses

2.2. *Hypotheses*

Ho: The independent variables, namely tangibility, reliability, responsiveness, assurance, and empathy, do not have a significant simultaneous effect on the dependent variable, which is customer satisfaction.

Ha: The independent variables, namely tangibility, reliability, responsiveness, assurance, and empathy, have a significant simultaneous effect on the dependent variable, which is customer satisfaction.

**3. Research Method and Materials**

The data in this study were processed using SPSS. This research employed a sampling technique, where the population consisted of individuals who had conducted transactions at Asrin Cafe. The population referenced has varied characteristics, such as age, gender, and education level. However, only a small portion of this population was selected as the sample. The number of respondents sampled in this study was 30 people.

This study utilized two types of data: primary and secondary data. Primary data refers to information obtained directly by the researcher from respondents through the distribution of questionnaires to Asrin Cafe customers. Meanwhile, secondary data consists of information collected from various sources relevant to the research topic, such as literature, financial reports, or internal company records. In this context, the secondary data used were customer data from Asrin Cafe.

By combining these two types of data, the researcher can obtain the necessary information for analysis and drawing conclusions. The collected data were then processed and analyzed to provide maximum benefit. Therefore, the interpretation of results was conducted as a basis for decision-making. The analysis methods used in this study included both qualitative and quantitative approaches.

**4. Results and Discussion**

4.1. *Overview of Respondents*

In this study, the data analyzed were obtained from 30 respondents. To collect the data, the researcher distributed more than 30 questionnaires as a precaution against the possibility of incomplete responses. Respondents were selected by ensuring that they had conducted transactions at Asrin Cafe. The classification of respondents was based on gender, occupation, and age. In the following section, the conditions of each demographic category will be discussed in more detail. Subsequently, the status of each demographic classification will be explained.

4.1.1. *Respondents by Gender*

**Table 1.** Respondent Data by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	11	36.7	36.7	36.7
	Female	19	63.3	63.3	100.0
	Total	30	100.0	100.0	

Based on Table 1 above, it can be seen that the majority of respondents are female, totaling 19 people or 63.3% of the total respondents. Meanwhile, the number of male respondents is recorded as 11 people, with a percentage of 36.7%.

4.1.2. *Respondents by Occupation*

**Table 2.** Respondent Data by Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	2	6.7	6.7	6.7
	Civil Servant	20	66.7	66.7	73.3
	Entrepreneur	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Occupation often plays an important role in influencing purchasing behavior toward a product or service. Based on the table above, it can be seen that the majority of customers are civil servants, totaling 20 people or 66.7%. Next, customers who work as entrepreneurs number 8 people (26.7%), followed by students with 2 people (6.7%).

4.1.3. *Respondents by Age*

**Table 3.** Respondent Data by Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 22 Years	4	13.3	13.3	13.3
	23 - 35 Years	17	56.7	56.7	70.0
	Over 35 Years	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Age often determines how individuals act, make decisions, or behave toward a product or service. Based on the table above, it can be concluded that most customers of Asrin Cafe are between 23 and 35 years old. The age range of customers varies from 17 to over 35 years.

4.2. *Normality Test*

**Table 4.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.04155424
Most Extreme Differences	Absolute	.177
	Positive	.177
	Negative	-.086
Test Statistic		.177
Asymp. Sig. (2-tailed)		.062c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The normality test was conducted using the Kolmogorov-Smirnov test. If the data is normal, the significance value must be greater than 0.05 (Ghozali, 2021). Based on the table above, the significance value is 0.062 (>0.05), so it can be concluded that the data used in this study is normally distributed.

4.3. *Multicollinearity Test*

Multicollinearity testing can be seen based on the VIF value. A regression model is said to be free from multicollinearity if it has a tolerance value greater than 0.1 and a VIF value less than 10 (Ghozali, 2021). Based on the table above, it can be seen that the variables Tangible, Reliability, Responsiveness, Assurance, and Empathy have

tolerance values greater than 0.1 and VIF values less than 10, so it can be concluded that the data used in this study is free from multicollinearity.

**Table 5.** Multicollinearity Test Results

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	5.014	2.618		1.915	.067		
	Tangible	-.084	.173	-.099	-.490	.629	.407	2.460
	Reliability	.036	.182	.045	.201	.843	.330	3.032
	Responsiveness	.338	.160	.429	2.113	.045	.400	2.502
	Assurance	-.156	.192	-.180	-.815	.423	.338	2.962
	Empathy	.590	.197	.604	2.997	.006	.406	2.466

a. Dependent Variable: Costumer Satisfaction

#### 4.4. Heteroskedasticity Test

**Table 6.** Results of the Heteroskedasticity Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-.089	1.254		-.071	.944		
	Tangible	.034	.083	.128	.411	.684	.407	2.460
	Reliability	-.001	.087	-.003	-.007	.994	.330	3.032
	Responsiveness	.038	.077	.156	.498	.623	.400	2.502
	Assurance	-.049	.092	-.182	-.533	.599	.338	2.962
	Empathy	.036	.094	.119	.383	.705	.406	2.466

a. Dependent Variable: ABS\_RES

Heteroscedasticity testing can be observed based on the significance value. If the significance value of the independent variables is greater than 0.05, it indicates that the model is free from heteroscedasticity (Ghozali, 2021). Based on the table above, it can be seen that the variables Tangible, Reliability, Responsiveness, Assurance, and Empathy have significance values greater than 0.05. Therefore, it can be concluded that the data used in this study is free from heteroscedasticity.

#### 4.5. Multiple Linear Regression Analysis

Hypothesis testing was carried out using multiple linear regression analysis. This was done to examine the simultaneous effect of the service quality dimension variables on customer satisfaction. The statistical test used for the multiple linear regression analysis was performed with the assistance of the SPSS version 25 software. The results of the data processing using SPSS are presented in the Table 7.

The regression model used in this study based on Table 7:

$$Y = -0.084 X_1 + 0.036 X_2 + 0.338 X_3 - 0.156 X_4 + 0.590 X_5$$

The regression equation can be explained as follows:

- The regression coefficient of the tangible variable has a negative direction in its influence on customer satisfaction.
- The regression coefficient of the reliability variable has a positive direction in its influence on customer satisfaction.
- The regression coefficient of the responsiveness variable has a positive direction in its influence on customer satisfaction.
- The regression coefficient of the assurance variable has a negative direction in its influence on customer satisfaction.

- The regression coefficient of the empathy variable has a positive direction in its influence on customer satisfaction.

Based on the multiple regression coefficients described above, a simultaneous hypothesis test will be conducted in the following section.

**Table 7.** Regression Test Results  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.014	2.618		1.915	.067		
	Tangible	-.084	.173	-.099	-.490	.629	.407	2.460
	Reliability	.036	.182	.045	.201	.843	.330	3.032
	Responsiveness	.338	.160	.429	2.113	.045	.400	2.502
	Assurance	-.156	.192	-.180	-.815	.423	.338	2.962
	Empathy	.590	.197	.604	2.997	.006	.406	2.466

a. Dependent Variable: Customer Satisfaction

#### 4.6. F-Test

The results of the simultaneous regression analysis can be seen in the following table:

**Table 8.** F-Test Results  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.006	5	9.601	7.325	.000b
	Residual	31.460	24	1.311		
	Total	79.467	29			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Empathy, Tangible, Responsiveness, Assurance, Reliability

The simultaneous effect of the independent variables on the dependent variable was tested using the F-test. The statistical results show that the calculated F-value is 7.325, which is greater than the F-table value of 3.85, with a significance level of  $0.000 < 0.05$ . The significance value below 0.05 indicates that, collectively, tangible, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer satisfaction.

#### 4.7. Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The value of the coefficient of determination is indicated by the adjusted R square value.

**Table 9.** Coefficient of Determination Test Results  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777a	.604	.522	1.14492

a. Predictors: (Constant), Empathy, Tangible, Responsiveness, Assurance, Reliability

b. Dependent Variable: Customer Satisfaction

Based on the results of the regression analysis, the adjusted R<sup>2</sup> value obtained is 0.522. This means that 52.2% of customer satisfaction is influenced by tangible, reliability, responsiveness, assurance, and empathy, while the remaining 47.8% is influenced by other variables not examined in this study.

## 5. Conclusion

The adjusted R square value in this study is 0.522. This indicates that 52.2% of customer satisfaction (dependent variable Y) can be explained by the variables tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5). Meanwhile, the remaining 47.8% can be attributed to other factors not examined in this study. The F-test was used to examine the joint effect of the independent variables on the dependent variable. The results show that the calculated F-value is 7.325, while the F-table value is 3.85, with a significance level of  $0.000 < 0.05$ . Therefore, it can be concluded that collectively, the independent variables—tangible, reliability, responsiveness, assurance, and empathy—have a positive and significant effect on customer satisfaction.

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