

The Influence of Service Quality and Taste on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency

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Abstract

This study aims to explain the influence of service quality and taste on consumer satisfaction at the Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency. This study uses a quantitative method with primary data obtained through observation and questionnaires. Data analysis techniques include instrument tests, classical assumption tests, and multiple linear analysis tests. The results of the partial test (t-test) showed that the service quality variable had a t-count of 3.044 and a taste of 3.325, both of which were significant at the level of 0.000. This shows that both variables have a significant effect on consumer satisfaction. The simultaneous test (F test) showed an F-count value of 13.716 which means that the quality of service and taste together have a significant effect on consumer satisfaction. The determination coefficient showed a value of 0.248 or 24.8%, meaning that the influence of service quality and taste on consumer satisfaction was 24.8%, while the remaining 75.2% was influenced by other factors outside of this study.

Keywords: *Service Quality; Taste; Customer; Satisfaction; Tolitoli Regency.*

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INTRODUCTION

At this time, economic progress in Indonesia is now very rapid and has undergone many changes that are quite large. One form of economic progress in Indonesia that is developing in various new business sectors such as the culinary business. The culinary industry in Indonesia continues to grow rapidly, characterized by the proliferation of various types of culinary businesses, including food stalls. Fierce competition in this sector requires every food stall to have an effective marketing strategy to attract and retain customers.

The number of businesses in the culinary sector has given rise to similar businesses with the same products. There are many similar culinary businesses but there are differences in taste, menu diversity, price and service. Culinary business actors must look for new ideas, appropriate and effective strategies so that their business continues to exist and develop as well as have added value compared to their competitors and can provide satisfaction for their customers. Culinary business actors must be ready to face business competition, culinary businesses that can compete can be seen from whether or not the culinary business they run.

The city of Tolitoli, with its beautiful sea charm and culinary richness, is a magnet for tourists and locals alike. Amidst the hustle and bustle of the city, food stalls are popping up as a favorite place to enjoy delicious dishes and relax. Warung Makan Sari Laut, as one of the culinary ventures in Tolitoli, offers mouthwatering seafood flavors, making it a popular choice for seafood food lovers. However, competition in the culinary industry in Tolitoli is getting fiercer, with the emergence of new food stalls that offer diverse concepts and menus. Warung Makan Sari Laut, in order to survive and thrive, needs to implement effective marketing strategies to attract new customers and maintain the loyalty of old customers.

Culinary is a separate attraction in each region, usually in each region it has its own flavors and food products, this is also what makes each region able to increase the volume of revenue from the culinary sector. Quality service plays an important role in shaping consumer satisfaction. Service quality is one of the measures of success in providing satisfaction guarantees for consumers. The taste of a food plays a very important role in a restaurant. The distinctive taste of a restaurant will be a distinctive feature for customers or consumers. Consumer satisfaction is a key factor in the success of a business, especially in the service and food industry. Service quality and product taste are two important variables that can affect consumer satisfaction.

In the midst of competition in the culinary industry in Tolitoli district, Mas Mukhlis Sari Laut Dining Stalls have experienced a significant increase in consumers, but the quality of service is still unsatisfactory. The researcher wonders whether Service Quality and Taste have an effect on Consumer Satisfaction. Based on the description above, the problem formulation in this study is made as follows: (1.) Does Service Quality have a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency? (2.) Does taste have a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency? (3.) Does Service Quality and Taste have a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency?

Some of the literature reviews include explaining research variables and the relationship between these variables. Astifa Bawamenewi, Aswand Hasoloan, Faculty of Social and Political Sciences, Dharmawangsa University (2022) "The Influence of Taste and Service Quality on Customer Satisfaction at the Yummy Foodcourt Medan Restaurant (Cemara Asri Complex)". This study uses a quantitative method where the data analysis techniques used are validation tests and reliability tests, heteroscedasticity assumption tests, multiple regression tests, and hypothesis tests. Based on the results of the research and discussion, it can be concluded that the variables of taste and service quality have a positive and significant effect on consumer satisfaction at the Medan yummy food court restaurant. Agus Mandareta, Faculty of Economics, University of Semarang (2021), "The Influence of Price, Taste and Service Quality on Customer Satisfaction (Study at RM Genefo Branch 1 Kembang Arum No 9 Mranggen Demak)". This research method uses quantitative descriptive, namely instrument tests, classical assumption tests, data analysis techniques, namely multiple linear regression, significant tests of partial influence (t-test), and determination coefficients (r^2). The results of the study show that all independent variables (price, taste, and quality of service) have a positive and significant influence on customer satisfaction.

This means that an increase in service quality, delicious taste, and affordable prices will increase customer satisfaction. In other words, if the quality of service at RM Padang Genefo is good, the taste is delicious, and the price is affordable, then customers will be more satisfied and are more likely to come back. Rina Martiana, Shelly Apriani (2019) "The Influence of Product Quality and Service Quality on Consumer Satisfaction at Café Deumdee Rangkasbitung". The method used in this study is a descriptive method using a quantitative approach and data collection techniques are literature studies and questionnaires. The data analysis techniques used are multiple regression analysis, multiple correlation analysis, determination coefficients, t-tests and f-tests.

Marketing is the driving force behind an organization that is committed to long-term success, the success or failure of the company is measured by its marketing campaigns. Marketing, according to Kotler and Armstrong (2015), is marketing as a process in which a company creates value for customers and builds a strong relationship with customers to get value from customers in return. According to Sugiarto (2017:39), service quality is a presentation of products according to the size that has been offered by the product provider. Meanwhile, according to Yansah et al. (2013), service quality is one of the measures of success in providing satisfaction guarantees for consumers. Sulistyawati and Seminari (2015) Service quality is an effort to create comfort for consumers so that consumers feel that they get more value than expected.

Meanwhile, according to Tjiptono (2017:180), it defines service quality or service quality as a measure of how good the level of service provided is able to meet consumer expectations. Taste is an attribute of food that includes appearance, smell, taste, texture and temperature. According to Anonymous (2011), taste is the result of the work of tastebuds located on the tongue, cheeks, esophagus, roof of the mouth, which is part of the taste. Kusumaningrum and Supradewi (2019), taste is a consumer's assessment of food or beverage products, where there are sensations of stimuli and

stimuli that can come from external or internal and then felt by the mouth. According to Anwar (2012), taste is an environment of excitement caused by various senses (smell, taste, sight, touch, and hearing) at the duration of food consumption.

Kotler (2012:46) in Sulaeman et al. (2017) that consumer satisfaction is the level of a person's feelings after comparing the performance (results) he feels compared to his expectations. When consumers are satisfied with the product used, consumers will become loyal and will use the product for a long period of time Rondonuwu et al. (2016). According to Trang et al. (2014) states that consumer satisfaction shows an assessment from a person of product performance according to him or is related to expectations.

The hypothesis or basic assumption is a temporary answer to a problem that is still presumptuous because it still has to be proven to be true. The hypothesis of this research is as follows: 1) H1 = Suspected Service Quality has a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency; 2) H2 = Suspected Taste has a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency and; 3) H3 = Suspected Service Quality and Taste have a significant effect on Consumer Satisfaction at Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency.

METHODOLOGY

The type of research carried out is the type of quantitative research. Sugiyono (2010:13), in Mohammada Rizan, et al. (2015), the quantitative method is a research method based on the philosophy of positivism, used to research in a specific population or sample, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing a predetermined hypothesis.

The location of the research will be carried out at the Sari Laut Mas Mukhlis Restaurant, Jalan Usman Binol, Tolitoli Regency. The time used in this study is from Januari to February 2025. Population is a generalization consisting of objects/subjects that have exclusive qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiono, 2010:15 on Christy Jancklingerung, et al. 2017). The population in this study is all consumers at the Mas Mukhlis Sari Laut Food Shop in Tolitoli Regency.

Samples are part of the number and characteristics possessed by the population Sugiyono (2015). The researcher used the Accidental Sampling technique in this study. According to Sugiyono (2015) in Dwi Astuti Saridewi (2019). Accidental Sampling is a sampling technique based on chance, that is, any consumer at Warung Makan Sari Laut Mas Mukhlis by chance/incidental encounter with the researcher can be used as a sample if it is seen as a chance encounter that is suitable as a data source.

This observation was carried out to obtain data that supported the results of the questionnaire that had been distributed to respondents Tugiso, et al. (2016). This questionnaire was used to obtain data on factors that affect the Quality of Service at Warung Makan Sari Laut Mas Mukhlis. The questionnaire used was multiple-choice, where each question item was provided with five answer choices. In this study, the answers given by the respondents were then scored with reference to the likert scale. The data analysis methods used in this study are: Instrument Test including validity

test, reliability test. and Classical Assumption Test including normality test, multicollinearity test, heteroscedasticity test. Multiple Linear Regression. Hypothesis test.

RESULTS AND DISCUSSION

Test Instruments

The validity test is used to see if the size of an instrument has a level of validity, if an instrument has a high level of validity, the data is considered valid and can be considered to represent the variable measured according to the researcher's wishes. A data is said to be valid if the r value is calculated $> r$ of the table and the significance value is < 0.05 .

Table 1. Service Quality Validity Test Results (X1)

Statement	R_{count}	R_{table}	Sig (0,05)	Remarks
X1.1	0,466	0,444	0,038	Valid
X1.2	0,472	0,444	0,036	Valid
X1.3	0,689	0,444	0,000	Valid
X1.4	0,545	0,444	0,013	Valid
X1.5	0,500	0,444	0,025	Valid
X1.6	0,480	0,444	0,032	Valid
X1.7	0,680	0,444	0,000	Valid
X1.8	0,564	0,444	0,010	Valid
X1.9	0,587	0,444	0,006	Valid
X1.10	0,538	0,444	0,014	Valid

Source: Primary data, processed 2025

Table 2. Taste Validity Test Results (X2)

Statement	R_{count}	R_{table}	Sig (0,05)	Remarks
X2.1	0,727	0,444	0000	Valid
X2.2	0,555	0,444	0009	Valid
X2.3	0,518	0,444	0,019	Valid
X2.4	0,503	0,444	0,024	Valid
X2.5	0,488	0,444	0,029	Valid
X2.6	0,514	0,444	0,021	Valid
X2.7	0,602	0,444	0,005	Valid
X2.8	0,506	0,444	0,023	Valid
X2.9	0,557	0,444	0,011	Valid

X2.10	0,488	0,444	0,029	Valid
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Source: Primary data, processed 2025

Table 3. Results of the Consumer Satisfaction Validity Test (Y)

Statement	R _{count}	R _{table}	Sig (0,05)	Remarks
Y.1	0,783	0,444	0,000	Valid
Y.2	0,554	0,444	0,011	Valid
Y.3	0,622	0,444	0,003	Valid
Y.4	0,630	0,444	0,003	Valid
Y.5	0,525	0,444	0,018	Valid

Source: Primary data, processed 2025

By referring to the data listed in the table above, a validity test has been carried out to ensure that the calculated r value exceeds the table r value. It shows that the entire statement item on the questionnaire of service quality, taste, and consumer satisfaction variables is declared valid, because it has met the requirements of the r calculation $> r$ of the table and the significance value < 0.05 .

RELIABILITY TEST

This realism test is carried out to assess the consistency of the research instrument by calculating the Cronbach Alpha coefficient. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 .

Table 4. Service Quality Reality Test Results (X1)
Reliability Statistics

Cronbach's Alpha	N of Items
.730	10

Source : data processed by researchers, 2025

Table 5. Taste Reality Test Results (X2)
Reliability Statistics

Cronbach's Alpha	N of Items
.727	10

Source : data processed, 2025

Table 6. Results of Consumer Satisfaction Reality Test (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
.613	5

Source : data processed by researchers, 2025

From the calculation of the reality of the variables, it is shown that the three elements, namely service quality, taste, and consumer satisfaction, have a Cronbach alpha value of > 0.60 , specifically the quality of service obtained a value of 0.907, taste of 0.944, and consumer satisfaction of 0.902. So that the results can be concluded that all the variables of the questionnaire tested are reliable because the Cronbach alpha value > 0.60 .

CLASSIC ASSUMPTION TEST

NORMALITY TEST

The normality test has the purpose of testing whether the variable or residual regression model has a normal distribution. To find out the results of the normality test, the researcher conducted a smirnov kolmogrov test with the results showing that the Asymp.Sig value has a value of $0.200 > 0.05$. This shows that the data in this study is normally distributed and the regression model is suitable for predicting independent variables and dependent variables. Therefore, the research data is suitable for use as a research.

Multicollinearity Test

The multicollinearity test is needed to detect the presence of multicollinearity problems, it can be done by looking at the Tolerance and Variance Inflation Factor (VIP) values and the amount of correlation between independent variables. The Tolareance value of all independent variables > 0.10 and the VIF value of all independent variables < 10.00 which is indicated by the tolarence value for service quality and taste of 0.932. As well as the VIF value for service quality and taste is 1.072. Thus, it can be concluded that the regression equation model does not have a multicollinearity problem or can be said to be free of multicollinearity problems and can be used in this study.

Heterokedasticity Test

Heterokedasticity testing is carried out to test whether in one regression model there are other inequalities. If the variance from the residual of one observation to another observation is fixed, then it is called homokedasticity. Based on the scatterplot graph, it shows that the points are spread out and do not form a certain clear pattern. So it can be concluded that there is no heterokedasticity problem.

Multiple linear regression test

Based on the results that have been obtained from the regression coefficient above, a regression equation can be made as follows:

$$Y = 5,185 + 0,157X_1 + 0,226X_2 + e$$

The value of constant (a) is 5.185. The value of the constant value is positive, meaning that the value of the variable value of service quality and taste is considered constant or equal to zero, then consumer satisfaction will increase by 5.185. The value of the coefficient (b) of the service quality variable is 0.157, which means that if the service quality variable is increased by 1% better, then consumer satisfaction will increase by 0.157 assuming other independent variables are considered constant. The value of the coefficient (b) of the taste variable is 0.226, which means that if the taste

variable is increased by 1% even better, consumer satisfaction will increase by 0.226 assuming other independent variables are considered constant.

Partial significance test results (t statistical test)

This t-statistical test aims to show how much influence one explanatory or individually independent variable in explaining the variation of the dependent variable tested at a significance level must be smaller than 0.05.

The Effect of Service Quality on Consumer Satisfaction

The calculation results were obtained for the service quality variable (X1) with a significance of 0.003 indicating that the value was less than 0.05, and the t-value was calculated as $3.044 > t \text{ table } 1.99210$. This shows that the hypothesis in this study accepts hypothesis 1 study.

The influence of taste on consumer satisfaction

The calculation results obtained for the taste variable (X2) with a significance of 0.001 showed that the value was less than 0.05, and the t-value was calculated as $3.325 > t \text{ table } 1.99210$. This shows that the hypothesis in this study accepts hypothesis 2, namely that taste has a positive and partially significant effect on consumer satisfaction.

Simultaneous significance test results (F)

Simultaneous hypothesis testing aims to measure the magnitude of the influence of independent variables together on dependent variables. The hypothesis results in this test using a significance level of 0.05, the significance value of F of 0.000 indicates less than 0.05 and the value of F is calculated as $13.716 > F \text{ table } 2.73$. Thus, the third hypothesis is accepted that the quality of service and taste have a significant effect on consumer satisfaction.

Coefficient of determination (R²)

The determination coefficient aims to find out how much the ability of independent variables to explain dependent variables. The results of the determination coefficient test can be seen in the Adjusted R Square number is 0.248. This means that 24.8% of the dependent variables of consumer satisfaction can be explained by independent variables of service quality and taste. While the remaining 75.2% is explained by other variables that are not studied in this study.

DISCUSSION

The results of the study show that service quality has a significant effect on consumer satisfaction, which is shown by the results of linear regression analysis with a regression value of 5.185. Based on the results of the t-test that service quality affects consumer satisfaction, this is evidenced by the results of calculations that show that the t-value is calculated $3.044 > t \text{ table } 1.99210$ with a sig value of $0.003 < \text{out of } 0.05$, it can be concluded that the first hypothesis is accepted with the results of the calculation of service quality having a significant effect on consumer satisfaction at the Mas Mukhlis Sari Laut Food Stall, in Tolitoli Regency.

The regression results showed that taste had a significant effect with a regression value of 5.185. Based on the results of the t-test, taste had an effect on consumer satisfaction. This is evidenced by the results of the calculation showing the value of $t = \text{count } 3.325 > t \text{ table } 1.99210$ and a significant value of $0.001 < 0.05$, then it can be concluded that the second hypothesis is ACCEPTED with the results of the taste calculation having a significant effect on consumer satisfaction at the Mas Mukhlis Sari Laut Food Stall, in Tolitoli Regency. The results of this study show that the quality of service and taste have a significant effect on consumer satisfaction, this is evidenced by the results of the calculation showing the value of $f\text{-table } 13.716 > F \text{ table } 2.73$ and a significant value of $0.000 < 0.05$. This means that the hypothesis has an effect simultaneously or together proven to be accepted as true where the Quality of Service and Taste have a significant effect on Consumer Satisfaction at the Mas Mukhlis Sari Laut Food Stalls in Tolitoli Regency.

CONCLUSION

Based on the results of the research that has been explained earlier, it can be concluded that the Quality of Service has a significant effect on consumer satisfaction, this is evidenced by obtaining a t-count value of $3.044 > t \text{ table } 1.99210$ with a sig value of $0.003 < \text{out of } 0.05$ indicating that the results of the t-test for Service Quality have a significant effect on Consumer Satisfaction at the Sari Laut Mas Mukhlis Food Stalls in Tolitoli Regency. Taste has a significant effect on Consumer Satisfaction, this is evidenced by obtaining a t-count value of $3.325 > t \text{ table } 1.99210$ and a significant value of $0.001 < 0.05$ showing that the results of the t-test for Taste have a significant effect on Consumer Satisfaction at the Sari Laut Mas Mukhlis Food Stalls in Tolitoli Regency. The quality of service and taste have a significant effect on Consumer Satisfaction, this is evidenced by obtaining an F-table value of $13.716 > f \text{ table } 2.73$ and a significant value of $0.000 < 0.05$. It shows that the results of the f-test for Service Quality and Taste have a significant effect on Consumer Satisfaction at the Mas Mukhlis Sari Laut Food Stall in Tolitoli Regency.

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