

## Research Article

# Analysis of Customer Satisfaction of Saung Wulan Restaurant Using SERVQUAL Method, Importance Performance Analysis (IPA) and Gap Analysis

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## Abstract.

Restaurant growth in West Java is very rapid at around 12.52% per year. Saung Wulan restaurant is one of the restaurants that applies the traditional concept in Bekasi Regency. This study aims to determine the customer satisfaction of Saung Wulan restaurant. The research was conducted in April 2023 with a sample of Saung Wulan restaurant visitors during that period. The data were analyzed using the SERVQUAL concept, importance performance analysis (IPA), and gap analysis. During the research period, 144 respondents were collected, of which 53.41% were male, age range between 20 - 30 years, 44.32% and 31.82% of high school education. The results of the analysis show that the top priority services for improvement are: The suitability of the menu offered to the order, the speed of the staff in processing orders, and providing careful service. The services that have the highest gap between consumer expectations and the reality received are: Fast serving time, staff responsiveness to customer complaints, and staff speed in processing orders. The implication of the is that Saung Wulan Restaurant needs to prioritize improvements in suitability of the menu to orders, speed in processing orders, and careful service to increase customer satisfaction. Additionally, they need to address the high gap between expectations and reality in terms of serving time, response to customer complaints, and speed in processing orders to improve the overall customer experience.

**Keywords:** gap analysis, importance performance analysis (IPA), SERVQUAL

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## 1. Introduction

The restaurant development in West Java is very rapid, based on data from Open Jabar Disparbud (Tourism and Culture Office), in 2014 there were as many as 2014 fruit, and 2021 increased to 5218 fruit, an average increase of 12.52% per year. The number of restaurants in West Java will directly create high competition among these restaurants. Saung Wulan Restaurant in South Tambun, Bekasi Regency, in order to be able to compete, starts to improve itself, one way is to provide satisfaction to restaurant customers.

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Satisfaction of customers is one of the benchmarks to ensure business sustainability. Saung Wulan Restaurant provides satisfaction to customers with the concept of the natural atmosphere of rural West Java and typical Sundanese cuisine at a fairly affordable price. Many Saung Wulan Restaurant customers then come back to the restaurant every day, especially on Saturday and Sunday. This shows that Saung Wulan restaurant customers consider that their wishes or expectations are considered by restaurant management. However, there is no ivory, which is not cracked, there are some customers who complain because they feel less satisfied with the services provided or the food and drinks offered. Various comments that arise include a long wait for orders, less neat waiter clothes, less friendly waiters, and so on.

Dewi et al. (2019) state that customer experience is a factor that will influence whether someone is satisfied or dissatisfied at RM Saung Wulan [1]. A good manager will try to listen to complaints from customers both directly and indirectly. If the manager does not make changes so that they meet customer expectations, then the restaurant will eventually be left by customers because it is considered not to provide quality service to customers. Customers who are very satisfied with a restaurant's services will remain loyal to it, therefore their opinions will have a lasting effect on the restaurant's capacity to remain in business [2]. If the restaurant's level of service meets or surpasses the expectations and needs of its patrons, they will be happy. Restaurants use customer satisfaction as a standard when developing their long-term business plans. Effective customer service is the key to customer pleasure.

Because restaurant management faces intense competition these days, it is essential that they be creative and constantly strive to deliver high-quality services to draw in and keep patrons. In addition to boosting client loyalty, high-quality service will draw in new business [3]. Additionally, according to Utami & Jatra (2015), customer attitudes regarding the outcomes of comparing expectations of service and perceptions of actual performance are associated to service quality [4]. All actions taken with the intention of satisfying clients' requirements and expectations are considered to be providing high-quality service. Depending on the situation, there are various key components to service quality. When assessing the quality of a service, customers or service users consider a number of dimensions or criteria. The five dimensions of service quality—reliability, assurance, empathy, and tangible—are frequently used to assess service quality [1–3,5].

The following researchers have carried out comparable studies: Wahyu (2018) at Kafe Tagar Kopi Yogyakarta, Dewi (2019) at Resto Mie X, Putra (2021) at Rumah Makan Family Benteng Bukittinggi, Lodhita, Santoso & Anggarani (2014) Resto Toko Oen Malang, Sitinjak et al. (2023) at Saung Pak Ewok Family Friendly Restaurant in West Java,

Sitohang (2023) at Coffee Shop Teduh Tera Medan, Maulama & Sulistyawati (2021) at Burger Garage Pandaan, Pertiwi (2023) at A&W Maspion Square Surabaya Restaurant, Skawanti & Suhendar (2022) Restaurant of Raisha Boutique Hotel Bogor. Imansyah, Ismiah, and Dhartikasari (2023), Ramadhanti & Marlana (2021) Kouna Kafe is a coffee shop located in Kora Gresik, Sitohang (2022) Tera Medan [1–3,5–10]. The purpose of this study is to use the servqual method, gap analysis, and importance performance analysis (IPA) to examine the level of customer satisfaction at the Saung Wulan restaurant. This is a questionnaire survey that makes use of IPA and the SERVQUAL scale, which was developed by Parasuraman et al. (1988) with five SERVQUAL dimensions [11].

Nonetheless, studies that thoroughly identify consumer expectations, both functional and dysfunctional service components, and characteristics that require attention in order to be improved are still uncommon, particularly in Indonesia. Therefore, the purpose of this study is to analyze Saung Wulan restaurant's customer satisfaction utilizing the SERVQUAL method, gap analysis, and importance performance analysis (IPA). This is a questionnaire survey that makes use of IPA and the SERVQUAL scale, which was developed by [11] with five SERVQUAL dimensions. This strategy is distinct since it integrates multiple methods to obtain a thorough grasp of consumer satisfaction.

Finding the difference between what customers expect from restaurants and what they actually receive is one of the research's primary contributions. Through the examination of this gap, this research can offer specific recommendations for enhancing parts of service quality that clients find lacking or unsatisfactory. Furthermore, this study not only examines consumer happiness but also offers actionable advice based on the analysis's conclusions. These suggestions can assist the management of Saung Wulan Restaurant in making the required changes and enhancing the general dining experience.

## 2. Literature Review

### 2.1. Service Quality

Within the marketing paradigm, there is a lot of discussion surrounding the concept of service quality. Service quality can be described as the discrepancy between the customer's expectations and their perception of a given service after it has been provided. As a result, evaluating the quality of a service necessitates contrasting pre-service expectations with post-service experiences. Through quality improvement and service quality, organizations can gain a competitive edge that will ultimately impact their

profitability[12], buyers will select offerings that offer the greatest value in terms of perks. When a business delivers on its promises to customers, they are satisfied and are more inclined to make additional purchases from them. Recurring business, positive word-of-mouth, and customer loyalty are all significantly influenced by customer satisfaction [13].

According to Friedrich et al. (2019), customer satisfaction has a direct impact on how frequently people buy services or services from the same product/service provider. As a result, businesses will come up with a variety of strategies to satisfy client wants and demands in order to keep them happy. Creating a positive impression of their goods and customer service is one such strategy. Every business aspires to provide excellent product service, but the means by which they accomplish this will vary from year to year. Some strategies used to improve customer satisfaction with produced goods include fortifying distributors, enhancing the effectiveness of human resources, and expediting the delivery of services [14].

The business must be able to satisfy the community's needs as clients and uphold a positive reputation in the eyes of the public by offering high-quality services [15]. It is believed that by providing high-quality service, clients or potential clients will feel appreciated and not abandoned. Customers that purchase the company's products will ultimately feel satisfied [16].

The business shouldn't treat its clients unfairly. If they receive excellent service and are treated with respect, they will be happy. Quality customer service will result in client satisfaction. Following his or her satisfaction with the good or service, the client will evaluate the quality of the rendered assistance. The importance of customer satisfaction services for business survival and competitive advantage is driving a rising awareness among managers of the quality of services provided by their organizations [17]. According to Kotler et al. (2016), since consumers are the ones who use the provided goods or services, they play a crucial role in a business' success [18].

Businesses need to make an effort to give their clients the greatest possible experience, including in terms of service. Companies are supposed to be aware of their consumers' expectations in order to meet their needs. Given that the business needs to be able to compete, hold onto its position, and keep market share, it is imperative that all companies make their clients feel content by offering superior products and services. Broadly speaking, satisfaction refers to an individual's emotions of contentment or discontentment that emerge from evaluating a product's performance in relation to their initial expectations.

The elements of service quality, as stated by Zeithaml, Parasuraman, and Berry in Pertiwi (2023), are as follows: 1) Reliability is concerned with performance consistency and can be trusted, 2) Reactivity refers to how eager or prepared staff members are to offer assistance. This also has to do with how quickly the service is rendered, 3) competence, or possessing the abilities and know-how required to render services, Access pertains to the convenience of communication, Courtesy to the ideals of civility, respect, honesty, and friendliness among service providers, and Communication to the process of informing each client in a language they can comprehend and paying attention to their desires [19].

This implies that the transportation provider must modify their language to suit various clientele, communicating more fluently and clearly to learners and raising the bar for more educated clients. 7) The service provider's honesty and dependability are factors in credibility. This indicates that customers are curious about the heart. 8) Security is the absence of risk, danger, or uncertainty; 9) Knowing or comprehending the client entails attempting to ascertain what the customer needs; and 10) Tangibles are the tangible aspects of a service, such as the physical location and description.

Then, in [19], Zeithaml, Parasuraman, and Berry enhanced these dimensions to: 1) **Assurance**, the capacity to deliver services in line with the commitments made. 2. **Responsiveness**, Response, or the ability of staff members to assist clients and deliver prompt, efficient service. This encompasses the ability of staff members to handle client complaints and transactions quickly. 3. **Reliability**, which includes staff members' capacity to accurately know the product, their level of hospitality, their attention to detail and civility when delivering services, their information-gathering abilities, their capacity to guarantee security when utilizing the provided services, and their capacity to inspire client confidence in the business.

4. The company's strong, individualized focus on its clients, as seen by the company's attempts to comprehend their needs and wishes and by making it simple for clients to contact the business and have staff members converse with them. 5. Material Things. includes how buildings and front office spaces look, how parking spots are available, how clean, orderly, and comfortable the room is, how well the communication equipment is set up, and how the staff is dressed.

## 2.2. Gap Model

Hamdoko & Kusdiartini (2022) cite Parasuraman, Berry, and Zeithaml (1985) as saying that there are five potential gaps, namely: a. **The first gap** is the difference between

what customers think and what management thinks[20]. When management or service providers fail to effectively assess the needs and wants of their clients, a gap develops. It also results from a breakdown in communication between supervisors and contact staff. Insufficient segmentation of the market. The reason for this gap is a deficiency in market research. For instance, although patrons are more interested in the food and coffee that restaurants serve, restaurant managers may believe that their establishments should have a better ambiance. (Knowledge Gap).

The second gap is the standards gap, or the difference between management's expectations of customers and service quality requirements. The perception of quality expected by management and the quality of services are not aligned in this gap. The lack of precise performance requirements, improper planning or insufficient planning methods, bad management, a shortage of resources, and other factors are some of the causes. As an illustration, consider a management of a restaurant who might advise the waiter to deliver customers' orders promptly, but who doesn't say "how fast".

Gap 3: The discrepancy (Delivery Gap) between the requirements for service quality and how it is delivered. This gap occurs when the production process and service delivery fail to meet quality criteria. Too strict and complicated quality standards, employees that disagree with these requirements, undertrained staff, an overwhelming workload, and other factors are some of the causes. As an illustration, consider a restaurant with clearly stated and detailed food standards; yet, it's possible that staff members aren't properly trained on how to adhere to the requirements.

Gap 4: The Communications Gap, which is the discrepancy between external communication and service delivery. The services provided to clients do not align with the claims made throughout marketing communication campaigns. A propensity to overpromise in order to raise client expectations that can be challenging to satisfy, a lack of coordination between external marketing efforts and service operations, and other factors are among the causes. A restaurant that claims to serve only vegetarian food on its menu but really serves non-vegetarian food is an example of this. The customer's expectations are not fulfilled in this case.

The fifth gap is the service gap, or the difference between expected and perceived services. The perceived and expected levels of service diverge in this gap. This discrepancy arises when customers evaluate a firm's performance according to disparate standards; nevertheless, when a company performs in line with customer expectations, it benefits from a favorable reputation. For instance, a manager of a restaurant might keep stopping by to check on quality and customer pleasure, but patrons can take this as a sign that there's a problem or suspicion over the staff's performance.

According to Hamdoko & Kusdiartini (2022), the Gap Model, which was developed by Parasuraman, Zeithaml, and Berry in 1985, indicates the causes that lead to gaps 1 through 4, with gap 5 representing the sum of these gaps. The Extended Model of Service Quality is mentioned. Service quality is determined by the discrepancy between what customers believe the firm offers and what they expect from it. The ideal wishes or requests of customers for services to be rendered by service providers are known as consumer expectations of service quality [20].

As a result, customers frequently interpret their expectations as idealistic demands. Three factors—personal needs, prior experience, and word-of-mouth—generally shape consumer expectations. When designing, producing, and delivering services to customers, service providers need to keep consumer expectations in mind. Consumer perceptions, on the other hand, are evaluations of services that customers have experienced or used. The ideal service that customers want or seek (expectations) and the actual service that they feel or perceive (perception) can be compared to determine the quality of the service. “Gap” refers to the disparity between expectations and perceptions, or service quality gap.

### 2.3. Importance Performance Analysis (IPA)

In their 1977 paper “Importance Performance Analysis,” which was published in the *Journal of Marketing*, Martilla and James initially introduced the Importance Performance Analysis (IPA) technique. This method involves asking respondents to rate the company’s performance and interests. The mean ratings for performance and interests are then analyzed on an interest-performance matrix, where the Y-axis represents expectations and the X-axis represents perceptions. Four quadrants are then created using the results [5,6,21].

The following is how the quadrant should be interpreted: First priority, quadrant A. While performance levels are very low, respondents regard attributes to be very important. This implies that this area should be the focus of improvement initiatives. Quadrant B: Respondents deemed attributes to be highly significant, and the organization appeared to perform well in these activities. Here, the message is to keep up the fantastic effort. Region C. This attribute evaluation system assigns low performance and low significance ratings. The characteristics in this cell are not seen to be particularly relevant, thus managers shouldn’t be unduly concerned even when performance levels may be poor.

This low priority cell should receive limited resources. Quadrant D: This cell has low-importance qualities with comparatively excellent performance. While managers should view current efforts on this cell's qualities as unneeded or extraneous, respondents are satisfied with the organization's performance.

The Importance Performance Analysis (IPA) method has the benefit of enabling restaurant owners to quickly and precisely address customer dissatisfaction with the caliber of service rendered. In order to meet customer expectations and enhance service quality, the restaurant will see a rise in customer satisfaction. On the other hand, this approach is workable and simple to utilize in order to identify the aspects of restaurant services that require improvement [6].

### 3. Research Methods

This study employs quantitative methods. The survey approach was used to perform this study. Incidental sampling was the sample strategy employed in the investigation. Anyone who meets the researcher by coincidence can be utilized as a sample in incidental sampling, which is a chance-based sampling technique (Santosa & Kusumadhani, 2022). Customers who meet the requirements are those who have made at least two transactions from Saung Wulan Bekasi Restaurant and who are at least 17 years old. Primary and secondary data are the two types of data that are employed. There were 150 consumers in all who answered statement items on the questionnaires, all of which made sense in relation to the marketing mix (5P).

The process of firmly defining variables to make them into quantifiable components is known as operationalization. On the other hand, operationalization refers to the comprehension of variables (which are disclosed in concept definitions) from an operational, practical, real-world perspective within the context of the study or objects under investigation. Variable operationalization refers to the process of taking notions in the form of a framework and replacing them with phrases that describe observable behaviors or symptoms that can be verified. Determining the general characteristics and indicators as well as the operational definitions of the variables Assurance, Empathy, Tangible, Reliability, and Responsiveness. The questionnaire items were prepared with reference to prior study by [10].

The difference between intended expectations and perceived service actuality is found using the service quality technique. The service is considered satisfactory if the gap is positive, meaning that perceptions exceed expectations. The service is good and satisfactory if the gap is zero, meaning that perception and expectations are equal.



TABLE 1: Research Questionnaire.

Code	Dimension	Indicators
X11	Tangible	The restaurant has a large car park
X12		The restaurant has a decor and interior that attracts customers
X13		The restaurant has supporting facilities (toilet, sink, place of worship, charger, wifi)
X14		The appearance of the menu served by the restaurant is attractive
X15		The atmosphere of the restaurant is cosy
X21	Reliability	The restaurant has precise opening and closing times
X22		The suitability of the menu offered by the restaurant with the order
X23		Information about menus and other restaurant items is easily obtained from social media
X24		The time taken by the restaurant to serve customer orders is fast.
X25		The flavour quality of the food and drinks in the restaurant is consistent
X31	Responsiveness	The service staff is very responsive to customer complaints and concerns
X32		The staff appropriately provided information about the restaurant's menu.
X33		Staff at the restaurant are happy to assist customers in choosing from the menu.
X34		Restaurant staff will quickly apologise to customers if there is an error.
X35		The restaurant staff will quickly process the customer's order
X41	Assurance	The restaurant will ensure the quality and safety of the food and beverages served
X42		The restaurant will be willing to replace food and drinks with new ones if something goes wrong.
X43		Restaurant staff kindly provide accurate information and explanations about the menu offered by the restaurant
X44		The staff knows the product information served by the restaurant well
X45		All restaurant staff are consistent in their behaviour (friendly, polite, responsive) towards customers.
X51	Empathy	Staff genuinely prioritises the interests of restaurant customers
X52		The language spoken by staff in explaining something is easy to understand and polite
X53		The restaurant staff always provide services to customers carefully
X54		Every customer feels that they have received satisfactory service at the restaurant
X55		The staff will kindly say welcome and thank you, when the customer leaves the restaurant

According to Imansyah, Ismiyah, and Dhartikasari (2023), a negative gap (perception is smaller than expectations) denotes subpar quality and subpar service [10].

### 3.1. SERVQUAL data processing

To collect the data for this study, 150 persons were given the questionnaire. Very Dissatisfied / Very Unimportant, Dissatisfied / Unimportant, Neutral, Satisfied / Important, and Very Satisfied / Very Important are the five categories that make up the measurement scale for the degree of satisfaction and desire. Additionally, the validity test is run. The Product Moment correlation between each question item in a variable and the total number of question items in that variable is used to conduct the validity test. The question item is considered valid if the probability of correlation is less than the real level, and invalid if it is higher. Question elements that are invalid are eliminated.

Next, the reliability of the legitimate question items was examined. The Cronbach Alpha coefficient was employed in this study's reliability test. If a device's Cronbach Alpha value is more than 0.60, it is considered dependable.

The method used to compute the service quality gap is to multiply the respondents' responses by a Likert scale and then weight the total attribute perception values. The customer gap—the difference between level of importance and satisfaction—occurs on the customer side and is determined by the processing of the questionnaire data. This discrepancy suggests that Saung Wulan's services fall short of what clients would have expected in terms of particular characteristics. The average difference between each requirement attribute's perceived and expected levels was utilized to calculate the gap.

## 4. Results and Discussion

The validity and reliability of the questionnaire's data were examined before any additional analysis was conducted. If a question item's probability falls below the significance level, it is deemed legitimate; if its Cronbach Alpha value exceeds 0.6, it is deemed reliable. The following are the findings from the validity and reliability tests:

All of the question items in the validity test displayed in Table 2 are valid due to significance at the 1% level; the highest and lowest Cronbach's Alpha values are 0.862 and 0.670, respectively, indicating reliability. The study's findings are therefore trustworthy and legitimate.

Reliability performance is 4.5681 with an importance of 4.5542, responsiveness performance is 4.1819 with an importance of 4.4208, assurance performance is 4.6250

TABLE 2: Results of Validity and Reliability Tests.

Question Item	Performance		Importance	
	Pearson Correlation	Sig. (2- tailed)	Pearson Correlation	Sig. (2- tailed)
X11	0.747	0.000	0.619	0.000
X12	0.783	0.000	0.690	0.000
X13	0.817	0.000	0.632	0.000
X14	0.887	0.000	0.560	0.000
X15	0.824	0.000	0.497	0.000
Cronbach's Alpha		0.862		0.855
X21	0.829	0.000	0.747	0.000
X22	0.738	0.000	0.788	0.000
X23	0.754	0.000	0.760	0.000
X24	0.805	0.000	0.608	0.000
X25	0.598	0.000	0.563	0.000
Cronbach's Alpha		0.789		0.670
X31	0.493	0.000	0.413	0.000
X32	0.400	0.000	0.430	0.000
X33	0.888	0.000	0.829	0.000
X34	0.874	0.000	0.848	0.000
X35	0.881	0.000	0.731	0.000
Cronbach's Alpha		0.791		0.695
X41	0.562	0.000	0.606	0.000
X42	0.785	0.000	0.710	0.000
X43	0.807	0.000	0.806	0.000
X44	0.783	0.000	0.793	0.000
X45	0.854	0.000	0.792	0.000
Cronbach's Alpha		0.810		0.726
X51	0.765	0.000	0.675	0.000
X52	0.865	0.000	0.724	0.000
X53	0.749	0.000	0.796	0.000
X54	0.678	0.000	0.772	0.000
X55	0.768	0.000	0.556	0.000
Cronbach's Alpha		0.813		0.700

Note: \*\*\*) significance at level 1%

with an importance of 4.2833, and tangible performance is 4.4808 with an importance of

4.5472. The average ratio of these performance variables is 4.6014 with an importance of 4.5642.

The IPA (Importance Performance Analysis) analysis is derived from the computations of average performance and importance, specifically:

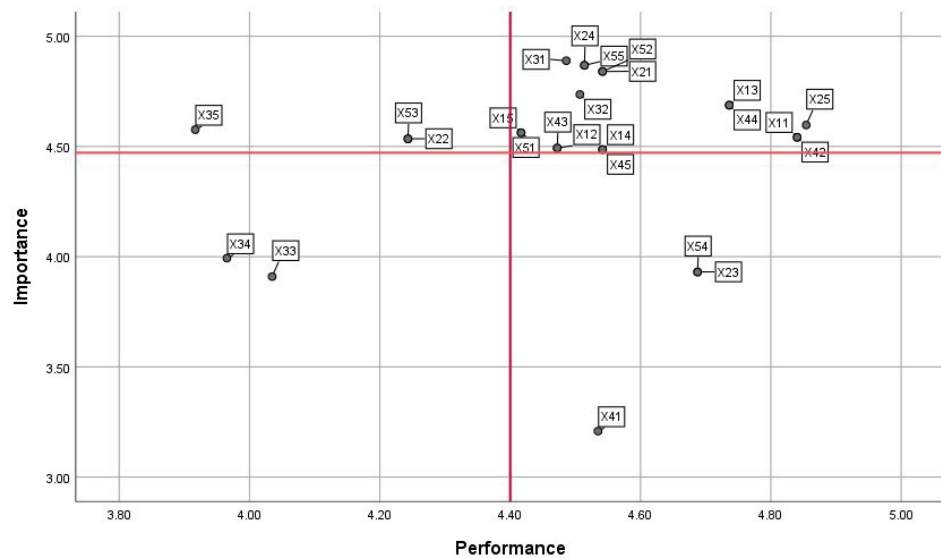


Figure 1: Results of Importance Performance Analysis (IPA)?.

Respondents’ opinions of the Saung Wulan Restaurant’s current offerings can be divided into the following categories based on Figure 1:

Priority 1 or quadrant 1:

This quadrant’s qualities show that while they are significant and have an impact on customer satisfaction, management has not used them in a way that the customer has requested, hence the performance of these attributes is viewed as disappointing. The top priority demonstrates that the Saung Wulan restaurant must do better on the following services if it hopes to stay competitive:

As service personnel attitudes and professional skills have an impact on customer satisfaction, **reliability**—that is, the compatibility of the menu offered to the order—is currently the most essential aspect [22]. Managers should place more focus on the technical expertise of service staff to address customer inquiries and project a professional image in order to improve service staff attitudes and technology [23].

Specifically, responsiveness refers to how quickly employees process orders.

Emphasize: Offering considerate service. Good restaurants employ people that proactively provide clients with high-quality services and pay them attention in order to help businesses create value and gain a sustained competitive edge [23].

Quadrant II or requires upkeep

Services in the second quadrant or: The characteristics situated in this quadrant hold significance for customers, and management has included them as per their requests. Qualities that fall into this quadrant are anticipated to contribute to consumer satisfaction, thus management must make sure that its performance can sustain the gains made thus far.

Tangible qualities, such as: The restaurant offers a sizable parking area; Its interior design and décor draw patrons; The eatery includes auxiliary amenities like wifi, chargers, sinks, restrooms, and places of worship. The restaurant’s menu has a visually appealing design. a cozy ambiance in the room.

Reliability is defined as: prompt restaurant opening and closing times; prompt service; and flavorful food and beverages that are consistently of high quality.

Responsiveness: The ability of employees to promptly address customer concerns and accurately provide menu information.

Assurance: The menu will be accurately explained and information given by the staff. The staff is well-versed in the offered product knowledge. Employees behave consistently, being amiable, courteous, and accommodating.

Empathy: The staff’s genuineness in putting clients’ needs first; their language and speech are simple to understand while they are explaining things. Greeting and thanking the client as they leave for home

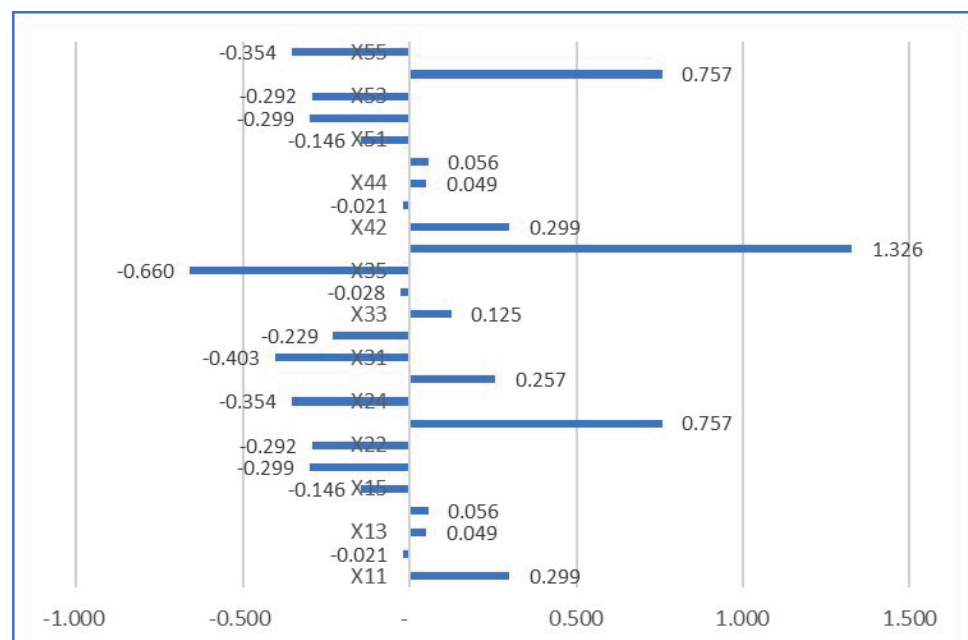


Figure 2: Gap Analysis.

Based on Figure 2, the service has a Positive Gap, meaning that what is obtained by consumers, exceeds what is expected, the 3 highest services:

**Reliability:** Ease of getting restaurant information through social media

**Assurance:** Product safety quality assurance

**Empathy:** Every customer gets satisfying service

The service has a Negative Gap, meaning that what is obtained by consumers is below what is expected, the lowest 3 services:

**Reliability:** Fast serving time.

**Responsiveness:** Staff responsiveness to customer complaints and staff speed in processing orders.

**Empathy:** Saying welcome and thank you, when the customer goes home

Wahyu & Junenah's research (2021) gave the same results where services that have a negative gap are: Empathy, Responsiveness [24].

**Reliability:** Fast serving time

**Responsiveness:** Staff responsiveness to customer complaints. Speed of staff in processing orders.

**Empathy:** Greeting customers with a welcome and thank you when they leave.

## 5. Conclusions and limitations of the study

Introduced by IBM Innovation Service Project in 2003 as a means of enhancing quality performance and innovation potential in service industries, service innovation of quality performance perspective has numerous applications in the field of service industry management. In order to increase the assessment improvement factor of service quality, the IPA model was incorporated at the same time as SERVQUAL was used in this study to measure the quality of the services provided by Restoran Saung Wulan. These kinds of techniques might aid in raising the caliber of services. Custom contentment and loyalty are increasing, which is contributing to the "keep up the good work" improvement aspects that lead to service differentiation and innovation advantages.

It is certain that three approaches (SERVQUAL, IPA, and GAP Analysis) can account for a sizable portion of service quality. It is worthwhile to summarize two of these findings. First, compared to SERVQUAL and Gap Analysis, the IPA model's service quality elements were given more thorough attention. According to Parasuraman et al. (1988), "responsiveness" is the most significant of the five characteristics examined in this study when it comes to assessing factors related to service quality.

The primary takeaway from this is that businesses should react to client requests right away while making the necessary process modifications. Instead of “meeting customer needs,” service-oriented businesses create the needs of their customers in order to affect their circumstances and way of life. They do this by generating both physical and mental experiences that draw customers in and influence their consumption habits. The other four characteristics of the service quality model framework must also be taken into account, notwithstanding the high relative importance of “responsiveness.”

However, these conclusions must be handled carefully. This conclusion can be explained in a variety of ways. In order to assess how well Restoran Saung Wulan was calculating the proper weightings for service quality improvement elements, SERVQUAL and IPA were developed. This could be due to its high degree of user-friendliness and its ability to address general service quality measure problems in both research and real-world settings.

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