
The Influence of Price, Facilities, Service, and Location on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan

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Abstract

The purpose of this study was to determine the effect of Price, Facilities, Service, and Location simultaneously or partially on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan. This study uses a quantitative approach with explanatory research, the type of data used in this research is quantitative data. The population in this study were customers of Kairo Restaurant who have made purchases more than 3 times, resulting in a total of 310 customers over 10 days. To determine the causal relationship between the variables of Price, Facilities, Service, and Location on Customer Satisfaction using multiple linear regression tests. The results of the study show that: 1) Simultaneously there is a significant influence between Price, Facilities, Service, and Location on the Customer Satisfaction, 2) Partially, Price, Facilities, Service, and Location on the Customer Satisfaction have significant effect on the Customer Satisfaction, 3). Service is the dominant variable that significantly influences Customer Satisfaction.

Keywords: Price, Facilities, Service, Location, Customer Satisfaction

1. Introduction

In this era of globalization, competition is not limited to regional or national boundaries but has become global. This has resulted in an increasing number of variables that can affect the success of a business. Companies must make a concerted effort to study and understand the needs and desires of their customers. By understanding customer needs, wants, and demands, it provides valuable input for companies to design marketing strategies aimed at creating customer satisfaction. Customer satisfaction or dissatisfaction is an integral part of the customer experience with a product or service offered.

Based on the experiences they acquire, customers tend to develop certain values. These values will have an impact on customers, enabling them to make comparisons with competitors based on the products or services they have experienced. Customer expectations are a crucial factor; closer service for customer satisfaction will raise expectations, and vice versa (Ayse, 2020:133).

This aligns with A.A. Maslow's theory, which defines food as one of the basic human needs, or in level 2, one of the most fundamental needs. Over time, the food business has shown a tendency to continually grow, both in terms of quantity and quality. This is based on the fact that

food is a basic human necessity. It is in line with Maslow's theory, which defines food as one of the basic human needs, or at level 2, one of the most fundamental needs. The increasing number of food products in the market today has led to intense competition among food entrepreneurs in gaining customer trust and a larger market share. Food entrepreneurs strive to attract and retain many customers to increase their profits, aiming to position their food products at the forefront among similar products.

Price is a crucial factor in the purchasing decision-making process because it affects consumers' perceptions of the product. One of the businesses feeling the heat of competition today is Kairo Restaurant. The intensifying competition is marked by the emergence of many other restaurants. Service quality, pricing, and location vary, giving rise to distinct characteristics. This demands that the owners or managers of Kairo Restaurant create strategies to compete and excel against their restaurant competitors. Kairo Restaurant has a relatively high price, commensurate with the quality of its food. It offers a variety of menu options tailored to customer preferences. Compared to other restaurants, Kairo Restaurant's prices are relatively high. Additionally, its location is strategic, situated on the main road of Ahmad Yani Street, frequented by a high volume of traffic. Kairo Restaurant has a large customer base, not only from the local Martapura community but also from Banjarmasin, Banjarbaru, and the surrounding regions of South Kalimantan, and even from East Kalimantan. This is evident from the changing customer trends from 2019 to 2023 (up to May), as seen in the following table:"

Table 1
Kairo Restaurant Customer Data

No	Year	Customers in a day	Customers in Year
1	2019	34	9.792
2	2020	30	8.640
3	2021	35	10.080
4	2022	32	9.216
5	2023	31	6.188
	(10 days in August) .		310

In the data analysis of "Rumah Makan Kairo 2023," it can be observed that the number of customers has fluctuated over the past few years. In 2019, the average daily customers were 34, but it decreased to 30 in 2020, then rose again to 35 in 2021, before declining to 32 in 2022. In 2023, there was an increase to 34 customers per day, but in August, there was a decrease to 31 customers per day.

Facilities are physical resources that must be in place before a service can be offered to customers. The facilities provided, such as the suitability of seating, the availability of air conditioning (AC), and the quality of toilets, play a significant role. However, it's worth noting that in Rumah Makan Kairo, there is no AC; only fans are available. Various forms of services are provided to influence customer satisfaction, and this, in turn, affects the restaurant's success.

Customers may choose to continue patronizing the restaurant or switch to others they perceive as providing better service.

Based on the existing phenomenon and issues, the research question related to the influence of Price, Facilities, Service, and Location on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan, is:

- a. Does Price, Facilities, Service, and Location significantly influence the Customer Satisfaction simultaneously at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan?
- b. Does Price, Facilities, Service, and Location significantly influence the Customer Satisfaction partially at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan?
- c. Which variable has the dominant influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province?

2. Literature Review

2.1 Behavior Theory

According to Notoatmodjo (2019), behavior is an activity and action of the respective organism, whether it is observable by others or not. Humans behave or engage in activities due to the presence of needs to achieve a certain goal. The existence of needs gives rise to motivation or a driving force. Therefore, individuals engage in activities to attain goals and experience satisfaction. Psychologist Skinner (2019) stated that behavior is a person's response or reaction to stimuli. Skinner's theory is known as the S-O-R (Stimulus-Organism-Response) theory. There are two types of responses according to the S-O-R theory: respondent responses and operant responses. The first is respondent responses, which are responses triggered by specific stimuli and result in relatively fixed responses. The second is operant responses, which are responses that arise and develop, followed by other stimuli.

Benjamin S. Bloom (1996), as cited in Notoatmodjo (2019), argued that there are three levels of behavioral domains: knowledge, attitude, and action or practice. Firstly, Knowledge is the result of human sensing or an individual's knowledge of an object through their senses. Secondly, Attitude is a person's closed response to specific stimuli or objects, which already involves the factors of opinion and emotion. Thirdly, Action or practice, guided practice is to perform.

2.2 Price

According to Tjiptono (2019, p.234), price is directly related to income and profit. Price is the only element of the marketing mix that generates revenue for the company. Tjiptono (2019, p.133) defines price as the value of a product, a statement of value. Value is the ratio or comparison between the perceived benefits and the costs incurred to obtain the product (such as reliability, durability, performance, and resale value).

Price-setting methods promote long-term, attractive, and mutually beneficial relationships between the company and customers, known as relationship pricing. According to Tjiptono (2019, p.257), this can be divided into two categories: Long-term contracts and Cross Selling. According to Kotler and Keller (2019, p.278), there are four indicators that characterize price:

affordability, price appropriateness with product quality, price competitiveness, and price alignment with benefits.

2.3 Facilities

Facilities are the provision of physical amenities to facilitate and enhance the activities and needs of guests or visitors when visiting a particular place. (Sulistiyono, in Yunus & Budiarto, 2019:27) Facilities serve as a benchmark for all services provided and have a significant impact on customer satisfaction. This is because the level of facilities available greatly facilitates customers in their activities and makes it comfortable to use the provided amenities. Therefore, facilities encompass everything that is physical equipment provided by the service provider to enhance consumer comfort (Kotler, 2020, p.58).

According to Tjiptono (2019:129), facilities are physical resources that must be in place before a service is offered to consumers. Facilities are something crucial in the service industry; therefore, the existing facilities, including facility conditions, interior and exterior design, and cleanliness, must be considered, especially those closely related to what consumers directly experience. The perceptions gained from customer interactions with service facilities influence the quality of the service in the eyes of consumers. According to Tjiptono (2019:131), there are six indicators of facilities, namely spatial considerations/planning, room planning, furnishings, lighting arrangement, and color, messages conveyed graphically, and supporting elements.

2.4 Service

According to Juhana Wijaya (2019:34), service is an effort provided by a company to fulfill consumers' needs to achieve satisfaction. On the other hand, service, as defined by Endar Sugiarto (2020:36), is an action taken to meet the needs of others (consumers, customers, clients, guests, etc.), where the level of satisfaction can only be felt by both the service provider and the one being served. According to Fandy Tjiptono (2020:58-59), service is an attitude or approach in serving customers so that they achieve satisfaction, which includes speed, accuracy, friendliness, and comfort.

Elements of Service in marketing their products, manufacturers or sellers always strive to satisfy the desires and needs of their customers and seek to acquire new customers. In this endeavor, the importance of service cannot be overstated. According to Endar Sugiarto (2021:42), to ensure customer loyalty remains strong and customers do not turn to other services, service providers need to master the five elements which includes speed, accuracy, security, friendliness, and comfort.

2.5 Location

Choosing the right location for any business is a crucial task for marketers because a wrong decision can lead to failure before the business even begins. Selecting the location for a restaurant is especially important as it plays a pivotal role in attracting customers to fulfill their needs. The choice of location serves a strategic function as it can significantly impact the achievement of business objectives. Location, in essence, refers to the physical place.

Location is the strategic positioning in an area to maximize profit (Basu Swasta and Irawan, 2019:119). Meanwhile, Rambat Lupiyoadi (2021:61-62) defines location as the place where a company must be headquartered to conduct its operations. In this context, three types of interactions influence the location:

- a. If consumers come to the company, then location is very important and must be strategic.
- b. If the service provider needs to visit consumers, location is less crucial, but service quality must still be maintained.
- c. If the service provider and consumers do not meet directly, interactions occur through means such as telephone or computer.

2.6 Customer Satisfaction

Service quality, according to Hutasoit (2021), involves the alignment and level of usability of the characteristics of products or services provided to meet the needs and expectations of consumers. Factors such as tangible evidence, personal attention from employees, responsiveness, reliability, and assurance play a significant role in determining service quality.

The customer satisfaction indicators (according to Irawan, 2018) are as follows:

- a. Satisfaction: This refers to the expression of contentment or dissatisfaction from customers when receiving good service and high-quality products from a company.
- b. Repeat Purchases: Customers will continue to use and buy a product if their expectations are met.
- c. Word of Mouth Recommendations: Satisfied customers who have used a product or service will share their experiences with others and can create new customers for a company.
- d. Fulfillment of Customer Expectations After Purchase: This pertains to whether the quality of a product or service meets the expectations of customers after they have made a purchase.

2.7 Conceptual Framework and Research Hypothesis

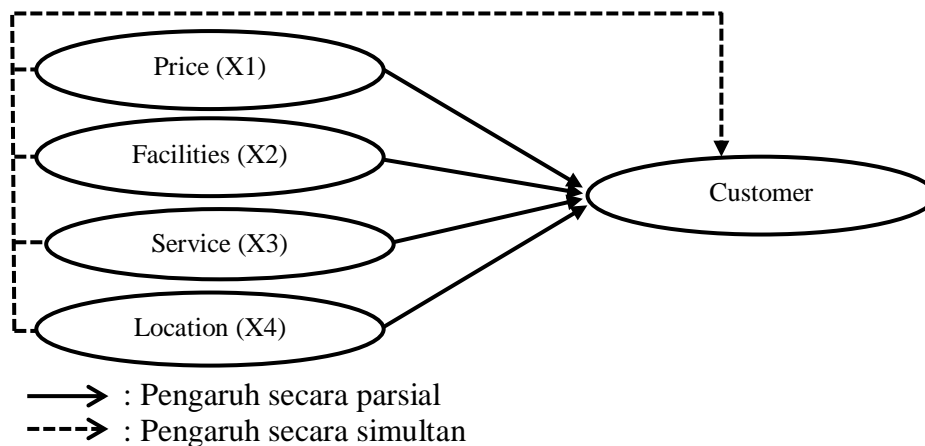


Figure 1. Conceptual Framework

Hypotheses are temporary answers to research findings, the truth of which will be verified through the research results. The hypotheses proposed in this study are as follows:

- a. Price, Facilities, Service, and Location have a significant simultaneous influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.
- b. Price, Facilities, Service, and Location have a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.
- c. Service is the dominant variable influencing Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.

3. Research methods

The research method used in this study is a survey method. According to Umar (2018: 29), a survey method is research conducted to obtain factors related to phenomena arising from issues. This research activity was conducted among the customers of Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. Quantitative research, as defined by Margono (2021), is a process of discovering knowledge that uses numerical data as a tool to find information about what we know.

The population in this study consists of all customers of Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. The population size criteria are customers of Kairo Restaurant who have made purchases more than 3 times, resulting in a total of 310 customers over 10 days. The population size criteria, which amount to 310 people, were then subjected to random sampling based on the Slovin formula (as cited in Umar, 2017: 120). Based on the calculation results using a 90% confidence level, the sample size for this study is 76 (seventy-six) customers of Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.

3.1 Variable Operational Definitions

Price (X_1) According to Kotler and Keller (2019, p. 278), there are four indicators that characterize pricing $X_{1.1}$ Affordability, $X_{1.2}$ Price-Quality Relationship, $X_{1.3}$ Price Competitiveness, $X_{1.4}$ Price-Benefit Alignment.

Facilities (X_2) According to Tjiptono (2021: 129), facilities are physical resources that must be present before a service is offered to consumers. Facilities are essential in service businesses, and therefore, factors such as facility conditions, interior and exterior design, and cleanliness must be carefully considered, especially those closely related to what consumers directly experience. The perception obtained from customer interactions with service facilities influences the quality of the service in the eyes of consumers. According to Tjiptono (2021: 131), there are six indicators for facilities, namely: $X_{2.1}$ Spatial considerations/planning, $X_{2.2}$ Room planning, $X_{2.3}$ Equipment/furniture, $X_{2.4}$ Lighting and color, $X_{2.5}$ Graphically conveyed messages, $X_{2.6}$ and supporting elements.

Services (X_3) Based on the description of the service factors above, it can be concluded that service factors vary. Therefore, service factors encompass both expected service (anticipated experience) and perceived service (received service). The service indicators are as follows: $X_{3.1}$ Tangibles, $X_{3.2}$ Reliability, $X_{3.3}$ Responsiveness, $X_{3.4}$ Assurance, $X_{3.5}$ Empathy.

Location (X_4) According to Fandy Tjiptono (2020: 41-42), location refers to various marketing activities aimed at facilitating the smooth and easy delivery or distribution of goods and services

from producers to consumers. The indicators for location are as follows: X4.1 Accessibility, X4.2 Visibility, X4.3 Ample, X4.4 Expansion, X4.5 Environment.

Customer Satisfaction (Y) Customer satisfaction used in this research, as per Irawan (2018), is a customer's feeling as a response to the goods or services consumed. The indicators are as follows: Y.1 Satisfaction in terms of satisfaction with the product and service, Y.2 Fulfillment of customer expectations after purchasing a product, Y.3 Repeat purchases.

4. Research Result

4.1 Validity Test

Table 2
Validity Test Result

Variable	Item Statement	r-result	r-table	Sig	Sig 5%	Decision
Price (X1)	X1.1	0,807	>0,22	0,000	<0,05	Valid
	X1.2	0,928	>0,22	0,000	<0,05	Valid
	X1.3	0,864	>0,22	0,000	<0,05	Valid
	X1.4	0,815	>0,22	0,000	<0,05	Valid
Facilities (X2)	X2.1	0,840	>0,22	0,000	<0,05	Valid
	X2.2	0,891	>0,22	0,000	<0,05	Valid
	X2.3	0,881	>0,22	0,000	<0,05	Valid
	X2.4	0,902	>0,22	0,000	<0,05	Valid
	X2.5	0,879	>0,22	0,000	<0,05	Valid
	X2.6	0,811	>0,22	0,000	<0,05	Valid
Services (X3)	X31	0,891	>0,22	0,000	<0,05	Valid
	X3 2	0,881	>0,22	0,000	<0,05	Valid
	X3.3	0,902	>0,22	0,000	<0,05	Valid
	X3.4	0,879	>0,22	0,000	<0,05	Valid
	X3.5	0,811	>0,22	0,000	<0,05	Valid
Location (X4)	X4 1	0,842	>0,22	0,000	<0,05	Valid
	X4 2	0,931	>0,22	0,000	<0,05	Valid
	X4.3	0,938	>0,22	0,000	<0,05	Valid
	X4.4	0,943	>0,22	0,000	<0,05	Valid
	X4.5	0,930	>0,22	0,000	<0,05	Valid
Customer Satisfaction (Y)	Y.1	0,751	>0,22	0,000	<0,05	Valid
	Y.2	0,804	>0,22	0,000	<0,05	Valid
	Y.3	0,787	>0,22	0,000	<0,05	Valid

Source: SPSS data output

Based on Table 2, it shows that all the variable statement items on Price (X_1), Facilities (X_2), Services (X_3), Location (X_4) and Customer Satisfaction (Y) are valid, because each item statement has a positive value (r -result $>$ r -table 0,22 at a significant level of 5%).

4.2 Reliability Test

Table 3
Reliability Test Result

Variable	Cronbach's Alpha	Decision
Price (X_1)	0,868	Reliable
Facilities (X_2)	0,929	Reliable
Services (X_3)	0,924	Reliable
Location (X_4)	0,951	Reliable
Customer Satisfaction (Y)	0,679	Reliable

Source: SPSS data output

The results of the reliability test are in Table 3, Cronbach's alpha value the variable Price (X_1), Facilities (X_2), Services (X_3), Location (X_4) and Customer Satisfaction (Y) are larger 0.6 so that the instrument is declared reliable.

4.3 Multiple Linear Regression

Table 4
Coefficients Results

Variable	Regression Coefficient (bi)	t Result	t table	beta	Sig
Constant	5.964				
Price (X_1)	.123	2.083	1,666	.127	.041
Facilities (X_2)	.941	3.245	1,666	.281	.002
Services (X_3)	1.084	3.713	1,666	.321	.000
Location (X_4)	1.304	3.847	1,666	.305	.000
Constant = 5.964		F Result = 91,588			
Multiple R = 0,838		F table = 2,50			
R square (R^2) = 0,829		Sig = 0,000			

Source: SPSS data output 26

Based on Table 4, the multiple linear regression equation is $Y = 5.964 + 0,123X_1 + 0,941X_2 + 1,084X_3 + 1,304X_4 + e$

The regression equation can be explained as follows:

- a. The constant of 5.964 indicates that when the variables Price (X1), Facilities (X2), Service (X3), and Location (X4) remain constant or fixed, the customer satisfaction value is 59.64.
- b. The regression coefficient for Price of 0.123 states that for every one percent increase in price, the change in customer satisfaction is an increase of 0.123.
- c. The regression coefficient for Facilities of 0.941 states that for every one percent increase in facilities, the change in customer satisfaction is an increase of 0.941.
- d. The regression coefficient for Service of 1.084 states that for every one percent increase in service, the change in customer satisfaction is an increase of 1.084.
- e. The regression coefficient for Location of 1.304 states that for every one percent increase in location, the change in customer satisfaction is an increase of 1.304.

4.4 F test (simultaneous)

Based on Table 4, the calculated F-value of 9.588 is greater than the tabulated F-value of 2.50. This indicates a positive direction and has a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that simultaneously, the variables Price (X1), Facilities (X2), Service (X3), and Location (X4) have a positive and significant influence on customer satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. Thus, the hypothesis (H1): Price, Facilities, Service, and Location have a significant simultaneous influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province is accepted..

4.5 t test (partial)

Based on the results of the t-test as described in Table 4, it can be explained as follows:

The Influence of Price on Customer Satisfaction at Kairo Restaurant in Martapura, with a calculated t-value of 2.083 > the tabulated t-value of 1.666, indicates a positive direction and has a significance value of 0.041 < 0.05. Therefore, it can be concluded that Price has a positive and significant influence on Customer Satisfaction at Kairo Restaurant in Martapura.

The Influence of Facilities on Customer Satisfaction at Kairo Restaurant in Martapura, with a calculated t-value of 3.245 > the tabulated t-value of 1.666, indicates a positive direction and has a significance value of 0.002 < 0.05. Thus, it can be concluded that Facilities have a positive and significant influence on Customer Satisfaction at Kairo Restaurant in Martapura.

The Influence of Service on Customer Satisfaction at Kairo Restaurant in Martapura, with a calculated t-value of 3.713 > the tabulated t-value of 1.666, indicates a positive direction and has a significance value of 0.000 < 0.05. Therefore, it can be concluded that Service has a positive and significant influence on Customer Satisfaction at Kairo Restaurant in Martapura.

The Influence of Location on Customer Satisfaction at Kairo Restaurant in Martapura, with a calculated t-value of 3.847 > the tabulated t-value of 1.666, indicates a positive direction and has a significance value of 0.000 < 0.05. Thus, it can be concluded that Location has a positive and significant influence on Customer Satisfaction at Kairo Restaurant in Martapura.

In conclusion, it can be inferred that partially Price (X1), Facilities (X2), Service (X3), and Location (X4) have a positive and significant influence on customer satisfaction at Kairo Restaurant in Martapura. Therefore, the hypothesis (H2): Price, Facilities, Service, and Location

have a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province is accepted.

4.6 Dominant Test

Based on Table 4.15, the beta values for the variables are as follows: Price 0.127, Facilities 0.281, Service 0.321, and Location 0.305. Therefore, it can be concluded that the Service variable has a dominant influence on Customer Satisfaction at Kairo Restaurant. Thus, the hypothesis (H3): Service is the dominant variable influencing Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province is accepted.

5. Discussion

Based on the research results, it is known that the variables of service quality, price, and facilities account for 83.8% of the variance, while the remaining 16.2% is explained by other factors outside the scope of this study. This means that if the management of Kairo Restaurant can provide good service quality, competitive pricing, and modern and complete facilities, it is possible that customers will feel satisfied, and they may not be influenced by issues and restaurants from other competitors. This research is in line with the findings of Baskoro (2018), which also highlighted that customer satisfaction is influenced by service, restaurant ambiance, and price.

The influence of Price, Facilities, Service, and Location Partially on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.

- a. The research results indicate that price has a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. The pricing set by Kairo Restaurant aligns with the economic conditions of the community, and both price and quality have a high impact on customer satisfaction. Price is used as an indicator of product quality, which leads to the assumption of better quality in a product and higher satisfaction. Therefore, the price set should be balanced with the quality provided to consumers. Price is one of the factors that consumers consider when making a purchase. If the price is too high without being accompanied by good quality, it can lead to customer disappointment. Hence, the management of Kairo Restaurant must understand and be capable of setting appropriate prices for their products. They should be skilled in calculating profit margins so that they can set food prices accurately, ensuring customers do not feel overcharged. With friendly or affordable prices, culinary enthusiasts can enjoy their meals without financial concerns. Based on the theory mentioned, it can be explained that price plays a primary role in the decision-making process for consumers. Additionally, price also plays a crucial role in helping consumers maximize the benefits or utilities they expect based on their purchasing power. This research aligns with the findings of previous studies such as Baskoro (2018) and Afandi and Nur (2016), which also highlighted that customer satisfaction is influenced by service, restaurant ambiance, and price.
- b. The research results show that facilities have a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. Facilities are physical resources that must be in place before a service can be offered to consumers. Facilities can also be anything that makes it easier for consumers to achieve

satisfaction. Because a service cannot be seen, smelled, or touched, the physical aspect becomes very important as a measure of service. The provision of physical equipment to facilitate consumers in carrying out activities is crucial for meeting consumer needs. The design and layout of service facilities are closely related to the formation of customer perceptions. In various types of services, the perceptions formed through interactions between customers and facilities influence the quality of service in the eyes of customers. This research aligns with the findings of previous studies such as Haghghi et al. (2012) and Bhattacharya et al. (2011), which also highlighted that customer satisfaction is influenced by the environment (restaurant environment), facilities, including indicators like tidy interior and exterior design, complete and adequate restaurant facilities.

- c. The research results indicate that service has a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. Perceptions of service that customers purchase are usually formed during the service encounter, which is the moment when customers and service providers interact. According to Parasuraman et al. (2017), there are three important aspects to consider in service: 1) Services are difficult for customers to evaluate compared to the quality of goods. 2) The perception of the service provided is tangible and real. 3) The evaluation of quality is not solely based on the end result of a service but also includes an evaluation of the service process. Researchers like Parasuraman et al. (2017) have previously stated that high-quality service leads to high customer satisfaction. When the service received or perceived by customers meets or even exceeds their expectations, it is considered to be of high quality and satisfying. However, if customers find that the service received falls short of their expectations, it may be perceived as low quality and disappointing. This research aligns with the findings of previous studies such as Baskoro (2018), Afandi and Nur (2016), Haghghi et al. (2012), and Bhattacharya et al. (2011), which all highlight that customer satisfaction is influenced by service quality, including the attitude of service providers who exceed expectations and provide friendly service.
- d. The research results indicate that service has a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province. Location is a factor that can significantly impact customer satisfaction because a good location makes it easier for customers to analyze their product needs. A good location ensures quick access, attracts a large number of customers, and can strongly influence customers' shopping and purchasing patterns. The mood and response of customers are significantly influenced by the location, design, and layout of service facilities. This research aligns with the findings of previous studies such as Haghghi et al. (2012) and Bhattacharya et al. (2011), which also highlighted that customer satisfaction is influenced by restaurant location, including indicators such as a central location in the city, easy accessibility, and a clean and comfortable environment in the restaurant's surroundings.

Based on the dominant influence test results, the Service variable has a dominant impact on Customer Satisfaction at Kairo Restaurant. This means that the management of Kairo Restaurant should focus more on continuously improving the quality of service. In turn, this will lead to customer satisfaction because customer expectations are generally their beliefs or convictions about what they will receive when they buy or consume a product, whether it's a good or a

service. Customer satisfaction is determined by the perceived performance or results that customers experience after consuming the product they purchased. Therefore, management should have the same perception as customers to ensure that the results exceed or at least match customer expectations. If the service provided to customers aligns with their expectations, it will lead to satisfaction. This research is consistent with the findings of previous studies conducted by Afandi and Nur (2016) and Haghghi et al. (2012), which also emphasized that service quality has a dominant influence on customer satisfaction.

6. Conclusion

Based on the analysis and discussions presented in the previous chapters, the conclusions of this research are as follows:

1. Price, Facilities, Service, and Location collectively have a significant simultaneous influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.
2. Price, Facilities, Service, and Location individually have a significant partial influence on Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.
3. Service is the dominant variable that significantly influences Customer Satisfaction at Kairo Restaurant in Martapura, Banjar Regency, South Kalimantan Province.

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