
The Influence of Service Quality on Customer Satisfaction at Depot Soto Uwah, Martapura, Banjar Regency, South Kalimantan Province

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Abstract

Service quality is considered a key factor influencing customer satisfaction at Depot Soto Uwah. With this assumption, the research was conducted to assess the extent to which service quality affects customer satisfaction, both in a collective and partial manner, and to determine the most dominant dimension. The study employed a quantitative design using a correlational method to examine the relationship between service quality and customer satisfaction through multiple linear regression analysis. Data were collected from 100 respondents who visited Depot Soto Uwah by means of a questionnaire. The findings indicate that service quality exerts a significant effect on customer satisfaction, represented by the regression equation: $Y = 2.255 + 0.889X + e$. Moreover, each service quality dimension tangibles, reliability, responsiveness, assurance, and empathy was shown to positively influence satisfaction, with responsiveness identified as the most prominent factor.

Keywords: Service Quality, Customer Satisfaction, Depot Soto Uwah

1. Introduction

In the globalization era, economic development is characterized by intense competition and rapid business growth. Market entry barriers are minimal, allowing any party to compete in various sectors. This dynamic forces companies to be more strategic and cautious in promoting their products. The marketplace is now saturated with numerous similar offerings, which highlights the high level of competition. As a result, businesses are becoming more aggressive in their efforts to attract and retain customers. Since the earliest times, food has been the foremost necessity in human life and is classified as a basic or primary need. Consequently, food consumption is inseparable from human existence. One option to fulfill this need is through food stalls or depots that provide affordable prices, maintain good product quality, and are located strategically, ensuring that consumers feel satisfied after making a purchase. The proliferation of new enterprises further intensifies competition, both among similar businesses and across different types of industries.

In the globalization era, business rivalry no longer occurs only at regional or national levels but has extended across international boundaries. This condition introduces more factors that

influence business success. By recognizing and analyzing customer needs, preferences, and expectations, companies are able to gather important insights to formulate marketing strategies that enhance customer satisfaction. The level of satisfaction or dissatisfaction reflects the customer's overall experience with the products or services provided, and it becomes the driving force for companies to innovate and act creatively. Building consumer trust and loyalty is essential for sustaining business growth, and this can be fostered through effective sales strategies. Therefore, companies that aim to optimize profits must continuously improve and develop their services to achieve the desired objectives.

Competition in the culinary industry has recently grown more intense, pushing entrepreneurs to carefully develop and manage their businesses. As a result, many dining establishments now enhance their services by offering customer-friendly facilities such as scenic atmospheres, comfortable seating, clean and well-maintained restrooms, complimentary Wi-Fi for entertainment while waiting, secure and spacious parking, children's play areas, and other amenities. This escalating rivalry drives every restaurant to maximize its efforts in attracting potential customers. At the same time, retaining loyal patrons is equally crucial to prevent them from shifting to competitors. One effective way to achieve this is by continuously improving service quality so that customers feel satisfied. Given that today's consumers are more discerning in evaluating quality, businesses are compelled to consistently maintain and upgrade their product standards to minimize dissatisfaction and complaints. Customer satisfaction represents a key indicator of a company's added value compared to competitors, encouraging customers to choose its products and generating positive outcomes for the business. In the present context, consumers often go through a trial-and-error stage before committing to a product. If the product meets their expectations, they are more likely to repurchase it repeatedly.

Customer service should encompass friendliness, promptness, accuracy, courtesy in interactions, as well as the competence and reliability to deliver trustworthy services that create a sense of satisfaction for customers. High-quality service serves as a key factor in determining customer satisfaction. Service quality is considered a key indicator of a company's success in achieving customer satisfaction. When customers are satisfied, they tend to remain loyal to the company. High-quality service can only be realized when businesses are able to identify customer needs and expectations and translate them into concrete actions. Customer satisfaction arises when the actual performance of a product aligns with or surpasses prior expectations, whereas a performance gap below expectations tends to generate dissatisfaction.

One of the culinary businesses currently developing in Martapura, Banjar Regency, is Depot Soto Uwah. The soto business has promising prospects, as shown by its consistent growth each year, along with the increasing number of entrepreneurs entering this sector. Business opportunities remain wide open, considering that soto is enjoyed by people of all ages, from children and teenagers to adults. Depot Soto Uwah, located on Jalan A. Yani KM 39, Martapura District, serves traditional Banjar soto with a distinctive taste. In addition, it offers a wide variety of side dishes such as chicken satay, liver satay, beef satay, and goat satay, as well as other menus including ayam penyet, grilled chicken, fried chicken, fried duck, grilled duck, fried

tilapia, and various complementary beverages. The prices are also affordable and diverse. However, over the past five years, competition among food stalls around Depot Soto Uwah has become increasingly intense, with many new entrepreneurs establishing similar businesses nearby. This situation has influenced consumer purchasing decisions and resulted in a decline in soto sales at Depot Soto Uwah. Motivated by the background and issues identified, this study was conducted under the title “The Influence of Service Quality on Customer Satisfaction at Depot Soto Uwah, Martapura, Banjar Regency, South Kalimantan Province.” From this foundation, the research problem is formulated as follows.

Based on the background and issues that have been identified, this study is directed at examining the role of service quality in influencing customer satisfaction at Depot Soto Uwah, Martapura, Banjar Regency, South Kalimantan Province. Specifically, the research seeks to answer three main questions: first, whether overall service quality has a significant effect on customer satisfaction; second, whether each dimension of service quality tangibles, reliability, responsiveness, assurance, and empathy individually contributes to customer satisfaction; and third, which among these dimensions exerts the strongest influence on customer satisfaction at Depot Soto Uwah.

2. Literature Review

2.1 Marketing

Marketing is the process where people or groups meet their needs and wants by creating, offering, and exchanging products with others. Many people often equate marketing with sales, although in reality, marketing carries a much broader scope. Sales are merely one part of marketing, yet they remain a crucial element within the overall marketing concept. Essentially, marketing involves engaging with markets to facilitate potential exchanges aimed at meeting human needs and wants. Companies that consistently pay attention to evolving consumer needs and emerging preferences are better positioned to identify new opportunities. Since consumers generally seek products that improve their quality of life preferably at reasonable prices and with reliable quality competition among businesses continues to intensify, posing challenges for sellers in promoting their products (Simamora, 2022:68).

On the other hand, consumers benefit greatly as they have the freedom to choose from various providers offering products with good quality and standards. This condition pushes business practitioners to continuously seek the most effective solutions. Past business practices are examined and compared with current developments, while strategies related to production, pricing, promotion, and distribution are carefully assessed to match market needs. Fundamental marketing theory consistently highlights the importance of clarity in marketing activities—identifying who is selling, what is being offered, where and how it is marketed, the timing, the quantity, and the target customers. Implementing the right strategy will significantly enhance the effectiveness of overall marketing efforts.

According to Tjiptono (2023:71), marketing is described as a social process that encompasses essential activities allowing individuals and organizations to meet their needs and desires through exchanges and the development of exchange relationships. This perspective emphasizes that marketing represents a series of business activities aimed at executing strategic plans designed to fulfill consumer needs by facilitating exchanges with other parties.

2.2 Service

Service refers to a company's actions aimed at meeting customer needs to achieve satisfaction. It involves activities directed at fulfilling the requirements of consumers or clients, where satisfaction is experienced by both the provider and the recipient. Service also reflects the company's approach in assisting customers, emphasizing speed, accuracy, friendliness, and comfort. Broadly, service can also be interpreted as an activity carried out for the benefit of others. From these definitions, it can be concluded that service represents actions undertaken by a business or restaurant to attract consumers, encouraging them to engage with the products offered, with the ultimate goal of creating a transaction.

In marketing their products, producers or sellers consistently attempt to fulfill customer needs and expectations while also attracting new customers. Such efforts are inseparable from the provision of quality service. Endar Sugiarto (2021) states that to enhance customer loyalty and reduce the risk of switching, service providers should focus on five key elements, known as CTARN: speed, accuracy, safety, friendliness, and comfort.

2.3 Customer Satisfaction

Satisfaction can be defined as the level of feeling experienced by an individual after evaluating the performance or outcomes they perceive in comparison with their expectations. According to Hutasoit (2021), performance illustrates that service quality is reflected in the suitability and capability of products and services, as measured through their overall characteristics in fulfilling consumer needs and expectations. These characteristics consist of tangibles, individualized attention from staff, responsiveness, reliability, and assurance. When performance aligns with expectations, customers are likely to feel satisfied. Expectations themselves may be shaped by prior experiences, recommendations from family or friends, as well as promises and information conveyed by marketers and competitors. Customers who feel satisfied tend to remain loyal for a longer period, show less sensitivity to price changes, and share positive impressions about the company.

Based on the perspectives above, customer satisfaction refers to the level of pleasure or disappointment consumers feel when comparing their expectations with actual results. Satisfaction occurs when products or services meet or exceed expectations, while unmet expectations lead to disappointment.

3. Research Methodology

This study employed a quantitative survey to examine the impact of service quality comprising tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction. Customer satisfaction was measured through satisfaction levels, fulfillment of expectations, and repeat purchase behavior. From a population of 3,952 repeat customers over four months in 2025, a sample of 100 respondents was selected using accidental sampling and Slovin’s formula (10% margin of error). Data were collected via literature review, questionnaires, and interviews, and analyzed using descriptive statistics and multiple linear regression in SPSS 26.0. Validity and reliability were confirmed with Pearson’s correlation and Cronbach’s alpha, while classical assumption tests normality, multicollinearity, and heteroskedasticity ensured model suitability. Hypotheses were tested using F-tests, t-tests, and standardized Beta coefficients to identify the dominant factor influencing customer satisfaction.

4. Research Results

4.1 Validity test

The validity test aims to assess whether a research instrument accurately measures the intended construct. This study used the Product Moment Correlation method, with an item considered valid if the significance (Sig.) is below 0.05 or the r-value exceeds the critical r-table value. These criteria confirm the instrument’s effectiveness, and the results are shown in Table 1.

Table 1 Validity Test Results

Variable	Question	r-Count	r-Table	Information
Tangibles (X ₁)	X _{1.1}	0.802	0.22	Valid
	X _{1.2}	0.825	0.22	Valid
	X _{1.3}	0.873	0.22	Valid
	X _{1.4}	0.824	0.22	Valid
	X _{1.5}	0.812	0.22	Valid
Reliability (X ₂)	X _{2.1}	0.844	0.22	Valid
	X _{2.2}	0.882	0.22	Valid
	X _{2.3}	0.886	0.22	Valid
	X _{2.4}	0.901	0.22	Valid
	X _{2.5}	0.873	0.22	Valid
Responsiveness (X ₃)	X _{3.1}	0.893	0.22	Valid
	X _{3.2}	0.882	0.22	Valid
	X _{3.3}	0.882	0.22	Valid
	X _{3.4}	0.876	0.22	Valid
	X _{3.5}	0.814	0.22	Valid
Assurance (X ₄)	X _{4.1}	0.844	0.22	Valid
	X _{4.2}	0.936	0.22	Valid
	X _{4.3}	0.832	0.22	Valid
	X _{4.4}	0.841	0.22	Valid

Variable	Question	r-Count	r-Table	Information
	X _{4.5}	0.933	0.22	Valid
Empathy (X ₅)	X _{5.1}	0.934	0.22	Valid
	X _{5.2}	0.831	0.22	Valid
	X _{5.3}	0.936	0.22	Valid
	X _{5.4}	0.821	0.22	Valid
	X _{5.5}	0.938	0.22	Valid
Customer Satisfaction (Y)	Y ₁	0.856	0.22	Valid
	Y ₂	0.835	0.22	Valid
	Y ₃	0.882	0.22	Valid

Source: Analysis output, 2025

The validity test results indicate that all items have positive r-values exceeding the r-table threshold of 0.22 at a 0.05 significance level, confirming that all indicators of the independent and dependent variables are valid.

4.2 Reliability Test

The reliability test assessed variable consistency, with Cronbach’s Alpha values above 0.60 indicating reliability.

Table 2 Reliability Test Results

Variable	R-Alpha	Information
Tangibles (X ₁)	0,865	Reliable
Reliability (X ₂)	0,926	Reliable
Responsiveness (X ₃)	0,922	Reliable
Assurance (X ₄)	0,953	Reliable
Emphaty (X ₅)	0,951	Reliable
Customer Satisfaction (Y)	0,782	Reliable

Source: Analysis output, 2025

Table 2 shows that all variables have Cronbach’s Alpha values above 0.60, indicating that the questionnaire data are reliable. This confirms that all items are suitable as research instruments and that the collected responses can be used in the data analysis.

4.3 Hypothesis test

Table 3 Data processing

Variable	Regression - Coefficient	T - count	T - table	β	Sig.
Constanta	1, 452				
Tangibles (X1)	.351	3.203	1, 725	.544	.002
Reliability (X2)	.178	2.905	1, 725	.142	.000
Responsiveness (X3)	.206	4.492	1, 725	.347	.000
Assurance (X4)	.502	3.644	1, 725	.805	.001
Emphtaty (X5)	.631	3.646	1,725	.994	.000
		F-count = 61,418			
Multiple-R = 0,838		F-table = 1,725			
R ² = 0, 829		Sig. = 0, 000			

Source: Analysis output, 2025

Table 3 indicates an R Square value of 0.838, showing that the independent variables together account for 83.8% of the variation in customer satisfaction, with the remaining 16.2% explained by factors outside this study. The obtained R² of 0.829 reflects a very strong correlation between the independent and dependent variables. In general, an R² value approaching 1 signifies a strong model explanatory power, while a value near 0 indicates a weaker influence from the independent variables.

The resulting multiple linear regression equation from the analysis is:

$$Y=1.452 + 0.351X1 + 0.178X2 + 0.206X3 + 0.502X4 + 0.631X5 + e$$

Interpretation of the coefficients is as follows:

- a. The intercept value of 1.452 suggests that with Tangibles, Reliability, Responsiveness, Assurance, and Empathy held constant, customer satisfaction is 1.452.
- b. The coefficient for Tangibles (0.351) shows that a one-unit increase in Tangibles leads to a 0.351 rise in customer satisfaction.
- c. The coefficient for Reliability (0.178) indicates that each additional unit of Reliability increases customer satisfaction by 0.178.
- d. The coefficient for Responsiveness (0.206) suggests that a one-unit improvement in Responsiveness raises customer satisfaction by 0.206.
- e. The coefficient for Assurance (0.502) demonstrates that a one-unit increase in Assurance boosts customer satisfaction by 0.502.
- f. The coefficient for Empathy (0.631) reveals that a one-unit increase in Empathy results in a 0.631 improvement in customer satisfaction.

4.4 F Test (Simultaneous)

The simultaneous test is used to determine whether all independent variables together have a significant effect on the dependent variable in the regression model. In this research, the independent variables include Tangibles, Reliability, Responsiveness, Assurance, and Empathy, whereas the dependent variable is Customer Satisfaction. The results of the F-test analysis are summarized in the table below:

Table 4 ANOVA^(a)

Model		Sum of Squares	d.f	Mean-Square	F	Sig.
1	Regression	369.477	5	73.895	130.028	.000 ^b
	Residual	53.421	94	.568		
	Total	422.898	99			

Source: Analysis output, 2025

Table 4 shows that the calculated F-value of 130.028 exceeds the critical F-value of 2.32, with a significance level of 0.000. Since the significance is below 0.05, the hypothesis is supported, indicating that the combined dimensions of service quality Tangibles, Reliability, Responsiveness, Assurance, and Empathy significantly affect customer satisfaction at Depot Soto Uwah.

4.5 t Test (Partial)

The t-test is employed to analyze the influence of each independent variable on the dependent variable when assessed separately.

Table 5
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.452	0.246		2.431	0.000		
	X1.total	0.351	0.113	0.544	3.203	0.002	0.247	2.311
	X2.total	0.078	0.042	0.142	2.905	0.000	0.237	4.220
	X3.total	0.206	0.043	0.347	4.492	0.000	0.227	4.414
	X4.total	0.502	0.192	0.805	3.644	0.001	0.215	6.628
	X5.total	0.631	0.175	0.994	3.646	0.000	0.218	5.677

Source: Analysis output, 2025

The results of the partial (t-test) analysis for each dimension of service quality are summarized as follows. Tangibles exhibited a t-value of 3.203 (p = 0.002), exceeding the critical threshold, indicating a significant individual effect on customer satisfaction. Reliability presented a t-value

of 2.905 ($p < 0.001$), demonstrating a significant partial impact on customer satisfaction. Responsiveness showed a t-value of 4.492 ($p < 0.001$), confirming its notable individual influence. Assurance had a t-value of 3.644 ($p = 0.001$), signifying a significant effect when assessed independently. Finally, Empathy yielded a t-value of 3.646 ($p < 0.001$), suggesting a meaningful partial contribution to customer satisfaction.

The findings indicate that all five independent variables tangibles, reliability, responsiveness, assurance, and empathy individually exert a significant influence on the dependent variable, namely customer satisfaction. Consequently, the hypothesis proposing that service quality, represented by these five dimensions, has a significant partial impact on customer satisfaction at Depot Soto Uwah, Martapura, Banjar Regency, South Kalimantan Province, is supported.

4.6 Dominance Test

Dominance analysis revealed that Empathy, with the highest beta coefficient of 0.994 (Table 5), exerts the strongest influence on customer satisfaction, confirming it as the most dominant determinant at Depot Soto Uwah.

5. Discussion

The study reveals that service quality comprising Tangibles, Reliability, Responsiveness, Assurance, and Empathy collectively has a significant impact on customer satisfaction at Depot Soto Uwah. Tangibles shape initial customer perceptions through facility conditions and staff appearance. Reliability reflects the organization's ability to deliver promises accurately, while Responsiveness underscores timely service. Assurance builds trust through staff professionalism and competence, and Empathy ensures individual customer needs are understood and addressed, making it a critical determinant of satisfaction.

The analysis indicates that each dimension of service quality Tangibles, Reliability, Responsiveness, Assurance, and Empathy has a significant partial effect on customer satisfaction at Depot Soto Uwah. The Tangibles dimension notably influences satisfaction, encompassing the appeal of physical facilities, availability of equipment, quality of materials, and staff appearance. Well-maintained, clean, and comfortable facilities leave a positive impression and encourage customers to utilize the services. Similarly, the professional appearance of employees reflects the organization's image and contributes to building customer trust.

Reliability is also proven to have a notable impact on satisfaction. It reflects the company's ability to provide consistent and trustworthy services, which include service availability, accuracy, and responsiveness to customer needs. The findings show that while reliability contributes positively, certain challenges remain in ensuring that employees consistently deliver fast and accurate services, which are essential to improving overall customer satisfaction.

Responsiveness, defined as the ability to deliver services quickly and appropriately, is another key factor influencing customer satisfaction. Evidence suggests that the more responsive the

service delivery at Depot Soto Uwah, the higher the satisfaction level, indicating that promptness is directly linked to customer perceptions of service quality.

Assurance plays an important role in building trust and comfort for customers. This dimension includes employee competence, friendliness, knowledge, and the ability to deliver convincing and wholehearted services. Indicators such as experience, treating customers with respect, and service capability foster greater trust. The findings underline that customer satisfaction at Depot Soto Uwah is closely tied to employees' ability to provide reassuring and credible interactions.

Empathy emerges as one of the strongest determinants of satisfaction, as it reflects the company's ability to understand and prioritize customer needs personally. Indicators such as attentively handling complaints, friendliness, courtesy, and professionalism create deeper customer connections. When employees demonstrate genuine empathy, customers feel valued, resulting in stronger satisfaction and loyalty.

Among all dimensions, empathy holds the dominant influence on customer satisfaction. This highlights that beyond tangible and operational aspects, personalized care, attentiveness, and professional interaction remain the most critical factors in shaping positive customer experiences at Depot Soto Uwah.

6. Conclusion

Based on the findings and discussion in the preceding chapters, it can be concluded that service quality comprising Tangibles, Reliability, Responsiveness, Assurance, and Empathy has a significant collective effect on customer satisfaction at Depot Soto Uwah. Additionally, each dimension individually demonstrates a significant partial impact on satisfaction. Among these, Empathy stands out as the most influential factor, highlighting the critical role of employees' attentiveness and genuine concern in enhancing overall customer satisfaction and fostering positive service experiences.

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