# What Is The Quality Of The Menu At Hanan Catering Academy

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## Abstract

The purpose of the study is to ascertain, using a sample of 85 individuals, the impact that menu and service quality have on customer satisfaction at Hanan Catering Academy Bandung. Using SPSS, the multiple linear regression method was effectively used to collect and evaluate the responses from the participants. Given that the T value for the service quality (X1) test is higher than the T table value (1.685), it can be said that customer satisfaction at Hanan Catering Academy Bandung is significantly impacted by service quality. Based on the partial findings of the t test (X2) on menu quality, it can be inferred that Hanan Catering Academy Bandung's service quality significantly affects customer satisfaction, since the t value of 2.366 is more than the T table value of 1.685.

**Keywords**:  Customer Happiness, Menu Quality, Service Quality

## Introduction

It is frequently linked to rising community requirements in the middle of the trading firms' explosive growth, particularly in the culinary industry. This is frequently connected to employment or someone who is occupied with activities outside the home; both sexes are always searching for something useful and quick to meet their daily needs, which includes searching for food and drink. It may be claimed that eating and drinking outside the home has become an integral component of modern society, as restaurants are now locations for people to congregate, interact, and exchange views.

Due to the intense competition in the business world, entrepreneurs must possess the ability to both outbid and outlast their rivals. The competition is intensified due to the numerous food vendors vying for customers. Due to intense competition, business owners must be able to choose the best way to compete, which is to satisfy the constantly shifting demands and wants of customers. Thus, business owners of food stands need to make an effort to comprehend the requirements, desires, and needs of their target clientele. The business owner needs to make an effort to attract the public's interest and attention (Kurniadi, 2021).

Every business actor in every business category faces the challenge of developing a distinctive differentiation so that customers can set them apart from rivals in addition to being sensitive to changes in the market and prioritizing customer satisfaction. An organization needs to focus on a number of things, including service quality, in order to stay competitive (Kurniadi, 2021). Customer behavior in determining whether or not to purchase a product is also closely linked to the quality of the services provided. Therefore, in order for businesses to keep expanding and developing and to become stronger competitors for other business owners, high-quality services must be consistently offered.

Customer satisfaction is significantly impacted by the quality of this service. In the restaurant industry, poor service quality will make customers unhappy and have a detrimental effect on eateries. Physical proof, service dependability, service attentiveness, convenience, communication, civility, and knowledge of needs are just a few of the numerous aspects that make up this service quality.

These days, customers can make things simpler by just pointing at the food booth they desire. Accordingly, it is not surprising that restaurant enterprises have started to appear in the last few years. They are pampered by the abundance of eateries offering a wide variety of dishes and menu options. Customers are pickier when it comes to food vendors since they have more options. Food vendors compete with one another as a result. The chance to shape the course of sales operations increases with the level of competition.

Everybody fulfills their enjoyment of food in a different way when it comes to dishes. Using this strategy, one can select an opulent restaurant with exquisite service in the hopes that patrons will be content after shelling out a substantial quantity of money to dine there.

One of the long-standing establishments in Bandung that can hold its own against eateries serving grilled chicken and other penyet menu items is Hanan Catering Academy. There are quite a few patrons of Hanan Catering Academy Indonesia. The restaurant is strategically located right on the edge of a busy major road, so patrons frequently stop by to relax while indulging in the restaurant's delectable fare. Customers end up becoming frequent patrons of the restaurant because of its tidy layout and spotless environment. In addition to dining chairs, Hanan Catering Academy Indonesia offers a seating place for lesehan dining. Nevertheless, Hanan Catering Academy Indonesia's offered space isn't particularly large. Additionally, the designated parking spot is quite small, forcing patrons who drive automobiles to park on the side of the main road if the restaurant is packed and their vehicles cannot fit in there.

## Literature Review
### Recognizing Customer Contentment

Kotler and Armstrong (2019) define customer satisfaction as the feeling of contentment or discontent that a person has when their assessment of performance falls short of their expectations and they are not satisfied. If, however, performance surpasses expectations, clients are ecstatic and highly delighted. Customer satisfaction is contingent upon whether the perceived performance meets or surpasses expectations; if the performance meets expectations, the customer will feel dissatisfied; if the performance exceeds expectations, the customer will feel extremely delighted. This customer's happiness will undoubtedly be felt after they use the merchandise. Whether the good or service satisfies the requirements and expectations of the client.

### Service quality

Quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds Kurniadi's (2019) expectations. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations (Yusuf, 2019).

## Methods
Both the population and the sample

A population is a category for generalization made up of items or people with specific attributes that researchers have chosen to study in order to derive conclusions (Sugiyono, 2016: 223). Customers of Hanan Catering Academy Bandung, whose address is Buahbatu Bandung, make up the population of this study. Between 2020 and 2023, there were about 320,000 visitors to Hanan Catering Academy. According to Kumar (2022), a sample is a subset or representative of the population under investigation, a subset of the population that will be examined, and one that is thought to characterize the population

## Results and Discussion
Hypothesis Testing and Discussion
Multiple Linear Regression Analysis
In testing the research hypothesis, the factors of service quality (X1) and menu quality (X2) influence customer satisfaction (Y) at Hanan Catering Academy Bandung. The model used for this influence can be seen in the following table:

Table 1
Multiple Linear Regression Coefficient Values for Each Independent Variable

| Nama Variabel | B | Std. Error | Thitung | Ttabel | Sig. |
|---|---|---|---|---|---|
| (Constant) | 3.852 | 1,853 | 2,851 | 1.685 | .000 |
| Service Quality ($X_1$) | .266 | .102 | 2.332 | 1.685 | .002 |
| Menu Quality ($X_2$) | .260 | .112 | 2.366 | 1.685 | .013 |

Source: Primary Data (Processed), 2024

Test in Part (t Test)

The t statistical test (t test) was used to assess the relationship between menu and service quality and customer satisfaction at Hanan Catering Academy Bandung. In the event that the Tcount value is greater than the Ttable value, HO is denied and Ha is approved; in the event that the Tcount value is less than the Ttable value, Ho is approved and Ha is denied. The table above displays the findings of the partial hypothesis test. The magnitude of each independent variable's T value in this study is shown. Using a confidence range of 85% or = 0.03, the estimated T value for each independent variable will be compared to the value found in the t table. as seen in the table that follows.

Table 2
Parcial Test

| Model | | Unstandardized Coefficients | | Tcount | Ttable | Sig. | Tollerance | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | | | | Tolerance | VIF |
| 1 | (Constant) | 3.852 | 1,853 | 2.851 | 1.685 | .000 | | |
| | X1 | .266 | .102 | 2.332 | 1.685 | .002 | .612 | 1.085 |
| | X2 | .260 | .112 | 2.366 | 1.685 | .013 | .612 | 1.085 |

Y is a dependent variable.

Source: Processed Primary Data, 2021

1) Table 2 displays the partial influence of the service quality variable (X1) on the customer satisfaction variable (Y).6. The choice to accept Ha1 and reject Ho1 is made because the Tcount value is 2.332 > larger than the Ttable 1.685. The partial significance test results indicate that customer satisfaction at Hanan Catering Academy Bandung is significantly impacted by service quality.

2) Menu quality's influence (X2)

Table IV shows the partial relationship between the menu quality (X2) and the customer satisfaction variable (Y).6. Ha2 is decided to be approved and Ho2 to be refused because the T value is 2.366 > more than the T table 1.685. Thus, it can be said that Hanan Catering Academy Bandung's menu quality significantly and largely influences how satisfied its patrons are.

Simultaneous Test (F Test)

To test the influence of service quality and menu quality simultaneously on Hanan Catering Academy Bandung customer satisfaction, the F statistical test (F test) was used. If the value of Fcount > Ftable, then Ho is rejected and Ha is accepted. On the other hand, if the value of Fcount < Ftable, then Ho is accepted and Ha is rejected. The test results together can be seen in the following table:

Table 3

Annova

| Model | | Sum of Squares | Df | Fhitung | Ftabel | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 11.621 | 2 | 6.136 | 2,06 | .006$^b$ |
| | Residual | 162.266 | 66 | | | |
| | Total | 185.110 | 66 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1 Source: Primary Data (Processed), 2021

Based on the calculation results, the Fcount value is 6.136 with a significance of 0.006,

while Ftable at a confidence interval of 85% or $\alpha = 0.03$ is 2.06. By comparing the value of Fcount with Ftable, Fcount is 6.136 > Ftable 2.06. The decision is that Ho2 is rejected and Ha2 is accepted, meaning that simultaneously the variables Service Quality (X1) and Menu Quality (X2) have a very real (high significant) effect on customer satisfaction at Hanan Catering Academy Bandung.

## Conclusion

The following conclusions can be made in light of the testing, processing, and data analysis outcomes that have been completed:

a. Based on the partial findings of the t test (X1) on service quality, it can be stated that Hanan Catering Academy Bandung's customers are significantly impacted by service quality, since the t value of 2.332 is more than the T table value of 1.685.

b. Based on the partial findings of the t test (X2) on menu quality, it can be stated that Hanan Catering Academy Bandung's service quality significantly affects customer satisfaction. The t value is 2.366, which is more than the T table value of 1.685.

c. A computed F value of 6.136 is revealed by the simultaneous F test results on menu quality (X2) and service quality (X1). Customer satisfaction at Hanan Catering Academy Bandung is significantly impacted by both menu and service quality, as indicated by the calculated t value being more than the Ftable value of 2.06.

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