THE EFFECT OF FOOD QUALITY ON GUEST SATISFACTION OF IBIS ARCADIA JAKARTA HOTEL

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Abstract
This study was conducted to determine the effect of food quality on consumer satisfaction at the Ibis Arcadia Hotel. This study used quantitative methods with a total of 44 respondents. This analysis technique uses a simple regression technique and has Variable X for Food Quality and Variable Y for Consumer Satisfaction. The data collection method in this study used a questionnaire that was measured on a Likert scale. The instrument tests in this study are validity tests, reliability tests, and classical assumption tests (normality tests and linearity tests). For data analysis techniques using simple regression analysis. Test the hypothesis using the t-test. The results showed that food quality has a significant influence on the satisfaction of Ibis Arcadia Jakarta hotel guests.

Keywords: Food quality, Customer Satisfaction, Hotel

INTRODUCTION
One of the facilities that need to be built to support the tourism industry is accommodation facilities made in the form of buildings commonly known as hotels. This company has a fairly important role in the world of tourism. Therefore, the existence of the hotel must be of higher quality to meet the needs of customers who come to stay and use the hotel facilities.

A hotel is a type of accommodation that provides accommodation services as well as dining and other services. As one of the companies engaged in the service industry with the main goal of creating customer satisfaction and generating profits for hotels, the main requirement is professionalism in improving the quality of human resources according to their field of expertise, which is the main key. The success factor of the hotel in achieving its goals.

One of the departments that play an important role in advancing the hospitality industry is the food and beverage industry. The assessment of hoteliers is much different from before which was based solely on the accommodation (rooms) they had as the only source of income from hotels, and hoteliers now see the great potential of the food and beverage division as an alternative source of hotel income.

In this case, we usually know that the food or drinks sold in hotels have a fairly expensive market value. In terms of food and drink, this raises many questions from the public why the price of food and drinks in hotels can be so high. According to some people who have tasted the food in the hotel and of course, some people who work in the hotel say that what makes the price of food in the hotel expensive is the care and atmosphere of the hotel provided by the hotel, as well as the quality of the ingredients used in making the food.

Satisfaction with hotel services is supported by many factors, such as hospitality, courtesy, security, comfort, facilities, location, and hotel services. One of the factors that are often used as a standard for assessing customer satisfaction comes from the food served by restaurants. Processing and serving
food to guests well is a plus for the hotel itself, therefore in the process of processing and serving it should be well as well and pay attention to the cleanliness of the processing area and the food itself.

This article will discuss what can support the quality of food at the Ibis Arcadia hotel. Therefore, the purpose of this study was made to find out how influential the quality of food is on the satisfaction of Ibis Arcadia Jakarta hotel guests.

LITERATURE REVIEW
Food Quality
According to the results of a survey from the central bureau of statistics, the second largest expenditure of foreign tourists is used for eating and drinking purposes 17.66% after accommodation (Ruastiti, 2019). The quality of food is very important for all founders of food trading companies such as hotels. This quality characteristic is obtained from the food received by the consumer. The quality of food plays an important role in making decisions. This suggests that as consumers buy and the quality of food improves, so do their purchasing decisions.

According to (Hotchkiss, 2012) Food quality is a characteristic of food that is acceptable to consumers, in this case, it includes size, shape, color, consistency, texture, and taste. According to (Andreas Tanuel Adinugraha, 2015) broadly speaking the factors affecting the quality of food are as follows:
1. Color
   The colors of the foodstuffs must be combined to make them look attractive because the color is very helpful in the appetite of consumers.
2. Appearance
   Food should look attractive when on the plate. This is an important factor. The freshness and cleanliness of the food served will affect the appearance of the food and whether or not it is good to enjoy.
3. Portions
In each serving of food, a standard portion has been determined called standard portion size. Standard portion size is defined as the number of items that must be presented each time the item is ordered.
4. Shape
   The form of food plays an important role in the attractiveness of the eyes. Interesting forms of food can be obtained using cutting various kinds of fruits or vegetables so that they have an unusual shape.
5. Temperature
   Consumers like the temperature variations obtained from one food to another because the temperature can also affect the taste.
6. Texture
   The texture of food is very diverse, for example, the food is smooth or not, soft or hard, liquid or solid. The texture is also influenced by the degree of doneness of the food.
7. Aroma
   Aromas can affect foods having an appeal to enjoy. Aroma-giving substances can come from fresh ingredients or extracts from natural ingredients, such as essential oils and vanilla, or synthetic ingredients.
8. Taste
   The taste of food plays an important role in a restaurant or restaurant. It will be a distinctive feature for customers on consumers.

Customer Satisfaction
(Philip Kotler, 2007) States that "Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought of against the expected performance". According to (Fandy Tjiptono, 2011) Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are by what is expected and fulfilled properly. Meanwhile, according to (Bachtiar, 2011) Consumer satisfaction is a positive feeling of consumers related to products or services while using or after using services or products.
(V. Zeithaml, 2009) states that satisfaction can be interpreted as an evaluation by consumers of a product or service with the assumption that what it receives is following what is needed and expected. Consumer satisfaction indicators according to (V. Zeithaml, 2006) broadly among others:

A. Fulfillment
   A feeling of pleasure will one's need has been met or according to expectations, satisfaction can also be linked with another type of feeling, depending on the specific context.

B. Pleasure
   The feeling of consumers who feel happy or related to a sense of happiness about what is received.

C. Ambivalence
   A unique experience felt by consumers where when there is a mixture of positive and negative experiences associated with the product or service.

METHOD
This research uses quantitative research methods. According to (Sugiyono, 2018) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. The data obtained in this study were obtained by distributing questionnaires. Variable X is food quality and Variable Y is Consumer Satisfaction. Therefore, this study was conducted so that researchers can analyze the effect of food quality on consumer satisfaction.

1. Data Analysis Techniques

- Validity Test
   The validity test carried out is a test of the validity of the item or question item which aims to test whether each item of the statement has been revealing the variables to be researched. According to (Arikunto, 2006) The formula used for the validity test is the correlation formula proposed by Pearson, known as the product-moment correlation formula.

- Reliability Test
   The reliability test aims to measure a questionnaire that is an indicator of variables. A questionnaire is said to be Reliable if the answer from a person to a statement is consistent or stable over time (Ghozali, 2009). According to (Arikunto, 2006) reliability tests can be carried out using the Alpha-Cronbach technique.

- Normality Test
   The normality test is used to find out whether data follows a normal distribution, using the Kolmogorov-Smirnov test method. With the following conditions (Ghozali, 2009):
   - Residual is normally distributed if the significance value > 0.05
   - Residual is not normally distributed if the significance value < 0.05

- Linearity Test
   According to (Susanto, 2015) linearity tests can be used to find out whether a variable bound to a free variable has a linear relationship or not significantly. The linearity test can be done through the test of linearity.

Simple Regression Analysis
Simple Linear Regression is a Statistical Method that serves to test the extent of the causal relationship between the Causal Factor Variable (X) to the Consequent Variable. The Causal Factor is generally denoted by X or also known as predictor while the consequence variable is denoted by Y or also known as Response. Simple Linear Regression or often abbreviated as SLR (Simple Linear Regression) is also one of the Statistical Methods used in production to forecast or predict quality characteristics and quantities.

RESULTS AND DISCUSSION
A. Validity test and Reliability test

1. Validity test

Validity testing is carried out to determine whether or not a questionnaire is valid from each of these variables. The validity test has been carried out in this study is shown in the following table:

<table>
<thead>
<tr>
<th>Variable</th>
<th>r-count</th>
<th>r-table</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.721</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X2</td>
<td>0.617</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X3</td>
<td>0.805</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X4</td>
<td>0.533</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X5</td>
<td>0.652</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X6</td>
<td>0.826</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X7</td>
<td>0.820</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X8</td>
<td>0.892</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>X9</td>
<td>0.807</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>Y1</td>
<td>0.816</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>Y2</td>
<td>0.778</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>Y3</td>
<td>0.880</td>
<td>0.297</td>
<td>VALID</td>
</tr>
<tr>
<td>Y4</td>
<td>0.593</td>
<td>0.297</td>
<td>VALID</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

From the results of the validity test in the table above, the questionnaire containing these two variables there are 13 questionnaires have been filled out by 44 respondents in this study. One way to be able to find out which questionnaires are valid and invalid, we have to find out the r table first. The formula of r table is df = N-2 in this study N= 44, so 44-2 = 42 so r table = 0.297. From the results of the validity calculation in the table above, it can be seen that the r count is greater than r in the table for each variable greater than 0.297. Then all the instruments in this study are said to be valid.

2. Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Quality (X)</td>
<td>0.901</td>
</tr>
<tr>
<td>Customer Satisfaction (Y)</td>
<td>0.769</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

From table 2 it is known that the value of alpha Cronbach for all variables is greater than 0.60. From the previously mentioned provisions, all variables used for research are reliable or reliable.

B. Classical Assumption Test

This test aims to minimize the number of errors contained in the research data due to deviations that occurred before the hypothesis test (Ghozali, 2009)

- Normality Test

To assess the distribution of the residual value of the data. Using the Shapiro Wilk test, because the sample data <50. The distribution of data is normal if the significance value > 0.05

<table>
<thead>
<tr>
<th>Tests of Normality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolmogorov-Smirnov a</td>
</tr>
<tr>
<td>Statistic</td>
</tr>
<tr>
<td>Unstandardized Residual</td>
</tr>
<tr>
<td>a. Lilliefors Significance Correction</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)
Based on table 3, the signification value was obtained using the Shapiro Wilk test, because the sample data was <50.

- Linearity Test

The data is said to be linear if the significance value is >0.05

<table>
<thead>
<tr>
<th>Tests of Normality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kolmogorov-Smirnov</strong></td>
</tr>
<tr>
<td>Statistic</td>
</tr>
<tr>
<td>Unstandardized Residual</td>
</tr>
</tbody>
</table>

*a. Lilliefors Significance Correction*

Source: Data Processing (2022)

Based on table 4, the signification value using Shapiro-Wilk was obtained, because the sample data was <50. Obtained results of 0.075 or >0.05 thus it can be concluded that the data is linear.

Simple Regression Analysis

Table 5. Simple Regression Analysis

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), Food Quality*

Source: Data Processing (2022)

$R^2 = 0.237$ indicates that the relationship of food quality has a 23.7% effect on consumer satisfaction. The other 76.3% were affected by other variables or variables that were not tested.

Table 6

<table>
<thead>
<tr>
<th>ANOVAa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

*a. Dependent Variable: Customer Satisfaction*
b. Predictors: (Constant), Food Quality

Source: Data Processing (2022)
Significance value = 0.01 < 0.05 which means regression model based on research data = significant and meets the linearity criteria.

Table 7

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>5.562</td>
<td></td>
<td>1.532</td>
<td>.133</td>
</tr>
<tr>
<td>Food Quality</td>
<td>.341</td>
<td>.487</td>
<td>3.609</td>
<td>.001</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Satisfaction

The obtained regression equation model is \( Y = 5.562 + 0.341 X \)

From the table above, the value of the t-test result was obtained, where the food quality variable \( (X) \) obtained \( t \) count of 3.609 with the signification value of 0.001. The statistical value of the test is greater than the \( t \) table (3.609>1.681) or the signification value is smaller than \( \alpha = 0.05 \), so it is concluded that the food quality variable \( (X) \) has a significant influence on the consumer satisfaction variable.

CLOSING

Conclusion

Based on the results of the analysis carried out, in a study entitled "The Effect of Food Quality on Guest Satisfaction of Ibis Arcadia Jakarta Hotel" it can be concluded that:

1. Food Quality Has an Effect of 23.7% on Consumer Satisfaction. The other 76.3% were affected by other variables or variables that were not tested.
2. The results showed that the Food Quality variable had a significant influence on the satisfaction of Ibis Arcadia Jakarta hotel consumers.

Recommendation

For Ibis Arcadia Jakarta Hotel, it is expected to pay attention to the quality of the food produced considering that consumers will pay attention to the shape, texture, appearance, and taste in choosing a food product that they will consume so that they can continue to provide good service to Ibis Arcadia Jakarta hotel consumers.

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