The Influence of Service Quality Dimensions on Customer Satisfaction in Mr. Geprek MSME

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ABSTRACT

This study investigates how service quality dimensions influence customer satisfaction at Mr. Geprek, a culinary Micro, Small, and Medium Enterprise (MSME) at Lampung University. Small and Medium Enterprises significantly contribute to Indonesia's GDP and employment but face challenges in competitiveness, particularly regarding customer satisfaction. Service quality, encompassing tangibles, reliability, responsiveness, assurance, and empathy (SERVQUAL model), is crucial for business success. While previous research often focused on larger firms, this study specifically examines a student-run MSME and incorporates the impact of technology. Employing a quantitative research approach with an explanatory and descriptive design, the study collected primary data from 100 Mr. Geprek customers at Lampung University using Google Forms surveys and a 5-point Likert scale. Data analysis was performed using IBM SPSS Statistics 27, including descriptive analysis, multiple linear regression, F-tests, and t-tests.

INTRODUCTION

Small and Medium Enterprises generate regional and national economic development and create jobs in Indonesia. Putri (2020) reports that SMEs account for 61% of Indonesia's GDP and 97% of its labour. In the age of globalization, SMEs confront several problems, including restricted access to resources, technology, and markets, which hinders their competitiveness in local and worldwide marketplaces. Customer happiness is crucial to company success, especially for SMEs in competitive markets. Satisfied customers are loyal and help businesses survive and prosper. Cronin and Taylor (1992) found that service quality positively affects customer satisfaction, which may impact future service usage.

Service quality includes dependability, responsiveness, assurance, tangibles, and empathy. The SERVQUAL model by Parasuraman et al. (1988)

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measures service quality in these five aspects. Yuliana (2020) and Purnama (2020) and Khairusy and Febriani (2021) found that service quality strongly impacts customer satisfaction in transportation and fast food establishments. These studies focused on medium to large-scale firms, but few have examined SMEs, notably student-run culinary businesses.

Technology and digitization have also changed how SMEs operate and compete. Chatbots and CRM systems may increase customer service efficiency and quality. Choudhury and Harrigan (2014) found that technology improves operational efficiency and service quality. However, technology implementation research in SMEs, especially on campuses, is scarce, leaving a research void. SME market expansion and operational efficiency might benefit from digital transformation. Digitalization helps SMEs lower operating costs, expand markets, and compete in fierce competition, according to Skare et al. (2022). Many SME players struggle to capitalize on these possibilities due to insufficient digital literacy. SMEs have particular hurdles from economic fluctuations. Quality service may help a SME stand out from competition. Service quality's impact on customer satisfaction in campus-based SMEs has not been substantially studied, unlike pricing and location.

Lampung University supports local SMEs via Community Service Programs (KKN) student mentorship and digital innovations. Market competitiveness, technological adaption, and service quality improvement are major obstacles for student-managed culinary SMEs. According to Bandar Lampung City's Central Statistics Agency (BPS), the number of restaurants and eateries increased from 1,052 in 2022 to 1,162 in 2023, with the most in Enggal, Kedaton, and Way Halim districts. "Mr. Geprek," a culinary service that serves chicken geprek with different spice levels and other options, has garnered notice at Lampung University. Lampung University students founded this firm to promote student entrepreneurship. Mr. Geprek confronts normal SME issues including fierce rivalry, service innovation, and digital technology adoption to be competitive.

Mr. Geprek's menu variety and promotions are highlighted in customer evaluations like "Attractive promotions for new registrations can order GoFood, student-friendly prices." Customers frequently complain about technological concerns like "Slow cashier, receipt doesn't come out because WiFi is slow." Reviewers especially like the wide menu with customisable spice levels: "The food menu is also varied, some have levels, some also have sambal." This study examines how service quality affects customer happiness at Lampung University SMEs, especially "Mr. Geprek," and how technology might increase service quality and satisfaction. Five major research questions

examine how tangibles, dependability, responsiveness, assurance, and empathy affect Mr. Geprek customer satisfaction.

By advising SMEs on service optimization and helping stakeholders establish better SME growth and competitiveness plans, the study is projected to boost Lampung SME development. This study also intends to bridge the gap between theoretical knowledge and practical application in the quickly changing digital business environment for future SME service development and competitiveness research.

RESEARCH METHODE
Type of Research

This quantitative research examines how service quality affects customer satisfaction at University of Lampung MSMEs. Quantitative methods focus on statistically assessing variable relationships, hence they were chosen. Sekaran and Bougie (2016) claim that quantitative research generates numerical data for hypothesis testing and inter-variable connection prediction. This study uses an explanatory design to determine how service quality affects customer satisfaction and a descriptive design to describe MSME service quality methods and their effects.

Data Source and Data Collection Method

This research uses primary and secondary data, mostly primary. The University of Lampung obtained primary data from MSMEs' clients via surveys, business operator interviews, and service delivery observations. Scholarly studies, books, journals, and government reports on service quality and consumer happiness provided secondary data. Surveys were created using Google Forms and a 5-point Likert scale to measure respondents' opinions (Sekaran & Bougie, 2017). The technique allows systematic assessment of customer satisfaction and service quality attitudes.

Population and Sample

This research includes all University of Lampung students who have bought or used Mr. Geprek MSME goods and services, satisfying stated criteria. A population is the total group relevant to a research question, according to Sekaran and Bougie (2017). To choose respondents who had engaged with the firm and were willing to offer their opinions, purposive sampling was used. Sekaran and Bougie (2017) recommended five times the amount of indicators, hence 100 respondents were chosen for data dependability and representativeness.

Operational Definition of Variables

The operational definitions of the variables in this research quantify the influence of service quality characteristics on Mr. Geprek customer satisfaction. Kant (2017)'s SERVQUAL model evaluates service quality (X) on five dimensions: tangibility, responsiveness, empathy, assurance, and dependability. Material appearance, personnel appearance, current equipment, and facility sanitation are all aspects of service delivery that are tangible. Response measures staff desire to help customers and resolve complaints quickly, as seen by queue management, employee assistance, and complaint resolution. Empathy includes individualized service and easy support hours. Assurance assesses worker competency, civility, customer trust, safety, and ingredient transparency. Business reliability is its capacity to offer constant, accurate service as promised. Timeliness, genuineness, and error-free digital transactions are indicators. The dependent variable, customer satisfaction (Y), is consumer happiness based on expectations satisfied. Customers' perceptions of decision quality, expectation fulfillment, and satisfaction reflect this. Kant (2017) recommends measuring all factors using a five-point Likert scale.

Instrument Testing

This research tested measuring techniques for validity and reliability to assure accuracy and consistency. Validity is an instrument's ability to measure its intended target (Sekaran & Bougie, 2017). Each item's score was linked with all related items' scores to assess validity. The IBM SPSS for Windows 27 analysis used Confirmatory Factor Analysis (CFA). Factor analysis groups items with significant correlations by identifying the structure of variable interactions, according to Sekaran and Bougie (2017). To ensure validity, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) and factor loading values were to surpass 0.50 (Hair et al., 2010).

To assess questionnaire item internal consistency, Cronbach's alpha was used (Ghozali, 2018). Sekaran and Bougie (2017) noted that a high Cronbach's alpha value implies substantial item correlation, validating the instrument's dependability. The SPSS version 27 study found the instrument trustworthy if Cronbach's alpha remained high after weak items were removed. This proved that the questionnaire consistently and accurately assessed service quality and customer satisfaction for University of Lampung MSMEs.

Data Analysis Technique

This study uses data analysis to analyze and explain variable correlations, test hypotheses, and provide results that may help University of Lampung MSMEs and guide future research. Data analysis using IBM SPSS Statistics 27. This program allowed regression tests, correlation analysis, and significance

testing of questionnaire results to determine how service quality affects customer satisfaction. These analytical methods allowed the researcher to evaluate hypotheses and understand service quality and client satisfaction. The results should improve MSMEs' service delivery and serve as a platform for future research.

In descriptive analysis, data properties were summarized without generalization or inference. Sekaran and Bougie (2017) describe descriptive statistics as a way to simplify raw data and help researchers understand its fundamentals. Based on survey data, this technique described respondent characteristics, service quality, and customer satisfaction. Frequency distributions, means, and variances were used to identify response trends. This investigation showed how MSMEs' service quality affects customer satisfaction. These insights help analyze existing service standards and recommend strategic adjustments to meet consumer expectations.

Numerical estimates and objective variable relationships were obtained using quantitative analysis. This method helped the University of Lampung assess how service quality affects customer satisfaction in MSMEs. IBM SPSS Statistics version 27 allowed the researcher to do regression and correlation tests, improving analytical efficiency and accuracy. This quantitative strategy allowed the researcher to thoroughly test hypotheses and produce objective, statistically valid findings. Decision-making and strategic planning, particularly to increase customer satisfaction via service delivery, depend on these insights.

Multiple linear regression was used to examine how service quality components affect customer satisfaction. This model examined how Tangibles (X_1), Reliability (X_2), Responsiveness (X_3), Assurance (X_4), and Empathy (X_5) affect Customer Satisfaction (Y). several regression is appropriate for forecasting dependent variable changes based on several predictors, according to Sekaran and Bougie (2017). General regression equation: $Y = \alpha + \beta_1 X_1, \beta_2 X_2, \beta_3 X_3, \beta_4 X_4, \beta_5 X_5 + \varepsilon$, where α is constant, β represents regression coefficients, and ε is error term To assess independent variable impact, the t-test was used to test hypotheses. Ghozali (2018) states that the t-test assessed individual variable contributions and regarded a variable statistically significant if its p-value is less than 0.05 or its t-calculated value exceeds the t-critical value. This test examined whether service quality factors substantially and independently affect customer satisfaction, providing empirical evidence for service strategy changes.

RESULT AND DISCUSSION

Research Instrument Test

The validity test assesses how well questionnaire items measure the target constructs. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, Anti-Image Correlation, and Loading Factor values from this investigation. The SPSS output shows that all service quality indicators—Tangibility (X1), Responsiveness (X2), Empathy (X3), Assurance (X4), Reliability (X5), and Customer Satisfaction (Y)—have loading factors above 0.70, indicating high convergent validity (Sekaran & Bougie, 2017). KMO results for each dimension surpass 0.60, indicating component analysis, and anti-image correlation values support item validity. Therefore, all questionnaire questions are legitimate and suitable for statistical analysis.

To assess variable internal consistency, Cronbach's Alpha was used for reliability analysis. Ghozali (2018) defines reliability as a Cronbach's Alpha value over 0.60. All dimensions' Cronbach's Alpha coefficients above the threshold, ranging from 0.661 to 0.794. This suggests that the measuring devices employed in this study are reliable and acceptable for empirical research.

Respondent Characteristics

This research got 100 valid replies to a Google Forms questionnaire. The gender distribution of responders is 56% female and 44% male). These data indicate that female respondents were more engaged with the survey subject and participated more. Previous study suggests that women are more involved in consumer behaviour studies and service-related queries (Kotler & Keller, 2016). The majority of female responses may also represent their greater awareness of service quality and client satisfaction, particularly in SMEs.

75% of respondents were students, followed by entrepreneurs (12%), public servants (8%), and private-sector workers (5%). Student responses dominate the sample, suggesting a younger, more technologically proficient population, which is pertinent considering the online distribution technique. This also shows that younger people participate more in digital surveys. The low number of private-sector workers may indicate that the survey issue is not appealing or accessible to them or that they are less eager to engage in academic research.

According to data collected, 78% of respondents were 17–25 years old, showing that the sample is mostly young workers. Only 2% of the sample was above 50, indicating low senior demographic representation. Most earned between IDR 1,000,001 and IDR 5,000,000 (43%), followed by those earning less than IDR 1,000,000 (41%), while only 16% made more than IDR 5,000,000 (Table

4.6). This distribution shows that respondents are low- to middle-income, consistent with the student-dominated sample.

Respondents' Answer Distribution

This research analyses Mr. Geprek customers' service quality and satisfaction perceptions by analyzing the distribution of responses. To further understand each variable's performance, data was collected using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The results reveal customer satisfaction and five service quality dimensions: tangibles, responsiveness, empathy, assurance, and dependability. The replies show high agreement across all aspects, indicating positive views of Mr. Geprek's service. Reviewing average response ratings for each variable highlights strengths and opportunities for growth.

The item "Mr. Geprek has clean, attractive, and comfortable physical facilities" had the highest average score of 4.30. A well-maintained physical environment is crucial to a good service experience. Aesthetics, cleanliness, and comfort seem to boost client happiness and brand image. "The materials available at Mr. Geprek are visually appealing" had the lowest average score of 4.00 in this area, but it was still good. This implies that although physical facilities are generally well-received, visual aspects like advertising materials and menu design might boost company image and consumer engagement.

The most response statement was "Employees are always willing to help," scoring 4.26. Customer satisfaction is high for personnel preparedness and proactive service delivery. Customer happiness is clearly influenced by responsiveness, which influences how quickly and efficiently their requirements are met. Slightly lower at 4.05, "Long customer queues are eliminated by staff" suggests operational efficiency improvements. Although the score is good, enhancing service flow and queue management might improve customer satisfaction by reducing wait times.

The statement "Mr. Geprek focuses on the individual needs of each customer" scored 4.19 in empathy, demonstrating that consumers respect individualized service and attention to their distinct preferences. Mr. Geprek's personalized service connects with customers and boosts satisfaction. However, "Mr. Geprek has a strong customer relations team" had the lowest average of 4.12, still high. Personalized communication, loyalty programs, and continuous follow-up may develop long-term client connections. These investments might personalize the company and increase client loyalty.

The assurance variable item "I believe Mr. Geprek would never use harmful ingredients" had the highest average score of 4.37, indicating considerable faith in the food's safety and quality. Customers' confidence and

risk perceptions depend on this degree of assurance in food service operations. The lowest-rated item, "I trust in Mr. Geprek's quick service delivery," got 4.21. This is good, however it suggests a service speed perception gap. Continuously monitoring and improving service delivery methods might assist match consumer expectations, boosting the restaurant's reliability and efficiency.

The statement "Overall, I am satisfied with Mr. Geprek" scored 4.21, the highest of three major indications of customer satisfaction. If the overall service experience meets or surpasses client expectations, Other statements—service quality and dining at Mr. Geprek—received 4.15 and 4.11 marks, respectively, supporting a good view. These statistics indicate that Mr. Geprek has established itself as a dependable restaurant. Maintaining and improving customer happiness requires attention to service quality, customer feedback, and service delivery innovation. In conclusion, although all measures show high satisfaction, deliberate improvements in certain service components may increase customer loyalty and competitive advantage.

Multiple Linear Regression

Numerous linear regression estimates the average value of a dependent variable (Y) using numerous independent variables (X_1, X_2,..., X_n). This research uses a regression model to analyze how five service quality aspects (Tangibility, Reliability, Responsiveness, Assurance, and Empathy) affect customer satisfaction (Y). The regression equation is: $Y = 0.631 + 0.191X_1 - 0.029X_3 - 0.036X_5 + 0.304X_4 + 0.275X_2$. Table below shows regression coefficients.

Table 1.
Multiple Linear Regression

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	0.631	0.896		0.705
Tangibility	0.191	0.097	0.246	1.976
Responsiveness	-0.029	0.076	-0.041	-0.379
Empathy	-0.036	0.079	-0.052	-0.452
Assurance	0.304	0.090	0.373	3.392
Reliability	0.275	0.072	0.366	3.803

F Test

The F-test determined if all independent factors affect customer satisfaction statistically. With a significance level of less than 0.000, data shows the ANOVA F-value of 36.059. The significance level is substantially below 0.05,

and this F-value surpasses the essential F-table value of 3.09. This proves the multiple linear regression model is statistically significant. Thus, when examined together, tangible, responsiveness, empathy, certainty, and dependability significantly impact customer happiness. This shows that the model's service quality parameters are adequate and explain customer satisfaction variances.

T Test

In multiple linear regression, the t-test was used to determine how each independent variable affected customer satisfaction. Hypothesis testing was done at a 5% significance level ($\alpha = 0.05$). Table 4.15 shows that Tangibility (X1), Responsiveness (X2), and Empathy (X3) have p-values of 0.051, 0.705, and 0.652. The null hypothesis for these variables cannot be rejected since their values surpass 0.05. Thus, these three service quality parameters do not statistically affect customer satisfaction with Mr. Geprek's service. These results suggest that tangible factors, timeliness, and sympathetic behaviour may not be key to client happiness in this service scenario.

In contrast, Assurance (X4) and Reliability (X5) had significance values of 0.001 and less than 0.001. These values are below 0.05, rejecting their null hypotheses. This shows that certainty and dependability positively affect consumer satisfaction statistically. These two elements are crucial to positive client views. The findings emphasize the necessity of service dependability and trustworthiness to improve satisfaction. In conclusion, improving service assurance and dependability is more likely to increase customer happiness than improving attractiveness, responsiveness, or empathy.

Table 2. T Test

Independent Variable	Sig. Value	Conclusion
X1 = Tangibility	0.051	H_0 not rejected
X2 = Responsiveness	0.705	H_0 not rejected
X3 = Empathy	0.652	H_0 not rejected
X4 = Assurance	0.001	H_0 rejected
X5 = Reliability	<0.001	H_0 rejected

Coefficient of Determination

Model summary results reveal an adjusted R square value of 0.639. This suggests that the five SERVQUAL dimensions—tangibility, responsiveness, empathy, assurance, and reliability—explain 63.9% of customer happiness. These results imply that service quality considerably affects customer satisfaction in Mr. Geprek's firm. This supports Kotler and Keller (2016)'s claim that service quality drives customer happiness. When services meet or surpass

expectations, client satisfaction leads to loyalty and repeat purchases. The remaining 36.1% of satisfaction variation is attributed to unmeasured variables like pricing, product quality, promotional strategies, location, or customer perceptions, implying that a comprehensive approach is needed to fully understand customer satisfaction drivers.

The Influence of Service Quality Dimensions on Customer Satisfaction

This research examined how the SERVQUAL framework—tangibility, dependability, responsiveness, assurance, and empathy—affected customer satisfaction at Mr. Geprek, a local MSME. These five variables explain 63.9% of customer satisfaction variance, according to the multiple linear regression analysis, which showed an adjusted R square value of 0.639. Customers appreciated the cleanliness, order, and comfort of the physical space, highlighting the relevance of tangibility in service perceptions. The reliability earned positive reviews, supporting Kotler and Keller (2016)'s claim that reliable service increases confidence and repeat purchases. Staff proactiveness demonstrated responsiveness, while service quality and food safety confidence demonstrated assurance. Finally, empathy strengthened emotional relationships via individualized attention. These studies show that service quality is crucial to customer loyalty and happiness.

Managerial Implications

This research emphasizes the strategic relevance of the five SERVQUAL characteristics and has management implications for Mr. Geprek. First, high customer evaluations on tangibility indicate the need to maintain and improve the physical environment, including facility cleanliness, current equipment, and professional personnel appearance, which strongly influences customer views (Kotler & Keller, 2016). Second, great reliability expectations need operational efficiency to deliver consistent, timely service, supporting Siddiqi (2011)'s claim that dependability is essential to customer happiness. Third, responsiveness greatly impacts satisfaction in human-centered services, emphasizing the need for staff communication and problem-solving training (Kant et al., 2017). Fourth, assurance shows consumer trust in workers and products, promoting transparency and ethical training (Kassim & Abdullah, 2010). Finally, empathy emphasizes the value of individualized service, which forges emotional relationships and loyalty (Ladhari, 2009). These findings inform service and competitive positioning.

CONCLUSION

This research examined how five service quality dimensions—tangibility, dependability, responsiveness, assurance, and empathy—impact customer

satisfaction at culinary MSME Mr. Geprek. A multiple linear regression analysis of 100 respondents found that service quality accounted for 63.9% of customer satisfaction variation (adjusted R^2 = 0.639), while other factors like price, product quality, business location, ambiance, or individual experiences accounted for 36.1%. Each quality had a favourable effect, but certainty and empathy dominated. Therefore, consumer trust, staff competency, safety, and personal attention are crucial to satisfaction. Dependability was also important for timely and accurate service. Although responsiveness and tangibility contributed less than other characteristics, they were crucial to first service impressions.

From these findings, numerous suggestions might be made. Mr. Geprek should teach workers on speed and service consistency to increase responsiveness and dependability. To compete in campus marketplaces, culinary student entrepreneurs need improve empathy, service, and tangibles. For further application, future researchers could include brand image and customer loyalty characteristics and sample MSMEs from diverse industries. Finally, academic institutions might use these results to inform entrepreneurial and service-oriented training, particularly in digital and technology-based customer service.

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