

# The Influence Of Facilities, Price, Service Quality, And Food Menu Innovation On Customer Satisfaction At Paini Banjir Restaurant

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## Abstract.

*This research aims to determine and analyze the influence of facilities, price, service quality and menu innovation on customer satisfaction with equipment at the Paini Banjir Restaurant. The search method used is a quantitative method. The research population came from Paii Restaurant consumers. The sample used in this study was up to 100 people, obtained by an unintentional sampling method. Data collection was carried out by distributing questionnaires. The data analysis technique uses linear regression analysis using several SPSS software. The research results show that all research variables have an influence on customer satisfaction simultaneously, this can be seen from the calculated t value of all variables being greater than the t table value (1.984) with a significant value below 0.05, simultaneously the independent variables have an influence on the dependent variable. This can be seen from testing all calculated f values > f table, and the determination value of the research variables is 0.807 or 80.07% of the variables have an influence on consumer satisfaction.*

**Keywords:** Facilities; prices; service quality; menu innovation and custome satisfaction.

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## I. INTRODUCTION

Business development in today's era is indeed growing rapidly, even very rapidly, and undergoing continuous metamorphosis (Lidya et al., 2021). Technological advancements, lifestyle changes, and constantly evolving culinary trends also influence consumer behavior. Therefore, it is crucial for culinary entrepreneurs to adapt to changing times to remain relevant and able to meet customer needs and satisfaction. The culinary business is experiencing very rapid development, therefore, today's consumers are not only looking for delicious food, but also comfortable facilities, competitive prices, good quality service, and attractive menu innovations are factors that consumers pay close attention to when choosing a place to eat. Facilities are a factor that can influence customer satisfaction. Facilities are a crucial factor in customer satisfaction. Comfortable and adequate facilities are key to increasing customer satisfaction. Customers will find it easier to carry out their activities and feel comfortable with the service they receive. This ultimately leads to increased customer loyalty (Esha & Pratama, 2021). The second factor is price. Price is a key determinant of customer satisfaction. According to Nandan and Togi (Pratiwi & Patrikha, 2021), price is a crucial factor that significantly influences consumers' purchasing decisions. When purchasing food, consumers constantly compare prices (Pratiwi & Patrikha, 2021). The third factor is service quality. According to Tjiptono in Mentang et al. (2021), service quality is an effort to accurately meet customer needs and desires, thereby fulfilling customer expectations. Service can be in the form of services provided by the service provider, where service is assistance or actions provided to meet the needs of others, such as convenience, speed, friendliness, and problem-solving skills (Hasanah & Jamilah, 2023). Service quality must be a primary focus for restaurants to achieve customer satisfaction.

Another equally important factor is menu innovation. Innovation plays a crucial role for companies in creating a competitive advantage. This can be achieved by presenting a unique value proposition or unique characteristics, perhaps superior to those of competitors, and attracting consumers to purchase the product or service provided compared to competitors (Dhammaputta & Silaban, 2024). By creating new, attractive, and high-quality menu items, restaurants can provide a more satisfying culinary experience for customers, thereby increasing customer satisfaction. Customer satisfaction is the feeling of satisfaction or dissatisfaction that occurs after receiving a service, where the customer compares the performance they received with their expectations. Customer satisfaction can also be understood as the level of feeling at which a person reflects

the results of the service performance they received and expected (Esha & Pratama, 2021). RM Painsi Banjir is a restaurant business that was established in 2011. This restaurant is located in Blog Songo, Simpang Empat, Sisumut, South Labuhanbatu Regency, North Sumatra. Which has opening hours from 09.00 - 22.00 WIB. This restaurant offers a variety of menus such as grilled fish, fried chicken, sour curry, carp Arsik, sweet and sour tilapia, soup, soto, and so on. And provides a variety of other drinks. RM Makan Banjir applies the right strategy in managing this restaurant. So that consumers feel satisfied. Based on the description above, this study focuses on determining the level of customer satisfaction with RM. Painsi banjir in Sisumut, South Labuhanbatu district, North Sumatra, because each restaurant differs in terms of facilities, prices, service quality, and menu innovation.

## II. METHODS

This study uses a quantitative approach, where data is processed in numerical form starting from collection, analysis, to presentation of results (Arikunto in Alamanda, 2018). The research location is the Painsi Banjir Restaurant in Blog Songo, South Labuhanbatu Regency, North Sumatra, with a focus on examining the influence of facilities, price, service quality, and food menu innovation on customer satisfaction. The study was conducted during the period January–March 2025. Sampling was determined based on Malhotra's theory: because the population is not known for certain, the sample size was set at 100 respondents ( $5 \times$  the number of questionnaire elements containing 20 items). Data collection was carried out through questionnaires and direct observation. Data analysis used multiple linear regression (Arikunto in Mukti et al., 2022) to test the relationship between independent variables (facilities, price, service, menu innovation) and dependent variables (customer satisfaction).

Before the regression analysis, classical assumption tests were carried out including:

1. Normality Test (data distribution check),
2. Heteroscedasticity test (detection of residual variance inequality),
3. Multicollinearity Test (examination of correlation between independent variables) (Hasanah & Jamilah, 2023; Jannah & Alhazami, 2022).

Hypothesis testing includes:

1. t-test (partial effect of each independent variable),
2. F test (simultaneous influence of all independent variables),
3. Coefficient of Determination ( $R^2$ ) to measure the contribution of independent variables to customer satisfaction (Kelvinia et al., 2021).

## III. RESULTS AND DISCUSSION

### 1. Respondent Characteristics

Respondent characteristics describe the division of respondent types based on type gender and age, the results of distributing the questionnaire obtained the character of the research respondents as follows :

**Table 1.** Overview of respondent characteristics

Description Amount Percentage (%)	
Gender characteristics	Male 61 61.00
	Female 39 39.00
	Total 100 100
Age	<23 years 45 45.00
	>23 years 55 55.00
	Total 100 100

*Source: 2025 research data*

### 2. Research result

The research instrument was obtained from the results of distributing questionnaires and tested using the SPSS application. To test the feasibility of the research variables studied, the instrument test is as follows.

**Table 2.** Instrument Quality Test Results

Validity test					Realism	
Variables	No item	R count	R table	Information	Cronbach's alpha	Information
Facility	1	.650	0.198	Valid	0.890	Reliable
	2	.614	0.198	Valid		
	3	.523	0.198	Valid		
	4	.642	0.198	Valid		
	5	.630	0.198	Valid		
	6	.523	0.198	Valid		
	7	.654	0.198	Valid		
	8	.619	0.198	Valid		
	9	.521	0.198	Valid		
	10	.648	0.198	Valid		
	11	.619	0.198	Valid		
	12	.523	0.198	Valid		
Price	1	.524	0.198	Valid	0.841	Reliable
	2	.557	0.198	Valid		
	3	.282	0.198	Valid		
	4	.551	0.198	Valid		
	5	.421	0.198	Valid		
	6	.299	0.198	Valid		
	7	.616	0.198	Valid		
	8	.708	0.198	Valid		
	9	.687	0.198	Valid		
	10	.402	0.198	Valid		
	11	.320	0.198	Valid		
	12	.687	0.198	Valid		
Quality of service	1	.682	0.198	Valid	0.917	Reliable
	2	.637	0.198	Valid		
	3	.541	0.198	Valid		
	4	.673	0.198	Valid		
	5	.651	0.198	Valid		
	6	.541	0.198	Valid		
	7	.681	0.198	Valid		
	8	.638	0.198	Valid		
	9	.546	0.198	Valid		
	10	.685	0.198	Valid		
	11	.638	0.198	Valid		
	12	.541	0.198	Valid		
	13	.698	0.198	Valid		
	14	.627	0.198	Valid		
	15	.543	0.198	Valid		
Menu innovation	1	.533	0.198	Valid	0.839	Reliable
	2	.573	0.198	Valid		
	3	.263	0.198	Valid		
	4	.526	0.198	Valid		
	5	.421	0.198	Valid		
	6	.300	0.198	Valid		
	7	.601	0.198	Valid		
	8	.715	0.198	Valid		
	9	.684	0.198	Valid		
	10	.374	0.198	Valid		
	11	.338	0.198	Valid		
	12	.684	0.198	Valid		
Customer satisfaction	1	.614	0.198	Valid	0.800	Reliable
	2	.495	0.198	Valid		
	3	.258	0.198	Valid		
	4	.614	0.198	Valid		
	5	.426	0.198	Valid		
	6	.319	0.198	Valid		

	7	.667	0.198	Valid		
	8	.751	0.198	Valid		
	9	.530	0.198	Valid		

Source: Processed data (2025)

### Classical Assumption Test Results

#### 1. Normality Test

The normality test is a test of the distribution of research data, the normality test is as follows:

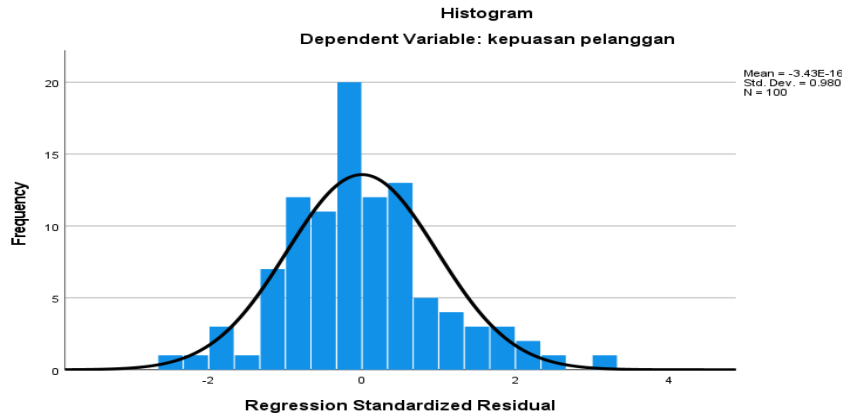


Fig 2. Normality test

Knowing whether the sample data is normal or not is the goal of normality analysis. From the data above, it can be seen that the graph forms a neat pattern and forms a bell. This shows that the data is normally distributed. The graph results show that the data distribution is normally distributed with the resulting graph being neat and not forming any random data distribution.

#### 2. Multicollinearity Test

The multicollinearity test in the test is as follows:

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Facility	.302	3,312
	Price	.258	3,870
	Quality of service	.915	1,093
	Food menu innovation	.288	3,477

From the table above, it can be seen that the tolerance value for each variable is greater than 0.1 and the vif value has a value less than 10, so that the research results are free from elements

#### 3. Heteroscedasticity Test

The heteroscedasticity test is depicted in graphic form, the test is as follows:

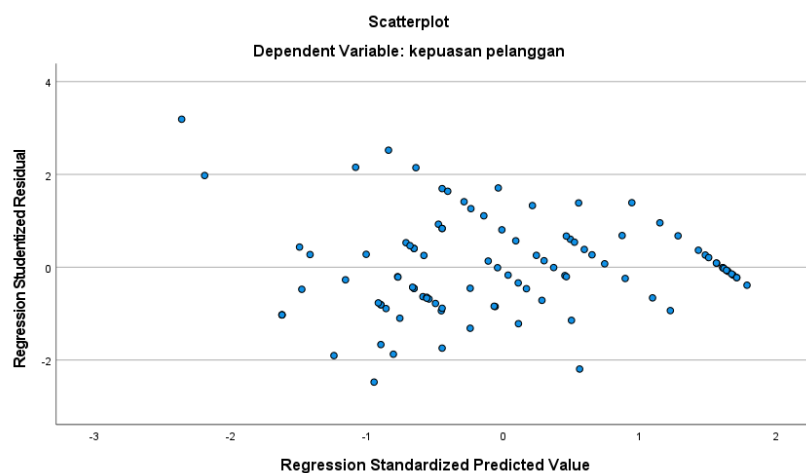


Fig 3. Heteroscedasticity Test

The image above shows a balanced distribution of data and does not form a specific pattern so that all research variables pass the heteroscedasticity test.

### Multiple Linear Analysis

Multiple linear regression analysis was carried out to see the equation value based on the constant value in the table, the research results are as follows:

**Table 4.** Multiple Linear Analysis

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3,076	2,555		1,204	.232
	Facility	.156	.056	.223	2,775	.007
	Price	.237	.063	.325	3,736	.000
	Quality of service	.046	.037	.057	1,228	.223
	Food menu innovation	.261	.053	.403	4,891	.000

*Source: Primary data (2025)*

$$Y = 3.076 + 0.156 (X_1) + 0.237 (X_2) + 0.046 (X_3) + 0.261 (X_4)$$

1. The facility regression coefficient shows a positive relationship to customer satisfaction with a coefficient value of 0.156.
2. The price regression coefficient shows a positive relationship to customer satisfaction with a coefficient value of 0.237.
3. The service quality regression coefficient shows a positive relationship to customer satisfaction with a coefficient value of 0.046.
4. The regression coefficient of food menu innovation shows a positive relationship to customer satisfaction with a coefficient value of 0.261.

### Partial Test (T-Test)

Partial testing was conducted to partially test the research variables with the following research results:

**Table 5.** Partial Test

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	3,076	2,555		1,204	.232
	Facility	.156	.056	.223	2,775	.007
	Price	.237	.063	.325	3,736	.000
	Quality of service	.046	.037	.057	1,228	.223
	Food menu innovation	.261	.053	.403	4,891	.000

*Source: primary data (2025)*

1. The test result for X1 is 2.775, t table 1.984 (t count > t table), with a significance value of  $0.007 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted.
2. The test results for X2 were 3.736, t table 1.984 (t count > t table), with a significance value of  $0.000 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted.
3. The test results for X3 were 1.228, t table 1.984 (t count > t table), with a significance value of  $0.223 < 0.05$ . So  $H_0$  is accepted and  $H_a$  is rejected.
4. The test results for X4 were 4.891, t table 1.984 (t count > t table), with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

**ANOVA test**

ANOVA testing was carried out to simultaneously test research variables with the following research results:

**Table 6.** Simultaneous Test (f Test)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	579,860	4	144,965	104,386	.000b
	Residual	131,930	95	1,389		
	Total	711,790	99			

Source: Primary data (2025)

The results of the study show that the calculated f value is greater than the table f value ( $104.386 > 2.47$ ) with a significant value of 0.000 which is less than 0.005. This indicates that simultaneous testing has a positive and significant effect.

**Determinant**

The determinant test was carried out to see the overall results of the research carried out, with the following results:

**Table 7.** Determinants

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.903a	.815	.807	1,178

Source: Primary data (2025)

The final results of the study showed that the independent variable had an influence of 0.807 or 80.07% and the remainder was influenced by other supporting factors such as discounts, location, etc.

**Discussion****Facilities have a positive and significant influence on customer satisfaction**

The test result for X1 was 2.775, t table 1.984 (t count > t table), with a significance value of  $0.007 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The facilities available in a restaurant will provide a sense of comfort for customers, and will automatically increase customer satisfaction. Customers who receive adequate facilities will feel satisfied with the condition of the restaurant.

**Price has a positive and significant effect on customer satisfaction**

The test results for X2 are 3.736, t table 1.984 (t count > t table), with a significant value of  $0.000 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. The results of the study show that customers pay close attention to how the price is given, the price tends to influence how customers perceive a business or product.

**Service quality does not have a positive and significant effect on customer satisfaction.**

The test result for X3 is 1.228, t table 1.984 (t count > t table), with a significant value of  $0.223 < 0.05$ . So  $H_0$  is accepted and  $H_a$  is rejected. The results of the study indicate that the service provided does not have a significant influence, meaning that the service only affects a few percent of consumer perceptions and affects how satisfied customers are who come to get what they are looking for.

**Food menu innovation has a positive and significant impact on customer satisfaction.**

The test result for X4 was 4.891, t table 1.984 (t count > t table), with a significant value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. In the culinary business, food menu innovation greatly influences customer satisfaction. Customers tend to pay attention to the level of menu innovation and how the taste is served.

**Facilities, price, service quality and food menu innovation have a positive and significant influence on customer satisfaction.**

The results of the study show that the calculated f value is greater than the f table value ( $104.386 > 2.47$ ) with a significant value of 0.000 which is smaller than 0.005. This indicates that simultaneous testing has a positive and significant effect. The final results of the study show that the independent variable has an influence of 0.807 or 80.07% and the rest is influenced by other supporting factors such as discounts, location, etc.



#### IV. CONCLUSION

The test result for X1 is 2.775, t table 1.984 (t count > t table), with a significant value of  $0.007 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. The test result for X2 is 3.736, t table 1.984 (t count > t table), with a significant value of  $0.000 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. The test result for X3 is 1.228, t table 1.984 (t count > t table), with a significant value of  $0.223 < 0.05$ . So  $H_0$  is accepted and  $H_a$  is rejected. The test result for X4 is 4.891, t table 1.984 (t count > t table), with a significant value of  $0.000 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted.

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