

The Effects of Service Excellence on Customer Satisfaction at Warung Tegal (Warteg) in Bekasi City

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Abstract

Service excellence is a crucial element in the business sector, including Warung Tegal (Warteg) in Bekasi City, which faces intense competition in the culinary industry. Although many Wartegs offer affordable prices and varied menus, not all can provide satisfactory service. Shortcomings such as slow service, lack of staff friendliness, and inadequate cleanliness can affect customer satisfaction and loyalty. This study aims to measure the relationship and influence of service excellence quality on customer satisfaction at Warteg outlets in Bekasi City. Focusing on aspects such as service speed, friendliness, cleanliness, menu variety, affordability, and location convenience, this research involved 100 respondents selected through incidental sampling techniques. Data were analyzed using linear regression tests, validity, reliability, normality, autocorrelation, and heteroscedasticity tests. The findings reveal that Service Excellence quality significantly impacts customer satisfaction, contributing 74.8% to its variance. The regression equation $Y = 5.492 + 1.060X$ indicates that an improvement in service quality directly enhances customer satisfaction levels. This study provides practical insights for Warteg entrepreneurs to improve service quality, thereby boosting customer loyalty and competitiveness.

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1. INTRODUCTION

Service excellence is one of the important aspects in the business world, including in the food and beverage sector. In the context of Warteg (Tegal-style eateries) in Bekasi, Service excellence not only contributes to customer satisfaction but also affects customer loyalty and the business's image. Bekasi, as a continuously developing city, has a variety of culinary options, making consumers increasingly selective in choosing where to eat. However, even though many Warteg offer a variety of menus at affordable prices, not all Warteg outlets are able to provide satisfactory service. Some common issues that often arise include slow service, lack of staff friendliness, and dissatisfaction with food quality. This can negatively impact the consumer experience, which in turn can affect their decision to return or recommend the outlet to others.

This research aims to explore the relationship between service excellence and customer satisfaction in Warteg (Warung Tegal) in Bekasi. By understanding the factors that influence service and how this contributes to customer satisfaction, it is hoped that Warteg entrepreneurs can improve the quality of their services, thereby competing more effectively in the competitive culinary market.

Several studies on service excellence and customer satisfaction have been conducted in various fields of life. In the field of consumer goods, research by Siregar (2021) shows a

significant influence of Service Excellence on the increase in sales of PT. Unilever Indonesia Tbk soap products at Indomaret Jl. Raja Inal Batunadua, Padangsidempuan City. This study reveals that the contribution of Service Excellence to the increase in sales reaches 33.7%.

In the service industry sector, Chusnah & Syukhul (2022) found that Service Excellence has a significant positive impact on customer loyalty. In addition, customer satisfaction also has a significant impact on customer loyalty, emphasizing the importance of consistent service quality.

The research by Chaerudin & Cintiya (2023) focuses on the Warteg Bahari MSME in Pondok Pinang, South Jakarta. The study analyzes the effectiveness of prime service strategies in driving the purchase decision of ready-to-eat meals. The results show that factors such as economical prices, food variety, strategic locations, distinctive Indonesian flavors, presentation methods, friendly and clean service quality, and 24-hour operational hours play an important role as stimuli in purchase decisions.

In the context of restaurants, Jumriani (2019) found that Service Excellence has a positive and significant impact on sales at Rumah Makan Ayam Bakar Wong Solo Alauddin, Makassar City. This study also shows that price has a similarly significant impact on sales at that location.

Meanwhile, in the healthcare sector, research conducted by Mubyl & Dwinanda (2020) found that nurse performance has a significant impact on patient satisfaction in hospitals. These findings highlight the importance of service excellence not only in the commercial sector but also in public service sectors such as healthcare.

This research aims to explore the relationship between service excellence and customer satisfaction in Warteg in Bekasi City. Using a quantitative approach, this research will analyze factors of Service Excellence such as service speed, friendliness, cleanliness, menu variety, affordable prices, and location convenience. The research results are expected to provide a better understanding of the importance of implementing Service Excellence in Warteg, while also offering practical recommendations to enhance customer satisfaction and loyalty in the micro-business sector in Bekasi City.

2. LITERATURE REVIEW

Concept of Service Excellence

Service excellence can be understood through various perspectives that emphasize different aspects according to the context. Toister (2019, p. 38) defines Service Excellence as an organizational culture focused on efforts to exceed customer expectations through quick and efficient solutions, emphasizing consistency in delivering satisfaction. This view is in line with Jumriani's (2019, p. 6) findings, which identify Service Excellence as the best service involving elements such as ability, attitude, appearance, attention, actions, and responsibility, which have a significant impact on business achievements.

Meanwhile, Gallahar (2019, p. 54) views service excellence as the ability to respond to customers calmly, professionally, and empathetically, especially in difficult situations, by building trust through effective communication. This perspective is supported by Rina (2021, p. 21), who introduced the service excellence approach in the healthcare sector through the A6 indicators, namely attitude, attention, action, ability, appearance, and responsibility, in order to enhance patient satisfaction.

Additionally, Susanti & Oktafia (2020, p. 109) emphasizes Service Excellence as maximum service with high-quality standards, focusing on meeting customer expectations in various business contexts, including hospitality. Hyken (2019, p. 45) adds another dimension by highlighting the importance of providing exceptional comfort in customer interactions, thereby creating loyalty and competitive advantage through ease, speed, and

relevance.

Service Excellence can be understood through various dimensions that support each other to create customer satisfaction. The most dominant dimension in the research by Zeithaml et al. (2018) is ability, which encompasses the skills and knowledge of employees in providing quality service, as well as a professional and friendly attitude. Appearance also plays an important role, as it creates a positive first impression for customers.

In addition, the dimension of attention to customer needs, quick and precise actions in responding, and accountability in every decision made, also contribute to building customer trust and satisfaction (Rina, 2021; Jumriani, 2019; Susanti & Oktafia, 2020). Additional dimensions such as reliability and assurance are also important, especially in providing consistent service and building a sense of security for customers Zeithaml et al. (2018).

From the above description, Service Excellence can be understood as an effort to exceed customer expectations through quick and efficient solutions, with a focus on consistency in satisfaction. Important elements in service excellence include ability, attitude, appearance, attention, action, and responsibility, which directly influence the achievement of business goals. In addition, service excellence also involves the ability to respond to customers calmly, professionally, and empathetically, as well as providing high-quality standards oriented towards meeting customer expectations. These dimensions support each other to build customer trust and satisfaction.

The Concept of Customer Satisfaction

Customer satisfaction is the result of customers' evaluation of the service or product they receive compared to their expectations. When the customer experience meets or even exceeds expectations, they feel satisfied, whereas if the experience does not meet expectations, customers will feel disappointed. As explained by Gallahar (2019, p. 54), customer satisfaction arises from the service provider's ability to demonstrate empathy, professionalism, and composure, especially in handling challenging situations. This approach creates a sense of being valued and supports a positive relationship between customers and service providers.

Furthermore, Toister (2019, p. 38) emphasizes that customer satisfaction is a reflection of the consistency of experiences provided by the organization. When the organizational culture focuses on creating consistent, fast, and responsive services to customer needs, the level of satisfaction will increase. This shows the importance of building a customer-oriented service culture as the foundation for organizational success. Jumriani (2019, p. 10) supports this view by adding that customer satisfaction is also influenced by the perception of value, where customers feel satisfied when the quality of service received is commensurate with the price paid.

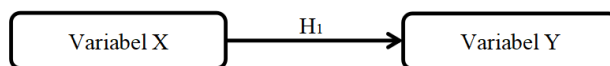
On the other hand, Hyken (2019, p. 45) highlights the aspect of comfort in customer satisfaction. He explains that satisfaction is not only determined by the quality of service but also by the ease and comfort felt by customers during the interaction process. Siregar (2021, p. 8) reinforces this view by stating that customer satisfaction occurs when the gap between expectations and the reality of the service becomes smaller. If the service provided is simple, efficient, and meets customer expectations, then they will feel more satisfied and are likely to return to use the service again.

Finally, Rina (2021, p. 22) and Susanti & Oktafia, 2020 (p. 109) agree that customer satisfaction is greatly influenced by how well the service can meet the needs and desires of customers. When customers experience positive interactions, such as friendly, fast, and satisfactory service, it fosters customer loyalty and builds trust in the service. Thus, customer satisfaction is a combination of customers' perceptions, experiences, and evaluations of the service received.

From the description above, it can be concluded that customer satisfaction is the result of a subjective evaluation by customers of the services or products received compared to their expectations. When customer experiences meet or exceed expectations, satisfaction occurs, whereas dissatisfaction arises if the service provided falls below expectations. Customer satisfaction is not only influenced by the quality of service but also by aspects of comfort, consistency, and the value perceived by customers from the price paid. The ability of service providers to demonstrate empathy, handle customer needs with professionalism, and create an easy and enjoyable experience are key elements in building customer satisfaction. Additionally, the alignment between customer expectations and the reality they experience plays a crucial role in determining the level of satisfaction. Thus, customer satisfaction is a combination of perception, experience, and evaluation that drives loyalty and the tendency of customers to return or recommend the service to others.

3. RESEARCH METHODOLOGY

This research uses the following framework:



Independent Variable (X)

The independent variable (X) is the main factor influencing other variables in the research. According to Sugiyono (2017:61), the independent variable is the variable that can influence changes or variations in the dependent variable. In this study, variable X is excellent service, which includes aspects of the server's attitude, service speed, cleanliness and comfort, responsiveness to complaints, and the server's appearance.

Dependent Variable (Y)

The dependent variable is a variable that is influenced by or results from changes in the independent variable. Sugiyono (2017, p. 62) defines the dependent variable as a variable whose value depends on the influence of the independent variable. In this study, variable Y is customer satisfaction at Warteg in the city of Bekasi, measured by the extent to which excellent service affects customers' perceptions of the quality of service, which includes aspects of food quality, price, location, parking space, and overall satisfaction.

The population in this study consists of all customers of Warung Tegal (Warteg) in the City of Bekasi, focusing on warteg customers in Marga Jaya Village, Bekasi Selatan District, City of Bekasi, West Java. The main criterion used is warteg customers who visit at least once a month. The exact number of the population cannot be determined. Meanwhile, a sample of 100 people was taken. The sampling for this research used non-probability sampling techniques, and respondent selection was carried out using accidental sampling techniques.

Incidental Sampling, also known as Convenience Sampling, is a sampling technique based on chance, where participants encountered incidentally can be used as samples if they are suitable as data sources. This method is practical and often used when resources are limited, although it carries the risk of bias because it does not involve random selection (Amin & Abunawas, 2023, p. 23; Creswell & Creswell, 2021, p. 149).

4. RESEARCH FINDINGS AND ANALYSIS

1. Research data validity test

a. Service Excellence Variable (X).

The results of the validity test using the Pearson Product Moment correlation (Pearson table) on the service variable (x) with 100 respondents, from the 8 questions

tested, all items were declared valid. Based on the calculation where the r table (Pearson) at a significance level of 5%, $n=100$, the r table value is obtained as 0.195. To prove that the score item is valid, the calculated r value must be greater than the table r value (calculated $r >$ table r). To clarify that assumption, it can be seen in the table as follows:

Table 1: Validity Test of Variable X Data

No.	Questions	r calculated	r table	Validity
1.	Q1	0,811	0,195	Valid
2.	Q2	0,826	0,195	Valid
3.	Q3	0,796	0,195	Valid
4.	Q4	0,708	0,195	Valid
5.	Q5	0,878	0,195	Valid
6.	Q6	0,874	0,195	Valid
7.	Q7	0,849	0,195	Valid
8.	Q8	0,835	0,195	Valid

From the table above, it can be seen that all question items are valid, where the calculated r is greater than the table r .

b. Customer Satisfaction Variable (Y).

The results of the validity test using the Pearson Product Moment correlation on the Customer Satisfaction variable (Y) with 100 respondents, from the 10 questions tested, all items were declared valid. Based on the calculation where the r table (Pearson) at a significance level of 5%, $n=100$, the r table value obtained is 0.195. To prove that the score item is valid, the calculated r value must be greater than the table r value (calculated $r >$ table r).

Table 2: Validity Test of Variable Y Data

No.	Question	r calculated	r table	Validity
1.	Q1	0,803	0,195	Valid
2.	Q2	0,831	0,195	Valid
3.	Q3	0,749	0,195	Valid
4.	Q4	0,727	0,195	Valid
5.	Q5	0,778	0,195	Valid
6.	Q6	0,765	0,195	Valid
7.	Q7	0,829	0,195	Valid
8.	Q8	0,904	0,195	Valid
9.	Q9	0,895	0,195	Valid
10.	Q10	0,886	0,195	Valid

From the table above, it can be seen that all question items are valid, where the calculated r is greater than the table r .

2. Research Data Reliability Test

a. Service Excellence Variable (X)

The results of the reliability test on the Service variable (X) with 100 respondents. Based on the calculation of the Cronbach's Alpha statistical test using SPSS, the reliability test results for the service variable are as follows:

Table 3: Reliability Test of Variable X Data

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	8

From the table above, it can be seen that the calculation result of Cronbach's Alpha is 0.932. The requirements and conditions for the reliability test are that the Cronbach's Alpha value must be greater than the standard value, which is 0.700. From the calculation results, it can be said that the research data is reliable, where the Cronbach's Alpha value is $0.932 > 0.700$.

b. Customer Satisfaction Variable (Y)

The results of the reliability test on the Customer Satisfaction variable (y) with 100 respondents. Based on the calculation of the Cronbach's Alpha statistical test using SPSS, the reliability test results for the Customer Satisfaction variable are as follows:

Table 4: Reliability Test of Variable Y Data

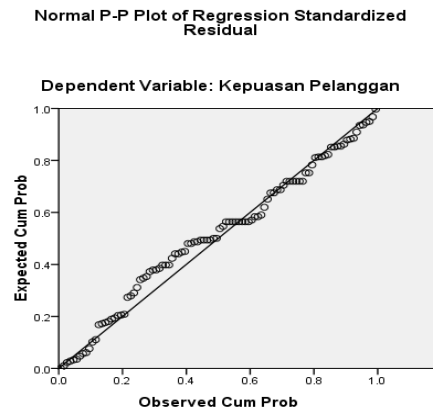
Reliability Statistics	
Cronbach's Alpha	N of Items
.944	10

From the table above, it can be seen that the calculation result of Cronbach's Alpha is 0.944. The requirements and conditions for the reliability test are that the Cronbach's Alpha value must be greater than the standard value, which is 0.700. From the calculation results, it can be said that the research data is reliable, where the Cronbach's Alpha value is $0.944 > 0.700$.

3. Normality Test

The normality test on the regression model is used to examine whether the residual values produced by the regression are normally distributed or not. A good regression model is one that has residual values distributed normally. The normality test can be conducted using the one-sample Kolmogorov-Smirnov test, by observing the significance value, where the research data can be said to be normally distributed if the significance value of the calculation results is greater than 0.05. From the results of the calculation using the one-sample Kolmogorov-Smirnov test, it can be seen that the significance value is 0.369, so it can be said that the data is normally distributed, where the significance value of the calculation is greater than 0.05 ($0.369 > 0.05$).

The normality test can also be seen using a probability plot graph, where the research data can be said to be normally distributed if the points in the graph follow the diagonal line.



Graph 1: Probability plot

From the results of the probability plot graph, it can also be seen that the dots follow the diagonal line, so it can be said that the data is normally distributed.

4. Autocorrelation Test

Autocorrelation Test was conducted using the run test technique. The basis for the decision in the run test is:

1. If the value of Asymp. Sig (2-tailed) < 0.05, then there are signs of Autocorrelation.
2. If the value of Asymp. Sig (2-tailed) > 0.05, then there are no signs of Autocorrelation.

Table 5: Autocorrelation Test

Runs Test	
	Unstandardized Residual
Test Value ^a	.17376
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	49
Z	-.402
Asymp. Sig. (2-tailed)	.688
a. Median	

From the SPSS calculation results table above, it can be seen that the Asymp. Sig. value is 0.688, so it can be said that there are no signs of autocorrelation, where the Asymp. Sig. value of 0.688 > 0.05.

5. Heterpskedasticity Test

Heteroskedasticity test was conducted using the Glejser test Glejser test criteria, if:

1. The significance value of the calculation results is greater than 0.05, so the data is free from heteroscedasticity symptoms.
2. The significance value of the calculation results is less than 0.05, indicating the presence of heteroscedasticity symptoms.

Table 6: Heteroscedasticity Test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.209	1.277		.947	.346
Pelayanan	.048	.041	.115	1.150	.253

a. Dependent Variable: ABS_RES

From the results of the calculations with SPSS, it can be seen in the table above that the significance value is 0.253, so it can be said that there is no indication of heteroscedasticity, where $0.253 > 0.05$.

6. Linierity Test

The linearity test aims to determine whether two or more variables have a significantly linear relationship or not. A good correlation should show a linear relationship between the Independent variable (x) and the Dependent variable (y).

Table 7: Linearity Test

ANOVA Table						
			Sum of Squares	df	Mean Square	F
Service Excellence	Between Groups	(Combined)	4010.318	21	190.968	14.045
		Linearity	3791.649	1	3791.649	278.871
		Deviation from Linearity	218.669	20	10.933	.804
	Within Groups		1060.522	78	13.596	
Total			5070.840	99		

From the SPSS calculation results, it can be seen in the table above that the significance value of deviation from linearity is 0.701. So it can be said that there is a linear relationship between the service variable (x) and the customer satisfaction variable (y), where the significance value of $0.701 > 0.05$.

7. Regression Test

Regression testing is to see how much influence variable x has on variable y.

Table 8: Regression Test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.492	1.915		2.868	.005
Service Excellence	1.060	.062	.865	17.044	.000

a. Dependent Variable: Customer Satisfaction

Based on the table above, the influence of service (x) on customer satisfaction (y) can be expressed with the regression equation $Y = 5.492 + 1.060x$, meaning that every increase in service value by 1 unit will result in an increase in customer satisfaction value by 1.060.

Table 9: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.745	3.613

a. Predictors: (Constant), Pelayanan

From the table above, it can be seen that the magnitude of the influence of service (x) on customer satisfaction (y) which is stated by r square is 0.748 or 74.8%, or it can be said that customer satisfaction (y) is influenced by 74.8% by the service variable (x).

5. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research results, it can be concluded that the quality of excellent service has a significant relationship and a positive impact on customer satisfaction at Warung Tegal (Warteg) in Bekasi City. These findings address the proposed problem statement, namely whether there is a relationship and influence of excellent service quality on customer satisfaction. The research shows that service aspects such as speed, friendliness, cleanliness, menu variety, affordable prices, and location comfort are key factors determining customer satisfaction.

The regression equation $Y=5.492+1.060X$ shows that every 1 unit increase in service quality will increase customer satisfaction by 1.060 units. Thus, this study shows that each increase of 1 unit in the quality of prime service (X) will cause an increase of 1.060 units in customer satisfaction (Y), assuming other factors remain constant (*ceteris paribus*). This is in line with the research objective, which is to measure the relationship and impact of excellent service quality on customer satisfaction at Warteg in Bekasi City.

Suggestions

For Warteg owners, it is suggested to conduct regular training sessions for staff to enhance their skills in providing fast, friendly, and professional service. Additionally, implementing an internal evaluation system, such as customer satisfaction surveys or suggestion boxes, can help measure and improve service quality. Maintaining cleanliness, especially in dining and kitchen areas, is also essential to enhance customer comfort. Diversifying the menu by considering local customer preferences can be an effective strategy to remain competitive in the culinary market.

For future researchers, it is suggested to expand the study by adding other variables such as customer loyalty or perceived value to gain more comprehensive insights. Research can also be conducted in different regions or sectors to compare the effectiveness of excellent service in various contexts. The use of mixed methods is also suggested to gain a deeper understanding of the factors influencing customer satisfaction.

For the government and stakeholders, it is suggested to facilitate training or workshops for small business owners, such as Warteg operators, to help improve their service management skills. Additionally, providing incentives or awards to Warteg outlets that maintain excellent service standards can serve as motivation for other businesses. The government can also offer guidelines or regulations on service quality standards for small culinary businesses to enhance their competitiveness in the market.

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