

EXPLORING THE DRIVERS OF CUSTOMER SATISFACTION: SERVICE QUALITY, PRODUCT QUALITY, AND PRICE PERCEPTION IN A LOCAL CULINARY BUSINESS

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Abstract

Customer satisfaction is an important indicator of success in the culinary business. This study aims to examine the effect of service quality, product quality, and price perception on customer satisfaction at Sambelan Mak Mboizzz Restaurant, Kalijogo Branch, Tuban. This study employed a quantitative approach with a population of 500 customers and a sample of 222 respondents selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with IBM SPSS Statistics 27. The results indicate that service quality has a significant negative effect, while product quality and price perception have significant positive effects on customer satisfaction. Simultaneously, the three variables significantly influence customer satisfaction. These findings provide useful insights for culinary business owners in improving customer satisfaction through better product quality, service evaluation, and appropriate pricing strategies.

Keywords: *service quality; product quality; price perception; customer satisfaction.*

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I. INTRODUCTION

The culinary business sector in Indonesia has experienced rapid growth, driven by increasing demand for food and beverages and changing consumer lifestyles. This growth has intensified competition among culinary businesses, requiring business owners to continuously improve their competitiveness and maintain customer relationships. One of the key indicators of business sustainability is customer satisfaction. Satisfied customers are more likely to make repeat purchases, recommend a business to others, and develop loyalty toward the brand. Therefore, understanding the factors that shape customer satisfaction is essential for culinary businesses seeking to maintain their competitiveness and long-term sustainability (Kotler & Keller, 2022; Tjiptono, 2022).

Customer satisfaction is influenced by several factors, particularly service quality, product quality, and price perception. Service quality reflects a business's ability to deliver services that meet or exceed customer expectations (Tjiptono, 2022). Product quality refers to the extent to which a product is able to satisfy customers' needs and expectations (Kotler & Armstrong, 2021). Meanwhile, price perception concerns customers' evaluation of whether the price paid is appropriate in relation to the benefits and value received (Kotler & Keller, 2022). In a culinary business, these three factors are closely related to the customer's overall dining experience. Responsive service, consistent food quality, and prices perceived as reasonable may therefore contribute to higher customer satisfaction.

Previous studies have generally demonstrated significant relationships between these variables and customer satisfaction. Supiani and Silitonga (2025) found that service quality significantly affects customer satisfaction, while Lestari and Yasa (2023) reported significant effects of product quality and price perception. Similarly, Wati, Mitariani, and Imbayani (2020) found that service quality, product quality, and price perception influence customer satisfaction. However, findings across different business contexts are not always consistent, suggesting that the effects of these factors may depend on the characteristics of the products, customers, and competitive environment. This creates an empirical gap that warrants further examination of the three factors in specific local culinary contexts.

In addition, many studies on customer satisfaction have focused on larger restaurants, cafés, hotels, or retail businesses, while empirical evidence from local culinary enterprises remains comparatively limited. Local food businesses operate within distinctive competitive environments in which service interactions, food

quality, portion and taste consistency, and price fairness can directly shape customers' perceptions. Examining these factors in a specific local culinary setting can therefore provide more contextual evidence regarding the determinants of customer satisfaction.

Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, is a local culinary business operating amid competition from various restaurants and food establishments in Tuban. Maintaining customer satisfaction in this environment requires attention to service delivery, food and product quality, and prices that customers perceive as appropriate. These practical conditions provide a relevant context for examining whether service quality, product quality, and price perception influence customer satisfaction.

Based on this background, this study aims to analyze the effects of service quality, product quality, and price perception on customer satisfaction at Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, both individually and simultaneously. The study is expected to contribute to the marketing management literature by providing empirical evidence from a local culinary business and to offer practical insights for improving service, product quality, and pricing strategies to strengthen customer satisfaction.

II. LITERATURE REVIEW

Service Quality

Service quality refers to a business's ability to provide services that meet or exceed customer expectations. Tjiptono (2022) describes service quality as the level of excellence in service delivery aimed at fulfilling customer needs and expectations. This concept is closely related to customers' evaluations of service reliability, responsiveness, assurance, empathy, and tangible aspects of the service experience (Parasuraman et al., 1988). In the restaurant industry, service quality is particularly important because customers evaluate not only the food but also their interactions with employees throughout the dining experience. A recent integrative review of 108 studies confirms that service quality is closely associated with customer satisfaction and other customer responses in the restaurant sector (2025).

In culinary businesses, service quality can be reflected in the speed and accuracy of service, employee friendliness, responsiveness to customer requests, reliability in fulfilling orders, and the ability to handle customer complaints.

Recent empirical research in the food industry also demonstrates that responsiveness, reliability, and other service-quality dimensions play an important role in explaining customer satisfaction (2024). Therefore, consistent and responsive service can create a positive dining experience and contribute to higher customer satisfaction.

Product Quality

Product quality refers to the ability of a product to perform its intended functions and satisfy customer needs and expectations. Kotler and Armstrong (2021) explain that product quality is reflected in product characteristics that provide benefits consistent with consumer expectations. From a broader quality perspective, product quality can also function as a strategic means of creating customer value and competitive advantage (Garvin, 1984). In the culinary industry, product quality is closely associated with food taste, freshness, presentation, portion, cleanliness, safety, and consistency. These attributes directly influence customers' evaluations of their dining experience. A recent review of restaurant-consumer research identified food-related attributes as one of the major categories influencing restaurant choice and consumer satisfaction, with food emerging as particularly important among the determinants examined (Zanetta et al., 2024). Empirical research in Indonesian restaurants has likewise examined food quality as an important determinant of customer satisfaction, although its effect may vary across contexts. Thus, maintaining consistent food quality is essential for creating a positive customer experience and sustaining satisfaction.

Price Perception

Price perception refers to customers' evaluation of whether the price paid is appropriate relative to the quality, benefits, and value received. Kotler and Keller (2022) explain that customers evaluate price by comparing the monetary sacrifice with the perceived benefits obtained from a product or service. Consequently, price is not evaluated solely in terms of its nominal amount but also in relation to perceived value and fairness. In culinary businesses, customers may assess price based on food quality, portion size, taste, service, and the overall dining experience. When customers perceive that the benefits received are proportional to the price paid, they are more likely to perceive the offering as valuable and satisfactory. Recent research in the food industry indicates that reasonable price perceptions can strengthen the positive contribution of food and service quality to

overall customer satisfaction. Similarly, research on culinary businesses in Indonesia has identified price as an important factor in customer evaluations and purchasing decisions. Therefore, price perception represents an important component of customer value and satisfaction.

Customer Satisfaction

Customer satisfaction refers to the feeling of pleasure or disappointment that arises from comparing perceived product or service performance with customer expectations (Kotler & Keller, 2022). The concept is closely related to the expectation-disconfirmation perspective, in which satisfaction develops when actual performance meets or exceeds prior expectations. In the restaurant industry, customer satisfaction represents an overall evaluation of the dining experience, including food, service, price, and other aspects of the consumption environment. A recent review of 111 studies identified food, service, price, atmosphere, experience, and behavioral factors as major categories associated with restaurant choice and consumer satisfaction (Zanetta et al., 2024). Customer satisfaction is also important for sustaining long-term customer relationships because satisfied customers are more likely to revisit and recommend a business. Recent research on restaurant loyalty similarly identifies satisfaction, service quality, and food quality as important factors in developing long-term customer relationships.

Relationship among Service Quality, Product Quality, Price Perception, and Customer Satisfaction

Customer satisfaction in the culinary industry is shaped by the overall value and experience perceived by customers rather than by a single attribute. Service quality influences customers' evaluations of their interactions with the business, product quality determines whether the core food offering meets expectations, while price perception affects customers' assessment of the value received relative to the cost incurred. These dimensions are therefore interconnected in shaping the overall dining experience.

Recent empirical evidence supports the relevance of these variables, although their individual effects may differ across contexts. For example, research at a restaurant in Manado found that service quality, product quality, and price perception significantly affected customer satisfaction both individually and simultaneously. However, research at another restaurant in Denpasar found that perceived service quality and perceived value significantly affected satisfaction,

while product quality did not show a significant effect. Similarly, research at a hotel found significant effects for service quality and price perception, while product quality was not significant individually, although the three variables jointly affected satisfaction. These differences indicate that the determinants of customer satisfaction may vary according to the characteristics of the business, customers, products, and consumption context. Therefore, examining service quality, product quality, and price perception simultaneously at Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, provides an opportunity to contribute context-specific empirical evidence to the literature on customer satisfaction in local culinary businesses.

III. RESEARCH METHOD

This study employed a causal associative research design with a quantitative approach to examine the effects of service quality, product quality, and price perception on customer satisfaction at Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch, Tuban. The study was conducted at Warung Makan Sambelan Mak Mboizzz, located at Jl. Sunan Kalijogo No. 15, Latsari, Tuban District, Tuban Regency, from February to May 2026.

The population comprised customers of Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch. Since the exact number of customers was unavailable, the population was estimated based on an average of approximately 50 customers per day observed over 10 days, resulting in an estimated population of 500 customers. Using the Slovin formula with a 5% margin of error, a sample of 222 respondents was obtained. Respondents were selected using non-probability sampling with an accidental sampling technique, in which customers who happened to visit the restaurant and met the research criteria were invited to participate.

The study used both primary and secondary data. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from relevant books, scientific articles, and supporting documents. Data were analyzed using IBM SPSS Statistics 27, including validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis. Partial effects were examined using the t-test, simultaneous effects using the F-test, and

the explanatory power of the regression model using the coefficient of determination (R^2).

IV. RESULTS AND ANALYSIS

Respondent Characteristics

This study involved 222 respondents who were customers of Warung Makan Sambelan Mak Mbozzz, Kalijogo Branch, Tuban. Respondent characteristics were classified based on gender, age, and visit frequency to provide an overview of the sample profile.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	74	33.3
	Female	148	66.7
	Total	222	100
Age	17–20 years	59	26.6
	21–25 years	115	51.8
	26–30 years	38	17.1
	>31 years	10	4.5
	Total	222	100
Visit Frequency	1–3 times	104	46.8
	4–5 times	69	31.1
	>5 times	49	22.1
	Total	222	100

Source: Primary data processed by the authors (2026).

As presented in Table 1, female respondents constituted the majority of the sample, accounting for 148 respondents (66.7%), while male respondents accounted for 74 (33.3%). In terms of age, respondents aged 21–25 years represented the largest group, with 115 respondents (51.8%). Regarding visit

frequency, 104 respondents (46.8%) had visited the restaurant 1–3 times, followed by 69 respondents (31.1%) who had visited 4–5 times and 49 respondents (22.1%) who had visited more than five times. The respondent profile indicates that the sample was predominantly female and aged 21–25 years, with most respondents having visited the restaurant at least once and therefore having direct experience with its products, services, and pricing. This profile provides a relevant basis for assessing customer perceptions of service quality, product quality, price perception, and satisfaction.

Instrument Testing

The research instrument was evaluated through validity and reliability tests. A summary of the results is presented in Table 2.

Table 2. Results of Validity and Reliability Tests

Variable	Valid Items	Range of r-count	r-table	Cronbach's Alpha	Conclusion
Service Quality (X1)	15	0.596–0.858	0.1318	0.876	Valid and Reliable
Product Quality (X2)	12	0.525–0.850	0.1318	0.887	Valid and Reliable
Price Perception (X3)	4	0.757–0.852	0.1318	0.792	Valid and Reliable
Customer Satisfaction (Y)	4	0.726–0.867	0.1318	0.842	Valid and Reliable

Source: Primary data processed by the authors (2026).

As shown in Table 2, all questionnaire items for service quality, product quality, price perception, and customer satisfaction had *r-count* values greater than the *r-table* value of 0.1318. Therefore, all items were considered valid. In addition, all variables produced Cronbach's Alpha values above 0.70, ranging from 0.792 to 0.887, indicating that the instrument demonstrated satisfactory internal consistency and was reliable for data collection.

Descriptive Analysis of Variables

Descriptive analysis was conducted to provide an overview of respondents' perceptions of service quality, product quality, price perception, and customer satisfaction. The results are presented in Table 3.

Table 3. Descriptive Analysis of Research Variables

Variable	Mean	Category
Service Quality (X1)	21.5000	High
Product Quality (X2)	34.9595	High
Price Perception (X3)	17.8018	High
Customer Satisfaction (Y)	17.7523	High

Source: Primary data processed by the authors (2026).

Table 3 shows that all four research variables were categorized as high. This indicates that respondents generally perceived the service quality, product quality, price perception, and customer satisfaction at Warung Makan Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, positively. These descriptive findings suggest that customers generally had favorable perceptions of the restaurant's service, products, pricing, and overall satisfaction.

Classical Assumption Tests

Normality Test

The normality test was conducted to determine whether the regression residuals were normally distributed. The **One-Sample Kolmogorov–Smirnov test** produced an Asymp. Sig. (2-tailed) value of 0.057, which is greater than 0.05. Therefore, the residuals were considered normally distributed, indicating that the normality assumption was satisfied.

Table 4. Results of the Normality Test

Test Method		Asymp. Sig.	Conclusion
One-Sample Smirnov Test	Kolmogorov–	0.057	Normally distributed

Source: Primary data processed by the authors (2026).

Multicollinearity Test

The multicollinearity test was performed to determine whether substantial correlations existed among the independent variables. A regression model is generally considered free from multicollinearity when the **Tolerance** value is greater than 0.10 and the **Variance Inflation Factor (VIF)** is below 10.

Table 5. Results of the Multicollinearity Test

Variable		Tolerance	VIF	Conclusion
Service (X1)	Quality	0.339	2.950	No multicollinearity
Product (X2)	Quality	0.283	3.531	No multicollinearity
Price (X3)	Perception	0.508	1.968	No multicollinearity

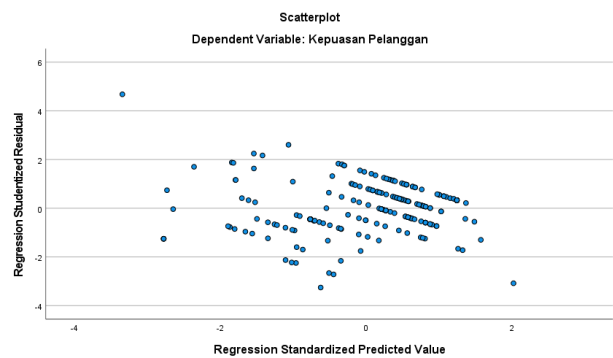
Source: Primary data processed by the authors (2026).

As shown in Table 5, all independent variables had Tolerance values above 0.10 and VIF values below 10. The Tolerance values ranged from 0.283 to 0.508, while the VIF values ranged from 1.968 to 3.531. These results indicate that no multicollinearity problem was detected among service quality, product quality, and price perception. Therefore, the independent variables were sufficiently distinct for inclusion in the multiple regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance remained constant across observations. The test was performed using a scatterplot of standardized residuals and predicted values.

Figure 2. Results of the Heteroscedasticity Test (Scatterplot)



Based on the scatterplot, the residual points were distributed randomly around the zero line and did not form a clear systematic pattern, such as a funnel, widening, or narrowing pattern. Therefore, the regression model was considered free from heteroscedasticity. This result indicates that the residual variance was relatively constant across observations, supporting the suitability of the regression model for further analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of service quality, product quality, and price perception on customer satisfaction at Sambelan Mak Mboizzz, Kalijogo Branch, Tuban. The results are presented in Table 6.

Table 6. Multiple Linear Regression Results

Variable	B	t-value	Sig.
Constant	1.841	2.336	0.020
Service Quality (X1)	-0.237	-5.252	0.000
Product Quality (X2)	0.417	11.297	0.000
Price Perception (X3)	0.361	6.354	0.000

Source: Primary data, processed in 2026.

Based on Table 6, the multiple linear regression equation is:

$$Y = 1.841 - 0.237X_1 + 0.417X_2 + 0.361X_3 + e$$

The regression coefficients indicate that service quality has a negative coefficient, whereas product quality and price perception have positive coefficients. Thus, holding the other variables constant, a one-unit increase in service quality is associated with a 0.237-unit decrease in customer satisfaction. In contrast, a one-unit increase in product quality and price perception is associated with increases of 0.417 and 0.361 units in customer satisfaction, respectively.

Hypothesis Testing

Hypothesis testing was conducted to examine the partial and simultaneous effects of service quality, product quality, and price perception on customer satisfaction. The results are presented in Table 7.

Table 7. Hypothesis Testing Results

Variable/Test	t/F-value	Sig.	Decision
Service Quality (X1)	-5.252	0.000	H1 supported
Product Quality (X2)	11.297	0.000	H2 supported
Price Perception (X3)	6.354	0.000	H3 supported
Simultaneous Test	153.499	0.000	H4 supported

Source: Primary data, processed in 2026.

The partial test results show that service quality, product quality, and price perception each have a statistically significant relationship with customer satisfaction, as indicated by significance values of 0.000 (<0.05). However, the direction of the relationship differs: service quality has a negative regression coefficient, while product quality and price perception have positive coefficients.

The simultaneous test produces an F-value of 153.499 with a significance value of 0.000 (<0.05), indicating that service quality, product quality, and price perception are jointly significant predictors of customer satisfaction. Furthermore, the *Adjusted R Square* value of 0.674 indicates that 67.4% of the variation in customer satisfaction is explained by the three predictors included in the model, while the remaining 32.6% is attributable to other factors outside the model.

DISCUSSION

The Effect of Service Quality on Customer Satisfaction

The results show that service quality has a significant effect on customer satisfaction at Sambelan Mak Mboizzz, Kalijogo Branch, Tuban. This finding indicates that customers' experiences during service encounters are an important aspect in shaping their satisfaction evaluations. In culinary businesses, service quality is not limited to employees' ability to serve customers but also encompasses responsiveness, friendliness, service accuracy, comfort, and the ability of the business to meet customer expectations.

This finding is consistent with Zahara et al. (2021), who found that service quality significantly affected customer satisfaction at KFC Lampung. A similar result was reported by Herlambang and Astono (2023) at Louis Cafe Depok, where service quality had a significant effect on customer satisfaction. Damayanti et al. (2023), in their study of Waroeng Cowek Ireng, Lamper Tengah Branch, Semarang, also found that service quality had a positive and significant effect on customer satisfaction. The consistency of these findings suggests that service quality is a relatively consistent factor in explaining customer satisfaction in culinary businesses, despite differences in restaurant characteristics and customer profiles.

This finding can be understood from the perspective that restaurant customers evaluate not only the food they consume but also their overall experience when interacting with the service provider. Fast, responsive, friendly, and expectation-consistent service can create a more positive consumption experience. Conversely, discrepancies between customer expectations and the service received may reduce customers' overall evaluation of their dining experience. Research on service quality at Upnormal restaurants, for example, indicates that cleanliness, reliability, and responsiveness are important attributes shaping customers' perceptions of service quality. In the context of Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, the findings indicate that customer satisfaction is determined not only by food taste or price but also by how customers are treated throughout the consumption process. Therefore, improving service quality may focus on maintaining employee friendliness, service speed, order accuracy, cleanliness, and responsiveness to customer needs.

The Effect of Product Quality on Customer Satisfaction

The results indicate that product quality has a positive and significant effect on customer satisfaction. This finding suggests that the better the quality of food or products received by customers, the more likely they are to provide a positive evaluation of their consumption experience. In culinary businesses, product quality represents a fundamental component of customer value because food products constitute the core of the consumption experience.

This finding is consistent with Zahara et al. (2021), who found that product quality significantly affected customer satisfaction at KFC Lampung. A similar result was reported by Damayanti et al. (2023) at Waroeng Cowek Ireng, Lamper Tengah Branch, Semarang, where product quality had a positive and significant effect on customer satisfaction. Prayascita and Suci (2022), in their study of Wok Tek Restaurant in Kuta, Badung, also found that product quality had a positive and significant effect on customer satisfaction.

The consistency of these findings demonstrates that product quality is a fundamental aspect of food businesses. Customers essentially compare the products they receive with their expectations prior to purchase. Product attributes related to taste, freshness, presentation, portion size, appearance, and consistency can shape customers' perceptions of the value obtained from consumption. When the product meets or exceeds expectations, customers tend to provide a more positive evaluation of their overall experience.

The findings of Bernarto et al. (2022) further support this result. In the context of fast-food restaurants in Indonesia, food quality was found to have a positive effect on customer satisfaction. This finding indicates that product quality functions not only as a functional attribute but also contributes to customers' overall evaluation of the restaurant. This finding highlights the importance of maintaining consistent food quality. Customers who receive food with taste, ingredient quality, portion size, and presentation that meet their expectations are more likely to have a positive consumption experience. Therefore, product quality needs to be maintained consistently rather than only at certain times, as product inconsistency may result in different customer experiences across visits.

The Effect of Price Perception on Customer Satisfaction

The results show that price perception has a positive and significant effect on customer satisfaction. This finding indicates that customer satisfaction is

influenced not only by the nominal price paid but also by how customers evaluate the fairness and appropriateness of the price in relation to the benefits received. In other words, price tends to be evaluated more positively when customers perceive that the product benefits and consumption experience are proportionate to the expenditure incurred.

This finding is consistent with Sa'diyah et al. (2023), who found that price perception, service quality, and product quality had positive and significant effects on customer satisfaction at Mbah Surip Restaurant, Semarang. A similar finding was reported by Nurhayati and Nainggolan (2023) at Pomelo Cafe & Resto Kuningan, where price perception affected customer satisfaction both directly and indirectly through purchase decisions. However, previous studies have not always produced consistent findings. Al Mathari and Budiono (2022), for example, found that price perception did not significantly affect customer satisfaction at Seribu Rasa Restaurant, Jakarta, whereas product quality and service quality significantly influenced satisfaction. These differences suggest that the effect of price perception may depend on customer characteristics, restaurant positioning, price levels, and the extent to which customers perceive price as an indicator of the value received.

A positive price perception may develop when customers perceive that food prices are appropriate in relation to product quality, portion size, taste, service, and the overall experience received. Thus, pricing strategy is not merely a matter of setting low prices but also of creating a perception of congruence between price and benefits. Prices perceived as fair and commensurate with product quality may strengthen customer satisfaction and generate more positive evaluations of the culinary business.

The Effect of Service Quality, Product Quality, and Price Perception on Customer Satisfaction

The results indicate that service quality, product quality, and price perception jointly have a significant effect on customer satisfaction. This finding suggests that customer satisfaction in culinary businesses is a multidimensional evaluation. Customers do not rely on a single aspect when assessing their experience but integrate their perceptions of product quality, service quality, and the fairness of the price paid.

This finding is consistent with Oscar and Arifiansyah (2023), who found that service quality, product quality, and price perception both individually and jointly affected customer satisfaction at Padang Sederhana Restaurant, Cakung. A similar result was reported by Rachman and Tarigan (2023) at Greyhound Restaurant Summarecon Bekasi, where the three variables simultaneously had a significant effect on customer satisfaction.

The findings of Sa'diyah et al. (2023) also support this result. Their study showed that the combination of price perception, service quality, and product quality could explain variation in customer satisfaction at Mbah Surip Restaurant, Semarang. The consistency of these findings indicates that customer satisfaction in the culinary industry is shaped by the combination of core product attributes, service processes, and customers' evaluations of the value they receive.

Conceptually, this finding indicates that customers evaluate their consumption experience as a whole. High-quality food may not generate optimal satisfaction if customers receive poor service or perceive that the price paid is disproportionate to the benefits received. Conversely, good service also needs to be supported by adequate product quality and a price perceived as fair. Therefore, managing customer satisfaction at Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, requires an integrated approach involving the maintenance of food quality, improvement of service consistency, and pricing that corresponds to the value perceived by customers.

V. CONCLUSION AND RECOMMENDATION

The results show that service quality has a significant negative effect on customer satisfaction. Meanwhile, product quality and price perception have positive and significant effects on customer satisfaction. Simultaneously, service quality, product quality, and price perception significantly affect customer satisfaction at Sambelan Mak Mboizzz, Kalijogo Branch, Tuban. These findings indicate that product quality and price perception are important factors in enhancing customer satisfaction, while service quality requires continuous evaluation to ensure greater alignment with customer expectations.

Based on these findings, Sambelan Mak Mboizzz, Kalijogo Branch, Tuban, is recommended to maintain the product quality and price perception that have been positively evaluated by customers while continuously evaluating and

improving service quality to enhance customer satisfaction. Future researchers are encouraged to examine additional factors that may influence customer satisfaction, such as facility quality, brand image, location, and promotional activities, to provide a more comprehensive understanding of customer satisfaction in culinary businesses.

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AUTHOR CONTRIBUTIONS

Dyah Nurlaila

Data collection, data analysis, and manuscript preparation.

Niswatin Nurul Hidayati

Final manuscript review, editing, and revisions.

Diyan Agus Permana

Final manuscript review, editing, and revisions.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of interest regarding the publication of this article.

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