

## The Influence of Service Quality and Trust on Customer Satisfaction in Catering Mbak Daeng Alauddin Tangerang District

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### KEYWORDS

Quality of Service; Belief;  
Consumer Satisfaction

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### ABSTRACT

Service quality and trust are two major factors determining customer satisfaction, especially in service industries such as catering. Understanding the influence of these two factors is important to improve competitiveness and maintain customer loyalty. This study aims to determine the influence of service quality and trust on partial or simultaneous consumer satisfaction in catering Mbak Daeng Alauddin, Tangerang Regency. The research methods used are descriptive and associative. The population in this study is 350 consumers. The sampling technique with the probability sampling method is proportionate stratified random sampling using the 10% Slovin formula. The sample was obtained as many as 78 respondents. The data analysis method used is multiple regression analysis. The results of the study partially show that the quality of service has a positive and significant effect on customer satisfaction, which can be concluded from the t-count value > t-table ( $8.932 > 1.99167$ ), the trust has a positive and significant effect on consumer satisfaction, it can be concluded that the t-count value > t-table ( $6.668 > 1.99167$ ), by simultaneously showing that service quality and trust simultaneously have a positive and significant effect on customer satisfaction can be It was concluded that the value of F-calculated > F-table ( $48.663 > 2.37$ ).

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### Introduction

Human Resource Management is an element in an organization or company that is in charge of managing and carrying out functions related to human activities so that a company or organization can have a good workforce and achieve the desired goals (Hasibuan, 2019). Human beings are an important component in an organization because they are the driving structure of a company. Therefore, the task of the human resources department handles these things so that the desired goals of the organization are achieved by the target (Marwansyah, 2019).

Companies need potential human resources so leaders and employees can contribute well and accomplish their duties optimally to achieve company goals (Emil & Riandi, 2021; Fachrezi & Khair, 2020). An organization will succeed if the individual performance of its employees is good, which is why an organization will strive to improve the performance of its employees so that the company's goals can be achieved. (Darmadi, 2020; Effendy & Fitria, 2019) To achieve the goals of each work done, employees must understand the purpose of the work done, which means that the achievement of the goals of every work done by employees impacts the company's goals (Burhannudin et al., 2019). Therefore, employees must understand performance indicators to understand the final results of their work.

According to Sadat et al. (2020), performance is the result obtained by a company, both profit-oriented and non-profit-oriented, during a period. It can also be interpreted as the result of a person's efforts achieved with abilities and deeds in certain situations. So, every company must have a contribution from each of its employees to complete the organization's goals.

Employee performance is a series of employee behaviours that contribute, both positively and negatively, to the completion of organizational goals (Hartomo & Luturlean, 2020).

It is also important to note that many factors influence employee performance, with the work environment representing a significant contributing element. Norawati et al. (2021) posited that the work environment can be defined as the social, psychological, and physical life within a company that affects how workers carry out their duties. Human life is inextricably linked to the myriad circumstances of the surrounding environment, with a profound and intimate relationship between humans and their environment. In this context, humans are inherently driven to adapt to the diverse circumstances of their surrounding environment. Similarly, when engaged in work, employees as human beings cannot be separated from the multifaceted circumstances of their work environment. During work, each employee will interact with many conditions within their work environment.

The work environment in each company is different; each company has its regulations on the safety and comfort of workers, not spared from company problems; the work environment greatly affects employee performance, especially at PT Altra Raya. This aligns with a study by Wahjono et al. (2021) entitled *The Influence of Work Environment and Organizational Culture on Employee Performance of PT Siantar Top, Tbk in Sidoarjo*. The results of this study stated that the Work Environment and Organizational Culture together have a positive and significant effect on Employee Performance.

Other factors affecting employee performance, namely job promotion, are also crucial in the company. Employees leading in promoting positions have an essential role in the term "the right man in the right place," which means that everyone can work with precision and discipline because of the position factor. Position promotions are carried out to optimize the human resources owned by the organization.

According to Haryadi et al. (2022), a position promotion is the transfer of employees from one position or place to another position or place that is accompanied by duties, responsibilities, and authority that are higher than the position previously occupied, so every employee who has been promoted to the position has more responsibilities so that it is likely to determine the factor of the company's advancement or retreat.

Position promotion in the organization is very important so that the work of employees is increasing and can be the actualization and implementation of the organization so that it can be a new

learning for employees who get a position promotion, inseparable from this problem position promotion affects employee performance. This aligns with a study by Saing et al. (2021) entitled The Effect of Job Promotion on Employee Performance of PT Federal International Finance. The results of this study stated that Position Promotion had a positive and significant effect on Employee Performance.

The phenomenon at PT Altra Raya, namely the work environment at PT Altra Raya, which is less conducive, can be seen from several rooms that are not clean it interferes with employee productivity. The distance between the room and the production area is too close, which also causes noise that can interfere with employee work concentration, and a less spacious workspace also hinders employee movement. Communication between employees is still not going well, so it can indirectly affect the decline in employee performance.

There are several problems at PT Altra Raya related to the non-promotion of the company because there are several criteria that have not been met by PT Altra Raya employees, namely the lack of honesty of employees at work, some employees are still not responsible for their work, the level of employee education is still low. It does not meet the standards for promotion; Employee work performance is also still not seen optimally, and the average employee service period is still below 5 years. So, the absence of promotions is given because employee performance does not improve.

Furthermore, the results of the observation of the promotion of PT Altra Raya employees are as follows:

**Table 1 Observation Results**

<b>Assessment Factors</b>	<b>Excellent</b>	<b>Good</b>	<b>Medium</b>	<b>Bad</b>	<b>Very Bad</b>	<b>Total</b>
Discipline	2	1	6	18	8	35 Employees
Responsibility	0	1	5	9	20	35 Employees
Honesty	0	2	7	12	14	35 Employees
Activeness	1	1	9	8	16	35 Employees
Neatness	0	3	4	9	19	35 Employees
Knowledge	1	2	6	8	18	35 Employees
<b>Assessment Description:</b>						
<b>Excellent = 95-100</b>						
<b>Good = 81-94</b>						
<b>Medium = 61-80</b>						
<b>Bad = 31-60</b>						
<b>Very Bad = 0-30</b>						

Source: HRD PT Altra Raya (2022)

The table above shows the data on the results of employee assessments at PT Altra Raya; from several employee assessment indicators, it can be seen that there are still many employees whose assessments are very bad (0-30) compared to employees whose assessments are very good (95-100) so that it is an obstacle to be promoted. According to the HRD manager of PT Altra Raya, to get a promotion, the employee's work assessment must be good (81-94).

Assessment standards in job promotions at PT Altra Raya in soft skills include honesty, loyalty, a leadership spirit, employee performance, and work experience in the company. The assessment in the promotion of positions in hard skills namely must be able to do anything in the company, be disciplined with good attendance, not often late, have a high education, must be vocal or often build criticism and suggestions to the company and be able to integrate employees with their work.

Employees who deserve a promotion will be prioritized, but the company has many requirements and assessments regarding how employees feel about implementing promotions at PT Altra Raya. Apart from work appraisal and work performance, there are also other factors, such as length of service.

From the above background, it is suspected that the variables that affect performance at PT Altra Raya are the work environment and job promotion. This is in line with the research results Supriaddin (2020), which state that the work environment and job promotion have a positive and of significant effect on the performance of PD employees. Bank Perkreditan Rakyat Bahteramas Konawe, based on this description, the researcher focuses on the variables that influence the work environment and job promotion on employee performance, so there are no other broader factors.

## Materials and Methods

The primary data utilized in this study was obtained through the distribution of questionnaires in Google Forms to a population of 35 employees. The saturated sampling technique was employed in this study, whereby data were collected through observation and questionnaires. The data analysis method utilized was multiple linear regression testing. This study employs a quantitative descriptive analysis of validity tests, reliability tests, and statistical analysis, namely multiple regression, using the SPSS (Statistical Package for the Social Sciences) application program. The multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon \dots \dots \dots (1)$$

Description:

- Y = Employee Performance
- X1 = Work Environment
- X2 = Position Promotion
- α = Constant
- β1, β2 = Regression coefficient
- E = (Error)

## Results and Discussions

### Validity Test

**Table 1 Validity Test Result**

Variable	r count	r table	Description
Work Environment	0,636	0,361	Valid
Position Promotion	0,664	0,361	Valid
Employee Performance	0,721	0,361	Valid

Source: Processed questionnaire data

From the results of Table 1, the results of the r count of all question items > r table, so that all variables are declared valid.

## Reliability Test

**Table 2 Reliability Test Results**

Variable	Cronbach's Alpha	Description
Work Environment	0,792	Reliable
Position Promotion	0,805	Reliable
Employee Performance	0,877	Reliable

Source: Processed questionnaire data

From the results of Table 2, it is obtained that the results of all question items in all variables are declared reliable because the calculated  $r$  value > table  $r$  value and Cronbach's Alpha value have values above 0.60, so they can be declared reliable.

## Hypothesis Testing Results

**Table 3 Multiple Regression Analysis Results (Y)**

Variable	Regression Coefficient	t-count	Probability	Description
Work Environment	0,555	4,686	0,000	Ho accepted
Position Promotion	0,487	4,357	0,000	Ho accepted
Constant F	1,254			
Count $R^2$	53,389			
Adjusted R Square	0,817			
	0,647			

Source: Processed questionnaire data

The work environment has a positive and significant effect on employee performance, as evidenced by the results of the  $t_{\text{test}}$  ( $4.686 > 2.03452$ ) and the significant value ( $0.000 < 0.05$ ).

The results demonstrate that position promotion positively and significantly affects employee performance. This is evidenced by the results of  $t_{\text{count}} > t_{\text{table}}$  ( $4.357 > 2.03452$ ) and a significant value of ( $0.000 < 0.05$ ).

The linear regression results indicate a strong relationship between service quality and customer satisfaction, as evidenced by the t-count value for service quality (8.932) exceeding the t-table value (1.99167). Similarly, trust is also found to significantly affect customer satisfaction, with a t-count value of 6.668, which is greater than the t-table of 1.99167. Concurrently, service quality and trust have a significant impact on customer satisfaction, as evidenced by the F-count value of 48.663, which is greater than the F-table value of 2.37. The adjusted R-squared value of 0.647 indicates that 64.7% of the variation in customer satisfaction can be explained by service quality and trust, while other factors contribute to the remaining variation..

## Discussion:

Service quality is the main factor influencing customer satisfaction, as supported by previous research by Wahjono et al. (2021) states that service quality plays a major role in increasing customer loyalty and satisfaction. This study's results align with the theory that customers tend to feel more satisfied when they receive services that match their expectations, both in terms of speed, friendliness, and the ability of service providers to handle requests effectively (Azizah, 2021).

In addition, trust has also been shown to play an important role in determining customer satisfaction. This is in line with the findings from Saing et al. (2021), which state that customer trust in service providers creates strong long-term relationships and affects overall customer satisfaction. Customers who feel confident in the integrity of service providers, especially in fulfilling their promises and commitments, tend to have higher levels of satisfaction.

From the simultaneous results, it is clear that the combination of service quality and trust has a greater impact on customer satisfaction than if only one of the factors is considered (Firmansyah & Mahardhika, 2018), which states that the two factors are interrelated in creating a harmonious relationship between the company and customers, thus increasing the level of customer retention.

## Conclusion

This research has shown that service quality and trust positively and significantly affect customer satisfaction in Tangerang Regency's catering context. Better service quality significantly increases customer satisfaction, while trust also plays an important role in building a strong relationship between service providers and customers. These two variables, both partially and simultaneously, contribute significantly to customer satisfaction. However, some limitations in this study need to be considered for future research. First, the sample size used is relatively small, consisting of only 78 respondents, so the results may not fully represent the larger population. Second, the method used, namely multiple linear regression, although suitable for this study, may have limitations in identifying other variables that can significantly affect customer satisfaction. This study did not consider external factors such as economic conditions or catering industry trends, which could have affected the final results. Therefore, future research should use a larger and more diverse sample size from regions or other service sectors. In addition, using more complex analytical methods, such as structural equation models (SEM), can provide deeper insights into the relationships between variables. Research can also consider other variables, such as price, company reputation, and product innovation, which may influence customer satisfaction.

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