

The Effect of Service Quality on Customer Satisfaction (Survey on Southbank Bar & Resto Bandung City Consumers)

Ryan Kurniawan*, Roselina Indah Mulyani, Anna Kriswidiasih, Silvia Ersada, Tatang Suryana
Management, Faculty of Economics), Widyatama University, Bandung, Indonesia
*ryan.kurniawan@widyatama.ac.id

Abstract

The tourism industry is an industrial phenomenon that is being developed to improve the economic condition of most countries in the world. Restaurants are part of the tourism industry which acts as a service provider, eating and drinking for people who are far from their homes. The consumer's need for the service value of a restaurant encourages food and beverage service providers to get involved in the competition and win it. Each existing restaurant activity must be focused on management efforts to provide service performance that exceeds consumer expectations. These efforts can be made through a service quality development strategy consisting of reliability, responsibility, assurance, empathy, and tangibles. Based on the description above, research is carried out on the strategy of developing service quality on customer satisfaction. The unit of analysis of this research is consumer's at SouthBank Bar & Resto Bandung in a sample size of 100 guests. The method used in this research is descriptive and verification methods, this research was conducted in less than one year, so the method used is the cross sectional method. The data used are primary data and secondary data which is carried out through literature study and questionnaires. Based on the statistical hypothesis, service quality which consists of reliability, responsibility, assurance, empathy, and tangibles can affect customer satisfaction and have a positive and significant effect partially and simultaneously. Therefore, restaurant management is expected to be able to improve service performance to increase customer satisfaction scores.

Keywords: *Service quality; customer satisfaction; service performance.*

Introduction

Tourism is an inseparable part of human life, especially regarding social and economic activities, starting from activities that were originally only enjoyed by relatively wealthy people in the early 20th century, now tourism has become part of human rights that can be done by everyone, anytime and anywhere. Sustainable tourism activities can increase the economic improvement of a country because it can affect other economic sectors, such as the hotel industry, destinations, souvenirs, restaurants and transportation, so that people's living standards are higher and spur national economic growth. An area can grow and develop into a developed area only by relying on the tourism sector, many big cities rely only on their original regional income from the tourism sector.

Bandung as the capital of West Java province, which is one city tourism destination in Indonesia in general and Java Barat in particular, shows the rapid development in the hotel and restaurant business, it is characterized by the appearance of the hotel, restaurants and a new cafe in Bandung. This is the prospect should respond well because this business has good prospects if it is accompanied by the creation and innovation of the entrepreneurs. With the large number of hotels, restaurants and cafes in the city of Bandung in particular, it is hoped that they can trigger the tourism movement in the city of Bandung.

Jalan Ir H. Juanda is one of the places that has a tourist attraction, because of the many interesting places that can be visited by tourists. There are many factory outlets and restaurants along the road which is commonly known as Dago. One of the interesting bar and restaurants with the European & International food restaurant classification is SouthBank Bar & Resto. SouthBank Bar & Resto, which is now located at one of the crowded points of the city of Bandung, namely on Jalan Sumatra Bandung Resto is a restaurant that has a unique concept in the interior of its restaurant, the atmosphere of the room gives an exotic impression and the place is large enough to make management really thinking carefully to beautify this large room to make it look crowded, that is one of the concepts to reach customers to come, several large storefronts displaying beverage bottles make this restaurant unique.

The inside of this restaurant provides a fairly wide bar, usually at night the bartenders show their skills to provide their own entertainment to customers who are having a meal experience at SouthBank Bar & Resto. Satisfaction is one of the expectations desired by every buyer in a restaurant. One of the sources of the success of a restaurant comes from the quality of services provided by the management, so that the activities carried out by the restaurant management must be in accordance with the wishes and needs of consumers, considering that consumer needs are dynamic along with the times.

However, the problem that arises at SouthBank Bar & Resto Bandung is the lack of services provided by SouthBank Bar & Resto Bandung, the quality of services provided is not in accordance with consumer desires, therefore, an in-depth research is needed regarding quality design and development. services produced in order to conform to the wishes of consumers so that it affects the consumers' satisfaction. Based on the above background, it is necessary to conduct a study on the Effect of Service Quality on Customer Satisfaction at SouthBank Bar & Restaurant Bandung.

Literature Review

Restaurant

A restaurant is a business that serves dishes to the public and provides a place to enjoy that dish and sets certain rates for food and service. Although generally restaurants serve food on the spot, there are also restaurants that provide take-out dining and delivery services to serve their customers.

According to Suarhana (2006: 23), a restaurant is a commercial place of business whose scope of activity is to provide food and beverage services to the public in its place of business. Restaurants are classified into several types, including:

a. A'la Carte Restaurant

Is a restaurant that has full permission to sell a complete meal with many variations where guests are free to choose their own food they want. Each food in this restaurant has its own price.

b. Table D'hote Restaurant

A restaurant that specializes in selling the table d'hote menu, which is a complete menu arrangement (from opening to closing) and specific, at a predetermined price.

- c. Coffee Shop or Brasserie
A is a restaurant that is generally associated with hotels, a place where guests are usually associated with hotels, a place where guests can get breakfast. quick lunch and dinner at a reasonable price. In general, the service system is American service where the priority is the speed. Ready on plate service, which means that the food is set and prepared on a plate. Sometimes the presentation is done by buffet or buffet.
- d. Cafelaria or Café
A is a small restaurant that focuses on selling cakes (pastries), sandwiches (sandwiches), coffee and tea. The food choices are limited and alcoholic drinks are not sold.
- e. Canteen
Is a restaurant associated with offices, factories, and schools, a place where workers or students usually get lunch or coffee breaks, which are coffee drinks accompanied by snacks or interludes of work hours, study hours or in meetings and seminars.
- f. Continental Restaurant
Is a restaurant that focuses on selected continental dishes with elaborate or pretentious service. The atmosphere is relaxed, the arrangement is a bit complicated, provided for guests who want to eat casually.
- g. Carvery
It is a restaurant linked to the hotel where guests can self-fill as many grilled dishes as they want at a set meal price.
- h. Dining Room
There is small hotel room, motel or in i is a place that is not more economical than regular eating place. Dining room is provided for guests staying at the hotel, but the open for guests from outside.
- i. Discotheque
There is a restaurant which in principle also means a place to dance while enjoying the music. Occasionally also featuring live bands. The bar is one of the main facilities for a discotheque. Most of the dishes available are snacks.
- j. Fish and Chip Shop
Ad ne a restaurant that is widely available in the UK, where we can buy all kinds of chips (chips) and fried fish, usually cod, wrapped in paper and whisked away. so the food is not enjoyed in that place.
- k. Grill Room (Rotisserie)
A is a restaurant that serves an assortment of grilled meats. In general, restaurants and kitchens are bordered by dividing glass walls so that guests can choose the cut of meat they want and see for themselves how to cook it. Grill room is sometimes referred to as steak house.
- l. Inn Tavern: Inn tavern
Is a reasonably priced restaurant run by an individual on the edge of town. The atmosphere is made close and friendly, with the guests. While the dishes are delicious.
- m. Night Club / Super Club
Is a restaurant that generally opens late at night, providing dinner for guests who want to relax. The decor is luxurious; the service is magnificent. The band is the necessary completeness. Guests are required to dress formally and neatly so that prestige is promoted.
- n. Pizzeria
Is a restaurant that specializes in selling pizza. Sometimes there are also spaghetti or other Italian specialties.
- o. Pan Cake Hoi.se/Creperie

Is a restaurant that specializes in even cakes and crepes filled with various kinds of sweets inside.

p. Pub

At first, it was a public entertainment venue that received a license to sell beer and other alcoholic beverages. Guests get their drinks from the counter (the long table that divides the two rooms). Visitors can enjoy; while sitting or standing. The dishes available are snacks such as pies and sandwiches. Now we can find many substitute dishes in pubs.

q. Snack Bar / Cafe / Milk Bar

A kind of a fairly informal restaurant with fast service where guests collect their food on trays taken from the counter and then bring them dinner shirts. Guests are free to choose the food they like. The food served is usually hamburgers, sausages and sandwich.

r. Specialty Restaurant

It is a restaurant where the atmosphere and decoration are entirely tailored to the typical type of food served or its theme. This kind of restaurant provides Chinese, Japanese, Italian and so on. The service is more or less based on the customs of the country where the special food originates.

s. Terrace Restaurant

A is a restaurant that is located outside the building, but is generally still associated with the hotel and main restaurant. In most western countries, these restaurants are only open during the summer.

t. Gourmet Restaurant

Is a restaurant that provides food and drink services for people who have extensive experience in the field of food and beverage taste. The specialty of this restaurant is that the food and drinks are delicious, the service is magnificent and the price is quite expensive.

u. Family Type Restaurant

There is a simple restaurant that serves food and drinks at inexpensive prices, especially for family and group guests.

v. Main Dining Room

Is a restaurant or main dining room which is generally found in large hotels? Renderer formally food, slowly but still bound by an ordinary. who use French-style service or Russia. guests generally formal or formal dress.

Definition of Services

According to Kotler (2012: 386) states that service is, " A service is any act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything its production may or may not be tied to physical product". Mean service is any act or performance offered by one party to another party, in principle, intangible and does not cause the transfer of ownership. The production of services can be tied or not tied to a physical product.

Service Quality

The definition of service quality is centered on meeting the needs and desires of consumers and the accuracy of its delivery to match consumer expectations. According to Fandy Tjiptono (2012: 260) that service quality is the level of excellence expected and control over these advantages to meet consumer desires.

Customer Satisfaction

Customer satisfaction is one of the key elements that determine the successful implementation of the marketing concept. The consequences of consumer satisfaction or dissatisfaction are very crucial for business, government, and consumers. Increased customer satisfaction has the potential to lead to long-term and short-term sales growth, as well as market share as a result of repeat purchases.

Kotler and Keller (2012: 164) define satisfaction as follows:

A person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to their expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is highly satisfied or delighted.

Explain that the level of a person's feelings after comparing the performance (or results) that he feels compared to his expectations. If perceptions of performance do not meet expectations, what will happen is dissatisfaction. Conversely, if the perception of performance can meet consumer expectations, they will feel very satisfied.

Research methods

Based on the variables studied, this type of research is descriptive and verification research. Descriptive research according to Asep Hermawan (2006: 17) is a study that describes a certain characteristic of a phenomenon. Descriptive research was conducted to identify and describe the characteristics of several variables in a situation. The purpose of this research is to present a profile or explain aspects relevant to a phenomenon under study from the perspective of an individual, organization, industry and other perspectives. Through this type of descriptive research, it can be obtained an overview of service quality on customer satisfaction at SouthBank Bar & Resto Bandung. According Sugiyono (2008: 35), Research Descriptive research is conducted to determine the existence of independent variables, either one or more variables (variables that stand alone) without making comparisons and / or seek variable relationship with one another.

Verification research basically tests the truth of a hypothesis through data collection in the field. In this case, verification research aims to determine the formation of customer satisfaction from the existence of a service quality development strategy.

Based on the types of research above, namely descriptive and verification research, the method used is an explanatory survey. According to Kerlinger in Sugiyono (2010: 75):

The survey method is a research method carried out on large and small populations, but the data studied is data from a sample taken from that population, so that relative incidents, distributions and relationships between sociological and psychological variables are found.

Population relates to all groups of people, events, or objects that are the center of attention for researchers to be researched. In collecting and analyzing data, a very important step is to determine the population first. The population is a group of objects that can be used as a source of research. Population is related to all groups of people, events, or objects that are the center of attention (Sugiyono, 2008: 72).

Based on the definition above, the population in this study is that consumers who visit and make purchases to SouthBank Bar & Resto Bandung in 20 12 as many as 48 510 people.

Sampling Technique

Mechanical sampling is a sampling technique to determine the samples to be used in research so as to obtain the characteristic value estimate (estimate value). Sugiyono (2009: 116) states that the sampling technique is a sampling technique.

Based on the explanation above, this study uses simple random sampling technique because all populations have the same opportunity. The sample obtained must be representative (representative), for that it is necessary to take systematic steps.

Discussion

In this section, the author will describe the research data that has been obtained. The research data were collected by distributing questionnaires to the statement - a statement about the quality of services and to the satisfaction of consumers that were distributed to 48 510 consumers.

Customer Responses to Service Quality SouthBank Bar & Resto Bandung

Based on the results of data processing, a recapitulation of consumer responses to the service quality of SouthBank Bar & Resto Bandung is obtained as follows:

Table 1. Consumer Response to Service Quality Southbank Bar & Resto Bandung

No.	Sub Variable	Total Score	Number of Question Items	Average Score	%
1	Reliability	2620	5	524	19.47
2	Responsiveness	2178	4	544.5	20.23
3	Assurance	2778	5	555.5	20.64
4	Empathy	2658	5	531.6	19.75
5	Tangibles	3216	6	536	19.91
Total		13450	25	2691.6	100

Based on Table 1, it can be seen that the sub-variable of service quality that received the highest score was assurance at 20.64%. This is in accordance with the program carried out by SouthBank Bar & Resto Bandung in moment this. Programs carried out in this sub-variable, for example, by conducting training for each employee so that they can do their job properly and correctly in accordance with the provisions of SouthBank Bar & Resto Bandung, supervising each employee in serving consumers.

Based on the results of data processing, the percentage for service quality variables is calculated based on the Sugiyono formula (2012: 94), namely:

$$\begin{aligned} \text{Your Max Index Value} &= \text{highest score} \times \text{number of items} \times \text{number of respondents} \\ &= 7 \times 25 \times 100 = 17500 \end{aligned}$$

$$\begin{aligned} \text{Minimum Index Value} &= \text{lowest score} \times \text{number of items} \times \text{number of respondents} \\ &= 1 \times 25 \times 100 = 2500 \end{aligned}$$

$$\begin{aligned} \text{Variable level} &= \text{Maximum index value} - \text{Minimum index value} \\ &= 17500 - 2500 = 15000 \end{aligned}$$

$$\begin{aligned} \text{Interval Distance} &= \text{Level: Number of interval classes} \\ &= 15000: 7 = 2142.86 \end{aligned}$$

$$\begin{aligned} \text{Percentage score} &= [(\text{total score}): \text{maximum score}] \times 100\% \\ &= (13450: 17500) \times 100\% = 76.86\% \end{aligned}$$

Ideally, the expected score for Verde Resto consumers' answers to questions 1 to 25 is 17500. From the calculation, it is obtained 13450 or equal to 76,86% of the ideal score of 17,500. These results indicate that the service quality development strategy at SouthBank Bar & Resto Bandung has a good response and assessment of visitors who visit and make purchases, both from reliability, responsiveness, assurance, empathy, and tangibles. If the percentage is presented in a continuum line, it can be seen as in Figure 1.

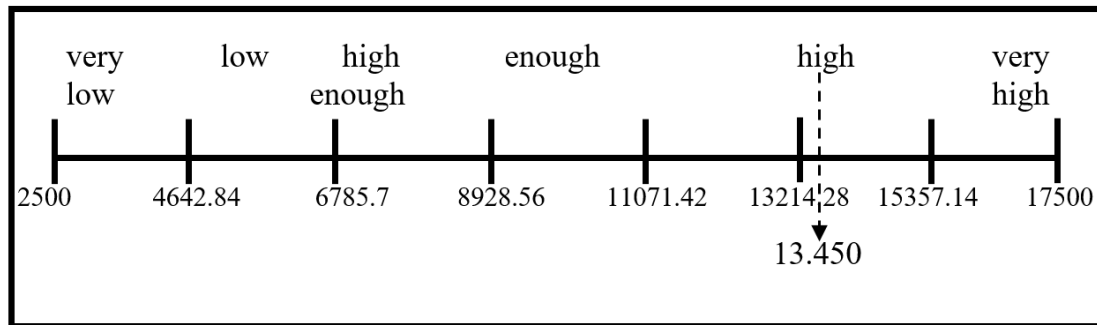


Figure 1
 Source: 2020 Data Processing Results

The value of 13,450 is in accordance with the research data, which is included in the high interval category, so the level of customer visits to SouthBank Bar & Resto Bandung who made a purchase was 76.86%. Thus, the strategy for developing service quality has been implemented well by SouthBank Bar & Resto Bandung.

Comparison Respondents as services to the satisfaction in SouthBank Bar & Resto Bandung

Consumer satisfaction is obtained from the comparison between the fact that SouthBank Bar & Resto Bandung services and consumer expectations for these services. The recapitulation of the assessment regarding the results of the customer satisfaction assessment SouthBank Bar & Resto Bandung on reliability, responsiveness, assurance, empathy, and tangibles are in a very satisfied assessment position, can be seen in the following table:

Table 2. Recapitulation of Customer Satisfaction Regarding Service Quality at Southbank Bar & Resto Bandung

No.	Sub Variable	Score		Visitor Satisfaction Level (P / E)	Visitor Satisfaction Rate (%)
		Reality	Hope		
1	Reliability	2627	2721	0.965	96.5
2	Responsiveness	2345	2507	0.935	93.5
3	Assurance	2652	2758	0.961	96.1
4	Empathy	2907	3140	0.925	92.5
5	Tangibles	3138	3276	0.958	95.8
Total		13,669	14402	4,744	4,744

Source: Data Processing 2020

Based on Table 2, it can be concluded that consumers of SouthBank Bar & Resto Bandung are very satisfied with all dimensions of the service quality development strategy consisting

of reliability, responsiveness, assurance, empathy, and tangibles. However, the highest satisfaction rating is in the dimension of reliability or reliability of 96.5%.

While the lowest satisfaction rating is in the empathy or empathy dimension of 92.15%, even though it is at the lowest point, this percentage shows that consumers are very satisfied with the services provided. It is necessary to improve the service from employees of SouthBank Bar & Resto Bandung to consumers so that visitors really feel very satisfied and information can be received well by consumers.

Analysis of Service Quality on Customer Satisfaction at SouthBank Bar & Resto Bandung

Hypothesis testing is done to test the magnitude of the influence of service quality (X) which consists of reliability, responsiveness, assurance, empathy, and tangibles on customer satisfaction (Y), the results of the correlation are, in order, reliability (X₁), responsiveness (X₂), assurance (X₃), empathy (X₄), and tangibles (X₅) on consumer satisfaction (Y) either simultaneously or partially, carried out using statistical test path analysis (path analysis). In addition, there are other factors that influence the relationship between reliability (X₁), responsiveness (X₂), assurance (X₃), empathy (X₄), and tangibles (X₅) on customer satisfaction (Y), namely the variable The residue is denoted by (), but in this study the variable was not taken into account, and to test the hypothesis the path coefficient was calculated for each variable.

The Effect of Service Quality on Customer Satisfaction Simultaneously

Simultaneous testing is done through the correlation matrix test. In Table 4:20 shows the complete statistical calculations based on the data processing correlation of the development strategy of service quality along five sub variable with satisfaction of consumers SouthBank Bar & Resto Bandung, following the table below.

Table 3. Matrix Correlation Between Sub Variables Quality of Service and Customer Satisfaction

	Customer Satisfaction (Y)	Reliability (X.1)	Responsiveness (X.2)	Assurance (X.3)	Empathy (X.4)	Tangibles (X.5)
Customer Satisfaction (Y)	1,000	0.869	0.846	0.859	0.791	0.763
Reliability (X.1)	0.869	1,000	0.889	0.743	0.497	0.473
Responsiveness (X.2)	0.846	0.899	1,000	0.656	0.578	0.549
Assurance (X.3)	0.859	0.743	0.656	1,000	0.567	0.788
Empathy (X.4)	0.791	0.497	0.578	0.567	1,000	0.672
Tangibles (X.5)	0.763	0.473	0.549	0.788	0.672	1,000

Table 3 shows the relationship of sub variable X of X₁ to X₅ with Y. Based on the sub-variable correlation matrix between the development strategy of the quality of services,

obtained the correlation results sequentially, namely, reliability (0.869), responsiveness (0.846), assurance (0.859), empathy (0.791), and tangibles (0.763).

Based on the table above, the direct effect between the five sub-variables X and the Y variable which has the greatest correlation is reliability with customer satisfaction, namely 0.869. The coefficient shows that between reliability and customer satisfaction has a significant relationship, while the greatest correlation between variable X is responsiveness with a relative advantage of 0.899. This coefficient shows that the relative advantage and responsiveness have a significant relationship.

The results of the matrix in the table above show that the lowest correlation between variable X and variable Y is tangibles with customer satisfaction, which is 0.765, while the lowest correlation between variable X is tangibles. In full, the effect of each sub-variable of service quality on customer satisfaction is shown in the following figure:

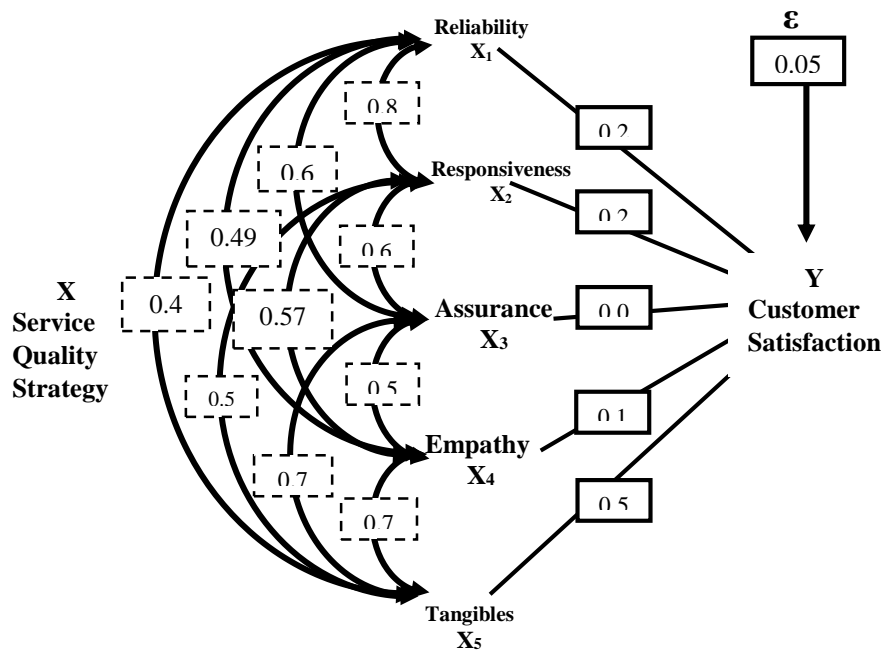


Figure 2

Based on the results of the correlation, the F test will then be carried out to determine the hypothesis results. The magnitude of the correlation value above proves that with H_0 rejection carried out by the F test, the significance level (sig) is equal to 0,000 or less than 0.05. To see the impact of the development strategy of the quality of services which consist of reliability, responsiveness, assurance, empathy, and tangibles to customer satisfaction as a whole which is done through the F test using the program SPSS Statistics 17, then the result can be seen in the table below:

Table 4. Overall Test (Test F)

ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	602,985	3	200,995	83,199	.000 ^a
	Residual	388,950	161	2,416		
	Total	991,935	164			

Based on Table 4, the value of $F_{count} = 83.199$ while the F_{table} with degrees of freedom in α (0.05) is equal to 2,269 and is therefore $F_{count}(83.199) > F_{table}(2,269)$ with a significance value of 0.000. The significance value is smaller than the significance level of 5%, so obviously H_0 is rejected and H_a accepted. For that it can be concluded that the overall model is fit and can be tested simultaneously.

Based on the hypothesis testing path diagram in Figure 2, calculations are carried out to determine the direct and indirect effects between the sub-variables shown in the following table:

Table 5. Line Coefficient Test Results, Direct and Indirect Effect of Service Quality on Customer Satisfaction

X	Direct Effect on Y	Indirect Influence Through					$R^2_{YX1, YX2}$	Don't count (t table = 1.662)	Sig.	Decision
		X ₁	X ₂	X ₃	X ₄	X ₅				
Reliability (X.1)	0.044	1.00	0.27	0.743	0.497	0.473	0.3541	6,469	0,000	Ho was rejected
Responsiveness (X.2)	0.156	0.027	1,000	0.672	0.578	0.549	0.3341	12,069	0,000	Ho was rejected
Assurance (X.3)	0.092	0.743	0.672	1,000	0.635	0.788	0.2602	8,647	0,000	Ho was rejected
Empathy (X.4)	0.065	0.497	0.578	0.635	1,000	0.672	0.2017	6,934	0,000	Ho was rejected
Tangibles (X.5)	0.043	0.473	0.549	0.788	0.672	1,000	0.1595	5,819	0,000	Ho was rejected
R²							0.9701			

Based on the results of hypothesis testing through the significance value and t-test, it can be proven that H_0 is rejected, because the significance value is smaller than 0.10. This means that there is influence significantly the quality of services which consist of reliability, responsiveness, assurance, empathy, and tangible to consumer satisfaction SouthBank Bar & Resto Bandung. Service quality which has the highest effect on satisfaction is reliability which has a direct effect and the indirect effect shown by the tangibles variable is the lowest effect.

Based on the results of the above calculations, the overall effect of service quality consisting of reliability, responsiveness, assurance, empathy, and tangibility on satisfaction is 0.9701. For other variable path coefficients apart from reliability, responsiveness, assurance, empathy, and tangible are determined by:

$$\begin{aligned}
 P_{Z\epsilon} &= \sqrt{1 - R^2_{Y(X1, X2)}} \\
 &= \sqrt{1 - 0,7234} \\
 &= 0.2101
 \end{aligned}$$

This explains that reliability (X₁), responsiveness (X₂), assurance (X₃), empathy (X₄), and tangibles (X₅) together affect customer satisfaction (Y) amounting to 95.55% and the rest equal to $(0.2101)^2 = 0.0445 \times 100\% = 4.45\%$ influenced by other factors not included in the study.

The rejection of the hypothesis is supported by the fact that SouthBank Bar & Resto Bandung, through the reliability of its employees, always tries its best in providing services and improving the quality of its services and products to increase customer satisfaction at SouthBank Bar & Resto Bandung.

Conclusion

Based on the results of research that has been conducted using descriptive analysis and verification between service quality and customer satisfaction SouthBank Bar & Resto Bandung can be concluded as follows:

1. In general, the description of service quality at SouthBank Bar & Resto Bandung which consists of reliability, responsiveness, assurance, empathy, and tangibles is carried out quite well. Especially the influence of reliability. This is because basically variable reliability is fundamental to developing a process that produces the main aspect, namely trustworthy performance, so that the company is able to deliver its services appropriately from the start, fulfill its promises accurately, and reliably in every implementation. The scope of the sub variable reliability itself includes the accuracy of consumer orders, the speed of serving consumer food and beverages, the accuracy of information services, the accuracy of the waiter in explaining the menu, and the accuracy of the waiter in providing the amount of the bill to the consumer. So that in practice, consumers can feel satisfied in using SouthBank Bar & Resto Bandung products and services.
2. Assessment of satisfaction felt by consumers of SouthBank Bar & Resto Bandung on service quality which consists of five sub-variables, namely satisfaction with service quality at SouthBank Bar & Resto Bandung which consists of reliability, responsiveness, assurance, empathy, and tangibles. Satisfaction with the reliability that has the ratings of the highest. This shows that the level of expectation expected by consumers with the level of reality obtained on the reliability given to consumers SouthBank Bar & Resto Bandung has a high level of conformity.
3. Based on testing hypothesis show the quality of services consisting of the quality of services in SouthBank Bar & Resto Bandung consisting of reliability, responsiveness, assurance, empathy, and tangibles have a positive impact on consumer satisfaction high SouthBank Bar & Resto Bandung whether it be simultaneous or partial. Partially or simultaneously, reliability has a considerable influence on the formation of customer satisfaction in SouthBank Bar & Resto Bandung compared to responsiveness, assurance, empathy, and tangibles.

References

1. Hermawan, A. 2006. Quantitative Paradigm Business Research. Jakarta: Gramedia Widiasarana Indonesia.
2. Jain, S. K. 2005. Searching for Critical Success Factors: A Dimension-Specific Assessment of Service Quality and Its Relationship with Customer Satisfaction and Behavioral Intentions in Fast Food Restaurants. International Conference on Services Management, pp. 111-125.
3. Mok, C., Sparks, B., & Kadampully, J. (2013). Service quality management in hospitality, tourism, and leisure. Routledge.
4. Kartajaya, H., Kotler, P., & Setiawan, I. (2013). Marketing 3.0: From products to customers to the human spirit. Wiley.

5. Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). Marketing management. Pearson.
6. Kriyantono. 2006. Yamame sample formulas.
7. Lovelock, Christopher, and Lauren W translated by Mario Samosir. 2007. Service Marketing Management. Jakarta: Index.
8. Lovelock, HI Christopher. 2009. Service Marketing. Prentice Hall International, Inc. London.
9. Mohamad, Nazir. 2006. Research Methods. Jakarta: Ghalia Indonesia.
10. Naresh, K Maholtra, 2005. Marketing Research, Jakarta: PT. Index.
11. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. *Journal of Marketing*, 58(1), 111-124.
12. Sugiyono, 2007., *Business Research Methods*, CV Alfabeta, Bandung.
13. Tjiptono, Fandy, 2007. *Service Marketing*, Banyumedia Publishing. Malang, East Java.
14. Tjiptono, Fandy, Gregorius Chandra, Dadi Adriana 2008. *Strategic Marketing*. Yogyakarta: Andi.
15. Valarie A. Zeithaml & Mary Jo Bitner. 2008. *Service Marketing*. McGraw-Hill Companies, Inc.
16. Zethaml, Valarie, Mary Jo Bitner, Dwayne D. Gremler. 2006. *Service Marketing*. McGraw-Hill International Edition.
17. Zethaml, Valarie, Mary Jo Bitner, Dwayne D. Gremler. 2013. *Service Marketing*. McGraw-Hill International Edition.
18. BPS and the Ministry of Culture and Tourism (2013).
19. West Java Culture and Tourism Office (2013).
20. Bandung City Culture and Tourism Office (2013).
21. Database SouthBank Bar & Resto Bandung (2013).