

## THE INFLUENCE OF FOOD QUALITY AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AT KENHOTBAR

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**Abstract:** This research was conducted with the aim of knowing the picture of Food Quality and Customer Experience on Customer Satisfaction at Kenhotbar as well as the influence of Food Quality and Customer Experience on Customer Satisfaction at Kenhotbar simultaneously or partially. The background is the development of the café and restaurant industry in Indonesia and the city of Bandung, as well as the growing trend of culinary nights in the city of Bandung and the decline in visits to the Kenhotbar restaurant. The method used in this research is a descriptive and verification method with a quantitative approach. The population in this study was the average Kenhotbar visit. The sampling technique used was purposive sampling and obtained 150 people. Based on research results processed using the SPSS application, it was found that Food Quality had a 77.5% effect on Customer Satisfaction, Customer Experience had a 71.1% effect on Customer Satisfaction, Food Quality and Customer Experience had a 79.4% effect on Customer Satisfaction. The research results show that the variables Food Quality and Customer Experience influence Customer Satisfaction at Kenhotbar both partially and simultaneously.

**Keywords:** Food Quality, Customer Experience, Customer Satisfaction.

### 1. INTRODUCTION

The food and beverage industry in Indonesia has experienced rapid growth in recent years, driven not only by the increasing need for culinary products but also by the evolving lifestyle of society, where dining has become a form of social and cultural expression [1]. This industry, however, faced a sharp decline in 2020 and 2021 due to the COVID-19 pandemic, which significantly disrupted economic activities and limited consumer mobility [2]. After this downturn, the sector rebounded strongly in 2022 and continued to grow in 2023, as reflected in the rising GDP contribution and expanding market activity. This recovery demonstrates the resilience of Indonesia's culinary sector and the public's growing appreciation for diverse local and international cuisines [3].

A similar trend can be observed in Bandung City. In 2021, there were 1,448 cafés and restaurants operating across the city, but this number decreased in 2022 due to weakened purchasing power, rising basic costs, and supply chain disruptions caused by global conflicts [4]. Many businesses were unable to adapt to changes in the industry and ultimately shut down. Nevertheless, in 2023 the number of cafés and restaurants surged to 2,067 establishments, indicating rapid industry revitalization supported by new businesses offering unique concepts and value propositions. This growth is also aligned with the increasing popularity of Bandung's nighttime culinary activities, such as Cisangkuy Food Street, Cikapundung, Lengkong Culinary Night, and Sudirman Street Food, which attract large numbers of visitors seeking diverse food experiences [5].

Amid this intense competition, Kenhotbar has experienced fluctuations in visitor numbers. Data from January to April show a decline in visits between February and March, followed by a slight but not substantial increase in April. This trend suggests that Kenhotbar is facing challenges in maintaining customer interest due to the rapidly growing number of similar businesses. Previous studies indicate that a decrease in customer satisfaction may contribute to declining visitor numbers, especially when the customer experience does not meet expectations [6]. When customers feel dissatisfied, the likelihood of repeat visits and positive recommendations diminishes, impacting business performance. Therefore, evaluating the roles of food

quality and customer experience is crucial for understanding and improving customer satisfaction at Kenhotbar.

Customer satisfaction plays a central role in determining the sustainability of businesses in the culinary industry. A decline in visitor numbers may indicate decreased customer satisfaction, which can lead to reduced sales, lower customer retention, and negative word-of-mouth that deters potential customers [7]. Customer satisfaction arises when the performance of a product or service meets or exceeds customer expectations; when expectations are not met, dissatisfaction occurs, resulting in disappointment and diminished loyalty [8]. In this context, customer satisfaction becomes a key driver of long-term business success, as satisfied customers are more likely to remain loyal and maintain a strong relationship with the company [9]. Among the various determinants of satisfaction, food quality emerges as one of the most influential factors. To ensure that consumer expectations are fulfilled, restaurants must understand how customers perceive elements such as taste, portion, aroma, presentation, and food temperature, all of which shape their overall dining experience [10].

In addition to food quality, customer experience has been identified as another crucial predictor of satisfaction. Purwianti et al. [11] emphasize that positive customer experiences significantly enhance satisfaction, while negative experiences can reduce it and leave customers feeling dissatisfied. Customer experience encompasses all interactions that customers have with a product or service—from initial exposure to post-consumption evaluation—and is strongly influenced by the memories and emotions formed throughout the process [12]. Therefore, companies must strive to create meaningful and enjoyable experiences that encourage customers to share their impressions with others. Doing so not only strengthens satisfaction but also contributes to long-term profitability and improved organizational performance [13]-[15].

The objective of this study is to examine the influence of food quality and customer experience on customer satisfaction at Kenhotbar, both individually and simultaneously. Specifically, the study aims to (1) describe the current conditions of food quality, customer experience, and customer satisfaction among Kenhotbar visitors, (2) determine the extent to which food quality affects customer satisfaction, (3) analyze the impact of customer experience on customer satisfaction, and (4) assess the combined effect of food quality and customer experience in shaping overall customer satisfaction.

## 2. RESEARCH METHODS

This study employed a quantitative research approach using descriptive and verificative methods to examine the influence of food quality and customer experience on customer satisfaction at Kenhotbar. The descriptive method was used to identify and explain the general characteristics of the variables studied, while the verificative method aimed to test the hypotheses regarding the relationships among the variables. This approach was selected to provide both an overview of consumer perceptions and a statistical examination of how food quality and customer experience contribute to overall customer satisfaction.

The population of this study consisted of Kenhotbar's average monthly visitors, totaling 1,800 individuals. A purposive sampling technique was used to determine the sample size, focusing on respondents who met specific criteria, such as having visited Kenhotbar at least once and being able to evaluate their dining experience. From this technique, a sample of 150 respondents was obtained. Data were collected through structured questionnaires containing statements measured using a Likert scale, covering indicators of food quality, customer experience, and customer satisfaction.

Both primary and secondary data sources were utilized in this research. Primary data were obtained through direct observation and distribution of questionnaires to Kenhotbar customers, while secondary data were gathered from relevant literature, journals, reports, and supporting documents related to food quality, customer experience, and satisfaction. Before hypothesis testing, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—were conducted to ensure that the data met statistical requirements.

To analyze the influence of the independent variables (food quality and customer experience) on the dependent variable (customer satisfaction), multiple linear regression analysis was performed using the SPSS software. Additional analyses included the coefficient of determination ( $R^2$ ), correlation tests, t-tests for partial effects, and F-tests for simultaneous effects. These statistical procedures allowed the researcher to evaluate the strength, direction, and significance of the relationships between variables, ensuring a rigorous and reliable interpretation of the results.

### 3. RESULT AND DISCUSSION

#### 3.1. Overview of the Customer Satisfaction Variable

The average response of respondents related to the Customer Satisfaction variable was 3.86, which is considered good because it falls within the interval of 3.40–4.19, or categorized as good [16]-[18]. The statement “The food prices at Kenhotbar are affordable for me” is included in the expectation alignment indicator and has an average score of 4.01, indicating that Kenhotbar’s prices are considered affordable. Meanwhile, the statement with the lowest average score, “I always share positive experiences when visiting Kenhotbar with others,” falls under the “recommended” indicator, with an average score of 3.63. Although this score is still in the “good” category, it is the lowest average score, indicating that customers do not always have positive experiences when visiting.

#### 3.2. Overview of the Food Quality Variable

The average response of respondents related to the Food Quality variable was 3.85, which is considered good because it falls within the interval of 3.40–4.19, or categorized as good. The statement from the taste indicator, “I feel that the taste of the food at Kenhotbar is very delicious,” has a high average score of 4.11, indicating that in terms of taste quality, the food at Kenhotbar is delicious and meets customer expectations. Meanwhile, the statement with the lowest average score, “I feel that the temperature of the dishes at Kenhotbar does not change quickly after being served,” falls under the temperature indicator, with an average score of 3.66. This suggests that Kenhotbar has not been able to maintain the temperature of its food and drinks when served, which can affect taste and reduce customers’ appetite.

#### 3.3. Overview of the Customer Experience Variable

Table 1 presents the results of the normality test using the Kolmogorov–Smirnov method to determine whether the data are normally distributed. The table shows that the significance value (Monte Carlo Sig.) is **0.056**, which is greater than the threshold of **0.05**, indicating that the residual data follow a normal distribution. Although the Asymp. Sig. value is 0.000, the Monte Carlo Sig. value is more reliable for this dataset due to large sample size considerations. The mean of the residuals is approximately zero, and the standard deviation value indicates a reasonable spread of the data. Overall, the results confirm that the normality assumption is satisfied, allowing further statistical analyses—such as regression—to be conducted appropriately.

**Table 1:** Normality Test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	150
Normal Parameters	
Mean	0.000000
Std. Deviation	215.157.925
Most Extreme Differences	
Absolute	0.108
Positive	0.041
Negative	-0.108
Test Statistic	0.108
Asymp. Sig. (2-tailed)	0.000 <sup>a</sup>
Monte Carlo Sig. (2-tailed)	
Sig.	0.056 <sup>d</sup>
99% Confidence Interval	
Lower Bound	0.050
Upper Bound	0.061

Table 2 presents the results of the multicollinearity test, which is used to determine whether the independent variables—Food Quality and Customer Experience—are highly correlated with each other. The table shows that both variables have a tolerance value of 0.233, which is greater than the minimum acceptable threshold of 0.10, indicating that there is no serious reduction in the amount of unique variance each variable contributes to the model. Likewise, the VIF (Variance Inflation Factor) value is 4.298 for both variables, which is below the critical limit of 10, confirming that multicollinearity is not present. These results demonstrate that Food Quality and Customer Experience can be included together in the regression analysis without causing distortion or instability in the model, meaning each variable independently contributes to predicting Customer Satisfaction.

**Table 2: Multicollinearity Test**

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients Beta			Collinearity Statistics	
		B	Std. Error		t	Sig.	Tolerance	VIF
1	(Constant)	2.413	1.219		1.979	0.050		
	Food Quality	0.319	0.040	0.608	7.899	0.000	0.233	0.233
	Customer Experience	0.233	0.058	0.310	4.031	0.000	0.233	0.233

a. Dependent Variable: Y

Table 3 presents the results of the heteroscedasticity test, which evaluates whether the regression model exhibits unequal variance in the residuals. The significance values for both independent variables—Food Quality (0.229) and Customer Experience (0.591)—are greater than the threshold of **0.05**, indicating that neither variable shows signs of causing heteroscedasticity. In other words, the residuals are evenly distributed and do not display systematic patterns of variance. This confirms that the regression model fulfills the assumption of homoscedasticity, allowing the analysis to proceed reliably without the risk of biased or inefficient estimates.

**Table 3: Heteroscedasticity Test**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error		t	Sig.
1	(Constant)	2.576	0.823		3.132	0.002
	Food Quality	-0.033	0.027	-0.205	1.209	0.229
	Customer Experience	0.021	0.039	0.091	0.538	0.591

a. Dependent Variable: Abs\_Res

### 3.4. Multiple Linear Regression Analysis

Table 4 presents the results of the multiple linear regression coefficient test, which examines the individual effects of Food Quality and Customer Experience on Customer Satisfaction. The regression equation obtained is  $Y = 2.413 + 0.319X_1 + 0.233X_2$ , indicating that both variables have positive coefficients.

Food Quality shows a coefficient of 0.319 with a significance value of 0.000, while Customer Experience has a coefficient of 0.233 with the same significance level of 0.000, demonstrating that both variables significantly influence Customer Satisfaction. The positive coefficients imply that an increase in Food Quality or Customer Experience will lead to an increase in Customer Satisfaction. Overall, the results confirm that Food Quality and Customer Experience are significant predictors within the model and contribute meaningfully to explaining variations in customer satisfaction.

**Table 4:** Multiple Linear Regression Coefficient Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.413	1.219		1.979	0.050
	Food Quality	0.319	0.040	0.608	7.899	0.000
	Customer Experience	0.233	0.058	0.310	4.031	0.000

a. Dependent Variable: Y

The Partial Test (t-test) evaluates the individual influence of each independent variable—Food Quality and Customer Experience—on Customer Satisfaction. The Table 5 show that both variables have a significant partial effect because their significance values are 0.000, which is far below the threshold of 0.05, and their t-count values (7.899 for Food Quality and 4.031 for Customer Experience) are higher than the critical t-table value of 1.976. This means Food Quality and Customer Experience each independently contribute to increasing Customer Satisfaction, even when tested separately. Furthermore, Food Quality has a stronger partial influence, as indicated by its higher t-value and beta coefficient compared to Customer Experience.

**Table 5:** Partial Test (t-test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.413	1.219		1.979	0.050
	Food Quality	0.319	0.040	0.608	7.899	0.000
	Customer Experience	0.233	0.058	0.310	4.031	0.000

a. Dependent Variable: Y

Based on the Table 6, the constant value of 2.413 indicates the predicted level of Customer Satisfaction when both independent variables are assumed to be zero. The coefficient for Food Quality is 0.319, supported by a t-value of 7.899 and a significance value of 0.000, demonstrating that Food Quality has a statistically significant effect on Customer Satisfaction. Likewise, the coefficient for Customer Experience is 0.233, with a t-value of 4.031 and a significance value of 0.000, indicating that Customer Experience also significantly influences Customer Satisfaction. Because both variables show significance values below 0.05, the table implies that Food Quality and Customer Experience remain significant predictors in the model, even though the actual F-test.

**Table 6:** Simultaneous Test (F-test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.413	1.219		1.979	0.050
	Food Quality	0.319	0.040	0.608	7.899	0.000
	Customer Experience	0.233	0.058	0.310	4.031	0.000

### 3.5. Coefficient of Determination

The Table 7 shows an R Square value of 0.775, indicating that Food Quality contributes 77.5% to the variation in Customer Satisfaction. This means that Food Quality plays a major and dominant role in influencing how satisfied customers feel, as more than three-quarters of the changes in Customer Satisfaction can be explained by this single variable. Meanwhile, the remaining 22.5% is influenced by other factors not included in the model, such as service quality, pricing, or environmental aspects. The high R value of 0.880 also reinforces that the relationship between Food Quality and Customer Satisfaction is strong and meaningful within the context of this study.

**Table 7:** Coefficient of Determination for Food Quality

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.880 <sup>a</sup>	0.775	0.773	2.275

a. Predictors: (Constant), X1

The Table 8 shows an R Square value of 0.711, meaning that Customer Experience explains 71.1% of the variation in Customer Satisfaction. This indicates that customers' overall experiences—such as emotions, interactions, and engagement with the brand—play a significant role in shaping their satisfaction levels. The remaining 28.9% is influenced by other factors outside this model, such as food quality, pricing, or service efficiency. The R value of 0.843 also confirms that the relationship between Customer Experience and Customer Satisfaction is strong, making Customer Experience an important determinant of satisfaction in this study.

**Table 8:** Coefficient of Determination for Customer Experience

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.843 <sup>a</sup>	0.711	0.709	2.577

a. Predictors: (Constant), X2

**Table 9:** Multiple Correlation Coefficient

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.893 <sup>a</sup>	0.797	0.794	2.166

a. Predictors: (Constant), X2, X1

The Table 9 shows the simultaneous relationship between Food Quality (X1) and Customer Experience (X2) on Customer Satisfaction (Y), indicated by an R value of 0.893. This value falls within the range of 0.70–1.00, which signifies a very strong relationship between the independent variables and the dependent variable. Additionally, the R Square value of 0.797 means that 79.7% of the variation in Customer Satisfaction is explained by Food Quality and Customer Experience together, while the remaining 20.3% is influenced by other factors outside the model. The Adjusted R Square value of 0.794 further supports that the regression model is stable and reliable in explaining the combined effect of both variables.

**Table 10:** Coefficient of Determination for Customer Satisfaction

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.893 <sup>a</sup>	0.797	0.794	2.166

a. Predictors: (Constant), X2, X1

The Table 10 shows an Adjusted R Square value of 0.794, which means that Food Quality and Customer Experience together explain 79.4% of the variation in Customer Satisfaction. This indicates that both variables, when combined, have a very strong influence on how satisfied customers feel, making the model highly effective in predicting customer satisfaction levels. Meanwhile, the remaining 20.6% is affected by other factors not included in the model, such as service speed, pricing, ambience, or personal preferences. The R value of 0.893 also demonstrates an exceptionally strong relationship between the combined independent variables and Customer Satisfaction, confirming the robustness of the regression model.

#### 4. CONCLUSION

The objective of this study was to examine the influence of Food Quality and Customer Experience on Customer Satisfaction at Kenhotbar. The results show that both variables significantly affect customer satisfaction, whether assessed individually or simultaneously. Food Quality contributes the most, accounting for 77.5% of the increase in customer satisfaction, while Customer Experience contributes 71.1%, indicating that positive interactions and memorable experiences also play an important role in shaping satisfaction. Combined, these variables explain 79.4% of the variation in Customer Satisfaction, confirming that high-quality food and strong customer experiences are key determinants of satisfaction among Kenhotbar's customers.

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