

## Determinants of Customer Satisfaction in Regional Culinary Businesses: Examining the Moderating Roles of Product Quality and Accessibility

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### Keywords:

facilities and infrastructure,  
location, product quality,  
accessibility, customer satisfaction

### Abstract

*This study examines the influence of facilities and infrastructure as well as location on customer satisfaction, with product quality and accessibility as moderating variables at Pondok Rumbia Restaurant, Sulawesi. Using a quantitative explanatory approach, data were collected from 100 customers through accidental sampling and analyzed using Partial Least Squares (PLS).*

*The results reveal that facilities and infrastructure have a positive and significant effect on customer satisfaction, while location does not show a significant direct effect. Product quality significantly moderates the relationship between facilities and infrastructure and customer satisfaction, and accessibility moderates the relationship between location and customer satisfaction.*

*These findings suggest that customer satisfaction is primarily driven by the quality of facilities, which is further strengthened by product quality and accessibility. Therefore, restaurant managers should integrate improvements in facilities, product quality, and ease of access to enhance overall customer satisfaction.*

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## INTRODUCTION

In the increasingly competitive culinary industry, particularly amid shifting consumer behavior and the preferences of Generation Z, restaurant businesses are required not only to offer distinctive taste but also to create an engaging dining experience. Traditional regional restaurants, such as Bugis cuisine in Sulawesi, possess strong differentiation value; however, they also face challenges in maintaining sustainable customer satisfaction. Customer satisfaction is a key indicator of service business success, as it directly influences loyalty and long-term business sustainability.

Theoretically, customer satisfaction is explained by Expectation Confirmation Theory (Oliver, 1980), which posits that satisfaction occurs when perceived performance meets or exceeds initial expectations. In the restaurant context, satisfaction is shaped not only by product quality but also by facilities and location as integral components of the overall service experience. Bitner's servicescape concept (1992) highlights the importance of the physical environment such as layout, comfort, and facility conditions in shaping customers' cognitive and affective responses. Furthermore, Kotler and Keller (2016) emphasize that location determines accessibility and visibility, which directly affect visit decisions and satisfaction levels.

Pondok Rumbia Restaurant in Sulawesi was selected as the research object due to a significant decline in its average daily revenue over the past three months, indicating a potential decrease in customer visits and satisfaction. Previously generating IDR 500,000 - 1,000,000 per day, revenue has dropped to approximately IDR 300,000 per day. This decline suggests a possible mismatch between customer expectations and the actual dining experience, particularly regarding facilities and location.

Several issues were identified, including inadequate kitchen facilities, a simple rural building concept, limited aesthetic appeal, and an open dining area that feels uncomfortable during daytime heat. These conditions may not align with Generation Z's preference for visually appealing and "instagrammable" spaces. Although the restaurant's product quality especially its distinctive spices and consistent taste remains a key strength, physical and environmental limitations may reduce overall satisfaction.

Additionally, the restaurant's location, which is relatively distant from the city center, is considered less strategic. According to marketing mix theory, location plays a crucial role in determining customer access and repeat visits. However, accessibility factors such as transportation routes, directional signage, travel time, and parking availability can mitigate location disadvantages and influence satisfaction positively.

Although numerous studies have examined customer satisfaction in the restaurant sector, limited research simultaneously investigates facilities and location with product quality and accessibility as moderating variables, particularly in the context of regional culinary businesses in Sulawesi. Therefore, this study aims to analyze the effects of facilities and location on customer satisfaction, while examining the moderating roles of product quality and accessibility. The findings are expected to contribute theoretically to service marketing literature and provide practical recommendations for improving the competitiveness of local culinary businesses.

## **METHODS**

This study adopts a quantitative research design with an explanatory approach aimed at testing hypotheses developed from established theories and prior empirical findings. The quantitative method was selected to enable objective measurement of relationships among variables through numerical data analysis. The explanatory approach is intended to examine causal relationships between facilities and infrastructure, location, product quality, accessibility, and customer satisfaction.

The population of this study includes all customers of Pondok Rumbia Restaurant, both dine-in and take-away consumers, who have made a purchase within the last six months. This population was chosen because these customers have direct experience with the research variables under investigation. The inclusion criteria required respondents to be at least 17 years old, to have conducted a transaction within the specified period, and to be willing to participate in the study.

Since the exact population size was unknown, the minimum sample size was determined using the indicator-based estimation method, calculated as the number of measurement indicators multiplied by five ( $20 \times 5$ ), resulting in a minimum of 100 respondents. The sampling technique applied was non-probability sampling, specifically accidental sampling, whereby respondents who met the criteria and were encountered during the data collection period were selected.

The study utilized primary data collected through structured questionnaires distributed directly to respondents. All variables were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Data analysis was conducted using Structural Equation

Modeling (SEM) based on the Partial Least Squares (PLS) approach. This method was chosen due to its suitability for predictive analysis, its ability to test complex models with moderating variables, and its flexibility in handling relatively small sample sizes.

## RESULTS AND DISCUSSION

### Subheadings Level 2

**Table 1**  
**Outer Model Analysis (Validity Test)**

Variable	Number of Indicator	Loading Factor (>0,70)	AVE (>0,50)	Cross Loading (>0,7)	Remarks
Consumer Satisfaction	4	0,785-0,881	0,809	0,881-0,909	Valid and Reliable
Infrastructure	3	0,721-0,920	0,831	0,895-0,920	Valid and Reliable
Location	4	0,867-0,898	0,782	0,867-0,898	Valid and Reliable
Product Quality	5	0,812-0,896	0,774	0,864-0,900	Valid and Reliable
Accessibility	4	0,884-0,891	0,812	0,884-0,941	Valid and Reliable

Source : SmartPLS Output (2026)

Based on Table 1, all variables demonstrate loading factor values above 0.70, AVE values greater than 0.50, and cross-loading values above 0.70. These results indicate that all constructs meet the criteria for convergent and discriminant validity.

**Table 2**  
**Outer Model Analysis (Validity Test)**

Variable	Cronbach Alpha	Remarks	Composite Reliability (rho_c)	Remarks
Consumer Satisfaction	0.921	Reliable	0.944	Reliable
Infrastructure	0.898	Reliable	0.936	Reliable
Location	0.907	Reliable	0.935	Reliable
Product Quality	0.903	Reliable	0.932	Reliable
Accessibility	0.923	Reliable	0.945	Reliable

Source : SmartPLS Output (2026)

Based on Table 2, all variables exhibit Cronbach's Alpha values greater than 0.70 and

composite reliability values above 0.70. Thus, the measurement instruments for consumer satisfaction, infrastructure, location, product quality and accessibility are considered reliable.

**Table 3**  
**Structural Model Results (Inner Model)**  
**R-Square (R<sup>2</sup>)**

Variable	R-Square	R-Square Adjusted	Remarks
Consumer Satisfaction	0.934	0.930	Good

Source : SmartPLS Output (2026)

The inner model results indicate that the research model exhibits very strong predictive accuracy. The R-Square value for consumer satisfaction (Y) is 0.934. According to Hair et al. (2021), an R<sup>2</sup> value exceeding 0.75 indicates a model with substantial predictive power. Thus, the research model demonstrates high predictive capability.

**Table 4**  
**Hypothesis Testing Results (Path Coefficient)**  
**Path Coefficient (Direct and Indirect Effects)**

Variable	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
X1 → Y	0.240	0.240	0.079	3.042	0.001
X2 → Y	0.064	0.062	0.101	0.638	0.262
Z1 → Y	0.227	0.226	0.098	2.323	0.010
<b>Z1 × X1 → Y</b>	<b>0.118</b>	<b>0.116</b>	<b>0.052</b>	<b>2.269</b>	<b>0.012</b>
Z2 → Y	0.471	0.470	0.110	4.273	0.000
<b>Z2 × X2 → Y</b>	<b>0.135</b>	<b>0.132</b>	<b>0.058</b>	<b>2.327</b>	<b>0.010</b>

Source : SmartPLS Output (2026)

## DISCUSSION

### Subheading Level 2

The findings of this study highlight the strategic role of facilities and infrastructure in

shaping customer satisfaction at Pondok Rumbia Restaurant. The results confirm that well-maintained physical facilities such as cleanliness, seating comfort, spatial arrangement, and supporting amenities contribute positively to customers' overall dining experience. This supports the service marketing perspective that physical evidence is a critical component in service evaluation. Customers do not solely assess the core product (food), but also the environment in which the service is delivered. A comfortable and well-organized dining atmosphere enhances perceived value and emotional responses, ultimately increasing satisfaction.

In contrast, location was found not to have a direct influence on customer satisfaction. This suggests that, in the context of a regional culinary business operating outside the city center, satisfaction is not primarily determined by geographical position. The growing use of digital maps, online transportation services, and increased consumer mobility may reduce the traditional importance of strategic location. Customers appear willing to visit a less central location as long as other aspects particularly product quality and facilities meet their expectations. This finding indicates that the relevance of location may be contextual and dependent on the characteristics of the target market.

Furthermore, product quality plays a significant moderating role in strengthening the relationship between facilities and customer satisfaction. High-quality taste, presentation, and consistency enhance customers' tolerance toward minor shortcomings in physical facilities. In this case, facilities function as a supporting factor, while product quality remains the core determinant of the dining experience. This reinforces the view that in the food and beverage sector, superior product performance amplifies the positive impact of other service attributes on satisfaction.

Similarly, accessibility strengthens the relationship between location and customer satisfaction. Although location alone does not directly influence satisfaction, ease of access such as manageable travel time, clear directions, and convenient transportation enhances customers' positive perceptions. Accessibility reduces the perceived effort required to visit the restaurant, thereby maximizing the functional value of its location. This finding emphasizes that managerial attention should not only focus on where a business is situated, but also on how easily customers can reach it.

Overall, this study demonstrates that customer satisfaction in a regional culinary context is shaped more by experiential and functional factors than by geographic considerations alone. Facilities and product quality form the primary drivers of satisfaction, while accessibility enhances the effectiveness of location. These findings contribute to the development of service marketing literature by providing empirical evidence that moderating variables product quality and accessibility play a crucial role in strengthening the relationship between physical and spatial factors and customer satisfaction.

## CONCLUSION

Based on the results of data analysis and discussion, this study concludes that facilities and infrastructure have a positive and significant effect on customer satisfaction at Pondok Rumbia Restaurant, indicating that cleanliness, completeness of facilities, and environmental comfort play an important role in enhancing customers' dining experiences. In contrast, location does not directly influence customer satisfaction, suggesting that customers place greater emphasis on other factors beyond physical positioning.

Furthermore, the study confirms that product quality strengthens the relationship between facilities and customer satisfaction, meaning that high-quality taste and presentation amplify the positive impact of physical facilities. Similarly, accessibility enhances the effect of location on customer satisfaction, as ease of access, efficient travel time, and clear location information maximize the functional value of the restaurant's location. Overall, customer satisfaction is shaped not only by physical and spatial factors but also significantly reinforced by product quality and perceived accessibility.

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