STRATEGY FOR IMPROVING THE QUALITY OF DINE IN SERVICES AT MIE MAPAN RESTAURANT

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Abstrak: This study aims to measure service quality at Mie Mapan, especially during on-site dining, prove the relationship between service quality and repurchase intention and brand image, and determine the improvement strategies that need to be done. This study involved 145 customers of Mie Mapan restaurants in four branches, namely Mie Mapan Rungkut, Mie Mapan Barata, Mie Mapan Kusuma Bangsa and Mie Mapan MERR. The data obtained is then analyzed using SEM-PLS to prove the hypothesis. SERVQUAL and IPA methods are used to measure service quality and level of importance according to customers. Then the QFD method is used to determine the improvement strategy needed. The results of this study indicate that there is a significant influence between service quality on purchase intention, service quality on brand image, and brand image on purchase intention. This study also shows that the brand image variable is able to mediate the effect of service quality on purchase intention. The quality of service at Mie Mapan in the restaurant where the research was conducted is still considered low. There are four significant indicators to improve performance, namely: restaurant cleanliness, the appropriateness of cutlery, speed and accuracy of service and menu variations. The improvement strategy that needs to be done is to always renew cutlery regularly, check and monitor employee discipline, improve employee skills, provide facilities, and add menu variations.

Keyword: SERVQUAL, QFD, IPA, Brand Image, Repurchase Interest.

INTRODUCTION

According to Sahban (2016), the success and sustainability of a restaurant business depend on three things, namely: food, ambience, and service. Service looks at how employees realize customer requests, including food orders. According to Lin Y. Ingrid (2010), there are nine forms of restaurant service quality, including: efficiency of handling customer requests, employee competence, thorough work execution, quick response, special attention to customers, conformity to customer expectations, smile in interaction, friendly service, and treating customers well.

According to Powers & Barrows (2003), an important factor affecting restaurant customer satisfaction besides intangible service quality is also a social activity. In the restaurant industry, customers not only evaluate the quality of food but also the quality of service they get while they eat at the restaurant.

(Kivela & Crotts, 2009). Service quality is a major determinant of customer satisfaction because it can affect positive and negative emotions (Ladhari et al., 2008).

The most popular service quality model and until now widely used as a reference in service management and marketing research is the SERVQUAL model (abbreviation of service quality) developed by Parasaruman, Zeuthaml and Berry (1994). SERVQUAL is a method that can be used to measure customer satisfaction with the services they have received by comparing the level of perceptions and expectations.

Quality Function Deployment (QFD) is a structured methodology that can be used in a product and service planning and development process. One of the advantages of this method is that it is used to facilitate a group of work teams in determining the specifications of customer needs and needs, and this method can help systematically evaluate the capabilities of products or services in the process of meeting customer needs and needs (Erdil & Arani, 2019).

Mie Mapan is a family restaurant that has been established since 1992. Currently, Mie Mapan has 25 restaurants spread across Java and Bali. Table 1 shows that there was a total of 157 cases of customer complaints in 2022, 55 of which were complaints in the aspect of serving (35%). This record of complaints increased in 2023 with a total of 233 cases, 145 of which were complaints on presentation (an increase of 163.64% from 2022).

Tabel 1 Customer Complaints Table for 2022 and 2023

No	Category	Total Complain/Year		%
		2022	2023	
1	Presentation	55	145	163,64%
2	Product	51	60	17,65%
3	Cleaningness	18	12	-33,33%
4	Others	33	16	-51,52%
	Total	157	233	48,41%

Source: Author's Data (2023)

The initial hypothesis of this study is that there is a gap between the perceptions and expectations of Mie Mapan Restaurant customers. Therefore, further research needs to be done to find out the current service quality and what strategy proposals are given to reduce the gap.

This research will be conducted in four Mie Mapan restaurants that get the highest number of complaints, have a large percentage of dine-in turnover and are located in Surabaya City. The consideration is that with the high turnover of dine-ins in a restaurant, the potential for complaints is greater.

Tabel 2 Table of Turnover and Number of Complaints in 2022 and 2023

Outlet	2022		2023	
	% Omset Dine In	Complain	% Omset Dine In	Complain
Barata Jaya	52,95%	8	85,74%	7
Kusuma Bangsa	54,18%	10	78,75%	12
Sidoarjo Kota	49,95%	14	65,47%	13
Rungkut Mapan	50,91%	10	59,77%	13
MERR	46,65%	14	56,97%	14

Source: Author's Data (2023)

This research will also use the SERVQUAL, IPA and QFD method approaches. SERVQUAL is used to determine the quality of presentation at the Mie Mapan restaurant during dine in (against 4 predetermined restaurants), then using the (IPA) method to determine which variables need to be improved first. Likewise, the QFD method is used to determine the priority of customer needs that need to be improved. This study involved restaurant visitors with the provision of having visited at least once in the past three months. After the data is obtained and analyzed, the results are given to management to determine the improvement strategy.

Previous research has also been conducted by Monika Soedjono from the University of Surabaya. Monika analyzed and proposed service quality improvements using the integration of SERVQUAL, KANO, and QFD methods at the Ipang stall, Mayjend Sungkono Branch, Surabaya. The results are based on IPA and Kano model categories, then quadrant four attributes are priority improvements, namely: layout, friendly and polite employees, sensitive employees, consistent serving portions, memuskan flavors, non-cash payment models and menu variations.

Rizki Mudfarikah from the University of Surabaya has also examined the effect of service quality and price on repurchase interest. This research was conducted in 2021 by taking a research location at Kedai Kopi Hakui Tulungagung City. The results prove that service quality has a significant influence on repurchase decisions. Service quality and price have a positive and significant influence on repurchase decisions.

In contrast to other studies, Dewi Sri Sulastri from the Bandung State Polytechnic conducted research on the effect of service quality on repurchase interest at the Gacoan Noodle Restaurant in Bandung with descriptive analysis methods. Tested with validity and reliability tests. The result is that there is an influence between service quality on repurchase interest in the Bandung Gacoan Noodle Restaurant.

Arief (2005) mentions that a restaurant is an industry that serves food and drinks to everyone who is far from home, as well as close to home. The restaurant industry or food and beverage industry is closely related to the preparation and serving of hundreds of types of food and beverages served to millions of people throughout life, and this is truly part of a person's life. In addition, it is also mentioned that the food and beverage serving industry is a people to people industry, namely an industry that serves the needs of others who are far from home or office.

Tjiptono (2017) also states that the development of several perspectives regarding the definition of service clearly shows the significance and dynamics of the role of service in the world economic scene. Whether we realize it or not, every business is essentially a service business (every business is a service business). In every organization, for example, there is the term internal focus (employees). In other words, each individual or department acts as a provider and recipient of other individual/department services. The quality of service provided to external customers is highly dependent on the quality of internal customer relations and cooperation. Therefore, external customer satisfaction and loyalty can only be realized effectively if internal

customer satisfaction and loyalty are created.

According to Kotler (in Sangadji and Sopiah, 2013), quality is a dynamic condition related to various aspects such as products, services, people, processes, and the environment, which can meet or even exceed expectations. Lewis & Booms (in Tjiptono, 2008) state that service quality is measured by how well the level of service provided can meet customer expectations. Parasuraman (in Sangadji and Sopiah, 2013) emphasizes that service quality involves achieving the expected level of excellence and controlling that level of excellence to meet customer desires. According to Tjiptono (in Saidani and Samsul Arifin, 2012), service quality is perceived by customers based on the descriptions they have in their own minds.

According to Parasuraman (in Wijaya, 2011), it suggests five aspects of service quality, namely:
a. tangible, which includes physical facilities, equipment, employees, and means of communication.
b. reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily.
c. responsiveness, namely the desire of staff and employees to help customers and provide services responsively.
d. Assurance, which includes knowledge, ability, courtesy, and trustworthiness of the staff, free from danger, risk, or doubt.
e. empathy (emphaty), which includes ease of relationship, good communication, personal attention, and understanding the needs of customers.

The aspects of service quality used in this study are aspects proposed by Parasuraman (in Wijaya 2011), namely direct evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy), which are in accordance with the SERVQUAL method, which is a method often used to measure service quality.

Customer satisfaction has become an important part of the vocabulary of every corporate and non-profit organization, business consultants, marketing researchers, business executives, and, in some cases, bureaucracies and politicians. Tjiptono (2017) says that customer satisfaction also has the potential to provide a number of specific benefits, including:
1. Positive impact on customer loyalty
2. Potential to be a source of future revenue, especially through repeat purchases, cross-selling, and upselling
3. Reduce future customer transaction costs, especially marketing communication, sales, and customer service costs.
4. Suppress volatility and risk with respect to predicting future cash flows
5. Increase price tolerance, especially customers' willingness to pay premium prices, and customers are less likely to be tempted to switch suppliers.
6. Fosters positive word-of-mouth recommendations
7. Customers tend to be more receptive to product line extensions, brand extensions, and new add-on services offered by companies.
8. Increase the company's relative bargaining power towards supplier networks, business partners, and distribution channels.

The basic principle underlying the importance of measuring customer satisfaction is doing best what matters most to customers. According to Kotler (2004), there are four methods that are often used to measure customer satisfaction, namely:

1. Complaint and suggestion systems, such as suggestion boxes in strategic locations, toll-free phone lines, websites, email, fax, blogs, social media, etc.
2. Mystery shopping, which is participatory observation research that uses people posing as customers of the company and competitors while observing in detail aspects of service and product quality.
3. Lost Customer Analysis, which is contacting or interviewing customers who have switched suppliers in order to understand the causes and make service improvements.
4. Customer satisfaction surveys, either via post, telephone, email, website, blog, or face-to-face. Until now, surveys have been the most popular and rapidly growing method in the customer satisfaction measurement literature.Kotler (2009) states that brand image is the public's perception of the company or its products. Image is influenced by many factors that are beyond the company's control. An effective image will affect three things, namely:

1. Solidify the product character and value proposal.
2. Conveying that character in a different way so that it is not confused with the character of competitors.
3. Provide emotional power that goes beyond a mental image. In order to function, the image must be conveyed through every available means of communication and brand contact.

According to Da Silva and Alwi (2006), brand image indicators include:
1. The level of physical attributes, namely recognizing the brand name, logo, or brand symbol.
2. The level of the functional implication, namely the risks or benefits that will be obtained.
3. The psychosocial implication is the feeling of pleasure and comfort when wearing it.

Repurchase interest shows the willingness of buyers to return in the future. Repeat purchase behavior is often associated with loyalty. However, the two are different. Repurchase behavior only involves repeated purchases of the same specific brand, while brand loyalty reflects a psychological commitment to a particular brand. Peter and Olson (2014) define repurchase interest as a purchase that is repeated many times or more. The satisfaction received by customers can encourage someone to make repeat purchases, be loyal to the product, or be loyal to the store where the item was purchased so that customers can tell others about these good items. According to Keller (in Sulistyari, 2012), repurchase interest refers to how likely a customer is to buy a particular brand or how likely a customer is to move from one brand to another. If the perceived benefits are greater than the sacrifice required to obtain them, the urge to buy will be higher.

According to Ferdinand in Basrah and Samsul (2012: 1-22), there are three indicators of repurchase interest, namely:
1. Reference interest - the willingness of customers to recommend products they have consumed to others.
2. Preference interest - customer behavior that makes the product they consume their first choice.
3. Explore interest - customers always have the desire to search for product information that interests them.

The PLS-SEM model allows researchers to analyze relationships

simultaneously in complex models consisting of multiple constructs, indicator variables, and structural paths. The PLS-SEM model is becoming a popular method for estimating path models with latent variables and their relationships. There have been many developments in PLS-SEM modeling.

PLS-SEM provides several advantages including the ability to model multiple variables and higher significance levels; overcoming multicollinearity problems on large datasets; robustness in handling incomplete and missing inputs; and the ability to advance latent causes based on cross-loadings associated with response causes, resulting in more robust hypotheses.

Disadvantages of using PLS include a decreased level of acuity in understanding latent cause loadings (which are based on load association thresholds and response causes, not on covariance thresholds as in SEM) and due to unknown confidence levels, researchers cannot assess the accuracy of results except by using bootstrap induction. Overall, the mixture of advantages and disadvantages means that PLS is favored as a predictive rather than an interpretive technique, except for exploratory analysis as a prelude to interpretive techniques such as multiple linear regression or covariance-based structural equation modeling.

Importance Performance Analysis (IPA) is an analytical method used to identify important performance factors that an organization or company must do to satisfy service users. This IPA method also has the main function of displaying information about service factors that significantly affect customer satisfaction and loyalty, as well as service factors that need to be improved from the customer's point of view, because in practice they are less satisfying (Ormanovic et, al., 2017).

IPA has a focus on looking at gaps. When it comes to what the customer needs, what he wants and what his taste is, versus the reality of the service provided by the service provider, there will be a gap between expectations and reality. A positive (+) gap occurs when the perceived score is greater than the expected score, but a negative (-) gap occurs when the expected score is greater than the perceived score. The higher the expectation, the lower the perceived value, and the greater the gap.

So if the total gap is positive, it can be said that the customer is very satisfied with the service provided by the service provider, while if the total gap is negative, it can be said that the customer is very dissatisfied with the service provided. The smaller the gap, the better. Usually the gap between companies with a good level of service will be smaller. This assessment is carried out on a Likert scale with a score of 1 to 5 with the following formula;

$$Q = P-I$$

Where:

Q is the quality of customer service

P is the actual service received by the customer

I is the service that should be received

Quality Function Deployment (QFD) was first proposed in Japan around the 1960s by Yoji Akao and Shigeru Mizuno. The method was initially developed by Mitsubishi Kobe Shipyard and later adopted by Toyota. The QFD approach was developed as a link between the customer and the company. The QFD method is also a system for designing products or services based on customer needs, which is an organized system that converts customer

needs into product or service specifications (Pyzdek, 2003: 121). The purpose of QFD is to convert customer needs into product features to achieve a certain level of customer satisfaction (Bernal et al., 2014). There are several benefits of using QFD, which can prioritize product specifications to meet customer needs with a focus on competitors. The QFD method can also be used to find competitive advantages of products that can be developed. In addition, the use of the QFD method can also shorten the time required in product development (Rahmatika, 2008). QFD can also be used to prioritize key points for potential improvements based on customer demand and needs (Gargione, 1999). QFD itself has several weaknesses when used (Jaiswal, 2012). QFD is a qualitative method because of the different needs and desires of each customer. In addition, customer needs are sometimes unclear and difficult to classify as requests. The QFD method is divided into four stages, namely product planning, product design, process planning and control planning (Cohen, 1995).

The house of quality (HOQ) is a complex matrix that is part of the translation of customer needs into product or service characteristics. The idea of this approach is not only used to translate customer needs into product features but also to prioritize the improvement of certain features (Van de Poel, 2007). HOQ is divided into 7 parts, as shown in Figure 1.
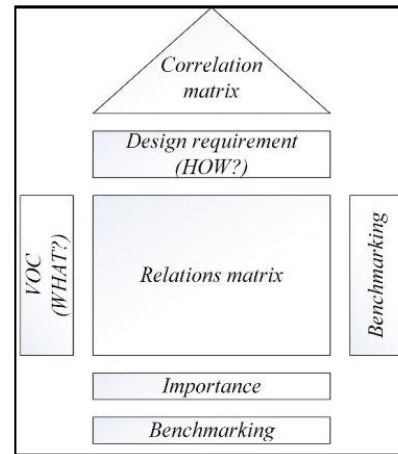

Figure 1 Seven Sections of the House of quality (HOQ)

The illustrations in Figure 1 above may differ from each other regarding the place of placement. But the preparation of HOQ has the same steps that are organized.

The most popular service quality model and until now widely used as a reference in service management and marketing research is the SERVQUAL model (abbreviation of service quality) developed by Parasaruman, Zeuthaml and Berry (1994) in a series of their research on six service sectors. The model, also known as gap analysis, is closely related to the customer satisfaction model based on the confirmation approach (Oliver, 1997). This asserts that if performance on an attribute is greater than expectations of the attribute in question, then perceptions of service quality will be positive and vice versa.

According to Parasuraman (1985), there are ten main dimensions of service, namely: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, ability to understand customers and physical evidence.
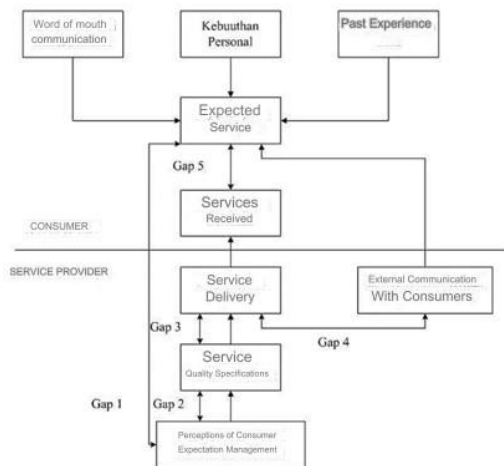
Figure 2 Gap in SERVQUAL

Figure 2 shows the 5 main gaps in SERVQUAL according to Tjiptono & Chandra (2016):

1. Gap between customer expectations and management perceptions (knowledge gap).
2. The gap between management's perception of customer expectations and specifications on service quality (standards gap). Gap between service quality specifications and service delivery (Delivery Gap)
3. Gap between service delivery and external communication (communication gap)
4. Gap between perceptions of services received and expected services (service gap)

The SERVQUAL model is based on the assumption that customers compare service performance on relevant attributes with ideal / perfect standards for each service attribute. If the performance matches or exceeds the standard, then the perception of the overall service will be positive and vice versa. In other words, this model analyzes the gap between two main variables, namely the expected service

and the customer's perception of the service received.

So, The research objectives in this study are to:

1. Measure Service Quality: Use the SERVQUAL method to evaluate the gap between customer perceptions and expectations at Mie Mapan restaurant, specifically in service quality aspects like tangibility, reliability, responsiveness, assurance, and empathy. This aims to identify key service elements that need urgent improvement.
2. Analyze Service Improvement Priorities: Apply Importance-Performance Analysis (IPA) to determine service variables that significantly impact customer satisfaction but currently fall short, identifying these as priorities for improvement.
3. Translate Customer Needs into Service Specifications: Utilize the Quality Function Deployment (QFD) method to design specific improvement strategies focused on key customer needs to enhance customer satisfaction and loyalty.
4. Identify the Impact of Service on Repurchase Intention: Measure the relationship between service quality and customers' repurchase intentions at Mie Mapan, given the importance of service in influencing customer loyalty and future purchasing decisions.

CONCEPTUAL FRAMEWORK AND RESEARCH METHODOLOGY

The first stage in this research is to determine the research design; in general, the research consists of two stages, namely the first stage of measuring the quality of dine-in serving

services. Then test how service quality can affect customer buying interest. The second stage determines the steps that must be taken to improve the quality of dine-in serving. To improve the quality of restaurant services.
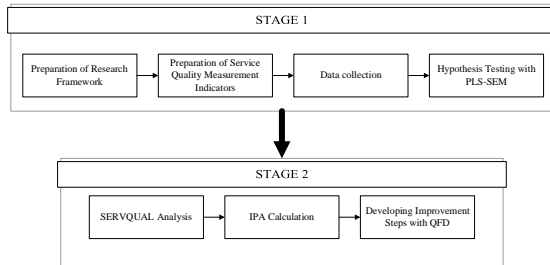

Figure 3. Research Stages

These dimensions need to be measured to find out which dimensions have the most influence on customer satisfaction in general and then indirectly affect repurchase intention. The research framework is seen in Figure 4 as follows:
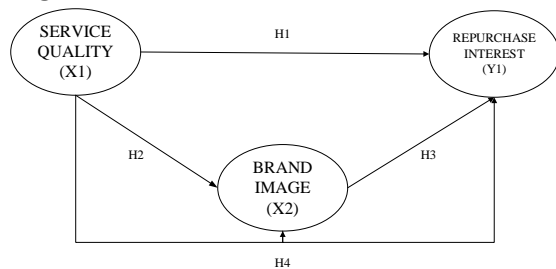

Figure 4 Research framework

Based on Figure 4 above, the research hypothesis is as follows:

H1: Service quality has a positive effect on customer repurchase intention

H2: Service quality has a positive effect on brand image

H3: Brand image has a positive effect on customer repurchase intention

H4: Service quality has a positive effect on customer repurchase intention through brand image mediation.

The next stage is the preparation of research measurement indicators. All dimensions will be measured in 2 ways: first is the measurement of the level of importance of each variable according to

the customer, and the second is the measurement of performance and service satisfaction according to the current customer.

Data collection in the form of customer perception data at four branches of Mie Mapan Restaurant (Rungkut, Barata Jaya, Kusuma Bangsa, and MERR) using the sampling method. The number of respondents is determined based on the Slovin equation. The population is determined based on the number of members in the Mie Mapan database, with the assumption that status as a member can represent the level of frequency of customer visits to Mie Mapan Restaurants. The tolerance used is 10%.

$$n = \frac{N}{1 + N\,(e)^2}$$

The equation above shows that N is the total population (50000) and e is the tolerance (10% or 0.1). From the calculation results, it was found that 100 respondents were needed. The questionnaire that has been formed is then made in 3 parts, namely the respondent's profile, the perceived service quality, and the level of importance according to the respondent.

Hypothesis testing is carried out using Partial Least Squares (PLS) and the program used to carry out this method is SmartPLS. The PLS-SEM approach is prediction-oriented as well as analysis with a sample size of 20 to 200 cases and can also handle complex relationships, which can consist of 100 latent constructs and 1000 manifest variables. Before conducting hypothesis testing, it is necessary to determine the level of significance. In general, the level of significance is α = 1% or 90% to α = 5% or 95%. So from this, this study used a significance level of 5% or 95% significance level where the presentation

error is 5% or 0.05. This study uses Structural Equation Modeling - Partial Least Squares (SEM-PLS) due to several key advantages. SEM-PLS can handle complex models with multiple constructs and indicators, making it ideal for examining relationships between service quality, customer satisfaction, and repurchase intention. Additionally, SEM-PLS is effective in addressing multicollinearity among independent variables, which is useful given the variety of service quality variables involved. This method is also robust with smaller sample sizes and non-normally distributed data, allowing for significant results even with a limited sample, such as customers who have visited the restaurant in the past three months. Finally, SEM-PLS is well-suited for predictive modeling, enabling the study to forecast repurchase interest based on service quality factors.

Hypothesis testing is done by looking at the t statistical value of the model that has been created. If the sign is in accordance with the theory and significant, <0.05 then it is declared accepted. Conversely, if it shows> 0.05, the hypothesis is rejected. In this statistical testing process, for CR, the value is above 1.96 and for the p value is below 0.05 (Imam Ghozali, 2014).

Service Quality Analysis (SERVQUAL) is intended to determine how good the quality of service is on dine-in products at mie mapan restaurants. SERVQUAL analysis in this study is a gap analysis to determine customer satisfaction at Mie Mapan Restaurant. This SERVQUAL analysis is based on aspects of reliability, responsiveness, assurance, empathy, and tangible. The service quality value is obtained by finding the difference between the perception value and the customer

expectation value. The service quality value shows the gap between perceptions and customer expectations. To analyze the quality that has been provided, the formula is used:

Service Quality = Score P - Score E

Description:

P = Customer perception of the actual service performance felt

E = Customer expectations of the service obtained

If you get a negative SERVQUAL score (-), then the service quality is not good (the customer is not satisfied). If the SERVQUAL score is equal to zero (0), then the service quality is good (the customer is satisfied). And if the SERVQUAL score is positive (+), then the service quality is very good (customers are very satisfied).

Importance Performance, Analysis or IPA, is a method used to map the relationship between importance and performance of each indicator offered and the gap between performance and expectations of these indicators.

After analyzing with the IPA method, the variables that fall into the high importance, low performance category are improved using the QFD method. Finally, determine what improvements are made by applying the QFD results to the House of Quality matrix.

RESULT AND DISCUSSION

Significance testing is used to test whether or not there is an influence of the independent variable on the dependent variable. The testing criteria state that if the p value <level of significance (alpha = 0.05), then it is stated that there is an influence of the independent variable on the dependentvariable. The results of the

significance test can be seen in Table 3 below:

Tabel 3. Hypothesis Test Results

Hipotesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	X1 → Y	0.347	0.120	2.885	0.004
H2	X1 → X2	0.773	0.048	16.034	0.000
H3	X2 → Y	0.452	0.115	3.924	0.000
H4	X1 → X2 → Y	0.350	0.092	3.812	0.000

The results of the hypothesis test above show that all hypotheses are accepted and have a significant influence. This could be because the respondents used in this study were very homogeneous. The diversity of respondents in a study can affect the results of hypothesis tests and the decision to accept or reject the null hypothesis (H₀). In studies with more homogeneous respondents, variability between individuals is lower, making it easier to detect differences or effects. Conversely, in studies with very heterogeneous respondents, variability is higher, making it more difficult to detect small differences or effects. In this study, respondents were taken from restaurant visitors who had become regular customers at Mie Mapan, both in terms of respondents having registered as members and in terms of the number of member visits to the Mie Mapan restaurant. Service Quality Analysis is intended to determine how good the quality of service is for dine-in products at the Mie Mapan Restaurant. Service quality is stated to be good if the level of conformity value is > 100%, but if the level of conformity is <100%, then the quality of service for dine-in products at the Mie Mapan Restaurant is stated to need to be improved. The results of calculating the level of suitability of service quality for dine-in products at Mie Mapan Restaurant can be seen in Table 4 below:

Tabel 4 SERVQUAL Results

Dimension	Item	Performance	Expectation	Service Quality (Q)	GAP	p value
Tangibles	X1.1.1	4,57	4,69	97,35%	-0,12	0,01
	X1.1.2	4,57	4,72	96,78%	-0,15	0,00
Reliability	X1.2.1	4,67	4,72	98,83%	-0,06	0,25
	X1.2.2	4,61	4,70	98,09%	-0,09	0,03
	X1.2.3	4,67	4,70	99,41%	-0,03	0,37
Responsiveness	X1.3.1	4,66	4,73	98,54%	-0,07	0,07
	X1.3.2	4,71	4,71	100,00%	0,00	1,00
Assurance	X1.4.1	4,65	4,68	99,41%	-0,03	0,37
	X1.4.2	4,66	4,74	98,40%	-0,08	0,06
	X1.4.3	4,54	4,66	97,34%	-0,12	0,00
Emphaty	X1.5.1	4,72	4,75	99,27%	-0,03	0,25
	X1.5.2	4,74	4,76	99,56%	-0,02	0,52
Average		4,65	4,71	98,58%	-0,07	0,25

Based on the calculations in Table 4 above, it is known that almost all indicators in all dimensions have a level of conformity <100%, except for indicator X1.3.2. Thus, the quality of service based on these indicators needs to be improved to achieve a good service quality value.

There is a significant difference in the average performance with customer expectations. This means that statistically it indicates that the quality of service in dine-in products at Mie Mapan Restaurant still does not meet the quality expected by customers in the four indicators. If we look at the average level of conformity of 98.58%, it means that overall the indicators are quite good where the average is close to 100%.

Importance performance analysis (IPA) is used to map customer satisfaction based on the level of importance with performance, as seen in Figure 5. Indicators in quadrant I indicate that the indicators have a low level of importance. Indicators in quadrant II indicate that the indicators have a low priority. Indicators in quadrant III indicate that the indicators must be maintained and improved, and indicators in quadrant IV indicate that the indicators have the highest priority. The results of the service quality analysis for dine-in products at Mie Mapan Restaurant based on indicators can be seen in Figure 5 below:
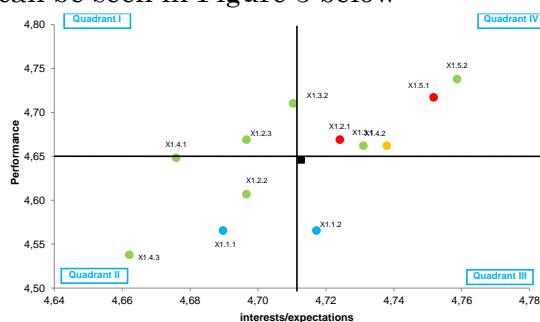

Figure 5 Importance Performance Analysis Results

Based on the analysis results of Figure 5 above, it can be seen that the cutlery suitability indicator (X1.1.2) is in Quadrant III. This shows that the indicator has a low level of performance, but the level of expectation of the indicator is in the high category, which is highly considered by customers. Therefore, the service party for dine-in products at Mie Mapan Restaurant must evaluate and improve these indicators, because these indicators are very important and highly expected by customers, so that in the future service, these indicators are expected to be even better according to customer expectations in terms of service for dine-in products at Mie Mapan Restaurant. Then, based on the analysis results above, it can be seen that indicators X1.1.1 (restaurant cleanliness), X1.2.2 (serving speed) and X1.4.3 (menu variants) are in Quadrant II. This shows that these indicators have a low level of performance, and the level of expectation of these indicators is also in the low category, which is not highly considered by customers. Therefore, the service team for dine-in at Mie Mapan Restaurant must evaluate and improve these indicators, so that in the future service, these indicators are expected to become new strengths and advantages for the service team for dine-in products at Mie Mapan Restaurant. The service quality indicators that will be improved and developed need to determine the priority weight of the service indicators. By knowing the priority of service indicator development, it can be determined which order of indicators will be improved and developed. From the calculation of the weights that have been obtained, it needs to be normalized. Normalizing the weights aims to make it

easier to determine the priority of developing which indicators need to be developed immediately. The results of the raw weight and normalized weight calculations can be seen in Table 5 below

Tabel 5 Calculation results *Raw Weight* and *Normalized Weight*

Dimention	Item	Questions	Raw Weight	Normalized Weight
Tangibles	X1.1.1	Is the Mie Mapan restaurant that you visited clean?	7,70	0,2778
	X1.1.2	The cutlery at Mie Mapan Restaurant is of decent quality?	7,75	0,2794
Reliability	X1.2.2	Employees serve food quickly and accurately?	6,12	0,2206
Assurance	X1.4.3	The menu choices currently available are very varied?	6,16	0,2223
Total			27,73	1,00

To form a house of quality matrix, it is necessary to determine technical parameters. Technical parameters are the result of translating customer desires, from customer desires translated into technical language that can be measured to determine the targets to be achieved and to determine which attributes will be developed later. The results of translating customer desires and needs can be obtained as technical parameters, as shown in Table 6 below:

Tabel 6 Technical Parameters Table

No	Technical Parameter
1	Employee checks and discipline
2	Availability of facilities
3	Updating cutlery
4	Improving employee capabilities
5	Add menu variants

This House of Quality matrix explains what customers want and how to fulfill them. This matrix is made based on the integration of data processing from determining the degree of importance to the interaction of technical parameters, but the results of this matrix cannot be fully applied to the company's operations. In order for the results of this QFD method to be perfect and more specific, the results of this HOQ matrix will be processed again at the next HOQ matrix stage until a truly specific, operational, technical, and clear output is produced. This HOQ output (the technical parameters) will be the input for the next HOQ matrix section, and the technical parameter values will become the normalization of the weights for the next HOQ matrix. The complete image of this HOQ matrix is as shown in Figure 6.
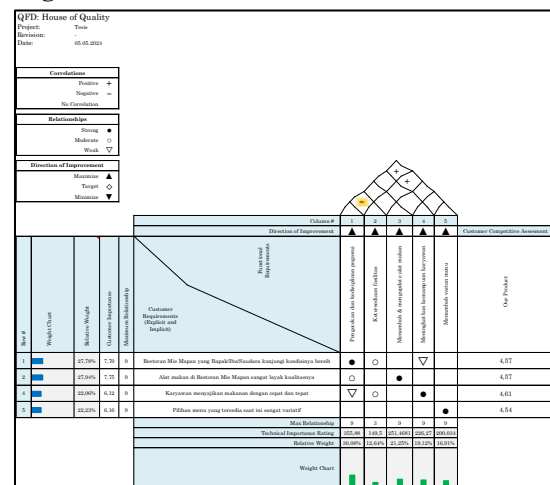

Figure 6. House of Quality Analysis Results

Based on Figure 6 above, it shows that the highest relative weight is obtained for the indicator "The cutlery at Mie Mapan Restaurant is of very decent quality," which is 27.94% (ranking 1). This means that the first aspect that customers want is to improve the quality of the cutlery used at Mie Mapan Restaurant. The technical parameters that can support this improvement are adding and updating cutlery.

Then the second highest is the indicator "The Mie Mapan Restaurant that you visited was clean," which is 27.78% (ranking 2). This means that the second most important aspect, according to customers, is wanting to improve the cleanliness of the restaurant to be prioritized. The technical parameters that can support this improvement are checking and discipline of employees (relative weight 30.08%), availability of facilities (relative weight 12.64%), and improving employee skills (relative weight 19.12%). The higher the relative weight, the more the technical parameters need to be prioritized. Furthermore, from figure 4.4 above, it shows that the third highest relative weight is obtained on the indicator "The menu choices available are currently very varied," which is 22.23% (ranking 3). This means that the third most important aspect is that customers want an increase in the menu choices available at Mie Mapan Restaurant. The technical parameters that can support improvements regarding menu variants are those added at Mie Mapan (16.91%). Then the fourth highest is on the indicator "Employees serve food quickly and accurately," which is 22.06% (ranking 4).

CONCLUSION

This study aims to determine the quality of dine-in presentation at Mie Mapan Restaurant, analyze the influence of dine-in presentation quality on repurchase intention with brand image as a mediating variable, and determine improvement steps to improve dine-in presentation quality. Based on the results of the study and data processing from 145 respondents from four restaurants in the Surabaya City area (Mie Mapan Rungkut, Mie Mapan Barata Jaya, Mie Mapan Kusuma Bangsa, and Mie Mapan MERR), the researcher draws the following conclusions:

1. The results of measuring the quality of dine-in service at the Mie Mapan restaurant show that the quality of service is still low, as evidenced by the results of the SERVQUAL analysis, which are almost entirely below 100%, except for the indicator of how employees respond. The SERVQUAL analysis also shows four significant indicators, namely: restaurant cleanliness, suitability of cutlery, speed and accuracy of service, and menu variety.

2. The results of the hypothesis testing planned at the beginning show that all hypotheses are accepted and there is a significant relationship between each variable. Moreover, this study also proves that there is an indirect effect of service quality on purchase interest through brand image mediation, or, in other words, that the brand image variable is able to mediate the effect of service quality on purchase interest.

3. The results of this study also provide suggestions for improvements to improve service

at the Mie Mapan restaurant. Based on the results of the analysis using quality function deployment with the house of quality matrix. The proposed improvement strategy is to always renew the cutlery in the restaurant periodically, improve employee discipline, improve employee competence, complete existing facilities, and add menu variants at the Mie Mapan restaurant.

For future research, expanding the sample size and including restaurants in multiple regions could provide a broader view of customer satisfaction and service quality across diverse demographics. Adding variables like customer loyalty, perceived value, or dining ambiance could also enrich understanding of factors influencing repurchase intention. A longitudinal approach would allow researchers to track the impact of service improvements over time on brand image and customer loyalty. Comparative studies with similar family-style restaurants could offer insights into competitive advantages and unique areas for improvement. Additionally, exploring the role of digital and technological enhancements, such as online ordering and digital menus, could be valuable given shifting customer expectations. Finally, integrating qualitative methods, such as interviews or focus groups, would allow for deeper insights into customer needs and experiences, complementing quantitative findings.

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