

ANALYSIS OF SERVICE QUALITY AND PARKING TO IMPROVE CUSTOMER SATISFACTION AT NASI GORENG 77 BSD

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Abstract

This study aims to analyze the quality of service and parking facilities in increasing customer satisfaction at Nasi Goreng 77 BSD. Data were obtained through a questionnaire completed by 11 respondents of various ages and backgrounds. Aspects assessed included cleanliness of the premises, order accuracy, speed of service, transaction security, ease of parking access, and customer desire to return. The results showed that most customers agreed to strongly agreed with the quality of service provided, particularly in terms of cleanliness, order accuracy, and employee friendliness. However, some feedback was received on the parking facility aspect, such as the need for area expansion and increased security. Overall, customers were satisfied and willing to recommend Nasi Goreng 77 BSD to others.

Keywords: Service Quality, Parking Facilities, & Customer Satisfaction

Introduction

In an increasingly competitive culinary industry, customer satisfaction is a key factor in maintaining business continuity and growth. Customers not only judge the quality of food, but also the service and other supporting facilities, such as the availability and convenience of parking facilities. Excellent service quality and adequate parking facilities can provide a positive experience for customers, thereby potentially increasing loyalty and word of mouth recommendations. Nasi Goreng 77 BSD is one of the most popular culinary businesses in the BSD area, South Tangerang. With high visitation rates, especially during peak hours, it is important for management to understand the extent to which service quality and available parking facilities can affect customer satisfaction. Problems such as long queues, unfriendly staff, and limited parking can disrupt customer comfort. This study aims to analyze the relationship between service quality and parking facilities on customer satisfaction at Nasi Goreng 77 BSD. The evaluation of these two aspects is expected to provide strategic input for managers and serve as a reference for other culinary businesses.

Theoretical Framework

Service Quality

Wijaya (2011:52) states that service quality is a measure of how well the level of service provided meets customer expectations. Tjiptono (2011:59) states that service quality is the level of excellence expected and control over that level of excellence to meet customer desires. Therefore, it can be concluded that all activities carried out by a company must meet expectations and improve the excellence of a service to fulfill customer desires, expectations, and satisfaction.

Parking Facilities

In addition to service, the availability of supporting facilities is also an important aspect in shaping customer satisfaction. One facility that is often considered crucial but overlooked is parking. Adequate parking not only supports customer comfort, but also determines whether customers will visit or return to a business. Research by Goeltom et al. (2024) shows that the availability and convenience of parking contribute positively to the overall consumer experience, especially in the culinary and restaurant sectors.

In the context of the culinary business, customer satisfaction is highly dependent on the overall impression of the service received and the ease of visiting. Satisfaction itself is defined as the comparison between customer expectations of a product or service and the actual experience they receive (Kotler & Keller, 2016). If the experience exceeds expectations, customers tend to feel satisfied and even loyal to the brand or business.

Method

This study uses a descriptive qualitative method that aims to describe in depth how the quality of service and parking facilities affect customer satisfaction at Nasi Goreng 77 BSD. The research location was at Nasi Goreng 77 BSD, South Tangerang, in October 2025. Data was obtained through observation, in-depth interviews, and documentation of customers and employees to find out their experiences and perceptions. Simply put, data collection means gathering various information from various sources so that it can be analyzed and produce accurate conclusions. Meanwhile, according to Effendy, AA (2025), data collection is "the collection of data at the research location by conducting observations, interviews, and documentation by determining the appropriate data collection strategy and to determine the focus and depth of data in the subsequent data collection process." Then, data analysis was conducted using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. To maintain data validity, source and technique triangulation techniques were used, by comparing the results of observations,

interviews, and documentation. The data analysis process was carried out through the following stages (Sugiyono, 2019; Creswell, 2018):

1. Data reduction, which is sorting important information from the results of interviews, observations, and documentation in accordance with the research focus.
2. Data presentation, in the form of a narrative describing customer perceptions of service quality and parking facilities at Nasi Goreng 77 BSD.
3. Drawing conclusions and verification, carried out by interpreting the collected data and rechecking the validity of the results through source and method triangulation techniques.

Triangulation was conducted to compare information from interviews, direct observations, and secondary data, so that the results obtained were more objective and accountable. This technique strengthens the validity of the findings by looking at the consistency of information from various sources. This qualitative approach provides an in-depth understanding of customer perceptions of parking services and facilities, as well as their impact on satisfaction. These findings are expected to provide input for managers in improving services at Nasi Goreng 77 BSD.

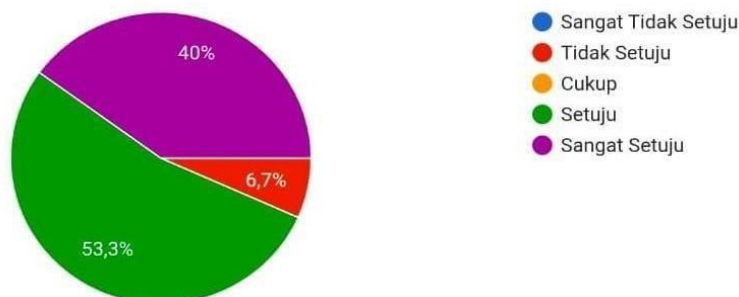
Results

Research on 15 regular customers of Nasi Goreng 77 BSD shows that although customers are satisfied with the cleanliness and taste of the food, there are still some shortcomings. The service is considered slow, especially when it is crowded, and the parking security aspect is still inadequate. Customers mention the absence of CCTV or security guards (satpam) as the main weakness. Parking facilities are also limited and poorly organized. These findings indicate the need for improvements in service speed and the provision of a better security system to support overall customer satisfaction.

Figure 1. Customer dissatisfaction with service quality persists;

Saya berkeinginan untuk kembali membeli di Nasi Goreng 77 BSD.

15 jawaban



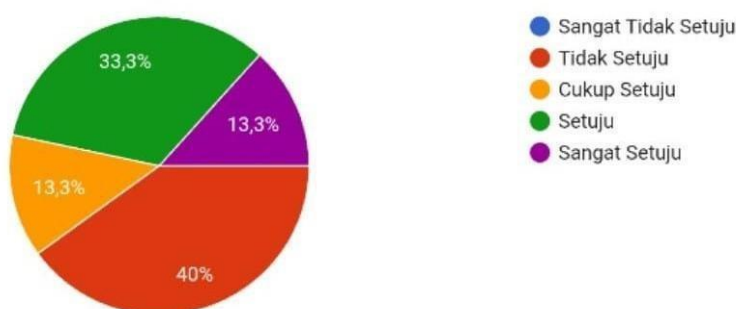
Source: Questionnaire results (2025)

Based on Figure 1, the majority of respondents showed a strong interest in returning to Nasi Goreng 77 BSD, with 53.3% agreeing and 40% strongly agreeing. However, there were 6.7% of respondents who disagreed, which, although small, is still important to note. This negative response may indicate an unsatisfactory experience, whether in terms of taste, service, or other factors. Although a minority, this dissatisfaction needs to be addressed so that it does not develop into a more widespread negative perception and undermine overall customer loyalty.

Figure 2. Inadequate parking facilities affect customer satisfaction.

Area parkir cukup luas untuk menampung kendaraan pelanggan.

15 jawaban



Source: Questionnaire results (2025)

Based on Figure 2, 40% of respondents disagreed and 13.3% strongly disagreed that the parking area at Nasi Goreng 77 BSD was spacious enough. This means that more than half of customers felt that the parking facilities were inadequate. Meanwhile, 33.3% agreed and 13.3% strongly agreed, indicating divided perceptions. These findings indicate that parking capacity is an important aspect

that needs to be improved to enhance customer comfort. The results of observations also support this, where during peak hours, the parking area is unable to accommodate all customer vehicles. Improving parking facilities can be a strategic step in increasing customer satisfaction and loyalty.

Discussion

The results show that the majority of Nasi Goreng 77 BSD customers have a strong desire to repurchase, with 53.3% agreeing and 40% strongly agreeing (Figure 1). This finding reflects high satisfaction with the product and service. However, the 6.7% of respondents who disagreed still need to be considered, as this could indicate an unsatisfactory experience that could potentially undermine customer loyalty. This is in line with Kotler and Keller's (2016) view that even the smallest negative experience can affect consumers' overall perception.

Meanwhile, Figure 2 shows that parking facilities are the main complaint, with 40% of respondents disagreeing and 13.3% strongly disagreeing that the parking area is spacious enough. This indicates that more than half of customers feel that parking is inadequate. Although the other 46.6% agree and strongly agree, this divided perception indicates the need for improvement. Rahmawati (2021) states that satisfaction arises from the alignment between expectations and reality. In this case, parking limitations can reduce customer comfort, especially during peak hours. Improving these facilities can be a strategic step to maintain customer loyalty and improve overall service quality.

Conclusion

This study shows that the majority of customers have a high desire to make repeat purchases at Nasi Goreng 77 BSD, which reflects a fairly good level of customer satisfaction and loyalty. This indicates that the quality of the products and services in general has met consumer expectations. However, there are still a small number of customers who say they do not want to buy again, which shows that there are aspects of the service that need to be further evaluated. In addition, parking facilities were identified as one of the main weaknesses, with more than 50% of respondents rating the parking area as inadequate. This factor can affect customer comfort and their decision to return, especially during peak hours. Nasi Goreng 77 BSD is advised to make several improvements and develop its services in order to increase customer comfort and loyalty.

Suggestion

Management needs to improve parking facilities by adding or rearranging areas to accommodate more vehicles, especially during peak hours, and collaborate with nearby land managers as a long-term solution. In addition, a comprehensive evaluation of service quality needs to be conducted, especially for customers who

are dissatisfied, in order to identify and fix potential problems. Consistency in maintaining product quality, taste, price, and service is also important to retain customer loyalty. To maintain service standards, it is recommended to conduct regular surveys to obtain direct feedback from customers as a basis for improvement and management decision-making.

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