



ETHNOGRAPHY STUDY: CUSTOMER SATISFACTION TOWARDS PRODUCT AND SERVICE QUALITY OF THE FOOD AND BEVERAGE INDUSTRY AT PT. ABCD

Diny Claudia Durandt¹, Citra Dika Pertiwi², Cita Ayu Riyadi Putri³, Jerry Heikal⁴

Magister Management Universitas Bakrie

E-mail: dinyclaudia1@gmail.com, citradikaa@gmail.com, pitaayu77@gmail.com, jerry.heikal@bakrie.ac.id

ARTICLE INFO

Correspondent:

Diny Claudia Durandt
dinyclaudia1@gmail.com

Keywords:

**Customer Satisfaction;
Service Quality; Food &
Beverages.**

Website:

<https://idm.or.id/JSER/index.php/JSER>

Page: 2045 - 2049

ABSTRACT

PT ABCD, as one of the major players in the F&B industry, strives to meet customer expectations. In this context, various factors can influence customer perceptions, ranging from product quality to service quality. It is essential for companies to understand how these factors interact and affect customer decisions in order to continue to grow and compete in the market. Through a realist ethnography approach, this study aims to understand how consumer groups in PT ABCD define quality and how their perceptions of product and service quality influence their purchasing decisions and consumption patterns. Through this approach, the study hopes to provide valuable insights to PT ABCD and the F&B industry in general on how to enhance customer satisfaction and increase market share.

Copyright © 2026 JSER. All rights reserved.

INTRODUCTION

The Food & Beverage (F&B) industry has undergone significant development in the past few decades, especially with the increasing consumer demand for high-quality products and satisfying services. In highly competitive industries like F&B, understanding customer perceptions of products and services is crucial for business success. Customer perception not only determines purchase decisions but also influences customer loyalty and recommendations to others.

PT ABCD, as one of the key players in the F&B industry, endeavors to meet customer expectations. In this context, various factors can influence customer perceptions, ranging from product quality to service quality. It is important for companies to understand how these factors interact and influence customer decisions in order to continue to grow and compete in the market.

Customers perceive products and service quality in the food industry based on various factors. Customer satisfaction has become a primary focus for the food industry in their

efforts to increase customer loyalty and ensure sustainable business growth. Individual assessments of knowledge about food safety issues, and perceptions of quality. Perceptions of quality influence purchasing decisions and eating patterns.

Describing consumer groups that use these elements to define quality provides insights into consumer choices and behaviors that may pose risks. Additionally, customer perceptions of service quality are influenced by factors such as tangibles, responsiveness, assurance, reliability, and empathy. Food service businesses need to incorporate quality into their performance to satisfy customer needs and provide seamless service. Customer satisfaction with the quality of food products is closely related to their perceptions of quality and meeting their demands. Improving service quality, food quality, and value-for-money ratio can enhance customer satisfaction and behavioral intentions in the fast-food restaurant industry.

The Food & Beverage (F&B) industry has undergone significant development in the past few decades, especially with the increasing consumer demand for high-quality products and satisfying services. In highly competitive industries like F&B, understanding customer perceptions of products and services is crucial for business success. These perceptions not only determine purchase decisions but also influence customer loyalty and recommendations to others. In today's digital era, where consumers have easy access to information and reviews from their peers, customer satisfaction has become more important than ever. Many factors influence consumer perceptions of a brand or restaurant, ranging from product quality, service, to how the company responds to contemporary issues such as health protocols during the pandemic.

PT ABCD, as one of the key players in the F&B industry, strives to meet customer expectations and needs in this challenging era. Through a realistic ethnographic approach, this research aims to understand how consumer groups at PT ABCD define quality and how their perceptions of product and service quality influence their purchasing decisions and consumption patterns. The realistic ethnographic method allows researchers to delve deep into and understand customer perceptions and decisions through in-depth observation and interviews. The results of this research are expected to provide valuable insights for PT ABCD and the F&B industry in general on how to enhance customer satisfaction and increase market share. Through a realistic ethnographic approach, literature review, observation, and interviews with customers and consumers of F&B restaurants at PT. ABCD, this study aims to understand how consumer groups at PT ABCD define quality and how their perceptions of product and service quality influence their purchasing decisions and consumption patterns. Through this approach, this study hopes to provide valuable insights for PT ABCD and the food and beverage industry in general on how to enhance customer satisfaction and increase market share.

METHOD

Qualitative research seeks to undertake a naturalistic inquiry process that seeks a deep understanding of social phenomena within their natural settings. It focuses on the "why" rather than the "what" of social phenomena and relies on human direct experience as meaning-making agents in their everyday lives.

Qualitative research offers a systematic approach to studying phenomena in a specific context (Gast, 2010). It is an exploration and an attempt to develop explanations (Lincoln & Guba, 1985). Phenomena are examined extensively and in-depth, which is particularly useful when issues are in the early stages (Babbie, 1989). Data is often generated through interviews, direct observations, cultural documents and records, visual materials, or personal experiences (Denzin & Lincoln, 1994). The method used in this research is Qualitative Method with a Grounded Theory approach (Budiasih & Nyoman, 2014).

This research is exploratory - grounded theory is used as the methodological framework to answer research questions, gather, and analyze data. The type of data available in this research is not numerical data but data obtained through open-ended questions or interviews, which further examine and describe the roles, ideas, and thoughts of participants related to the topic under investigation. Additionally, the researcher also employs observational and documentation guidelines to compare and supplement the data collected through interviews.

RESULT AND DISCUSSION

The data processing process begins with the researcher engaging in the process of coding (Open Coding). Coding itself is the labeling and organization process of qualitative data by the researcher to identify different themes and their relationships (Umanailo, 2018). When conducting interview coding, the researcher labels words or phrases that represent key themes in each response. These labels can be in the form of words, phrases, or numbers with the aim of identifying, naming, categorizing, and explaining the phenomena present in the text of the interview results and the researcher's field notes.

Respondent	Coding	Value									
		Price	Promotion	Product Presentation	Variety of food	Facilities/Tangibles	Responsiveness	Empathy	Assurance	Reliability	Loyalty
Customers 1,2,3	Food taste										
	Menu variations				3						
	Affordable Price	1									
	Booking by Online										
	Food serving			2							
	Taste				3						
	Convenient place/ restaurant facilities					2					
	Friendly service							1		1	
	Responsive employees						3				
	Product knowledge employees									3	
	Packaging			2							
	Lack of QC at take away									1	
	Customer Service that is responsive to criticism and						1				
	Customer vouchers										
	Customers will voluntarily WOM										2
	Social media promotion		1								
	Accessible Restaurant									1	
	Product/menu Upgrade every year				1						
	Good customer experience							1	1	1	
	Employees who care for customers						1	1			
	Brand Trust								1	1	1
	Promo buy 1 get 1	1	1								
	Famous brands								1		
	Total	2	2	4	7	2	5	3	3	8	3

As seen from the table above, the results of the research conducted at PT ABCD on customer satisfaction towards products and service quality reveal 10 values, is a Price, Promotion, Product Presentation, Variety of Food, Facilities/Tangibles, Responsiveness, Empathy, Assurance, Reliability, and Loyalty. Among all the values, the one that has the most influence is reliability, with a total of 8 points from a total of 3 respondents. Reliability itself refers to the company's ability to provide promised services that are trustworthy, accurate, and consistent.

CONCLUSION

Based on the research conducted in the South Jakarta area, PT. ABCD, revealed 10 categories that influence customer satisfaction towards products and service quality. Reliability is the most influential values in customer satisfaction towards products and service quality, encompassing friendly service, product-knowledgeable employees, lack of quality control at take-away, accessible restaurants, good customer experience, and brand trust.

REFERENCES

- (2022). Customer satisfaction in the food sector. doi: 10.53846/goediss-2997
- (2023). Strategi Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian Bakso dan Mie Ayam Pakde Kembar (Studi Dikantin Universitas

Bhayangkara Jakarta Raya). doi: 10.59603/cuan.v1i1.13

- Ardvin, Kester, S., Ong., Yogi, Tri, Prasetyo., K., A., Mariñas., Jehorom, Px, Alegre, Perez., Satria, Fadil, Persada., Reny, Nadlifatin., Thanatorn, Chuenyindee., Thapanat, Buaphiban. (2022). Factors Affecting Customer Satisfaction in Fast Food Restaurant “Jollibee” during the COVID-19 Pandemic. Sustainability, doi: 10.3390/su142215477
- Eny, Rochmatulaili. (2020). The influence of food quality on consumer satisfaction in yoshinoya royal plaza surabaya.
- Kristina, N., Feja. (2023). Computing Diner Preferences for Menu Variability and Quality of Fine Dining Restaurants. doi: 10.1007/978-981-19-9638-2_45
- Maram, A., Mahin., Iman, Adeinat. (2020). Factors Driving Customer Satisfaction at Shopping Mall Food Courts. International Business Research, doi: 10.5539/IBR.V13N3P27
- Tamanna, Sharmin, Chowdhury. (2023). Customer Satisfaction in Online Food Ordering during COVID-19: The Role of Hygiene Factors in Bangladesh. International Journal of Science and Business, doi: 10.58970/ijsb.2093
- Thi, Anh, Tuyet, Luong., Jennifer, Hussey. (2022). Customer Satisfaction with Food Quality in Buffet Restaurants in Vietnam. Events and tourism review, doi: 10.18060/26117
- Tuan, Khanh, Vuong. (2023). Key Factors Influencing Customer Satisfaction and Intention to Reuse Food Ordering Apps. doi: 10.2478/mdke-2023-0011
- Young, Namkung., SooCheong, (Shawn), Jang. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions:. Journal of Hospitality & Tourism Research, 31(3):387-409. doi: 10.1177/109