
The Impact of Service Quality and Facilities on Customer Satisfaction at Cinta Jawa Cafe Restaurant, Tokyo

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Abstract: This study examines how service quality and facilities influence customer satisfaction at Cinta Jawa Cafe in Tokyo. A quantitative survey was administered to 75 customers and analyzed using multiple linear regression, supported by t-tests for partial effects and an F-test for the overall model. The respondent profile was dominated by men (53%), aged 17–27 (68%), with senior high school education (45%), and mostly students (46%); nearly half reported monthly food-and-beverage spending of 10,000–30,000 yen (49%), suggesting a young, value-oriented market segment. The results indicate that service quality has a positive and statistically significant effect on customer satisfaction (Sig = 0.000; t = 4.826), implying that timely, accurate, and courteous service plays a decisive role in shaping satisfaction. In contrast, facilities show no significant partial effect in the combined model (Sig = 0.651; t = 0.454), which may reflect overlapping variance with service-quality perceptions or a stronger customer emphasis on the service process than on physical attributes. Despite this, the model is significant simultaneously (Sig = 0.000; F = 32.308), confirming that the predictors jointly explain meaningful variation in satisfaction. The study contributes by providing evidence from an Indonesian restaurant context in Tokyo, where empirical findings on the relative importance of service quality versus facilities remain limited, and offers practical insight that managerial priorities should center on strengthening service performance while maintaining adequate physical conditions.

Keywords: Service, Facilities, Satisfaction, Restaurant, Japan

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INTRODUCTION

Japan is one of the major destinations for foreign mobility, which has driven rapid growth in service markets including culinary services in large cities such as Tokyo. According to an official release by the Immigration Services Agency of Japan, the number of foreign residents living in Japan reached 3,223,858 as of the end of June 2023 (Immigration Services Agency of Japan, 2023). At the same time, the Indonesian diaspora community has continued to expand; ANTARA reported that the number of Indonesian citizens residing in Japan was 122,028 in 2023 (antaranews.com, 2025). These conditions have contributed to the emergence of various Indonesian restaurants, aiming to meet culinary needs and taste preferences not only among Indonesians but also among non-Indonesian consumers interested in Nusantara cuisine.

The development of Indonesian restaurants in Tokyo has intensified competition, requiring restaurant managers to emphasize consumer-oriented strategies. One Indonesian restaurant that has grown over time is Cinta Jawa Cafe, established in 2012 and operating several branches, including in the Tokyo area. Based on preliminary observations, a key issue concerns variations in ratings across branches. Ratings on review sites such as Tabelog show an average score of approximately 3.3–3.5 out of 5 (particularly for the Shibuya and Akihabara branches) (tabelog.com, 2025), which is lower than ratings reported on other platforms such as Tripadvisor. This suggests that perceptions of product and/or service quality are not consistently formed across visitors. In addition, Tabelog reviews indicate that ratings for ambience are not particularly high (tabelog.com, 2025). Although this is not explicitly stated in comments, these moderate ratings may reflect visitors' expectations regarding seating facilities, spatial comfort, or interior design. In service competition, advantages are determined not only by the product itself but also by service quality and facilities that collectively shape the overall customer experience.

Theoretically, customer satisfaction can be explained through Expectancy–Disconfirmation Theory. This theory argues that satisfaction arises from a post-consumption evaluation process namely, a comparison between expectations prior to receiving a service and perceived performance. When performance exceeds expectations, positive disconfirmation occurs and satisfaction increases (Oliver, 1980). Accordingly, customer satisfaction in restaurants can be understood as customers' evaluations of their service experience relative to their initial expectations.

Meanwhile, service quality is commonly conceptualized as a multidimensional construct and is frequently measured using SERVQUAL, which comprises five dimensions: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml, & Berry, 1988). In restaurant services, these dimensions are reflected in the accuracy and consistency of service delivery, the ability to respond to customer needs, a sense of security and trust, friendly and empathetic attitudes, and observable physical cues. In line with this, facilities as part of physical evidence serve as signals of service quality and help customers evaluate the inherently intangible nature of services. Prior research also emphasizes the importance of facilities and the physical environment in shaping comfort and satisfaction (Lumentut & Palandeng, 2014). Beyond service quality and facilities, customer satisfaction is also influenced by other factors such as product quality, emotions, price, and costs (Indrasari, 2019).

Empirically, findings from prior studies have been mixed. Several studies report that service quality and facilities have a positive effect on customer satisfaction, for example in certain restaurant contexts in Indonesia (Dewi, Amir, Suarmana, & Paramitha, 2023); (Silaban & Soerjanto, 2022). However, other studies show results that are not fully consistent. For instance, service quality may have no partial effect in certain settings, even though it exerts an influence on satisfaction when analyzed simultaneously with other variables (Kusumaningrum, Simanjuntak, & Tannaka, 2024). These differences suggest that the effects of service quality and facilities may depend on the context of the object studied, customer characteristics, and expectation standards.

The research gap addressed in this study is as follows: (1) research on the influence of service quality and facilities on customer satisfaction has predominantly focused on restaurant contexts in Indonesia, whereas studies on Indonesian restaurants abroad particularly in Tokyo remain limited;

(2) empirical evidence regarding the relative roles of facilities and service quality remains inconsistent across objects of study; and (3) further testing is needed that explicitly links service quality (SERVQUAL) and customer satisfaction (Expectancy–Disconfirmation Theory) within the context of Indonesian restaurants in Tokyo. Therefore, this study is important to re-examine these relationships at Cinta Jawa Cafe, Tokyo.

Based on the above, this study aims to analyze the effects of service quality and facilities on customer satisfaction at Cinta Jawa Cafe, Tokyo. The proposed hypotheses are:

H1: Service quality affects customer satisfaction.

H2: Facilities affect customer satisfaction.

H3: Service quality and facilities simultaneously affect customer satisfaction.

METHODS

This study employs a quantitative approach, in which data are presented in numerical form and analyzed using statistical methods. The variables in this study consist of independent variables (X), namely service quality and facilities, and a dependent variable (Y), namely customer satisfaction. These variables are presented in the following operational definition table:

Table 1. Operational of Variables

Variable	Sub Variable
Service Quality (X1)	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
Facilities (X2)	1. Facility Condition 2. Facility Completeness 3. Interior and Exterior Design 4. Facility Cleanliness
Customer Satisfaction (Y)	1. Fulfillment of Expectations 2. Loyalty Attitude 3. Willingness to Recommend

Source: Processed by the researcher, 2025

The population in this study consists of consumers who have previously dined at Cinta Jawa Cafe Tokyo either the Akihabara or Shibuya branch and are over 17 years old. The sampling method used is non-probability sampling with a purposive sampling technique. Based on an interview with the management of Cinta Jawa Cafe, the restaurant receives approximately 300 visitors per day, which is used as the population size. The sample size is calculated using the Slovin formula ;

$$n = N / (1 + \sqrt{N(e)})^2$$

$$n = 300 / (1 + \sqrt{300(0,1)})^2$$

$$n = 75$$

Where:

n = required sample size

N = population size

e = margin of error

Therefore, based on the formula above, the minimum sample size obtained is 75 visitors.

Variable measurement in this study is carried out by distributing a questionnaire using a Likert scale. The data are collected from two sources: primary and secondary data. Primary data are obtained through questionnaires distributed via Google Forms to respondents who have dined at Cinta Jawa Cafe, Tokyo, as well as through interviews with employees working at Cinta Jawa Cafe,

Tokyo. Meanwhile, secondary data are derived from theories and supporting references used to facilitate the research process, including relevant books, articles, and journals related to the variables examined in this study.

The questionnaire results are then tested for validity and reliability using IBM SPSS. Validity testing is conducted to assess the accuracy of the collected data by examining the Corrected Item-Total Correlation; an item is considered valid if the calculated r value is greater than the r table value. Reliability testing is performed using the criterion that Cronbach's Alpha must be greater than 0.60. Afterward, the data are analyzed using classical assumption tests to identify any potential violations of statistical assumptions, including tests of normality, linearity, multicollinearity, and heteroscedasticity.

Furthermore, the main statistical analysis employs multiple linear regression to determine the strength of the relationship between the independent variables X (service quality and facilities) and the dependent variable Y (customer satisfaction). The coefficient of determination is also analyzed to assess the extent to which the independent variables explain variations in customer satisfaction. Finally, hypothesis testing is conducted using both the t -test and the F -test. The t -test is used to examine the partial effect of each independent variable on the dependent variable, with the decision rule that if the calculated t value is greater than the t table value, H_a is accepted and H_0 is rejected at $\alpha = 5\%$ (0.05). The F -test is used to assess whether the independent variables simultaneously influence the dependent variable, using the F distribution table at $\alpha = 5\%$ (0.05); if the calculated F value is greater than the F table value, H_a is accepted and H_0 is rejected..

RESULT AND DISCUSSION

Respondent Characteristics

The collected data on respondent characteristics include gender, age, highest level of education, occupation, and monthly expenditure on food and beverages. The respondent characteristics data are presented in the following table:

Table 2. Respondent Characteristics

Gender	Frequency	Percentage
Male	40	53%
Female	35	46%
Age	Frequency	Percentage
17-27 years	51	68%
28-43 years	13	17%
44-59 years	8	10%
>59 years	3	4%
Education Level	Frequency	Percentage
Senior High School (or equivalent)	34	45%
Diploma	9	12%
Bachelor's Degree	28	37%
Postgraduate Degree	4	5%
Occupation	Frequency	Percentage
Student	35	46%
Private-sector employee	31	41%
Entrepreneur / Self-employed	3	4%
Other	6	8%
Monthly Expenditure (JPY)	Frequency	Percentage
< 10,000	8	10%

10,000–30,000	37	49%
30,000–50,000	22	29%
> 50,000	8	10%

Source: Processed by the researcher, 2025

Based on the table above, the respondents are predominantly male (53%), aged 17–27 years (68%), have a senior high school education or equivalent (45%), are students (46%), and spend 10,000–30,000 yen per month on food and beverages (49%). From a theoretical perspective, demographic characteristics such as gender, age, education, occupation, and income/expenditure constitute an important basis for market segmentation because these variables shape differences in customer needs, preferences, lifestyles, and consumption patterns (Kotler & Keller, 2016); (Solomon, 2018); (Schiffman & Wisenblit, 2015).

The dominance of respondents aged 17–27 indicates that most customers fall within the young adult segment, whose consumption patterns are often influenced by lifestyle, social activities, and the overall experience when consuming services or products, including restaurant service experiences (Solomon, 2018). In relation to customer satisfaction, Expectancy–Disconfirmation Theory explains that satisfaction results from customers’ evaluations by comparing perceived performance with initial expectations (Oliver, 1980). Therefore, the age composition of respondents is relevant for interpreting potential differences in expectation levels and evaluation standards regarding service quality and facilities.

In terms of education, the predominance of respondents with senior high school education or equivalent suggests that service evaluations may be strongly influenced by attributes that are easily and directly observable, such as friendliness, service speed, cleanliness, and seating comfort. In general, education can affect how consumers process information and evaluate product or service attributes (Schiffman & Wisenblit, 2015). Meanwhile, the large proportion of students indicates a stronger tendency to consider value and affordability, as this group typically has budget constraints and is more sensitive to trade-offs between benefits received and costs incurred (Kotler & Keller, 2016).

Furthermore, monthly food and beverage expenditure of 10,000–30,000 yen can be interpreted as an indicator of spending power and routine consumption behavior. From a marketing perspective, expenditure and income are related to purchasing power and influence consumer choices and evaluations of price, quality, and perceived value (Kotler & Keller, 2016). The concept of perceived value emphasizes that customers evaluate services based on “what is received” relative to “what is sacrificed” (e.g., money, time, and effort), making expenditure level relevant for understanding customer satisfaction standards (Zeithaml, 1988). Gender differences are also commonly used as a segmentation variable, as they may be associated with preferences and consumption styles in selecting products or services (Kotler & Keller, 2016).

Validity and Reliability Testing

Data validity was assessed using the Corrected Item–Total Correlation, which compares the correlation between each item score and the total score (calculated r) with the critical r value from the table. The validity test results show that all calculated r values exceeded the table r value, indicating that all items measuring service quality, facilities, and customer satisfaction are valid. Reliability testing was then conducted to evaluate the consistency of measurement results across repeated assessments and the consistency of respondents’ answers. The results indicate that each variable has a Cronbach’s Alpha value greater than 0.60; therefore, all variables are considered reliable.

Classical Assumption Tests

A normality test was conducted to determine whether the data were normally distributed using the Kolmogorov–Smirnov test. With a significance criterion of greater than 0.05, the results show a

significance value of 0.065, which exceeds 0.05, indicating that the data are normally distributed. Multicollinearity testing was performed to assess whether there was correlation among the independent variables in the regression model. Multicollinearity can be evaluated using the criteria of $VIF < 10$ and a tolerance value > 0.10 . The VIF values for service quality (X1) and facilities (X2) are 2.407 (less than 10) and the tolerance value is 0.415 (greater than 0.10), indicating that multicollinearity is not present between the two independent variables. Heteroscedasticity testing was carried out to examine whether the residual variance differed across observations. Based on the scatterplot pattern where the points are randomly spread above and below zero without forming a clear pattern the model can be concluded to be free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression is a statistical technique used to determine the magnitude of the influence or relationship of more than one independent variable (X) on a dependent variable (Y). The results of the multiple linear regression analysis are presented in Table 3.

Table 3. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7,881		3,413	,001
	Kualitas Pelayanan	,406	,084	4,826	,000
	Fasilitas	,065	,144	,454	,651
a. Dependent Variable: Kepuasan Pelanggan					

Source: Processed by the researcher, 2025

Based on the table above, the constant (a) value of 7.881 represents the condition in which the customer satisfaction variable (Y) has not yet been influenced by other variables, namely service quality (X1) and facilities (X2). The regression coefficient for service quality (X1) is 0.406, indicating that service quality has a positive effect on customer satisfaction. This means that for every one-unit increase in service quality, customer satisfaction increases by 0.406, assuming that other variables are held constant (or are not included in this study). Therefore, service quality has a positive influence on customer satisfaction. Meanwhile, the regression coefficient for facilities (X2) is 0.065, which also indicates a positive effect on customer satisfaction. In other words, for every one-unit increase in facilities, customer satisfaction increases by 0.065, assuming other variables are held constant (or not examined in this study). Thus, facilities also have a positive influence on customer satisfaction.

Coefficient of Determination Analysis

Coefficient of Determination Analysis is a method used to determine the extent to which the independent variables (X) contribute to explaining the dependent variable (Y), expressed in percentage terms.

Table 4. Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,688a	,473	,458	2,50898
a. Predictors: (Constant), Fasilitas, Kualitas Pelayanan				
b. Dependent Variable: Kepuasan Pelanggan				

Source: Processed by the researcher, 2025

Based on the table above, the coefficient of determination (R^2) is 0.473, or 47.3%. This indicates that, simultaneously, service quality and facilities explain 47.3% of customer satisfaction at Cinta Jawa Cafe, Tokyo. In other words, customer satisfaction is jointly influenced by service quality and facilities by 47.3%, while the remaining 52.7% is explained by other variables not examined in this study.

Hypothesis Testing

Hypothesis testing is used to determine whether the preliminary answers to the research problems are supported by empirical evidence. The t-test aims to examine the partial (individual) effect of each independent variable (X) on the dependent variable (Y). The t-table value obtained is 1.993, calculated using degrees of freedom (df) of $75 - 2 = 73$ at a 5% significance level. The results of the t-test (see Table 3) show that the significance value for the effect of service quality on customer satisfaction is 0.000, which is smaller than 0.05, and the calculated t-value is 4.826, which is greater than 1.993. Therefore, H_{01} is rejected and H_{a1} is accepted, meaning that service quality has a statistically significant effect on customer satisfaction. Although service quality at Cinta Jawa Cafe, Tokyo may be difficult to assess directly, it can be considered positive based on timely and accurate service, friendliness, non-discriminatory treatment regardless of status, and polite behavior.

Theoretically, this finding aligns with the SERVQUAL framework, which explains that service quality is formed through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. When customers perceive service as more reliable, responsive, reassuring, empathetic, and supported by adequate physical evidence, their perceived service quality increases (Parasuraman, Zeithaml, & Berry, 1988). This improved perception of service quality ultimately leads to higher satisfaction, because satisfaction arises from customers' evaluation of service performance relative to their expectations (Expectancy-Disconfirmation Theory). When service performance meets or exceeds expectations, customers are more likely to be satisfied (Oliver, 1980). Thus, the significant result for X1 suggests that the service experience at Cinta Jawa Cafe (e.g., timeliness, accuracy, friendliness, and politeness) is a key factor shaping customers' satisfaction evaluations.

In contrast, the t-test results for the facilities variable show a significance value of 0.651, which is greater than 0.05, and a calculated t-value of 0.454, which is smaller than 1.993. Therefore, H_{01} is accepted and H_{a1} is rejected, indicating that facilities do not have a statistically significant effect on customer satisfaction. The non-significant effect of facilities in multiple regression may occur because the influence of facilities overlaps with service quality particularly with the tangibles (physical evidence) dimension of SERVQUAL so when service quality is included in the model, the unique contribution of facilities becomes small (Hair, Black, Babin, & Anderson, 2019); (Parasuraman, Zeithaml, & Berry, 1988). In certain contexts, customers may place greater emphasis on the service process (e.g., friendliness, timeliness, and responsiveness) than on physical elements, making facilities a less dominant determinant of satisfaction when service delivery is already strong. In the literature, service quality and satisfaction are often strongly shaped by the core service experience and the service delivery process (Oliver, 1980).

Finally, the F-test is used as a regression model test to determine whether the independent variables (X) jointly or simultaneously influence the dependent variable (Y).

Table 5. F testing (Anova)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	406,761	2	203,381	32,308	,000 ^b
	Residual	453,239	72	6,295		
	Total	860,000	74			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Fasilitas

Source: Processed by the researcher, 2025

The F-table value used in this study is 3.12, calculated using degrees of freedom (df) of $75 - 2 - 1 = 72$ at a 5% significance level. Based on the table above, the significance value for the simultaneous effect of service quality (X1) and facilities (X2) on customer satisfaction (Y) is 0.000, which is smaller than 0.05, and the calculated F-value is 32.308, which is greater than the F-table value ($32.308 > 3.12$). These results indicate that H03 is rejected and Ha3 is accepted, meaning that service quality and facilities simultaneously have a significant effect on customer satisfaction.

Conceptually, a significant F-test result indicates that the overall regression model is statistically meaningful, meaning that at least one independent variable affects the dependent variable (Hair, Black, Babin, & Anderson, 2019). In the context of satisfaction theory, customer satisfaction reflects a comprehensive evaluation of service performance relative to expectations, and this evaluation is typically shaped by multiple elements of the customer experience (e.g., service quality and the physical environment) acting together (Oliver, 1980); (Kotler & Keller, 2016). Therefore, even though facilities are not significant in the partial test, the model remains significant simultaneously because service quality contributes strongly to explaining variations in customer satisfaction.

CONCLUSION

Based on the respondent characteristics, customers of Cinta Jawa Cafe Tokyo are predominantly male (53%), aged 17-27 years (68%), with a senior high school/ equivalent educational background (45%), and mostly students (46%). This composition indicates that the restaurant's primary segment consists of young adults who tend to evaluate consumption experiences in a practical manner—seeking speed, convenience, and “value for money”—which is consistent with demographic segmentation and consumer behavior perspectives. The t-test results from the multiple regression analysis show that service quality has a statistically significant effect on customer satisfaction (Sig. 0.000; $t = 4.826 > 1.993$). This finding aligns with the SERVQUAL framework, which posits that reliability, responsiveness, assurance, empathy, and tangibles shape perceptions of service quality, and with Expectancy-Disconfirmation Theory, which explains that satisfaction arises when perceived performance meets or exceeds expectations. In contrast, facilities are not statistically significant (Sig. 0.651), which may occur because their contribution overlaps with the tangibles dimension or because customers place greater emphasis on the service delivery process. Nevertheless, the F-test confirms that the model is simultaneously significant (Sig. 0.000; $F = 32.308 > 3.12$). From a managerial perspective, improvement priorities should therefore focus on service standards, including training for friendliness, responsiveness, order accuracy, and consistent implementation of SOPs. Facilities should still be maintained at an adequate level (e.g., cleanliness, seating comfort, and layout), but the largest investments should be directed toward the quality of service interactions, which appears to be the most decisive factor in shaping customer satisfaction.

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