

THE INFLUENCE OF PROMOTION AND SERVICE ON CONSUMER SATISFACTION AT LEKKER URBAN FOOD HOUSE RESTAURANT IN MEDAN CITY

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Abstract

This study aims to determine and analyze the partial and simultaneous influence of promotion and service on consumer satisfaction at Lekker Urban Food House Restaurant in Medan City. Intense competition in Medan's culinary sector requires business operators to implement effective promotional strategies and deliver high-quality service to build long-term customer satisfaction. A quantitative approach with an associative design was conducted on a sample of 140 consumer respondents selected via purposive sampling. Data collected through structured questionnaires were analyzed using instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2) via SPSS software. The empirical findings yield the multiple regression equation $Y = 11.596 + 0.196X_1 + 0.247X_2$. Partially, promotion exerts a positive and significant effect on consumer satisfaction ($t_{\text{count}} 2.659 > t_{\text{table}} 1.977$; sig. $0.009 < 0.05$). Service also significantly enhances consumer satisfaction ($t_{\text{count}} 3.093 > t_{\text{table}} 1.977$; sig. $0.002 < 0.05$). Simultaneously, promotion and service significantly affect consumer satisfaction ($F_{\text{count}} 24.107 > F_{\text{table}} 3.06$; sig. $0.000 < 0.05$). The coefficient of determination (R^2) of 0.260 indicates that promotion and service together explain 26.0% of the variance in consumer satisfaction, while the remaining 74.0% is governed by external variables such as product quality, price, and brand image. Restaurant management is advised to maintain promotion honesty and consistency while improving service responsiveness to minimize weekend wait times.

Keywords: Consumer Satisfaction, Multiple Linear Regression, Promotion, Restaurant Service, Urban Culinary

INTRODUCTION

The culinary industry in Indonesia is growing rapidly and making restaurants one of the people's main choices for enjoying a variety of distinctive and quality dishes. The increasingly competitive competition in Medan City encourages culinary business players to continue to innovate in presenting attractive menus, creating a comfortable atmosphere, and formulating precise marketing strategies. Lekker Urban Food House Medan Restaurant, located at Jl. Candi Borobudur No. 14A Medan Petisah, is one of the modern culinary business entities that offers a combination of typical Indonesian dishes and Western cuisine with an aesthetic and instagrammable interior concept. In the dynamics of tight market competition, the sustainability of a restaurant business is largely determined by the management's ability to build customer satisfaction and loyalty.

Two key pillars that significantly influence customer perception and satisfaction in the food and beverage sector are promotion and service quality. Well-designed promotions through social media platforms like TikTok, Instagram, and direct messaging serve as effective communication tools to introduce menu items, communicate incentive programs, and build a positive brand image (Kotler & Keller, 2016; Mutiara Apriliani Nur Zahra et al., 2023). Furthermore, service quality is a crucial determinant in providing a pleasant consumption experience. Friendly, fast, and responsive service not only meets customer expectations but also strengthens the emotional bond between consumers and the company (Karomah et al., 2022).

Although Lekker Urban Food House Medan strives to provide the best service and promotional activities, initial observations and empirical data indicate several operational issues. First, there was a significant fluctuation in

monthly sales revenue figures throughout the period from January to December 2025. The highest revenue was recorded in December at Rp275,000,000 and in October at Rp249,350,000, while the lowest revenue occurred in August at Rp178,450,000 and in February at Rp189,300,000. Total revenue during 2025 reached Rp2,697,865,000, indicating that the company's monthly target of Rp350,000,000 has never been achieved. This fluctuation indicates that the promotional strategy implemented has not been consistent in attracting an even volume of consumer visits on normal weekdays.

Table 1. Revenue Data of Lekker Urban Food House Medan Restaurant for the Period Jan–Dec 2025

No	Month	Sales (Rp)
1	January	250,200,000
2	February	189,300,000
3	March	220,100,000
4	April	196,300,000
5	May	200,600,000
6	June	225,250,000
7	July	240,700,000
8	August	178,450,000
9	September	236,945,000
10	October	249,350,000
11	November	235,670,000
12	December	275,000,000
	Total Revenue 2025	2,697,865,000

Second, the service quality aspect is reported to still experience instability, particularly related to the speed of food serving and the responsiveness of service staff during peak hours on weekends. Customer complaints regarding long waiting times can create negative perceptions that have the potential to reduce satisfaction and repurchase intentions. Based on these fundamental problems, this study aims to analyze: (1) the partial effect of promotion on consumer satisfaction; (2) the partial effect of service on consumer satisfaction; and (3) the simultaneous effect of promotion and service on consumer satisfaction at the Lekker Urban Food House Restaurant in Medan.

LITERATURE REVIEW

Promotion (X1)

Promotion is defined as a marketing communication tool used by companies to inform, persuade, and remind consumers about the advantages of a product or service, with the ultimate goal of driving purchasing decisions (Kotler et al., 2023; Rabenu et al., 2022). According to Kotler et al. (2023), the promotional mix dimension consists of five main indicators: (1) Advertising through digital/social media; (2) Personal selling through face-to-face communication with staff; (3) Sales promotion in the form of discount incentives or periodic promotions; (4) Public relations to build reputation; and (5) Direct marketing through personal offers.

Service (X2)

Service quality is the level of service excellence perceived by consumers in meeting or exceeding their expectations (Soerjanto et al., 2024; Jangko et al., 2023). Parasuraman, Zeithaml, and Berry (1988) proposed the SERVQUAL model that measures service quality through five main dimensions: (1) Tangibles, which include interior cleanliness and staff tidiness; (2) Reliability, which is the accuracy and consistency of service; (3) Responsiveness, which is the speed of helping customers; (4) Assurance, which is the competence and friendliness of staff; and (5) Empathy, which is personal attention to consumers.

Consumer Satisfaction (Y)

Consumer satisfaction is a rational emotional evaluation that arises from a comparison between the perceived actual performance of a product/service and pre-purchase expectations (Schiebler et al., 2025; Bessie & Suki, 2023). Referring to Amelia et al. (2025), consumer satisfaction indicators are measured through four dimensions: (1) Repurchase intention; (2) Formation of positive verbal communication (word of mouth); (3) Formation of a good brand image; and (4) The decision to choose products from the same company consistently.

Previous Research and Framework of Thought

Several empirical studies support the interrelationship between the variables in this study. Diana and Mardika (2020) demonstrated that promotion and service quality significantly influence customer satisfaction at the Bakso Lapangan Tembak Senayan Restaurant. Similar findings were demonstrated by Putra et al. (2025) at Warmindo Riverside Surakarta, Anisa and Dipayanti (2024) at Indomaret, Ramadhan and Solihin (2024) at PT Sumber Alfaria Trijaya Tbk, and Rani et al. (2026) at digital platforms. Specific studies of the culinary sector in Medan City by Tumanggor et al. (2023) at ZAC Urban Restaurant and Bawamenewi and Hasoloan (2025) at Yummy Food Court emphasized the crucial role of service quality in customer satisfaction.

Based on previous theoretical studies and empirical evidence, the research hypothesis is formulated as follows: H1: Promotion (X1) has a positive and significant effect on consumer satisfaction (Y) at the Lekker Urban Food House Restaurant, Medan. H2: Service (X2) has a positive and significant effect on consumer satisfaction (Y) at the Lekker Urban Food House Restaurant, Medan. H3: Promotion (X1) and service (X2) simultaneously have a positive and significant effect on consumer satisfaction (Y) at the Lekker Urban Food House Restaurant, Medan.

METHOD

This study used a quantitative approach with a causal associative research design to examine the relationship between the independent variables and the dependent variable. The study was conducted at the Lekker Urban Food House Restaurant in Medan, located at Jl. Candi Borobudur No. 14A, Medan Petisah. The study was conducted from July 21, 2025, to May 20, 2026.

The population in this study was all consumers who had made purchases and experienced services at the Lekker Urban Food House Restaurant in Medan. The sample size was determined based on Hair et al.'s (2021) recommendations for multivariate regression analysis, which is 5 to 10 times the number of research instrument indicators. This study had 28 indicators (10 promotion indicators, 10 service indicators, and 8 customer satisfaction indicators). Using the 5 x 28 indicator formula, the sample size was set at 140 respondents. The sampling technique used purposive sampling with the following criteria: (1) consumers aged 17–60 years; (2) having visited or purchased food at the restaurant; and (3) having seen promotional activities and experienced restaurant services.

Primary data collection was conducted through a structured questionnaire measured using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree). Data analysis techniques were processed using SPSS 25 software, including: (1) Data Quality Test (Pearson Product Moment Validity Test with $r_{table} = 0.30$ and Cronbach's Alpha Reliability Test > 0.60); (2) Classical Assumption Test (One-Sample Kolmogorov-Smirnov Normality Test, Multicollinearity Tolerance & VIF Test, and Scatterplot Heteroscedasticity Test); (3) Multiple Linear Regression Analysis; (4) Partial Test (t-Test); (5) Simultaneous Test (F-Test); and (6) Coefficient of Determination (R^2).

RESULTS AND DISCUSSION

Description of Respondent Characteristics

Based on the results of questionnaire data processing on 140 consumer respondents of Lekker Urban Food House Restaurant Medan, the majority of respondents were female, namely 83 people (59.3%), while men were 57 people (40.7%). In terms of age groups, respondents were dominated by the 31–40 year age group of 54 people (38.6%), followed by the <20 year age group of 35 people (25.0%), 21–30 year age group of 35 people (25.0%), and >40 year age group of 16 people (11.4%). Based on the type of work, the largest respondents worked as entrepreneurs as many as 97 people (69.3%), students as many as 27 people (19.3%), and private employees as many as 16 people (11.4%). Based on the frequency of visits, 97 people (69.3%) had visited 2–3 times, 29 people (20.7%) had visited once, and 14 people (10.0%) had visited more than 3 times.

Validity and Reliability Test

Instrument validity testing shows that all 10 items of the Promotion variable (X1) have Corrected Item-Total Correlation values ranging from 0.618 to 0.882 (> 0.30). All 10 items of the Service variable (X2) have validity coefficients ranging from 0.540 to 0.783 (> 0.30). All 8 items of the Consumer Satisfaction variable (Y) have validity values ranging from 0.631 to 0.725 (> 0.30). Thus, all questionnaire items are declared empirically valid.

The results of the instrument reliability test yielded a Cronbach's Alpha value of 0.915 for the Promotion variable (X1), 0.921 for the Service variable (X2), and 0.897 for the Consumer Satisfaction variable (Y). Because all Cronbach's Alpha values far exceeded the minimum limit of 0.60 (Ghozali, 2021), the research instrument was declared highly reliable.

Classical Assumption Test

Classical assumption testing was conducted to ensure the regression model was free from deviations. The results of the One-Sample Kolmogorov-Smirnov Normality Test produced a Kolmogorov-Smirnov Z value of 0.757 with an Asymp. Sig. (2-tailed) value of 0.615. Since the significance value of $0.615 > 0.05$, the residuals of the regression model were normally distributed. The results of the Multicollinearity Test showed a Tolerance value for Promotion and Service of 0.569 (> 0.10) and a Variance Inflation Factor (VIF) value of 1.757 (< 10), so the model was free from multicollinearity problems. The Heteroscedasticity Test through the Scatterplot graph showed that data points spread randomly above and below the number 0 on the Y-axis without forming a regular pattern, confirming that the regression model was homoscedastic.

Multiple Linear Regression Analysis and Hypothesis Testing

The results of the multiple linear regression analysis estimation using SPSS 25 are summarized in Table 2 below:

Table 2. Results of Multiple Linear Regression Analysis and Partial Test (t-Test)

Model	B	Std. Error	Beta	t	Sig.	VIF
(Constant)	11,596	2,168	-	5,348	0.000	-
Promotion (X1)	0.196	0.074	0.259	2,659	0.009	1,757
Service (X2)	0.247	0.080	0.301	3,093	0.002	1,757

Based on Table 2, the multiple linear regression equation is obtained as follows:

$$Y = 11.596 + 0.196 X1 + 0.247 X2 + e$$

The regression equation can be interpreted as follows: (1) The constant value of 11.596 indicates that if the promotion and service variables are zero, then the basic value of consumer satisfaction is 11.596 points; (2) The Promotion regression coefficient ($b1 = 0.196$) is positive, indicating that every 1 unit increase in promotion will increase consumer satisfaction by 0.196 points; (3) The Service regression coefficient ($b2 = 0.247$) is positive, indicating that every 1 unit increase in service quality will increase consumer satisfaction by 0.247 points.

The results of partial hypothesis testing (t-test) show: (1) Promotion variable (X1) obtained a t_{count} value of $2.659 > t_{\text{table}} 1.977$ with a significance level of $0.009 < 0.05$. This proves that H1 is accepted, namely Promotion has a positive and significant effect on Consumer Satisfaction; (2) Service variable (X2) obtained a t_{count} value of $3.093 > t_{\text{table}} 1.977$ with a significance level of $0.002 < 0.05$. This proves that H2 is accepted, namely Service has a positive and significant effect on Consumer Satisfaction.

Table 3. Results of Simultaneous Test (F Test) and Coefficient of Determination (R²)

F count	F table	Sig. F	R	R Square	Adjusted R ²
24,107	3.06	0.000	0.510	0.260	0.250
a. Predictors: (Constant), Service, Promotion b. Dependent Variable: Consumer Satisfaction					

The results of the Simultaneous Test (F Test) in Table 3 show a calculated F value of $24.107 > F_{\text{table}} 3.06$ with a significance of $0.000 < 0.05$. These results prove that H3 is accepted, namely that Promotion and Service together (simultaneously) have a significant effect on Consumer Satisfaction at the Lekker Urban Food House Restaurant in Medan. The R Square value of 0.260 indicates that variations in Promotion and Service variables are able to explain 26.0% of the variation in changes in Consumer Satisfaction. While the remaining 74.0% is explained by other variables outside the research model, such as food/product quality, price perception, brand image, and location (Bessie & Suki, 2023).

Research Discussion

The positive and significant influence of the promotion variable on consumer satisfaction ($t_{\text{count}} 2.659$; sig. 0.009) confirms the marketing theory of Kotler et al. (2023). Attractive and transparent promotional activities

through social media platforms can shape appropriate expectations before a visit. When consumers' actual experiences at a restaurant align with the promotional messages conveyed, optimal satisfaction is achieved. This finding aligns with research by Diana and Mardika (2020), Nugraha and Nisa (2023), and Rani et al. (2026).

Furthermore, the significant influence of service variables on customer satisfaction ($t_{\text{count}} 3.093$; sig. 0.002) proves the SERVQUAL model of Parasuraman et al. (1988). In the restaurant industry, service quality such as friendliness, cleanliness of facilities, and reliability of serving hours are core aspects that are directly evaluated by consumers. These results strengthen the findings of Tumanggor et al. (2023) at ZAC Urban Restaurant Medan and Bawamenewi and Hasoloan (2025) at Yummy Food Court Medan, which show that increasing service quality is consistently proportional to increasing customer satisfaction.

CONCLUSION

Based on the analysis of research results and discussion, several main conclusions can be drawn: (1) Promotion (X1) partially has a positive and significant effect on consumer satisfaction at the Lekker Urban Food House Restaurant, Medan ($t_{\text{count}} 2.659 > t_{\text{table}} 1.977$; sig. $0.009 < 0.05$); (2) Service (X2) partially has a positive and significant effect on consumer satisfaction at the Lekker Urban Food House Restaurant, Medan ($t_{\text{count}} 3.093 > t_{\text{table}} 1.977$; sig. $0.002 < 0.05$); (3) Promotion (X1) and Service (X2) simultaneously have a positive and significant effect on consumer satisfaction at the Lekker Urban Food House Restaurant, Medan ($F_{\text{count}} 24.107 > F_{\text{table}} 3.06$; sig. $0.000 < 0.05$), with a determination contribution (R^2) of 26.0%.

Based on these findings, several practical and academic suggestions are given: (1) For Restaurant Management: It is expected to continue to optimize the clarity and attractiveness of promotional content on social media, as well as holding regular service standard training for waiter staff to improve the speed of serving food and handling complaints during peak hours; (2) For Further Research: It is recommended to expand the research variables by adding product quality factors, price perception, and location perception to explain 74.0% of the variation in consumer satisfaction that is not yet covered in this model.

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