

The Influence of Responsiveness and Empathy on the Decision to Visit Subari 74 Restaurant

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ABSTRACT: This study aims to analyze the effect of service quality consisting of responsiveness and empathy dimensions on consumer visiting decisions at Subari 74 Larangan Restaurant, Tangerang. This study uses a quantitative approach with a survey method. Data collection techniques were carried out by distributing questionnaires to 100 respondents who were active customers. Data were analyzed using multiple linear regression with SPSS software. The results showed that both responsiveness and empathy had a positive and significant effect on visiting decisions. Responsiveness contributes to forming positive customer perceptions through the speed and responsiveness of service, while empathy strengthens the emotional closeness between customers and waiters, thus encouraging customers to return. The coefficient of determination value shows that both independent variables are able to explain most of the variation in visiting decisions. Based on these results, it is recommended that restaurant management improve service quality, especially in terms of responsiveness and empathy towards customers. This study provides practical implications for culinary business actors in increasing customer loyalty through the right service strategy.

KEYWORDS: service quality, responsiveness, empathy, visiting decision

I. INTRODUCTION

Rumah Makan Subari 74 Larangan, located at Jalan Ciledug Raya No. 74, Larangan Utara, Tangerang City, has become one of the culinary destinations of choice for the local community because it offers a variety of delicious Sundanese dishes. The authentic taste of the menu such as nasi liwet, fried chicken with crispy batter, and sambal dadak are the main attractions that invite customers to come back. Not only serving delicious food, Rumah Makan Subari 74 also presents a comfortable and warm atmosphere, suitable for families, communities, or business meetings. Other advantages are the affection of the staff and the speed of service, making the dining experience at this place more enjoyable and memorable.

As competition in the culinary industry increases, service becomes a key aspect in maintaining customer loyalty and attracting new visitors (Achmadi et al., 2023). Responsiveness (responsiveness) and empathy (caring) are two important dimensions of service quality that can influence consumers' decisions to revisit (Huda et al., 2023). The responsiveness of employees in serving requests and their ability to understand customer needs play a central role in creating a positive experience for consumers. In the context of Rumah Makan Subari 74 Larangan, this service quality not only influences satisfaction at one time, but also the decision to revisit and recommend to others.

Leading research supports the importance of service quality in influencing customer decisions. According to Zeithaml, Parasuraman, and Berry (1990), the responsiveness and empathy dimensions in SERVQUAL are key indicators in shaping consumer perceptions of service. Research by Nofriday & Eviana (2016) concluded that responsiveness has a significant influence on repurchase decisions in food businesses, because customers tend to prefer places that provide fast and responsive service. In addition, research by Setianto & Wartini (2017) shows that empathy from employees, such as compassion and attention to customer needs, can create emotional closeness that drives loyalty and repeat visit intentions.

Furthermore, Lestari & Zulfitri (2022) research revealed that in the traditional restaurant sector, customers pay more attention to the emotional element in service, so that the empathy aspect becomes the main determinant in the decision to revisit. Meanwhile, Hamid et al. (2020) in their study of consumer behavior in urban food businesses, found that responsive and empathetic service increases consumers' positive perceptions of the overall quality of the restaurant, which ultimately contributes to the decision to revisit.

It is important for Rumah Makan Subari 74 Larangan to understand how service quality through the dimensions of responsiveness and empathy can drive consumer visiting decisions. Given the diverse characteristics of its consumers, ranging from regular customers to new customers, service management must be carried out strategically to ensure consistency and

The Influence of Responsiveness and Empathy on the Decision to Visit Subari 74 Restaurant

satisfaction. Therefore, this study is important to provide empirical input to the management of Rumah Makan Subari 74 in an effort to maintain competitive advantage and improve their service performance.

Therefore, this study aims to empirically analyze the influence of service quality, especially on the dimensions of responsiveness and empathy, on the decision to visit Rumah Makan Subari 74 Larangan. The results of the study are expected to provide theoretical contributions in the study of consumer behavior as well as practical benefits for management in improving service strategies that focus on customer satisfaction and loyalty.

II. RESEARCH METHOD

This study uses a quantitative approach with an associative survey method. This approach was chosen because it aims to determine the effect of independent variables (responsiveness and empathy) on the dependent variable (visiting decision). Associative research allows researchers to test the causal relationship between variables using data obtained from respondents through structured questionnaires. The population in this study were all customers who had visited the Subari 74 Larangan Restaurant. Because the population size is not known for certain, a non-probability sampling technique was used with the Accidental Sampling method, which is a sampling technique based on anyone who happens to come and prepares to fill out the questionnaire during the study. The number of samples taken was 100 respondents, in accordance with the guidelines of Hair et al. (2010) that the minimum sample size in linear regression analysis is five times the number of indicators.

Primary data were obtained through the distribution of closed questionnaires using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree". The research instrument was compiled based on the theory of Zeithaml et al. (1990) regarding the dimensions of service quality (SERVQUAL), especially the dimensions of responsiveness and empathy. Before conducting the regression analysis, the validity and reliability tests were first carried out on the research instrument. Then the determination coefficient test and hypothesis test.

III. RESULT AND DISCUSSION

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	42	42%
	Female	58	58%
Age	< 20 years old	10	10%
	20–29 years old	55	55%
	30–39 years old	25	25%
	≥ 40 years old	10	10%
Occupation	Private Sector Employee	30	30%
	Civil Servant/State-Owned Employee	40	40%
	Entrepreneur	20	20%
	Others (Housewife, Retired, etc.)	10	10%
Visit Frequency	1 times	18	18%
	2–3 times	52	52%
	> 3 times	30	30%

Based on Table 1, most of the respondents in this study were female (58%) and were in the age range of 20–29 years (55%), indicating that Rumah Makan Subari 74 Larangan is mostly visited by young people. Most of the respondents work as private employees (40%), and the highest frequency of visits is in the category of 2–3 visits (52%). This indicates that most customers have repeated experiences in enjoying the services and products of the restaurant, which is relevant to measuring service quality and visiting decisions.

Table 2. Validity Test Results

Variable	Indicator	r-count	r-table	Interpretation
Responsiveness	R1	0.712	0.197	Valid
	R2	0.735	0.197	Valid

The Influence of Responsiveness and Empathy on the Decision to Visit Subari 74 Restaurant

Variable	Indicator	r-count	r-table	Interpretation
Empathy	R3	0.689	0.197	Valid
	E1	0.768	0.197	Valid
	E2	0.745	0.197	Valid
	E3	0.701	0.197	Valid
Visiting Decision	K1	0.754	0.197	Valid
	K2	0.722	0.197	Valid
	K3	0.743	0.197	Valid

Table 2 shows that all indicators of the responsiveness, empathy, and visiting decision variables have a calculated r value that is greater than the r table (0.197), so it can be concluded that all questionnaire items in this study are valid and suitable for use to measure each of the intended constructs.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Responsiveness	0.814	Reliabel
Empathy	0.836	Reliabel
Visiting Decision	0.823	Reliabel

Based on Table 3, all variables in the study have a Cronbach's Alpha value > 0.7 , which ranges from 0.814 to 0.836. This shows that the instrument used in this study has a high level of reliability, so it can be trusted to produce consistent and stable data in measuring service quality and visiting decisions.

Table 4. Test of determination coefficient

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.742	0.550	0.538	3.245

Based on Table 4, the R Square value of 0.550 indicates that the responsiveness and empathy variables together are able to explain 55% of the variation in the decision to visit Rumah Makan Subari 74 Larangan. The rest, which is 45%, is explained by other factors outside this research model. This value indicates that the model has a fairly strong level of relevance in explaining the phenomenon being studied.

Table 5. Partial Test Results (t-Test)

Variable	t-count	t-table	Sig.	Interpretation
Responsiveness	3.892	1.984	0.000	Significant
Empathy	4.215	1.984	0.000	Significant

The partial test results in Table 5 show that both independent variables, namely responsiveness and empathy, have a calculated t value $> t$ table (1.984) and a significance value < 0.05 , which means that both variables partially have a significant effect on the decision to visit. This means that the higher the level of responsiveness and empathy in service, the greater the possibility of customers deciding to return to Rumah Makan Subari 74 Larangan.

Table 6. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F-count	F-table	Sig.	Interpretation
1	1258.432	2	629.216	29.962	3.09	0.000	Significant

The Influence of Responsiveness and Empathy on the Decision to Visit Subari 74 Restaurant

From Table 6, it is known that the F_{count} value is $29.962 > F_{table}$ of 3.09, and the significance value is $0.000 < 0.05$. This shows that simultaneously, the Responsiveness and Empathy variables have a significant effect on the decision to visit the Subari 74 Larangan Restaurant. Thus, the regression model built is declared feasible to explain the relationship between variables in this study.

Responsiveness or employee responsiveness is one of the important dimensions in service quality that greatly influences consumers' decision to visit a restaurant. At Rumah Makan Subari 74 Larangan, the ability of employees to respond quickly, politely, and appropriately to customer requests and complaints creates a pleasant and satisfying dining experience. Customers tend to feel appreciated when service staff are responsive to their needs, thus strengthening the decision to return. Research by Kurniawan et al. (2021) shows that responsiveness significantly influences the intention to revisit restaurant consumers. A similar thing was also found in the research of Gantur et al. (2024), where speed of service is the main factor in forming satisfaction and intention to revisit. In addition, Jannah & Hayuningtyas (2024) also emphasized that responsiveness has a positive influence on consumer loyalty and decisions in choosing culinary services.

Empathy in service is an important element that can influence consumers' decisions to revisit a restaurant. At Rumah Makan Subari 74 Larangan, employees' empathetic attitudes such as personal attention, understanding of customer needs, and involvement in interactions create a comfortable atmosphere and make visitors feel appreciated. This contributes to a pleasant dining experience and encourages customers to make repeat visits. Research by Pritami & Surono (2024) shows that empathy has a significant positive influence on consumer repurchase decisions in the food and beverage industry. Research by Putra et al. (2021) also strengthens that the empathy dimension in quality increases loyalty service and consumer decisions to reuse restaurant services. In addition, research by Budiono & Al-Faritzky (2024) concludes that empathy as part of personal service also creates emotional closeness between customers and service providers, thereby strengthening the decision to revisit.

CONCLUSIONS

Based on the results of the analysis that has been done, it can be concluded that service quality, especially the dimensions of responsiveness (responsiveness) and empathy (empathy), have a significant effect on customer visiting decisions at Rumah Makan Subari 74 Larangan. Responsiveness shown through the speed and responsiveness of employees in serving customers has been proven to be able to increase satisfaction which encourages decision-making to visit again. Likewise, empathy shown through a friendly attitude, personal attention, and the ability to understand customer needs, provides a positive emotional experience and influences the decision to visit. This second dimension is an important factor in building customer perceptions of service quality which ultimately impacts loyalty and desire to visit.

To maintain and improve customer decisions in visiting, the management of Rumah Makan Subari 74 Larangan is advised to continue to strengthen the responsiveness and empathy aspects in service. Routine training for employees on the importance of fast and empathetic communication with customers needs to be carried out periodically. In addition, a service evaluation system based on customer feedback can be implemented so that management is able to monitor and adjust service strategies dynamically. Further research is expected to develop the model by adding other variables such as price, dining atmosphere, or digital promotions to obtain a more comprehensive picture of the factors that influence customer visiting decisions.

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The Influence of Responsiveness and Empathy on the Decision to Visit Subari 74 Restaurant

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