

Pengaruh Sertifikasi Halal, Harga, dan Kualitas Pelayanan terhadap Kepuasan Konsumen (Studi Kasus pada Restoran Tom Sushi, Palembang)

The Influence of Halal Certification, Price, and Service Quality on Consumer Satisfaction (A Case Study at Tom Sushi Restaurant, Palembang)

Muhammad Riduan Nugraha^{1*}, Armansyah Walian², Safitri Asrol³

^{1,2,3} Universitas Islam Negeri Raden Fatah Palembang, 30126, Indonesia

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^{*}Koresponden email:

ryanadarmilla@gmail.com

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh sertifikasi halal, harga, dan kualitas layanan terhadap kepuasan konsumen di Tom Sushi Palembang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan penyebaran kuesioner kepada konsumen. Data dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial, sertifikasi halal tidak berpengaruh signifikan terhadap kepuasan konsumen, dengan nilai t sebesar 0,239 dan tingkat signifikansi 0,812 ($>0,05$). Sementara itu, harga berpengaruh signifikan terhadap kepuasan konsumen, dengan nilai t sebesar 2,176 dan tingkat signifikansi 0,034 ($<0,05$). Kualitas layanan juga berpengaruh signifikan terhadap kepuasan konsumen, dengan nilai t sebesar 4,589 dan tingkat signifikansi 0,000 ($<0,05$). Secara simultan, sertifikasi halal, harga, dan kualitas layanan berpengaruh terhadap kepuasan konsumen, dengan nilai koefisien determinasi sebesar 84,4%.

Abstract

This study aims to determine the influence of halal certification, price, and service quality on consumer satisfaction at Tom Sushi Palembang. The study employs a quantitative approach using a survey method involving the distribution of questionnaires to consumers. Data were analyzed using multiple linear regression analysis. The results indicate that, individually, halal certification does not significantly affect consumer satisfaction, with a t -value of 0.239 and a significance level of 0.812 (>0.05). Meanwhile, price significantly influences consumer satisfaction, with a t -value of 2.176 and a significance level of 0.034 (<0.05). Service quality also significantly affects consumer satisfaction, with a t -value of 4.589 and a significance level of 0.000 (<0.05). Collectively, halal certification, price, and service quality influence consumer satisfaction, with a coefficient of determination of 84.4%.

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1. Introduction

The modern culinary industry is characterized by dynamic competition and continuous innovation, requiring restaurants such as Tom Sushi to adopt technology, aesthetic design, and adaptive service management to strengthen their competitiveness. Successful culinary businesses increasingly integrate creativity and technological innovation into their menus and operational processes to attract new customers and respond to changing market demands (Hidayat et al., 2019). Furthermore, the lifestyles and consumption preferences of Generation Z and Millennials have contributed to the growing demand for modern, aesthetically appealing, and “Instagram-worthy”

dining establishments ([Cheng et al., 2025](#)). Studies on the feasibility of cloud kitchens further demonstrate that digitally based restaurant models can improve operational efficiency while accommodating contemporary consumer expectations without relying on conventional physical dining spaces. These developments indicate that modern culinary businesses can strengthen their market positioning through menu innovation, appealing restaurant design, and the strategic adoption of technology. As part of the contemporary culinary industry, Tom Sushi can therefore enhance its competitive position by adapting its products, services, and operational practices to evolving consumer preferences and technological developments.

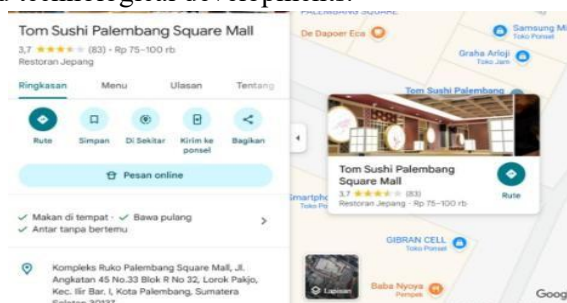


Figure 1. Location of Tom Sushi at Palembang Square Mall

Consumer satisfaction is an important indicator of service business performance. In the restaurant industry, including establishments such as Tom Sushi, customer satisfaction is reflected in consumers' perceptions of service quality, product value, and operational reliability. Service quality, particularly in terms of reliability, assurance, and empathy, has been found to significantly influence customer satisfaction in restaurant settings ([Netia & Irjayanti, 2024](#)). Similarly, research conducted in fast-food restaurants indicates that food quality and perceived value influence customer satisfaction, which subsequently affects customers' intentions to revisit ([Ge et al., 2021](#)). The importance of responsiveness and empathy in shaping consumer satisfaction has also been demonstrated in research on local restaurants ([Rezki & Efi, 2025](#)).

Customer satisfaction also plays an important mediating role in the relationship between service quality and customer loyalty. Positive experiences throughout service interactions contribute to the development of long-term customer relationships and retention ([Soerjanto et al., 2024](#)). Furthermore, self-service technology has been found to influence customer loyalty through customer satisfaction, indicating that satisfaction can function as an important link between service quality and loyalty ([Arnita et al., 2023](#); [Ismulyaty et al., 2022](#)). In the restaurant industry, satisfaction may be shaped by various aspects of the consumption experience, including service quality, price fairness, product quality, and assurance regarding halal status. Service quality has also been shown to have a positive and significant effect on customer loyalty through customer satisfaction, reinforcing the role of satisfaction as an important mechanism in the formation of customer loyalty ([Yum & Yoo, 2023](#)). These findings indicate that customer satisfaction is closely associated with the quality of service and overall consumption experience in culinary businesses such as Tom Sushi.

In addition to service quality, price and halal certification are important factors that may shape consumers' perceptions and satisfaction, particularly in restaurants serving Muslim consumers. An empirical study conducted at Tungkal Seafood Restaurant found that price significantly influenced customer satisfaction, whereas halal certification did not have a significant partial effect ([Wulandari et al., 2025](#)). Meanwhile, research in Indonesian local fast-food restaurants demonstrated that perceived price fairness, together with service quality, significantly contributed to customer satisfaction ([Hidayat et al., 2019](#)). These findings suggest that consumers evaluate restaurant experiences not only on the basis of service performance but also through their perceptions of price fairness and the assurance associated with halal products.

Halal considerations are also relevant to consumer decision-making, particularly among Muslim consumers. Product quality, location, and halal labeling have been identified as factors influencing purchasing decisions, while the presence of a halal label or certification can increase consumers' confidence before making a purchase ([Hanif & Astuti, 2025](#)). The influence of halal labeling is not limited to the food sector, as research in the beauty industry has also demonstrated a significant relationship between halal labeling and purchase intention ([Maharani et al., 2026](#)). These findings

indicate that halal status can influence consumer perceptions and behavioral intentions across different product categories. In the restaurant industry, halal certification serves as an important form of assurance that food products and their processing comply with recognized halal standards, thereby potentially strengthening Muslim consumers' sense of security and trust.

Halal certification can further contribute to positive consumer perceptions because certified products are generally perceived as more trustworthy and consistent with consumers' expectations regarding halal and safe consumption ([Hikmah et al., 2026](#); [Wulandari et al., 2025](#)). The significance of halal status therefore extends beyond religious considerations, as it may also function as an assurance mechanism that strengthens consumers' confidence in the quality and processing of food products. For restaurants such as Tom Sushi, attention to ingredient selection and food-processing procedures is particularly relevant in responding to increasingly critical consumer expectations concerning halal compliance. Accordingly, halal certification can be regarded as one of the factors that may contribute to consumer trust and satisfaction, alongside service quality, product quality, and price fairness.

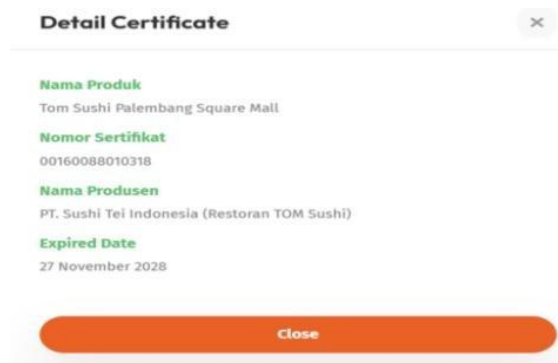


Figure 2. Halal Certificate of Tom Sushi Restaurant

A favorable perception of value can contribute to higher customer satisfaction, particularly when consumers perceive that the benefits received are proportionate to the price paid. Consumers tend to experience greater satisfaction when the price of a product is perceived to be commensurate with its benefits and overall value ([Pinaraswati et al., 2024](#)). Price is an important factor influencing customers' perceptions and satisfaction with a product or service, including in the restaurant industry, where businesses such as Tom Sushi need to maintain a balance between taste, ingredient quality, and consumers' purchasing power. Perceived price fairness can further enhance customer satisfaction because customers are more likely to evaluate their purchase positively when the quality and benefits received are considered commensurate with the price paid ([Ekawati & Valentino, 2025](#)). A pricing strategy that is aligned with perceived product value can also strengthen customers' repurchase intentions, particularly in the highly competitive culinary industry ([Boasiako & Asante, 2019](#); [Lam & Nguyen, 2024](#)). Furthermore, transparent pricing that is consistent with the quality and benefits offered is important for maintaining customer trust and fostering long-term relationships in the restaurant industry ([Rathnasiri et al., 2025](#)). Therefore, pricing that is perceived as fair and proportionate to the value received can contribute to customer satisfaction, strengthen trust, and encourage customer loyalty.



Figure 3. Menu at Tom Sushi Restaurant

Service quality has a major influence on customer satisfaction and customer loyalty. Better service quality is associated with higher customer satisfaction. Found that employee performance is influenced by motivation and competence, meaning that good human resource competence will improve the quality of service provided to customers ([Kayumov et al., 2024](#)). The level of customer satisfaction and loyalty is strongly influenced by service quality, including at Tom Sushi, which strives to provide the best dining experience through friendly, fast, and responsive service. According to Parasuraman, Zeithaml, and Berry, five main dimensions tangibles, reliability, responsiveness, assurance, and empathy can be used to measure service quality, each of which contributes to customers' perceptions of a service ([Firdausi & Rining, 2023](#)). In the restaurant industry, consistent service quality, particularly in terms of reliability and empathy, has a positive and significant effect on customer satisfaction ([Seo & Lee, 2025](#)). Interpersonal interaction between employees and customers is essential for creating a positive emotional impression and a long-term relationship ([Hsu & Lai, 2024](#); [Pan & Choi, 2024](#)). In addition, restaurants such as Tom Sushi leverage high service standards to increase customer satisfaction and strengthen their brand reputation in an increasingly competitive culinary market. Customer satisfaction, trust, and loyalty are therefore the main pillars of Tom Sushi.

Several studies show that halal certification has a positive and significant effect on customer satisfaction, while other studies find that its effect is only small or insignificant, creating ambiguity about the extent to which the halal aspect influences consumer perceptions, particularly in non-Muslim-owned restaurant sectors such as Tom Sushi. In addition, findings regarding price also vary; some studies state that price is the main factor determining the level of customer satisfaction, while others show that perceived price fairness plays a more important role than the nominal price itself. Meanwhile, most previous studies agree that service quality has a major influence on customer satisfaction and loyalty. However, further research is needed to re-examine the relationship between halal certification, price, and service quality on customer satisfaction, particularly in the context of Tom Sushi Restaurant in Palembang.

2. Research Method

This study employed a quantitative approach using numerical data to examine the influence of halal certification (X_1), price (X_2), and service quality (X_3) on consumer satisfaction (Y) at Tom Sushi Restaurant, Palembang. The research was conducted at the Tom Sushi branch located in Palembang Square Mall, Palembang City, South Sumatra. The population consisted of all consumers who had visited the restaurant, while the sample comprised 60 respondents selected as research participants. Primary data were collected directly from respondents through questionnaires and observations. The questionnaire consisted of closed-ended statements related to the research variables and employed a five-point Likert scale, ranging from Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), to Strongly Disagree (1).

The research instruments were designed based on the indicators of each variable. Halal certification was measured through certificate availability, clarity of the halal label, trust in halal status, influence on purchasing decisions, and sense of comfort. Price was assessed through affordability, fairness, conformity with quality, transparency, and comparison with similar restaurants. Service quality was measured using five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, consumer satisfaction was evaluated through overall satisfaction, conformity with expectations, intention to revisit, willingness to recommend, and loyalty to the restaurant. Data processing and statistical analysis were performed using SPSS version 25.0 to examine the relationships among the research variables.

The data analysis techniques consisted of instrument testing, classical assumption testing, and hypothesis testing. Instrument testing included validity and reliability tests, with validity determined by comparing the calculated r -value with the r -table value and reliability assessed using Cronbach's Alpha, with a threshold of 0.70 ([Ghozali, 2018](#)). Classical assumption tests comprised the normality test using the Kolmogorov-Smirnov method, the multicollinearity test based on tolerance values greater than 0.10 and VIF values below 10, the heteroscedasticity test using scatterplot analysis, and the linearity test using the ANOVA table in SPSS. Hypothesis testing was conducted through the partial t -test to examine the individual effects of independent variables, the simultaneous F -test to

assess their joint effects, and the coefficient of determination (R^2) to measure the proportion of variation in consumer satisfaction explained by the independent variables. A significance level of 0.05 was applied to determine the statistical significance of the research findings (Santoso, 2020).

3. Results and Discussion

3.1 Instrument Testing

The validity test was conducted by comparing the calculated r-value with the table r-value. The table r-value was obtained based on the degrees of freedom ($df = n - 2$), with a sample size of 60 respondents, resulting in $df = 58$ at a significance level of 0.05, giving a table r-value of 0.254. A statement item is declared valid if its calculated r-value exceeds the table r-value (0.254) and is positive.

Table 1. Summary of Validity Test Results

Variable	Number of Items	Range of Calculated r	Table r	Description
Halal Certification (X1)	6	0.896 – 0.953	0.254	Valid
Price (X2)	8	0.825 – 0.914	0.254	Valid
Service Quality (X3)	10	0.875 – 0.959	0.254	Valid
Consumer Satisfaction (Y)	6	0.891 – 0.931	0.254	Valid

Source: Processed SPSS output, 2026

The validity test results show that all statement items for the variables Halal Certification (X1), Price (X2), Service Quality (X3), and Consumer Satisfaction (Y) have calculated r-values greater than the table r-value of 0.254. Based on these results, it can be concluded that all statement items are declared valid, so all research instruments are suitable for data collection and further analysis.

The reliability test was conducted on all aspects of the questionnaire under study. The Cronbach's Alpha value must exceed 0.70 for the questionnaire to be considered reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Description
Halal Certification (X1)	0.971	0.70	Reliable
Price (X2)	0.957	0.70	Reliable
Service Quality (X3)	0.982	0.70	Reliable
Consumer Satisfaction (Y)	0.959	0.70	Reliable

Source: Processed SPSS output, 2026

Table 2 shows that each variable has a Cronbach's Alpha value exceeding 0.70, indicating that these variables can be considered credible and suitable for use as measures in statistical testing.

3.2 Classical Assumption Tests

1. Normality Test

The normality test aims to measure how normally the data are distributed within a variable or group. The Kolmogorov-Smirnov test is considered normal if its significance value exceeds 0.05.

Table 3. Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

Description	Value
N	60
Mean residual	0.3488848
Std. Deviation	2.34629364
Test Statistic (Absolute)	0.152
Asymp. Sig. (2-tailed)	0.001
Monte Carlo Sig. (2-tailed)	0.113

Source: Processed SPSS output, 2026

For the Kolmogorov-Smirnov normality test, as shown in Table 3, the Monte Carlo significance value of 0.113 is greater than 0.05. Therefore, according to the Kolmogorov-Smirnov decision criterion, the residual values are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether a regression model shows correlation among independent variables, which can be identified from the tolerance and Variance Inflation Factor

(VIF) values. The multicollinearity criterion is a tolerance value greater than 0.10 and a VIF value less than 10.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Halal Certification (X1)	0.113	8.812	Free of multicollinearity
Price (X2)	0.267	3.744	Free of multicollinearity
Service Quality (X3)	0.114	8.791	Free of multicollinearity

Source: Processed SPSS output, 2026

Based on Table 4, all tolerance values for the independent variables exceed 0.10, and all VIF values are below 10. It can therefore be concluded that no multicollinearity symptoms are found among the independent variables in the regression model.

3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is inequality of residual variance from one observation to another in the regression model. The scatterplot test results show that the residuals are randomly distributed without forming a particular pattern, scattered both above and below zero on the Y-axis.

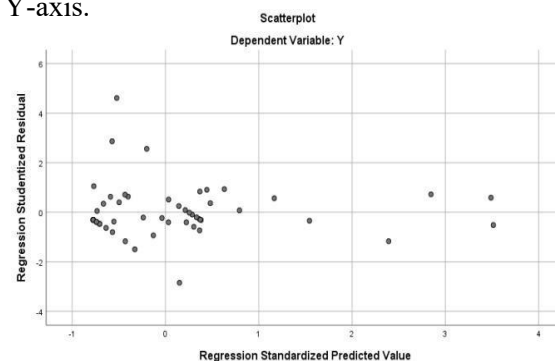


Figure 4. Heteroscedasticity Test Results

Source: Processed SPSS output, 2026

The figure above shows that the residuals do not form a pattern and are irregularly distributed, as indicated by the scatter points above and below zero on the Y-axis. It can therefore be concluded that the regression model does not exhibit heteroscedasticity.

4. Linearity Test

The linearity test was conducted to ensure that the relationship between the independent and dependent variables is linear, as a basic requirement of linear regression analysis.

Table 5. Summary of Linearity Test Results

Variable Relationship	Sig. Linearity
X1 to Y	0.000
X2 to Y	0.000
X3 to Y	0.000

Source: Processed SPSS output, 2026

Table 5 shows that each independent variable has a linear relationship with the dependent variable, as all linearity significance values are 0.000, well below 0.05.

3.3 Hypothesis Testing

1. t-Test (Partial)

Table 6. t-Test (Partial) Results

Model	B	Std. Error	Beta	t-value	Sig.
(Constant)	0.652	0.686		0.951	0.345
X1 – Halal Certification	0.034	0.144	0.036	0.239	0.812
X2 – Price	0.179	0.082	0.216	2.176	0.034
X3 – Service Quality	0.438	0.095	0.699	4.589	0.000

Based on the constant value (α) of 0.652, the halal certification coefficient (β) of 0.034, the price coefficient (β) of 0.179, and the service quality coefficient (β) of 0.438, the following multiple linear regression equation is obtained: $Y = 0.652 + 0.034X_1 + 0.179X_2 + 0.438X_3 + e$

Based on the partial t-test results, halal certification (X1) does not have a significant effect on consumer satisfaction at Tom Sushi Restaurant, Palembang. The variable obtained a t-value of 0.239, which is lower than the critical t-value of 2.003, with a significance value of 0.812, which is greater than 0.05. These results indicate that halal certification does not significantly contribute to variations in consumer satisfaction; therefore, H0 is not rejected and H1 is rejected. This finding suggests that the existence or clarity of halal certification is not a primary consideration influencing the satisfaction of respondents in this study.

Price (X2) has a positive and significant effect on consumer satisfaction at Tom Sushi Restaurant, Palembang. The t-value of 2.176 exceeds the critical t-value of 2.003, while the significance value of 0.034 is below 0.05, indicating that the effect is statistically significant. Therefore, H0 is rejected and H2 is accepted, demonstrating that higher perceptions of price suitability, affordability, fairness, transparency, and conformity with product quality are associated with higher levels of consumer satisfaction. The positive regression coefficient of 0.179 further indicates that an increase in the perceived price variable is followed by an increase in consumer satisfaction, assuming other variables remain constant.

Service quality (X3) has a positive and significant effect on consumer satisfaction at Tom Sushi Restaurant, Palembang. The variable obtained a t-value of 4.589, which is greater than the critical t-value of 2.003, with a significance value of 0.000, which is below 0.05. Therefore, H0 is rejected and H3 is accepted, indicating that service quality significantly contributes to consumer satisfaction. The positive regression coefficient of 0.438 indicates that improvements in tangible aspects, reliability, responsiveness, assurance, and empathy are associated with higher levels of consumer satisfaction, assuming the other variables remain constant.

2. F-Test (Simultaneous)

Table 7. F-Test (Simultaneous) Results – ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1599.317	3	533.106	107.666	0.000
Residual	277.283	56	4.951		
Total	1876.600	59			

The table F-value was determined at a 95% confidence level and a 5% error rate (α), using the formula $df_{n1} = k - 1$ and $df_{n2} = n - k$, so $df_{n1} = 4 - 1 = 3$ and $df_{n2} = 60 - 4 = 56$, giving a table F-value of 2.77. Based on Table 8, the calculated F-value of 107.666 is greater than the table F-value of 2.77, and the significance value of 0.000 is less than 0.05. Therefore, H0 is rejected and Ha is accepted. Thus, H4 is accepted: the consumer satisfaction variable (Y) is simultaneously influenced by halal certification (X1), price (X2), and service quality (X3).

3. Coefficient of Determination (R^2)

Table 8. Coefficient of Determination (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.923	0.852	0.844	2.225

Based on Table 8, the Adjusted R Square value is 0.844, or 84.4%, indicating that halal certification, price, and service quality jointly influence consumer satisfaction at Tom Sushi Restaurant, Palembang, by 84.4%. The remaining 15.6% is explained by other variables not addressed in this study.

3.4 Discussion

1. Effect of Halal Certification on Consumer Satisfaction at Tom Sushi, Palembang

The results of the study indicate that halal certification does not have a significant effect on consumer satisfaction at Tom Sushi in Palembang. This finding suggests that the presence of halal certification is not yet a primary factor determining consumers' level of satisfaction after purchasing and consuming products at the restaurant. Consumers tend to form their satisfaction based on their overall consumption experience, including food quality, taste, price, comfort, and service received. Therefore, halal certification may be regarded primarily as a form of assurance and information regarding the halal status of products, but it does not necessarily lead directly to increased consumer satisfaction.

This finding is consistent with the study by [Wulandari et al. \(2025\)](#) conducted at Tungkal Seafood Restaurant in Jambi, which found that halal certification did not have a partial effect on customer satisfaction. This similarity suggests that halal certification is not necessarily a primary determinant of consumer satisfaction in the restaurant sector, although halal status remains important in providing consumers with a sense of security and assurance. This result may occur because consumers evaluate not only the halal status of products but also the overall benefits obtained from the restaurant's products and services.

However, this finding differs from the study by [Hikmah et al. \(2026\)](#), which found that halal certification had a positive and significant effect on Muslim consumers' satisfaction at restaurants in Yogyakarta. This difference suggests that the influence of halal certification may be affected by consumer characteristics, restaurant context, and the extent to which consumers consider halal aspects when evaluating their dining experience. Another study conducted in non-Muslim-owned restaurants in North Sulawesi also found that trust in halal certification had a positive effect on consumer satisfaction, indicating that consumer responses are influenced not merely by the presence of a halal label but also by the level of trust placed in the halal assurance provided ([Syarifuddin et al., 2022](#)). Thus, the insignificant effect of halal certification in the present study may indicate that consumers place greater emphasis on their overall consumption experience and other restaurant attributes when forming their satisfaction.

2. Effect of Price on Consumer Satisfaction at Tom Sushi, Palembang

The results of the study indicate that price has a positive and significant effect on consumer satisfaction at Tom Sushi in Palembang. This finding suggests that the more favorable consumers' perceptions of the price offered, the higher their level of satisfaction after making a purchase. Consumers do not merely consider whether a price is cheap or expensive; they also evaluate its affordability, fairness, consistency with product quality, transparency, and comparability with prices at similar restaurants.

This finding is consistent with previous studies indicating that price is an important factor in determining consumer satisfaction in the culinary industry ([Karnawati, 2023](#); [Siregar et al., 2022](#); [Wulansari et al., 2024](#)). Prices that are perceived as commensurate with the benefits and quality received create a perception of value for consumers. Conversely, when consumers perceive that the price paid is inconsistent with the quality of the food or service received, their level of satisfaction tends to decline. Therefore, appropriate pricing is an important component in creating a positive consumption experience.

The findings also support previous research suggesting that perceived price fairness plays an important role in shaping consumer satisfaction, rather than the nominal price paid alone ([Hui et al., 2025](#); [Kim & Kim, 2024](#)). Consumers may remain satisfied even when a product is relatively expensive if the price is perceived as fair and proportionate to the quality, portion size, taste, and overall experience received. In the context of Tom Sushi in Palembang, the alignment between product prices and the benefits received constitutes an important consideration for consumers when evaluating their dining experience. This finding emphasizes that pricing strategies should not focus solely on affordability but should also aim to create a perception of commensurate value among consumers.

3. Effect of Service Quality on Consumer Satisfaction at Tom Sushi, Palembang

The results of the study indicate that service quality has a positive and significant effect on consumer satisfaction at Tom Sushi in Palembang. This finding suggests that the better the quality of service provided, the higher the level of satisfaction experienced by consumers. Service that is capable of meeting consumers' needs and expectations can create a positive experience during their visit, allowing consumers to perceive that the benefits received are consistent with their expectations. In the context of Tom Sushi, service quality is reflected in the condition of the facilities and employees' appearance, the ability to provide reliable service, responsiveness to consumer needs, assurance of service, and attention to individual consumers.

This finding is consistent with previous studies showing that service quality is one of the key determinants of consumer satisfaction in the restaurant industry ([Phan & Huynh, 2023](#); [Setiadi et al., 2022](#)). High-quality service can reduce the gap between consumers' expectations and the service they actually receive; consequently, the smaller the gap, the greater the likelihood that consumers

will experience satisfaction. Conversely, slow, unresponsive, or inadequate service may result in dissatisfaction even when the products offered are of good quality. This indicates that consumer satisfaction is shaped not only by the products consumed but also by the service process accompanying the consumption experience.

The findings also reinforce the application of the service quality dimensions of tangibles, reliability, responsiveness, assurance, and empathy in explaining consumer satisfaction ([Ahmed et al., 2023](#); [Khan et al., 2024](#)). Consumers are likely to provide positive evaluations when restaurant facilities are well maintained, employees deliver services as promised, respond promptly to consumer needs, provide a sense of security and confidence, and demonstrate attention to individual consumer needs. In the context of Tom Sushi in Palembang, the restaurant's ability to maintain consistent service quality is important because the service experience can shape consumers' overall evaluation of the restaurant. Therefore, improving service quality not only has the potential to increase consumer satisfaction but may also strengthen consumers' intentions to revisit the restaurant and recommend it to others.

4. Conclusions

This study concludes that halal certification does not have a significant effect on consumer satisfaction at Tom Sushi Restaurant, Palembang, while price and service quality have positive and significant effects on consumer satisfaction. These findings imply that restaurant management should prioritize appropriate pricing strategies and continuous improvement of service quality to enhance consumer satisfaction, while halal certification should be maintained as an important assurance of product status even though it was not found to be a significant determinant of satisfaction in this study. The study is limited by its relatively small sample of 60 respondents and its focus on consumers of a single Tom Sushi branch in Palembang, which may limit the generalizability of the findings to other branches, regions, or consumer groups. Future research is therefore recommended to involve a larger and more diverse sample, include multiple restaurant branches, and consider other factors that may influence consumer satisfaction.

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