



THE CORRELATION OF THE INSTABILITY OF SERVICE QUALITY AT SOTO SEJATI RESTAURANT IN MEDAN CITY TO THE IMPLEMENTATION OF THE ETHICAL AND MORAL VALUES OF PANCASILA

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ABSTRACT

Correlation of Instability of Service Quality at Soto Sejati Restaurant in Medan City to the Implementation of Pancasila Ethical and Moral Values

This study aims to analyze the phenomenon of instability of service quality in traditional culinary businesses, especially in Nasi Soto Sejati Restaurant, and examine its relationship with the implementation of ethical and moral values of Pancasila in the work environment. The background of this study is based on the problems of service inconsistencies—such as fluctuations in serving speed, staff friendliness, and cleanliness—that often occur, especially during peak hours, which indicate the absence of professional service standards.

The method used in this study is qualitative with a field research approach and phenomenological observation. Data collection was conducted through non-participatory observations, semi-structured interviews with owners and customers, and literature studies analyzed using the interactive models of Miles, Huberman, and Saldaña. Service quality is measured using the five dimensions of SERVQUAL (Reliability, Responsiveness, Assurance, Empathy, Tangible).

The results of the study show that the most significant service instability occurs in the dimensions of Reliability and Responsiveness. It was found that this inconsistency is a reflection of the weak implementation of Pancasila values, especially the Second Precept (Fair and Civilized Humanity) and the Fifth Precept (Social Justice), where customers do not get equal and fair treatment when conditions are crowded. This study concludes that service problems are not only managerial technical issues, but also moral ethical issues. Therefore, it is recommended to prepare a Standard Operating Procedure (SOP) that integrates Pancasila values and work ethics training for employees to realize humane and fair services.



Keywords: Service Quality, SERVQUAL, Pancasila Values, Business Ethics, Culinary MSMEs.

INTRODUCTION

Background of the Issue

Soto restaurants as part of traditional Indonesian cuisine face great challenges in maintaining consistent service quality. Although the taste of soto is often the main attraction, research shows that the service factor is actually the main determinant of customer satisfaction and loyalty in today's era of culinary competition. However, many traditional soto restaurants, especially MSMEs, do not have a stable, standardized, and professional service system.

The instability of the service is evident in several important aspects:

1. Fluctuating Serving Speed

During peak hours such as lunch, customer wait times can increase sharply, ranging from 5 minutes to more than 20 minutes. Fluctuations in serving time indicate the absence of a good kitchen coordination and service system.

2. Staff Friendliness and Inconsistent Response

There are days when customers are served friendly, prompt, and attentive, but on other days the staff is seen rushing, pouting, or ignoring customer calls that need extra chili sauce, lime, or tissues. This inconsistency shows weak supervision and unpreparedness of staff to face workloads.

3. Table Cleanliness and Unstable Environment

Tables are often still sticky, the floor is greasy after lunchtime, or the cutlery is not neatly arranged. This condition reflects the absence of clear hygiene standards and a lack of a culture of work discipline.

When associated with the SERVQUAL theory, the most prominent instability is in the dimensions of Reliability (accuracy of presentation, consistency of taste, speed) and Responsiveness (responsiveness of staff). These two dimensions are the core of culinary service, so disruption in this dimension directly affects customer satisfaction.

Furthermore, the issue of service instability is not only related to the technical aspects of operations, but also related to the application of the ethical and moral values of Pancasila in the work environment. Inconsistent attitudes, lack of responsibility, and injustice in providing the same service to every customer are forms of weak value implementation:

Precept 2: A Fair and Civilized Humanity → service must be humane, courteous, and equitable.

4th precept: Wisdom in resolving complaints and working through communication.

Precept 5: Social Justice → all customers deserve the same quality of service, whenever they come.

Thus, the problem of unstable service is not only a business management problem, but also a reflection of the lack of internalization of ethical and moral values in the workplace. This is the main issue that needs to be studied in depth.

B. Research Objectives

This research was designed to achieve the following objectives more specifically:

Analyze in detail what aspects of service are the most unstable (speed, friendliness, cleanliness, order accuracy) in traditional soto restaurants.

Identify the root causes of instability, both in terms of human resources, SOPs, workload, coordination systems, and operational environmental factors.

Measuring the level of implementation of the ethical and moral values of Pancasila by the staff and management of the soto restaurant.

Examining the relationship between service instability and the weak implementation of Pancasila values, especially the values of justice, responsibility, and care.

Formulate service management recommendations and work ethics that can be applied by soto restaurant owners to improve service consistency.

C. Research Benefits

1. Theoretical Benefits

Adding literature on the relationship between the SERVQUAL theory and the ethical values of Pancasila in the culinary sector.

Provide a new study on the impact of morality on the stability of service quality.

2. Practical Benefits

Provides real guidance for soto restaurant owners to improve SOPs, staff training, task sharing, and hygiene supervision.

It is the basis for the preparation of Pancasila-based work ethics training to improve the responsibility and consistency of staff services.

3. Social Benefits

Encouraging the realization of fairer, friendlier, and more humane service for customers.

Strengthening a work culture based on the ethical values of the Indonesian nation in the MSME sector.

METHOD

Participant Types and Research Approaches

This research uses a qualitative approach with field research methods and phenomenological observations. The qualitative approach was chosen because this study aims to deeply understand the phenomenon of instability in service quality in traditional soto restaurants and its relation to the implementation of the ethical and moral values of Pancasila in daily service practices. According to Creswell (2016), a qualitative approach is very appropriate when researchers want to explore the meaning, social dynamics, and behaviors that occur naturally in real contexts.

3.2 Research Location and Time

The research was carried out on:

Location : Nasi Soto Sejati Restaurant, located on the side of the main road in the Medan City area

Date : November 25, 2024

Time : 13.00 WIB – finish (coincides with lunch time which is the busiest period)

The selection of the location is based on the characteristics of traditional culinary businesses on the scale of MSMEs that still rely on family management and do not have modern management standards, so it is relevant to the focus of research on the instability of service quality and the practice of Pancasila values.

Procedures

Research Subjects and Informants

The subject of the research includes all elements involved in the service process, namely:

Customers present at the time of observation

Employees and waitresses

Restaurant owner/manager

UTAMA reports:

Mr. Arifin (owner and manager of Nasi Soto Sejati Restaurant)

Supporting informants:

3–5 customers willing to provide brief information

Employees/waitresses whose behavior can be observed

3.4 Data collection techniques

Data is collected through three main techniques:

a. Non-Participatory Observation

It is carried out directly to the service process during peak hours, including the speed of presentation, employee responsiveness, physical hygiene, and interaction between staff and customers.

b. Semi-Structured Interviews

It was carried out to the main informant (Mr. Arifin) and several customers to dig up information about service standards, operational constraints, employee management, and perception of service consistency.

c. Literature Study

Referring to the SERVQUAL theory (Parasuraman et al., 1988), the concept of customer satisfaction (Kotler, 2016; Tjiptono, 2014), as well as literature on Pancasila values as the foundation of service ethics.

3.5 Data Analysis Techniques

Data analysis using the interactive model of Miles, Huberman, and Saldaña (2014) which consists of three stages:

Data Reduction : Sorting and grouping field findings according to the dimensions of SERVQUAL and relevant Pancasila precepts.

Data Presentation : Compile patterns, categories, and relationships between service instability and low implementation of Pancasila ethical values.

Conclusion Drawn/Verification : Interpret the findings thematically and relate them to the theory of service quality and Pancasila values.

3.6 Keabsahan Data (Trustworthiness)

To ensure the validity and reliability of the data, the researchers applied:

Triangulation of sources (owners, employees, customers)

Triangulation methods (observation, interviews, literature studies)

Member checking to the main informant (Mr. Arifin) to ensure that the interpretation is in accordance with the reality of the field

FINDINGS AND DISCUSSION

Stages of Idea Implementation (Field Observation Agenda)

The implementation of field observation will be carried out on November 25, 2024 with the following agenda:

Time Activities

13.00–13.15 Team arrival, briefing, identification of the initial condition of the restaurant

- 13.15–14.00 Observation of rush hour services (speed of presentation, employee-customer interaction)
- 14.00–14.30 Observation of physical conditions (cleanliness of tables, cutlery, floors, queues)
- 14.30–15.00 In-depth interview with Mr. Arifin (owner)
- 15.00–15.30 Short interview with a minimum of 3 customers
- 15.30–16.00 Photo/video documentation, final note, observation closure

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Analysis of Findings

This study reveals that there is a fairly high level of service quality instability in traditional soto restaurants (MSME scale). Based on field observations, interviews, and analysis with the SERVQUAL framework (Parasuraman et al., 1988), significant fluctuations in customer experience between visits were found. The most frequently variable indicators are:

1. Serving speed and order accuracy
2. Staff's friendliness and responsiveness
3. Consistency of cleanliness of tables, cutlery, and physical environment

Of the five dimensions of SERVQUAL, the two dimensions that show the largest and most unstable gaps are:

a. Reliability

Customers often receive cold soto sauce, wrong orders (e.g. mixed soto into meat soto only), and waiting times that vary greatly between quiet and crowded conditions. This reflects the absence of a written Standard Operating Procedure (SOP) that is consistently implemented (Tjiptono, 2014).

b. Responsiveness

During peak hours, staff tend to be slow or even ignore customer calls for additional chili sauce, lime, or crackers. According to Lovelock & Wirtz (2011), when customers feel "unnoticed", the wait time feels much longer.

The Assurance and Tangibles dimensions also showed fluctuations, especially in the attitude of staff who were sometimes very friendly and sometimes sullen, as well as table cleanliness which decreased drastically after lunchtime.

Application of Ideas: Correlation of Service Instability with the Implementation of Ethical and Moral Values of Pancasila

This research not only analyzes the quality of service from a managerial-technical perspective, but also applies the idea that unstable service quality is a reflection of the low practice of ethical and moral values of Pancasila in the daily work environment.

The findings show a strong correlation between service instability and the weak implementation of several Pancasila precepts, as summarized in the following table:

Application of Pancasila Values in the Service Quality of Soto Restaurants

Sila Pancasila Ethical Ideas That Should Be Applied Forms of Instability That Deviate from the Idea

Precept 2: A Just and Civilized Humanity Treat every customer with respect, courtesy, and equality
Customers who come on different days are treated very differently (friendly vs. unfair)
→ a form of injustice

3rd precept: Indonesian Unity The spirit of teamwork to maintain the same standard of service
Lack of coordination between staff so that service standards vary between shifts

Precept 4: Citizenship Led by Wisdom Wisdom... Make wise, responsive, and deliberate decisions in handling complaints
Staff are less wise and responsive when crowded, tend to ignore customers

5th Precept: Social Justice for All Indonesian People Every customer deserves the same quality of service every time they come
Service inconsistency = a form of social injustice on a micro scale

Service instability is essentially a form of dishonesty (violating the 1st Precept in practice) and unfairness (violating the 2nd and 5th Precepts) towards the customer. Thus, improving service quality is not only a matter of SOPs and technical training, but also strengthening Pancasila-based character and morals in all business elements (owners, managers, and staff).

Practical Implications and Recommendations

Based on the analysis of the findings and the application of the above ideas, the following steps are recommended:

DISCUSSION

CONCLUSION

This observational research aims to analyze the correlation between the instability of service quality at Nasi Soto Sejati Restaurant and the implementation of ethical and moral values of Pancasila. Based on field observations, in-depth interviews with owners, as well as data analysis using the SERVQUAL dimension, several key conclusions can be drawn:

1. **Instability of High Service Quality in the Dimensions of Reliability and Responsiveness:** The instability of service quality at Nasi Soto Sejati Restaurant tends to be moderate to high, most prominently in the dimensions of **Reliability** (reliability of presentation, accuracy of orders) and **Responsiveness** (responsiveness of staff to additional requests). This fluctuation is especially felt when there is a surge in customers during peak hours.
2. **Strong Correlation between Service Instability and the Implementation of Pancasila Ethical Values:** There is a significant correlation between service inconsistency and the internalization of ethical and moral values of Pancasila that are not optimal in the work environment. Unstable service (fast in quiet hours, slow in rush hour; friendly at the beginning, unresponsive when overwhelmed) is a direct reflection of the weak application of the basic values of Pancasila:
 - **Second Precept (Fair and Civilized Humanity):** Emanating from inconsistent service and lack of respect and equal attention to each customer.
 - **Fifth Precept (Social Justice):** Failure to provide the same quality of service (fairness) at every time a customer visits shows a lack of ethical responsibility in the people's business.
3. **The root of the problem is multidimensional:** Service instability stems from a combination of management factors (lack of written SOPs, lack of systematic supervision) and human resource factors (lack of work ethics training that is integrated with Pancasila values, as well as the potential for *burnout* due to a stressful work environment).
4. **Value Education Needs:** Staff and management understand the value of Pancasila theoretically, but there has been no systematic effort to internalize it into consistent work

behavior, which ultimately affects the aspects of **Assurance** and **Tangibles** due to lack of moral discipline.

B. Suggestions

Based on the above findings and conclusions, the following practical and theoretical suggestions were proposed:

1. Advice for Nasi Soto Sejati Restaurant Managers

Managers are advised to integrate operational improvement with the strengthening of Pancasila-based work ethics and morals:

- **Preparation and Socialization of Value-Based SOPs:** In addition to technical SOPs (speed, cleanliness), create SOPs that explicitly include ethical values. Example: The SOP for greeting customers must include a standard of hospitality which is a manifestation of the Second Precept.
- **Structured Work Ethics Training:** Hold regular training (at least monthly) that not only discusses how to serve, but also discusses the meaning of the 2nd Precept (Justice and Manners) and the 5th Precept (Social Responsibility) in the context of customer service.
- **Increasing Staff Ratio at Peak Hours:** Addressing *the Responsiveness Gap* by adding personnel or implementing a fairer shift system during peak hours (12.00–14.00) to reduce workload and prevent *burnout* that triggers a decline in service ethics.

Character Supervision and Evaluation System: Incorporate ethical indicators (e.g., daily friendliness score).

The authors declare that there is no conflict of interest in this work.

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