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Research Article

Understand Consumer Perception of Waiting Time in Services Urban Developing: A Study in Cirebon City, Indonesia

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Abstract

Service lead time plays an important role in shaping consumer perception of overall service quality. If the service wait time is perceived as long, consumers will get bored and leave, but if it is perceived as quick, they will be happy and make a purchase again. This study aims to determine the index of consumer perception of service waiting time and the scores for each indicator in univariate analysis. The research was conducted at the Gacoan Noodle Restaurant in Cirebon City for three months (December 2025-February 2026). The research design uses quantitative descriptive and survey techniques. The sample consisted of 60 respondents, and the sampling technique was accidental. The indicator measurement uses the Likert Scale, and the data analysis is univariate, using a mathematical formula. The results showed that the consumer perception index was 69.7% (service waiting time is fast). The highest indicator score was 77.2% clarity and certainty of service (maintained), and the lowest indicator score was 65.7% (improved). The gap in this study is an empirical and methodological one, so that the results of this research contribute theoretically to the development of consumer behavior theory and methodology. Technically, it contributes to the business actors of Mie Gacoan Restaurant in Cirebon City in order to achieve a competitive advantage.

Keywords: Cirebon, Consumer Perception Index, Mie Gacoan, Score Indicator, Univariate.

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INTRODUCTION

The culinary industry in Indonesia is experiencing rapid growth, alongside changes in lifestyle and society, especially among youth and urban communities. Growth has had an impact. Competition is intensifying, so demand for business in the culinary sector not only

depends on product quality and price but also on the quality of services perceived by consumers (Kotler & Keller, 2016). One of the aspects of very good service felt by consumers before purchasing products whose prices are affordable and in high demand is the waiting time for services, namely the length of time that must be experienced by consumers from the time of booking until receiving the product (Lee & Lambert, 2000; Maister, 2005).

Waiting-time services play an important role in shaping consumers' overall assessment of service quality (Polas et al., 2018). Consumers not only assess wait times objectively, but also subjectively, influenced by comfort, clarity of system queues, and fairness of service (Davis & Heineke, 1998). When waiting time service is perceived as too long, consumers tend to feel dissatisfied, complain, and may be inclined to reduce their intention to purchase again, even though the quality of the product received is classified as good (Davis & Maggard, 1990; Hui & Tse, 1996). The relatively long wait time phenomenon is also observed in businesses that are popular for their high traffic and affordable prices, such as the Mie Gacoan Restaurant in Cirebon City, West Java, Indonesia.

Based on a preliminary survey of 15 Mie Gacoan consumers in Cirebon City, the study found that the main complaint is the long wait for service. On the other hand, Cirebon, a city with an active economy and a dynamic social environment, has unique consumer characteristics, so perceptions of service wait times may differ from those in large metropolitan cities. However, research specifically examining consumer perceptions of waiting-time services for businesses, particularly in city-sized areas such as Cirebon City, remains very rare, so empirical evidence remains limited.

Several previous studies have examined waiting times. services in context restaurants and services, especially by relating them to customer satisfaction, repurchase, service, and loyalty, including: 1) Davis & Heineke (1998) sum up that the waiting time has a significant impact on customer satisfaction of restaurant consumers, especially when fast serving is involved, multivariate; 2) Hui & Tse, (1996) explain waiting time service has a real influence on customer satisfaction in restaurants fast serving in Daka City, Bangladesh, multivariate ; 3) Lee & Lambert (2000) that waiting time influence quality service and customer satisfaction significantly in the Cafeteria East Sea, United States, multivariate; 4) Aditya Ahmad & Hadita (2024) explains waiting times, along with cleanliness and initiative staff, can influence perception customer satisfaction with quality overall service at the Tuku Coffee Shop, North Bekasi; and 5) Lahap et al. (2018) explain that waiting time can affect behavior post purchase customers, and results show that increased customer satisfaction happen when waiting time considered reasonable in restaurants fast serving Penang City, Malaysia, multivariate

Overall, the research above aims to examine how the waiting time variable influences other variables and to use multivariate analysis. In this study, univariate analysis was used to provide an empirical description of consumer perceptions of waiting-time services specifically. The differences in the analytical approach reveal a methodological gap that has not been widely studied in the context of Mi Gacoan Restaurant in Cirebon City. A methodological gap is a difference in the approach, method, or analytical technique used in a study compared to those used in previous research (Miles, 2017).

In addition to a methodological gap in the analytical approach, this study also shows an empirical gap. This is because previous research has focused more on testing the influence of cleanliness on other variables (such as consumer satisfaction, service, repurchase, and loyalty), while empirical data on the hygiene conditions of the Mie Gacoan object, especially in Cirebon City, have not been widely studied. The empirical gap is a research gap caused by the lack of empirical data, both descriptive and inferential (Miles, 2017).

Therefore, this research aims to fill a methodological gap through univariate analysis and an empirical gap by providing data on consumer perceptions of room cleanliness. The previous Mi Gacoan Restaurant has not been specifically studied, especially in the local context. Thus, efforts to address the second research gap will yield novel insights that are highly useful for

advancing knowledge of consumer behavior and methodology, as well as for developing techniques for actors in Mie Gacoan's business to retain existing consumers and attract new ones.

Based on the description above, the problem identification in this study is: 1) How do consumers perceive waiting time? Service at Mie Gacoan Restaurant in Cirebon City? 2) What is the level of service? Consumer perceptions of each indicator from the length of waiting time service at Mie Gacoan Restaurant in Cirebon City? Moreover, 3) On which indicator of waiting time, what services are perceived as the most problematic by consumers of Mie Gacoan Restaurant in Cirebon City?

RESEARCH METHOD

Research Design

The research location was intentionally (*purposively)* selected at the Mie Gacoan Restaurant in Cirebon City, based on the consideration that the restaurant would be in a medium-sized (non-urban) metropolitan area. which attracts a high volume of consumer visits and offers affordable prices. The research period is three months (December 2025- February 2026)

Research Target/Subject

The design of this research is a quantitative descriptive study using a survey approach. Descriptively, the chosen approach is used because this research does not intend to test causal relationships between variables, but rather to systematically and objectively describe consumer perceptions of a single research variable (univariate), namely wait time (Sugiyono, 2017; Supranto, 2008)

Research Procedure

The study population consisted of all consumers who made purchases. Purchases at Mie Gacoan, Cirebon City. The sampling technique used is *accidental sampling*, namely, consumers who happen to meet researchers and are willing to answer the questionnaire during the research. The number of respondents was set at 60 because the study included 6 variables with 12 statements, ensuring that the minimum sample size was met (Ghozali, 2018; Hair et al., 2010).

Instruments, and Data Collection Techniques

This research uses one research variable, namely, consumer perception of waiting time service. The variable, defined as consumer assessment of waiting time, spans the ordering process until the product is received, including comfort during waiting for clarity on system queues and consumer acceptance of the waiting time experienced. Because the variable is latent, the measurements were obtained from six indicators, as shown in Table 1.

Framework: This research confirms that consumer perception of waiting-time service is a key variable, shaped by several indicators of consumer experience during the waiting process. Indicators that reflect the dimensions of consumer cognitive and affective responses when evaluating the services they received.

Based on study theoretical (Davis & Heineke, 1998; Davis & Maggard, 1990; Hensley & Sulek, 2007; Hui & Tse, 1996; Polas et al., 2018), consumer perceptions of waiting time service formed by six indicator main, namely : (1) length of waiting time, (2) reasonableness of waiting time, (3) comfort during waiting, (4) clarity waiting time information, (5) fairness system queues, and (6) consumer acceptance of waiting times. Therefore, the research framework ideas can be structured as shown in Figure 1.

Data Analysis Technique

3. 5 Data Collection Techniques

Data collection techniques are carried out through an approach survey, which is further conducted by interviews with respondents using a questionnaire containing open and closed-ended questions, which applies the Likert Scale, as follows:

5 = Very Agree (SS), if the statement is very accurate according to the facts
4 = Agree (S), if the statement is according to the facts
3 = Enough Agree (CS), if statement Enough according to the facts
2 = Disagree (TS), if statements that do not correspond to the facts
1 = Strongly Disagree (STS), if the statement is very inconsistent with the facts

3.6 Research Instrument Testing

Validity testing was carried out using the *Corrected Item–Total Correlation* method with the help of the SPSS software. A statement item is declared valid if it has a value coefficient correlation greater than 0.30 or value mark significance (sig) < 0.05 (Ghozali, 2018).

RESULTS AND DISCUSSION

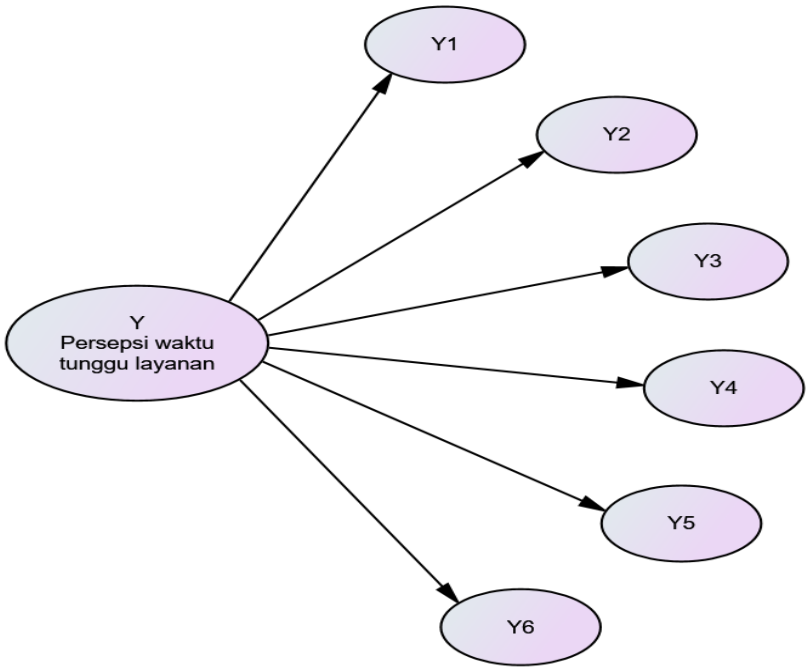

Figure 1. Framework Thinking

Figure 1 shows that six indicators, namely, measure the latent variable or construct Y (Waiting time service):

1. Y1 (Length of waiting time)
2. Y2 (Reasonable waiting time)
3. Y3 (Comfort) during wait)
4. Y4 (Clarity) waiting time information)
5. Y5 (Justice) system queue)
6. Y6 (Consumer acceptance of waiting time)

In addition, Figure 1 shows that all simultaneous indicators reflect consumers' perceptions of service waiting time. This research is not intended to test cause-and-effect relationships but rather to describe the level of consumer perception based on the indicators, so

that, in accordance with the descriptive research approach, quantitative data are used (Sugiyono, 2017).

Variables	Indicator	Statement	Measurement Scale
Y (Consumer perception of waiting time) service)	1. Waiting Time Indicator),	1. The time I need to wait for orders at Mie Gacoan is quite long.	
	2. Y2 (Indicator of reasonableness of waiting time), measured by two statements	2. Waiting time orders at Mie Gacoan according to expectations I. 3. I feel the waiting time is still within reasonable limits reasonable	
	3. Y3 (Comfort indicator) during wait,	4. I feel comfortable moments waiting orders at Mie Gacoan. 5. Available facilities make waiting time feel shorter. 6. Atmosphere outlet helps reduce the saturation moment wait	
	4. (Indicator of clarity and certainty service)	7. Information about the estimated waiting time is delivered clearly. 8. The queuing system at Mie Gacoan is easy for consumers to understand.	
	5. Y5 (Queuing system fairness indicator) 6. Y6 (Indicator of consumer acceptance of waiting time)	9. I feel treated fairly in the system queue 10. I can accept the length of waiting time because the price offered is affordable. 11. I remain willing to wait despite the queue, which is long enough. 12. Overall, I am satisfied with the waiting time service at Mie Gacoan	Likert Scale: 5 4 3 2 1

Table 1. Operationalization of research variables

Reliability testing was conducted using Cronbach's alpha. The research instrument was deemed reliable if Cronbach's Alpha was at least 0.60 (Ghozali, 2011).

3.7 Data Analysis Techniques

Data analysis techniques in this study include: index analysis, consumer perception, and a score analysis of each indicator. Index analysis of consumer perception aims to present consumer assessment of waiting time services in the form of a one-mark, easy-to-understand,

and use index for material evaluation by service consumers (Sugiyono, 2019; Sumarwan & Tjiptono, 2019). Score analysis of each indicator aims to determine the level of consumer perceptions for each waiting-time indicator at Mie Gacoan Restaurant. Through this analysis, researchers can identify waiting-time indicator services that are considered good and indicators that are still less well assessed by consumers. Thus, the analysis of the score each indicator gives a more detailed picture compared to the mark index as a whole and is usable as a basis for formulating recommendations for improvements in the waiting time aspect of service (Suhendy et al., 2025)

The results of the perception index analysis are classified into 5 categories: 5 (very agree), 4 (agree), 3 (sufficient), 2 (disagree), and 1 (strongly disagree). Index consumer perception is calculated by dividing the total score of respondents' answers by the maximum score, then converting the result to a percentage. The formula for calculating the index consumer perception (CPI) is as follows:

$$CPI = \frac{\text{Actual total score}}{\text{Score maximum}} \times 100\ \% \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \ (1)$$

Information :
CPI = Consumer Perception Index
Actual total score = score obtained from observation results
Score maximum = score obtained from the amount of sample x number x scale indicator highest (5)

Regarding the interpretation of the number, the Consumer Perception Index of Mie Gacoan in Cirebon City is presented in Table 2.

Table 2. Interpretation of the number index of consumer perception

No.	Index (%)	Category Perception
1	0–20	Very slow
2	21–40	Slow
3	41–60	Enough fast
4	61–80	Fast
5	81–100	Very fast

Source: J. Supranto (2006), Rangkuti (2016), Tjiptono (2019).

The scores for each "wait time" indicator are important for understanding consumers' assessment of each aspect of waiting time in more detail. From each indicator's score, researchers can determine which waiting-time indicators are considered good and which still need improvement. Thus, the score analysis of each indicator provides more specific and usable information for evaluating and improving waiting-time service (Riduan, 2015; Sugiyono, 2019).

Score: Each indicator is calculated by comparing its actual score to its maximum score. An indicator was calculated and converted to a percentage to determine the assessment category for each waiting-time indicator service at the Mie Gacoan restaurant in Cirebon City.

$$\text{Score each indicator} = \frac{\text{Total indicator score}}{\text{Score maximum indicator}} \times 100\ \% \quad \ldots\ldots\ldots\ldots\ldots \ \ldots.. \ (2)$$

The purpose of the calculation score for each indicator is to find out which services are best and most necessary to fix, without relationship analysis (remains univariate). The score for interpretation is very poor; on this indicator, there is an immediate need to address the issue

urgently. Regarding the interpretation score, each waiting-time indicator service at the Mie Gacoan Restaurant in Cirebon City is shown in Table 3.

Table 3. Interpretation score for each indicator

No.	Index (%)	Category Perception
1	0 – 20	Strongly disagree
2	21 – 40	Don't agree
3	41 – 60	Enough agree
4	61 – 80	Agree
5	81 – 100	Very agree

Source: J. Supranto (2006), Rangkuti (2016), Tjiptono (2019)

Based on the recap and analysis of the primary data that has been collected, the results of instrument validity and reliability tests, and calculations of the Consumer Perception Index (CPI) of Mie Gacoan Cirebon City, and score every indicator, which are conveyed as follows:

Validity tests were conducted on 12 statements across indicators Y1–Y6. Indicator Y1 is one statement, Y2 has two statements, Y3 has three statements, Y4 has two statements, Y5 has one statement, and Y6 has three statements. Validity test results are presented in Table 4.

Table 4. Instrument validity test

Correlations	Y1.1	Y2.2	Y2.3	Y3.4	Y3.5	Y3.6	Y4.7	Y4.8	Y5.9	Y6.10	Y6.11	Y6.12	Total
Y1.1	1	0.079	-0.055	-0.089	-0.025	-0.16	0.009	-.329*	-.465	0.123	-0.104	0.072	0.011
Sig. (2-tailed)		0.548	0.679	0.499	0.85	0.223	0.949	0.01	0	0.35	0.429	0.585	**0.932**
Y2.2	0.079	1	.541**	.504**	.435**	.298*	.515**	.336**	0.05	.615**	.616**	.534**	.778**
Sig. (2-tailed)	0.548		0	0	0.001	0.021	0	0.009	0.703	0	0	0	0
Y2.3	-0.055	.541**	1	.673**	.618**	0.144	.374**	0.231	0.1	.368**	.437**	.478**	.717**
Sig. (2-tailed)	0.679	0		0	0	0.273	0.003	0.075	0.447	0.004	0	0	0
Y3.4	-0.089	.504**	.673**	1	.496**	.280*	0.216	0.237	-0.032	.330*	.428**	.455**	.653**

Correlations	Y1.1	Y2.2	Y2.3	Y3.4	Y3.5	Y3.6	Y4.7	Y4.8	Y5.9	Y6.10	Y6.11	Y6.12	Total
Sig. (2-tailed)	0.499	0	0		0	0.03	0.098	0.069	0.807	0.01	0.001	0	0
Y3.5	-0.025	.435**	.618**	.496**	1	.338**	.378**	.283*	0.012	.459**	.420**	.323*	.686**
Sig. (2-tailed)	0.85	0.001	0	0		0.008	0.003	0.029	0.926	0	0.001	0.012	0
Y3.6	-0.16	.298*	0.144	.280*	.338**	1	.526**	.540**	0.056	.495**	.291*	0.182	.528**
Sig. (2-tailed)	0.223	0.021	0.273	0.03	0.008		0	0	0.671	0	0.024	0.164	0
Y4.7	0.009	.515**	.374**	0.216	.378**	.526**	1	.485**	-0.061	.547**	.472**	.320*	.645**
Sig. (2-tailed)	0.949	0	0.003	0.098	0.003	0		0	0.646	0	0	0.013	0
Y4.8	-.329*	.336**	0.231	0.237	.283*	.540**	.485**	1	.263*	.474**	.455**	.320*	.585**
Sig. (2-tailed)	0.01	0.009	0.075	0.069	0.029	0	0		0.043	0	0	0.013	0
Y5.9	-.465*	0.05	0.1	-0.032	0.012	0.056	-0.061	.263*	1	0.037	0.206	0.094	0.198
Sig. (2-tailed)	0	0.703	0.447	0.807	0.926	0.671	0.646	0.043		0.78	0.114	0.477	0.129
Y6.10	0.123	.615**	.368**	.330*	.459**	.495**	.547**	.474**	0.037	1	.573**	.636**	.779**
Sig. (2-tailed	0.35	0	0.004	0.01	0	0	0	0	0.78		0	0	0

Correlations	Y1.1	Y2.2	Y2.3	Y3.4	Y3.5	Y3.6	Y4.7	Y4.8	Y5.9	Y6.10	Y6.11	Y6.12	Total
)													.773**
Y6.11	-0.104	.616**	.437**	.428**	.420**	.291*	.472**	.455**	0.206	.573**	1	.655**	
Sig. (2-tailed)	0.429	0	0	0.001	0.001	0.024	0	0	0.114	0		0	0
													.719**
Y6.12	0.072	.534**	.478**	.455**	.323*	0.182	.320*	.320*	0.094	.636**	.655**	1	
Sig. (2-tailed)	0.585	0	0	0	0.012	0.164	0.013	0.013	0.477	0	0		0
Total	**0.011**	.778**	.717**	.653**	.686**	.528**	.645**	.585**	**0.198**	.779**	.773**	.719**	1
Sig. (2-tailed)	0.932	0	0	0	0	0	0	0	0.129	0	0	0	
N	60	60	60	60	60	60	60	60	60	60	60	60	60

Source: Processed primary data with SPSS, 2026

Table 4 shows that the Y1 and Y5 indicators are invalid because their significance (sig) is > 0.05; they were therefore excluded from subsequent statistical testing and analysis, including reliability testing, index calculation, consumer perception, and scores for the variable indicators. For indicators Y2, Y3, Y4, and Y6, the p-value is < 0.05, so they are considered valid.

Validity testing was conducted for 10 statements in the indicators declared valid, namely Y2, Y3, Y4, and Y6, and the results are presented in Table 5.

Table 5. Instrument reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.881	10

Source: Processed primary data with SPSS, 2026

Table 5 shows that Mark Cronbach's Alpha is 0.881, which is > 0.6, indicating that the research statements or instruments are reliable (consistent) and can be used to measure consumer perceptions and scores for each indicator.

The index of consumer perception (CPI) is calculated from the total score, which is the maximum of indicators Y2, Y3, Y4, and Y5. The results are presented in Table 6.

Table 6 Index Consumer Perception of Mie Gacoan Cirebon City

Aspect	Score each indicator				Amount
	Y2	Y3	Y4	Y6	
Sample: 1 – 60 respondents	197	207.7	231.5	200.0	836.2
Score maximum	300.0	300.0	300.0	300.0	1200
Score (Percentage)	65.7%	69.2%	77.2%	66.7%	69.7%

Source: Processed primary data, 2026

Table 6 shows that the Consumer Perception Index (CPI) for Mie Gacoan, Cirebon City, was 836.2, or 69.7% of the maximum score (1,200). In addition, Table 6 also shows the score for each indicator in sequence, namely: indicator Y2 of 65.7%, Y3 of 69.3%, Y4 of 77.2%, and Y6 of 66.7%, with explanation as follows:

Y2 Indicator : Reasonable waiting time

Y3 Indicator : Comfort during wait

Y4 Indicator : Clarity and certainty service

Y6 Indicator : Consumer acceptance of waiting time

Based on Table 6, the Consumer Perception Index (CPI) for Mie Gacoan in Cirebon City was 69.7%. This shows that respondents' perceptions of the constructs being measured namely " waiting time" and " service " is in the high category (61 – 80%), but not yet reach level very high, meaning consumer perception Already good, but still there is spaces or aspects repair by 30.3% to reach ideal conditions (Malhotra, 2019; Sugiyono, 2019). In addition, the score is deep. This high category also indicates a high level of agreement among respondents regarding the length of waiting time. In general, respondents rated the "waiting time " services at the Mie Gacoan restaurant in Cirebon City as fast (Jr et al., 2021).

Such consumer perception is evident throughout the process, from ordering to receiving the product. Although the queue looks long and busy, the management of the Mie Gacoan restaurant in Cirebon City has made various efforts (through risk management analysis) to overcome the queuing problem so that consumers are not disappointed and are fully aware of or accept the condition. Therefore, the wait for service does not feel long; rather, it feels short. The efforts by the management of the Mie Gacoan restaurant in Cirebon City include designing a comfortable waiting room, providing pleasant facilities, creating an attractive outlet atmosphere, clearly notifying customers of queue times, and offering affordable prices. Thus, based on the consumer perception index (69.7%), the Mie Gacoan fast-food restaurant in Cirebon City is well managed, and the waiting time for service is still acceptable to consumers and not a serious problem. In addition, a score of 69.7% is in the **good category towards very good, meaning**: the condition of the Mie Gacoan restaurant in Cirebon City shows: 1) There are no systemic issues; 2) The relative consumer perception is stable; and 3) The waiting time variable is not in a crisis zone. Therefore, management of the Mie Gacoan restaurant has been running effectively but not yet competitively optimal.

In connection with the above research findings, Hensley & Sulek (2007) explain that information clarity, activities during waiting, and the justice system queue influence

perceptions of waiting time. Therefore, if waiting time is perceived as natural, consumers tend to accept it and remain willing to wait; however, if the perceived waiting time is too long, it can reduce the evaluation of overall service quality (Hensley & Sulek, 2007; Hui & Tse, 1996). Consumer perceptions that assess waiting-time service as "fast" will be very profitable for managers, because consumers will feel satisfied and have a positive impact on consumer purchasing behaviour, leading to invitations to friends and relatives (potential consumers). However, if consumers perceive service waiting time as "old," it will seriously affect managerial aspects in the context of fast-service restaurants like Mie Gacoan. Some the theoretical and empirical impacts include: 1) Decreased consumer satisfaction because consumers experience psychological discomfort (Parasuraman et al., 1988); 2) Decline intention buy return and loyalty (Oliver, 1999; Taylor & Baker, 1994); and 3) Decrease perception quality service, because long waiting times are considered as less responsive service, less inefficient, and less professional (Kurniasari & Sugiyanto, 2020; Parasuraman et al., 1988). Waiting time perception and long service tend to negatively affect satisfaction, loyalty, and intention to return to the fast-food Mie Gacoan in Cirebon City. Therefore, manager Mie Gacoan's restaurant in Cirebon City has striven to improve consumer perceptions of waiting times, as service is positive, so his efforts can still have an impact.

Based on Table 6, the score for each indicator, consumer perception of waiting time services, is 4. All indicators (Y2, Y3, Y4, Y6) exceeded 65% of the maximum score, indicating that consumer perception of waiting-time services at the Gacoan Noodle Restaurant in Cirebon City is generally high, and none fell into the medium or low categories. This shows that consumer perception of the whole indicator is at a good level, indicating that the existence of Mie Gacoan restaurant in Cirebon City has been managed academically and professionally, based on consumer behaviour (Sumarwan & Tjiptono, 2019).

The highest score is 77.2%, achieved by the Y4 indicator (clarity and certainty) service. This means that Y 4 is the indicator most appreciated by consumers and has become a strong mainstay in consumer perception. This shows that consumers have a strong perception of transparency in the service process, certainty about the order service, and clarity about the waiting-time procedure applicable to services. Aspects of service, certainty, and clarity procedure service capable of lower uncertainty psychological (Febriani & Iqbal, 2015). Therefore, when customers are aware of time estimation, flow service, and the order queue, their perception of negative waiting time tends to decrease, even though the actual duration remains unchanged (Mike, 2024). In addition, the highest Y4 score indicates that the system information service is working effectively, that procedures are easy to understand, that the system queue is relatively transparent, and that consumers feel certain about waiting times. Therefore, the Y4 indicator is superior and highly managerially important; the manager must maintain and/or improve it to achieve a higher score (aim for 81–100%).

Remember importance findings the results of the research above, then strategies that need to be implemented to maintain or improve Y4 indicator (clarity and certainty) service) as position strategic, can be achieved through: 1) Standardization of service SOPs (ensure written and consistent procedures implemented); 2) Digitalization information queue (number display) queue or real-time time estimation); 3) Communication training employees (employees must capable explain delay persuasively); 4) Make Y4 as differentiation competitive (communicate in promotion that services have time certainty) (Simamora et al., 2022).

In addition to the highest indicator score, the lowest indicator score was 65.7% for the Y2 indicator (reasonableness of service waiting time). This score indicates that although the service system is clear and certain (the highest Y4), some consumers still feel that the service waiting time does not fully meet their expectations. Consumer perceptions of the appropriateness of service waiting time can arise from a comparison between: 1) Consumer initial expectations; 2) Actual duration experienced; and 3) Standard time elsewhere

(Armstrong & Philip, 2012; Kotler, 2000). A score of 65.7% indicates that there is a moderate gap between expectations and reality (Dilsa Ad'ha, 2024), meaning that consumers may understand the system (clear), but still feel the time is overly long, or there is a potential for decreased satisfaction if not corrected, or if left unchecked, can affect the intention to revisit (Hensley & Sulek, 2007; Lupiyoadi, 2013).

Y2, with the lowest score (65.7%), is still in the good (61–80%) category. Implicative meaning intended, namely: 1) Consumers may understand the system of the service (clear), but still feel the waiting time is too long; 2) The existence of a potential decrease in consumer satisfaction, if not addressed immediately, needs to be repaired; and 3) If left alone, then it will hurt the intentions of visit repeat consumers. However, with the mark index consumer perception of 69.7%, then, in general, academic studies show that 1) Consumer expectations and reality are relatively in harmony; 2) There are no very variable problematic indicators, because scores for each high indicator (> 60%); 3) At a proper operational level. Therefore, the problem does not lie in the Y4 indicator but in the Y2 indicator.

Based on the score, every indicator (Y2, Y3, Y4, Y6) > 60% then it can be interpreted that management Mie Gacoan restaurant in Cirebon City has walk good, so action managerial that needs to be done is to be more focused improvements on the indicators with the lowest scores namely Y2 (reasonable waiting time) service) by 65.7 %. Improvements were made in stages, through the following efforts: 1) Evaluating the actual operational duration (calculating the average waiting time) real field; compare with industry standards; identifying bottlenecks (slowest processes); 2) Expectation management (Informing estimated time since beginning; using communication proactive; applying the principle of “under-promise, over-deliver”); 3) Optimizing the production process (increasing power work during peak hours; simplify the menu during peak hours; Implement pre-order or self-order system); and 4) Improving perception value (increase product quality; adding entertainment or facilities during waiting; giving small complimentary items. (Davis & Heineke, 1998; Demoulin, 2007; Maister, 2005).

CONCLUSION

Based on the results and discussion above, the index consumer perception of 69.7% indicates that consumers perceive the waiting time at the Mie Gacoan restaurant in Cirebon City as fast, so its management is already effective. The highest score is 77.3%, which is found in the indicator clarity and certainty services. This is what is maintained. The lowest score, 65.7%, is for the "reasonableness of waiting time service" indicator, which shows what the repairs do.

Based on the conclusion above, then recommended that to maintain indicator clarity and certainty services, can be achieved through: 1) Standardization of service SOPs; 2) Digitalization information queue; 3) Communication training employees; 4) Make indicator this as differentiation competitive, while to improve indicator reasonableness of service time, can be achieved through: 1) Evaluate actual operational duration; 2) Manage expectations ; 3) Optimize production processes; and 4) Improve perception mark.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this work, the author(s) used Cloude and QuillBot solely to assist with text translation. After using these tools/services, the author(s) reviewed and edited the content as needed and take full responsibility for the content of the publication.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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