

STORE ATMOSPHERE ANALYSIS MODERATES THE EFFECT OF FOOD AND BEVERAGE QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AT ATLAS COFFEE AND BIKE IN PEKANBARU CITY

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ABSTRACT

The purpose of this study is to see and understand consumer behavior in the food and beverage business from the literature side of the study on store atmosphere which moderates the influence of food and beverage quality and service quality on customer satisfaction at Atlas Coffee and Bike in Pekanbaru City. The results showed that the store atmosphere, the quality of food and beverage services affect customer satisfaction at Atlas Coffee and Bike. In this study using the operational method of variables consisting of exogenous and endogenous variables where the exogenous variables are Store Atmosphere (X1), Food and Beverage Quality (X2), Service Quality (X3), then the endogenous variable is Consumer Satisfaction (Y). Consumers have full expectations to enjoy the atmosphere at Atlas Coffee and Bike to the fullest and want satisfaction, moreover the food and beverage business has dimensions that are more than just basic consumption needs but also want a recreational atmosphere. The results of this study are very useful for management, it can increase revenue and expect consumers to make repeat visits.

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1. INTRODUCTION

Understanding consumer behavior in the food and beverage business is a major concern in building and developing the business. Consumer behavior is very intangible, meaning that this side is a very valuable part of psychology and has a complex level of sensitivity but is able to influence consumer decision making. The cafe as a place of business that provides food and drinks has grown rapidly at this time and has more value, including being a place of recreation. And the side of business planning with a store atmosphere approach is an important part to be understood and studied intensively by business actors. Consumer satisfaction is one measure that can make these consumers come back again and also promote them to other consumers. Consumer satisfaction is a response or feeling either happy or disappointed that is shown by consumers when comparing what is received with what was previously expected [1].

Consumer satisfaction is not just easy to build, but requires a long process, one of which is to create or provide a comfortable store atmosphere, in other words, a comfortable store atmosphere will be a matter for consumers to consider before deciding to use the services provided or offered at a particular company location [2]. Customer satisfaction is one of the most important factors in marketing because generally customer satisfaction is a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty [3]. Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (outcome) of the product thought to the expected performance (or result) [4].

Food and beverage quality can be interpreted as an assessment of a food received by the customer who buys the food, the quality of the food is related to the sacrifices issued by the customer relative to the

food that the consumer will receive [5]. Several studies such as research by Bujisic (2014) show that food quality is an important attribute of the restaurant consumer experience to achieve customer satisfaction. However, Rony (2017) found that food quality had no significant effect on consumer satisfaction in restaurants or cafes.

This research is focused on using store atmosphere as a moderating variable in the influence of food quality and service quality on consumer satisfaction which is still rarely used in previous studies and has several different research results so it is very interesting to study. A comfortable store atmosphere can affect the perception of food and beverage quality and service quality to achieve customer satisfaction.

1.1. Problem Identification

- Does the store atmosphere affect customer satisfaction at Atlas Coffee and Bike?
- Does the quality of food and beverages affect customer satisfaction at Atlas Coffee and Bike?
- Does the quality of services affect customer satisfaction at Atlas Coffee and Bike?

1.2. Research Objectives

- To find out how the store atmosphere affects customer satisfaction at Atlas Coffee and Bike.
- To find out how the quality of food and beverages affects customer satisfaction at Atlas Coffee and Bike.
- To find out how service quality affects customer satisfaction at Atlas Coffee and Bike.

1.3. Literature Review

1.3.1. Store atmosphere

Store atmosphere can affect the feelings or moods of consumers who visit the store, thereby influencing or increasing customer satisfaction. On the other hand, if the cafe or restaurant provides an atmosphere that is not in accordance with the expectations and what is desired by consumers, a negative perception will arise in the minds of consumers so that consumers feel dissatisfied and decide not to linger in the restaurant. This is in line with previous research which states that store atmosphere affects consumer satisfaction [6].

1.3.2. Consumer behavior

Consumer behavior refers to the buying behavior of individuals who last purchase and households that buy goods or services for personal consumption [7]. Consumer behavior leads to the analysis of consumer purchasing decisions in determining product selection based on reactions seen in the view and forming stimuli which then lead to the selection of the desired product. Consumer behavior is also influenced by social factors such as reference groups, family, and roles and status. Reference groups have a direct influence (face to face) or indirect influence on a person's attitudes and behavior. The family consists of two types in the life of the buyer, namely the orientation family which is one's family and the procreation family, namely the life partner of one's children [8].

1.3.3. Quality of Service and customer satisfaction

Service is an implied agreement between a customer service provider and a service recipient to exchange one value for another [9]. Service quality is the level of quality expected by consumers to meet consumer desires, if consumers feel the services or services they receive can meet what is expected or even exceed their expectations, then the quality of the service or service is perceived as good, excellent and satisfying [1]. Consumers have emotional sensitivity in product selection and various dimensions including store atmosphere will contribute to a strong side in purchasing decisions [10].

2. RESEARCH METHOD

2.1. Framework

The framework of thought in this research is as follows;

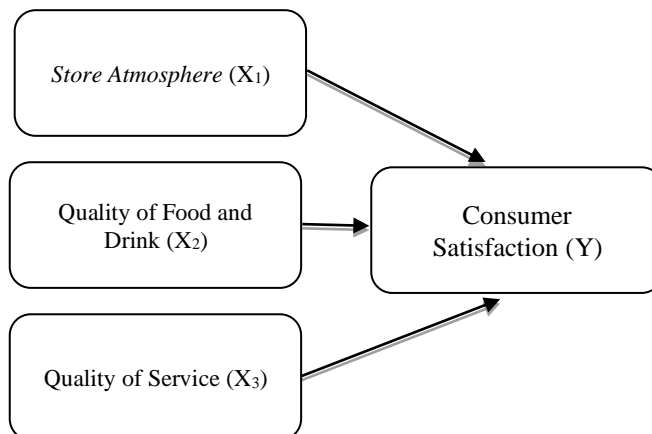


Figure 1. Framework research

2.2. Research Hypotheses

In this study which refers to the background and theory above, the research hypothesis is:

H1 : Store atmosphere influences customer satisfaction at Atlas Coffee and Bike.

H2 : The quality of food and beverages has an influence on customer satisfaction at Atlas Coffee and Bike.

H3: Service quality has an influence on customer satisfaction at Atlas Coffee and Bike.

2.3. Location and Object of Research

This research is located in Pekanbaru City at Atlas Coffee and Bike. The object of research is consumers who use food and beverage products at Atlas Coffee and Bike.

2.4. Data Collection Technique

The data collection technique here is carried out in a library study, namely by looking at secondary data from various reference sources such as journals, books, and various other references that have value relevant to this research. Primary data is sourced from interviews with various parties who are considered competent and have competency values and understand the Store Atmosphere concept well or are considered experts in the field.

2.5. Operasional Variabel

Operational variables in this study consist of exogenous and endogenous variables. Where the exogenous variables are Store Atmosphere (X1), Food and Beverage Quality (X2), Service Quality (X3), then the endogenous variable is Consumer Satisfaction (Y).

2.6. Data Processing Techniques

The data processing technique in this study uses opinions and literature sources as a basis for supporting decision making, which is to prioritize logical thinking based on the conditions and realities of the people of Pekanbaru City as consumers rather than Atlas Coffee and Bike.

3. RESEARCH RESULTS AND DISCUSSION

3.1 Store Atmosphere Affects Consumer Satisfaction

Store atmosphere can affect the feelings or moods of consumers who visit the store, thereby influencing or increasing customer satisfaction. On the other hand, if the cafe or restaurant provides an atmosphere that is not in line with expectations or what is desired by consumers, a negative perception will arise in the minds of consumers so that consumers feel dissatisfied and decide not to linger in the restaurant. This is in line with previous research which states that store atmosphere affects consumer satisfaction [6].

Restaurant atmosphere or can be called store atmosphere is one of the important things in a restaurant to attract more customers and to build customer loyalty that atmosphere, interior design, lighting, and dining room layout are important dimensions of restaurant atmosphere that affect perception and behavior. Another opinion is that the quality of the atmosphere does not moderate the effect of product quality on consumer satisfaction and the quality of the atmosphere does not moderate the effect of service quality on customer satisfaction [11]. Food, service, and atmosphere are the three most common attributes to indicate the quality of a restaurant [12].

3.2 Quality of Food and Beverages Affects Consumer Satisfaction

Consumers in choosing every food and drink certainly expect satisfaction as an expectation from their psychology. The effect of food quality on satisfaction that a restaurant is a type of business with ready-to-eat food and beverage products for consumers so that a quality food menu is considered by consumers when deciding to visit a restaurant [13];[14].

The influence of product quality, service quality, and price is expected to increase consumer satisfaction and maintain consumer loyalty to the product or service used. Consumer satisfaction and loyalty to products or services can be seen from consumer habits in making repeated purchases [15].

In conditions of intense competition, the main thing that must be prioritized is customer satisfaction which will ultimately attract customers to repurchase a product, so that the company can survive, compete and dominate market share [16]. The intention to repurchase a product is directly influenced by customer satisfaction with the brand which is accumulated over time, if the customer is satisfied with the product or service provided, it will lead to customer loyalty, thus making customers repurchase (repurchase) in the future.

Quality service also shows the restaurant management's concern for the needs and desires of consumers, and in general consumers will feel satisfied when restaurant management gives high attention to consumers [17].

3.3 Quality of Service Affects Consumer Satisfaction

Good service quality is able to influence and increase customer satisfaction with the products and services offered by the company. Service quality has been seen as critical for the success of organizations because of its close link with customer satisfaction [14]. Increasing the advantages of restaurants can be done by presenting quality products where the quality improvement is done by providing advantages from

aspects of taste, menu variations, presentation methods and a comfortable atmosphere or physical environment of the store. This side is expected to be able to provide satisfaction to consumers.

Satisfaction is the level of one's feelings after comparing the performance or results he feels with expectations [18]. In addition, service that is responsive in meeting consumer demands and desires will create the impression for consumers that the restaurant is attentive to consumers, so consumers will feel satisfaction with the response given by the restaurant [17].

4. CONCLUSION

Store atmosphere has a side that must be seen and considered in the food and beverage business, meaning that consumers want an expectation more than just enjoying the menu that is served, which is a recreation. On the service side, consumers have satisfaction if the service is given optimally. In this study, it shows that Atlas Coffee and Bike has shown an atmosphere that matches expectations and is also able to focus more on satisfying consumers.

In the future, it is hoped that the Atlas Coffee and Bike management can pay attention to the more side, namely in the field of providing services that can be enjoyed on an ongoing basis and prioritizing customer satisfaction, including food and beverage menus in accordance with consumer psychological expectations with taste and of course a comfortable store atmosphere and full of recreational atmosphere.

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