THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION (STUDY ON CUSTOMERS RUMAH KOPI NUSANTARA)

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Abstract

This study aims to test and explain the influence of store atmosphere, product quality, and service quality both partially and simultaneously on customer satisfaction. The subject of the study was consumers who had purchased Rumah Kopi Nusantara products. While the object of research is the store atmosphere, product quality, service quality, and customer satisfaction. The research design used in this study is quantitative causal. The determination of samples in this study used a non-probability sampling method technique, namely purposive sampling. The number of samples in this study was 107 respondents. The instrument used in data collection is with questionnaires and the analysis technique used is multiple linear regression analysis. The results in this study are: (1) store atmosphere, product quality, and service quality have a positive and significant effect on customer satisfaction. (2) store atmosphere has a positive and significant effect on customer satisfaction, (3) product quality has a positive and significant effect on customer satisfaction, (4) service quality has a positive and significant effect on customer satisfaction.

Keywords: store atmosphere, product quality, service quality, customer satisfaction

1. Introduction

Gathering with friends is an activity that is carried out in a place to have fun or fill free time. Not only young people, but adults also like to hang out with friends. According to (Jaenudin, 2015) hanging out today can serve to carry out the interests of family, business, friendship, or just meeting. Usually, we can see a group of young people hanging out in the canteen, in a stall, or at the house of one of the friends. Following the times, hanging out began to be often carried out in coffee shops or hangouts that provide coffee. This is of course an opportunity to open a business, so many people are starting to take advantage of this opportunity by opening hangout places, especially coffee shops.

The availability of various types of coffee with a taste that is not monotonous makes "coffee" activities become one of the obligations carried out by young people when hanging out or doing other activities. (Kasali, 2011) explains that drinking coffee today is not to relieve drowsiness, but it has become part of the lifestyle, and wherever it is. Coffee shops have become a gathering place that is in great demand, so coffee shops are very rampant everywhere, especially in big cities in Indonesia. Each of these coffee shops also has a different store and menu concept and certainly attracts consumers. In the tight business competition between coffee shops, customer satisfaction is a variable that is needed for the sustainability of the company's business in this case coffee shops.

Of course, the phenomenon of the proliferation of coffee shops also occurs in Singaraja. Nowadays, many young Singaraja people choose to hang out at coffee shops instead of small warungwarung or other hangout places. Rumah Kopi Nusantara, Danke Café, Yang Coffee, Solusi Coffee, and Panamena are some of the coffee shops that are being loved by the community in Singaraja. Of the five coffee shops in Singaraja, Rumah Kopi Nusantara, Yang Coffee, and Panamena are the coffee shops that are most in demand by young mudi Singaraja. This can be seen from the high sales of Rumah Kopi Nusantara, Panamena and Yang Coffee. Based on the results of preliminary observations, it can be seen that the sales data of Rumah Kopi Nusantara during July to December 2021 experienced fluctuations. In August 2021 there was a decrease of 0.84%, in September there

was an increase in sales by 5.16%, sales in October decreased by 3.09%, sales in November increased by 7.72%, and sales in December 2021 increased by 8.40%.

The increasing sales of Rumah Kopi Nusantara were influenced by customer satisfaction. This is in accordance with the results of research conducted by (Kusumawathi et al., 2019) that the higher the customer satisfaction value, the higher the income. Therefore, it is necessary to conduct research to find out what affects the customer satisfaction of Rumah Kopi Nusantara.

Customer satisfaction according to (Bricci et al., 2016) is a factor that generates trust in companies that offer products or services. Meanwhile, according to (Hasan, 2009) customer satisfaction is a consumer feeling in response to a product or service that has been consumed.

Rumah Kopi Nusantara as a modern hangout place must certainly have a planned store atmosphere. According to (Kotler, P. dan Amstrong, 2010) each outlet must have a planned atmosphere and in accordance with its target market so that it is able to influence customers when making purchases. With an attractive store atmosphere, it will certainly give a comfortable impression to customers. Consumers not only respond to a product provided, but consumers also respond to purchases that are able to provide a pleasant feeling according to consumers (Putri, 2014).

(Kotler, P. dan Amstrong, 2010) define a product as anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need. After purchasing a product/service, the customer will determine whether they are satisfied or not with the product/service that has been purchased by the customer. By providing quality-assured products, customers will feel satisfied that they have purchased the product or service.

In addition to product quality another variable that affects customer satisfaction is the quality of service. Service quality is one of the variables that affect customer satisfaction. Service quality is a measure of how well the level of service provided is able to be realized in accordance with customer expectations, in other words, service quality is the extent to which the service meets its specifications (Aksa, 2011). Providing good service quality is one of the important things because it will affect customer satisfaction. If the company provides maximum service quality, then it will cause a sense of joy or satisfaction for the customer itself.

Based on the discussion above, it can be concluded that variable store atmosphere, product quality, and service quality have an influence on customer satisfaction. This is in line with the results of research from (Kusumawathi et al., 2019) which states that the store atmosphere has a positive and significant impact on consumer satisfaction. Research conducted by (Kristiana & Muhammad, 2017) also obtained the results of store atmosphere affecting customer satisfaction. The same thing was also obtained from (Nawangsih, 2017) which showed that store atmosphere variables were proven to have a significant and positive influence on customer satisfaction. However, something different happened in a study conducted by (Pojoh & Kindangen, 2019) which stated that the atmosphere of the store did not have a significant impact on customer satisfaction. In the research of (Putri, 2014) also found results if the store atmosphere did not have a significant impact on customer satisfaction. (Hendrianto et al., 2018), who stated that service quality and product quality have a positive and significant effect on customer satisfaction. Meanwhile, according to (Maimunah, 2020), the results of the study showed that service quality had a negative effect on consumer satisfaction.

2. Method

In this study, it used a causal quantitative research design, because the data used was in the form of numbers and based on statistical analysis, the goal was to find out the relationship between two or more variables. The research used is causal associative. According to (Sugiyono, 2011) that causal quantitative is a study that seeks a causal relationship between free variables and bound variables. Causal quantitative research has stages, namely (1) formulating problems, (2) theoretical foundations, (3) conducting

research, (4) collecting data and analyzing data, (5) compiling reports and concluding. The free variables used in this study were store atmosphere (X1), product quality (X2), and service quality (X3), while the bound variables in this study were customer satisfaction (Y).

The technique in collecting respondent data uses the questionnaire method. Questionnaires as a technique in collecting data are carried out through the process of providing several questions written for respondents to be given answers. The questionnaire used as a research instrument, the method used in this study is a closed questionnaire.

The population in this study were customers of Rumah Kopi Nusantara in Singaraja City. Because the number of populations is very large and the exact number is not known, sampling was carried out in this study. The sample is determined using the non-probability sampling method used is purposive sampling, which is a technique whose determination of the sample is based on certain considerations and criteria set by the researcher (Sugiyono, 2011). The creteria used in sampling are: (1) Customers of Rumah Kopi Nusantara in Singaraja City have purchased directly at rumah Kopi Nusantara Singaraja outlets at least 2 times. (2) Consumers over the age of 17 years, taking into account that at that age the prospective respondent is an adult and able to answer the questions asked objectively. (Ferdinand, 2006) states that the number of samples in the study depends on the number of estimated parameters. The guideline is 5 to 10 times the number of estimated parameters. In this study using 20 indicators so that the number of respondents taken as samples is the minimum sample that can be taken in this study is 20x5 = 100 and the maximum sample that can be taken in this study is 20x10 = 200. This study used a sample of 107 respondents.

The data analysis technique used is multiple linear regression analysis. Multiple linear Regression analysis is used to examine the strong relationship of the variables (X1) store atmosphere, (X2) product quality, and (X3) service quality to variable (Y) customer satisfaction. Before the data is processed into multiple regression analysis, it is first tested by testing classical assumptions, because the conditions for multiple regression analysis are free from classical assumptions.

3. Results and Discussion

Multiple linear regression analysis is used in determining whether there is a significant influence of two or more than two free variables. The reason the reviewer used multiple linear regression analysis was because this study tested the influence of free variables, namely store atmosphere, product quality, and service quality on one bound variable, namely customer satisfaction. Then the data processing gains that can be noticed in Table 1.

Table 1. Hasil Pengujian Regresi Linier Berganda

Independent Variabel	Coefficients	Sig	Coefficients Correlations	R2
Store Atmosphere	0,124	0,047	0,195	0,038
Product Quality	0,269	0,000	0,405	0,164
Service Quality	0,114	0,022	0,224	0,050
Constant	6,270			
Sig. F	0,000			
R	0,758			
R2	0,575			

Based on Table 1, the result of a constant value (α) of 6.270 was obtained. The value of the Store Atmosphere regression coefficient (β1) is 0.124, the value of the Product Quality regression coefficient (β2) is 0.269, and the value of the Quality of Service regression coefficient (β3) is 0.114. So that the regression equation is formulated as follows.

$$Y = 6{,}270 + 0{,}124X1 + 0{,}269X2 + 0{,}114X3 + \varepsilon \qquad (1)$$

Based on multiple linear equations, it can be deciphered including:

The constant of 6,270 means that if the Store Atmosphere (X1), Product Quality (X2) and Service Quality (X3) are equal to zero, then customer satisfaction (Y) is 6,270. The value of the Store Atmosphere coefficient (β1) which is 0.124 means that the Store Atmosphere has a positive effect on Customer Satisfaction (Y). This also means that every time there is an increase in the Store Atmosphere unit so that the Customer Satisfaction variable increases by 0.124 so that it becomes 6.394, through the assumption that the other free variables remain.

The value of the Product Quality coefficient (β2) worth 0.269 means that Product Quality has a positive influence on Customer Satisfaction (Y). This also means that every time there is an increase in Product Quality, an automatic unit of the Customer Satisfaction variable increases by 0.269 to 6.539, through the assumption that the other free variables remain.

The value of the Service Quality coefficient (β3) of 0.114 means that Service Quality has a positive influence on Customer Satisfaction (Y). This also means that every time there is an increase in Service Quality, an automatic unit of the Customer Satisfaction variable increases by 0.114 so that it becomes 6.384, through the assumption that the other free variables are fixed.

Based on the recap of the multiple regression test results in Table 1, it shows the results of RyX1X2X3 = 0.758 with a p-value of 0.000 < Alpha (α) 0.05, which reveals that it is to reject Ho which means that there is a positive and significant influence of Store Atmosphere (X1), Product Quality (X2), and Service Quality (X3) on Customer Satisfaction (Y) with an influence contribution of 57.5%. These results showed that 57.5% of Customer Satisfaction (Y) was influenced by Store Atmosphere (X1), Product Quality (X2), and Service Quality (X3). While the remaining 42.5% is influenced by other variables. So it can be implied that the variables Store Atmosphere (X1), Product Quality (X2), and Service Quality (X3) together play a role in increasing Customer Satisfaction (Y). The second research hypothesis is "There is an influence of Store Atmosphere on Customer Satisfaction". Based on the recap of the results of the multiple regression test in Table 1, it shows the results of PyX1 = 0.195 with a p-value of 0.047 < Alpha (α) 0.05, it is stated that rejecting Ho means that there is a positive and significant influence of the Store Atmosphere (X1) on Customer Satisfaction (Y), with an influence contribution of 3.8%. Then this can be implied that the Store Atmosphere variable plays a role in increasing Customer Satisfaction. The third research hypothesis is "There is an influence of Product Quality on Customer Satisfaction". Based on the recap of the multiple regression test results in Table 1, it shows the results of PyX2 = 0.405 with a p-value of 0.000 < Alpha (α) 0.05, it states that rejecting Ho means that there is a positive and significant influence of Product Quality (X2) on Customer Satisfaction (Y), with an influence contribution of 16.4%. So it can be implied that the Product Quality variable plays a role in increasing Customer Satisfaction. The fourth research hypothesis is "There is an effect of Service Quality on Customer Satisfaction". Based on the recap of the multiple regression test results in Table 1, it shows the results of PyX3 = 0.224 with a p-value of 0.022 < Alpha (α) 0.05 it states that rejecting Ho means that there is a positive and significant influence of Service Quality (X3) on Customer Satisfaction (Y), with an influence contribution of 5%. So it can be implied that the Service Quality variable plays a role in increasing Customer Satisfaction.

The results of this study show that the store atmosphere, product quality, and service quality have a positive and significant impact on customer satisfaction at Rumah Kopi Nusantara. This is in line with what was conveyed by (Kusumawathi et al., 2019) which stated that there is a significant influence of store atmosphere, product quality and service quality on customer satisfaction. Rumah Kopi Nusantara in an effort to increase customer satisfaction, strives to create good product quality and in accordance with the community. With good product quality, it will affect the level of customer satisfaction, product quality is the ability of a product to carry out its functions which include performance, consistency and

design to meet customer needs that can provide maximum satisfaction to these customers. Products from Rumah Kopi Nusantara have good taste quality, always innovate and improve the quality of their products, and serve food and beverages attractively and appetizingly will make customers feel satisfied with the products owned by Rumah Kopi Nusantara.

The store atmosphere has a positive and significant effect on customer satisfaction at Rumah Kopi Nusantara. This is in line with research conducted by (Kristiana & Muhammad, 2017) which states that the store atmosphere affects consumer satisfaction. Store atmosphere can affect the feelings or moods of consumers who visit the outlet, thus affecting or increasing customer satisfaction. On the other hand, if the outlet provides an atmosphere that is not in accordance with expectations or what the customer wants, there will be a negative perception in the customer's mind so that the customer feels dissatisfied and decides not to linger in the outlet.

Product quality has a positive and significant effect on customer satisfaction at Rumah Kopi Nusantara. One of the main factors that must be considered by companies is the quality of the product where consumers will feel satisfied if the results of their evaluation show that the product they are using is of high quality. So the better the quality of the product, the higher the satisfaction felt by consumers. This is in accordance with the theory put forward by (Kotler, P. dan Amstrong, 2010) which states that product quality is a characteristic that depends on its ability to satisfy customer needs.

Based on the results of the research conducted, it shows that the variable quality of service has a positive and significant effect on customer satisfaction at Rumah Kopi Nusantara. This is in line with the theory put forward by Tjiptono (2008), that service quality is the expected level of excellence and control over these advantages to meet consumer desires. The quality of service is very important for the company because it will attract consumers to buy the products offered. The quality of service that is in accordance with consumer expectations will create a sense of satisfaction in consumers, this satisfaction results in consumers deciding to continue buying the products offered. This is in line with research conducted by (Roselina & Niati, 2019) which states that there is a significant influence of service quality on customer satisfaction.

4. Conclusion

Based on the results of statistical testing and hypothesions, it can be concluded that 1) Store Atmosphere has a positive and significant effect on customer satisfaction; 2) Product Quality has a positive and significant effect on customer satisfaction; 3) Service quality has a positive and significant effect on customer satisfaction; 4) Store Atmosphere, Product Quality, and Service Quality have a significant effect on customer satisfaction.

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