

ATMOSPHERE RESTAURANT AS THE ANTECEDENT OF SATISFACTION CUSTOMER OMAH DHUWUR RESTAURANT

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ATMOSPHERE RESTAURANT AS THE ANTECEDENT OF SATISFACTION CUSTOMER OMAH DHUWUR RESTAURANT

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Abstract

Research is using the technique of sampling non probability by incidental sampling, there are three variables bebsas (X) and a variable dependent (Y), ie the sampling technique by anyone who by chance met the writer can be used as a sample, when seen people coincidentally found it suitable as our source. Samples were taken as many as 48 people. Data collection methods used are observation and questionnaires. Data were analyzed using multiple linear regression analysis with the help of SPSS 20.0 software.

The results of this study indicate that (1) there is no effect of ambient conditions on customer satisfaction at OmahDhuwur restaurant. (2) There is no effect of Spatial layout and functionality to the satisfaction of customers OmahDhuwur restaurant. (3) There is an effect of Sign of symbol and artifact on customer satisfaction of OmahDhuwur restaurant. Results of the study showed that the restaurant atmosphere that is produced can affect the satisfaction of consumers in OmahDhuwur restaurant this amounted to 50.8%. The factors that most influence significantly to the satisfaction of consumers in OmahDhuwur restaurant this is a sign of a symbol and the artifact, the value of t arithmetic amounted to 6,184 and the value of the coefficient of determination of 0.508.

Keywords: Restaurant Atmosphere, Customer Satisfaction, Linear Regression

BACKGROUND

When these demands of customers in a place of culinary very high, in addition to the strength of the quality of the products that are sold and services that best customer not feel satisfied if the place eat the visit does not have a restaurant atmosphere that is appropriate or expected. Already become a trend when it, customers will come to a place of culinary if deemed place eat it has a fascination in media social (instagramable), if places are in the atmosphere does not have the attraction (not instagramable) then the customer will undo his intention to eat at a restaurant or café that . According to Walker (2009) states that in addition to menu planning, in developing a restaurant business there are five things that need to be considered, namely operating philosophy, market, concepts, location, and ambiance or atmosphere. It is demonstrated that the restaurant atmosphere is part important of a businessrestaurants that do not can be eliminated.

Robson (2013) argued that the customers who come to the restaurant not only want to eat outside the home, but when this research psychology find that the motivation of individuals to carry out eating out is to conduct socialization, to do sports and do experiments. So from that, a design restaurant which effectively can provide the fulfillment of the needs of special mentioned. According to Hashim (2011) concluded from the angle of view of the provider of the services, that environmental physical and prices are reasonable are two essential importance that determine the satisfaction of customers which results ultimately the loyalty of customers.

According to Mueller (2001) , the condition of neighborhood restaurants when this is a matter that is important , in addition to the food that is tasty and the service that is fast , d ith style of life that is busy and paced rapidly , the rate of growth of food that is consumed in outside the home also increased , many people simply obtain hours of rest at the time is being eaten , by thus , the restaurant now provides comfort with an atmosphere that provides serenity , freshness and relaxation . One of the contributors store atmosphere is staining because the color is a contributor to the strong to create an atmosphere and aura are desirable, while the light is the element that gives uniqueness to the spot.

Atmosphere or ambience of a restaurant is one of the aspects of the operation that is difficult to be defined, but so, atmosphere is often interpreted as a form of 'taste' in in a restaurant (Davis et al., 2008). Another understanding of atmosphere is also expressed by Katsigris and Thomas (2009) as the mood of the restaurant as a whole and in other words it can be interpreted as ambience or energy. Restaurant atmosphere not only can provide the atmosphere with the perception of the environment purchases were fun alone, will however be able to provide value added to the product that is sold. The definition of Restaurant Atmosphere itself is designing an environment through visual communication, lighting, color, music, and smell to stimulate customers and ultimately influence their purchases (Levy & Weitz, 2001).

According Sutisna (2001) Restaurant Atmosphere is the arrangement of space in (inrestaurant) and the space outside (outrestaurant) that can create comfort for the customers that can be said that the restaurant atmosphere is aimed at influencing the state of emotional buyers that cause or influence the purchase . Because the emotional state will make two feelings happy and arouse desire. By because it p eneliti interested to know how large the influence of the restaurant atmosphere as an antecedent of satisfaction on customer OmahDhuwur restaurant.

Research this backdrop that researchers see the restaurant atmosphere when it becomes one of the factors most important in the industry culinary , besides the researchers will analyze what happens decrease turnover at OmahDhuwur restaurant can be caused by a restaurant atmosphere

that exist in OmahDhuwur less in accordance with the tastes of customers when this (not instagramable), by because of the things it needs to be studied , in order to help management companies in order to determine the cause of the drop in turnover that.

METHOD

Given the number of customers who visit to OmahDhuwur not be known to be sure, and in the research of this will be used analysis of multivariate then the number of members of the sample is at least 32 times the number of variables were examined (Sugiyono, 2009). Variables in the study of this there are four variables, the number of members sampelnya a is $4 \times 32 = 128$ samples. The researcher used a questionnaire as a data collection technique. The independent variables in this study are the dimensions of the Restaurant Atmosphere, namely Ambient condition, spatial layout, sign of symbol and artifact. The variables terikat used in this study is on customer satisfaction. There are several indicators in the dimensions of customer satisfaction variables including: Conformity of expectations, interest in revisiting, willingness to recommend, which will be stated in the Customer Questionnaire. Data were analyzed using multiple linear regression analysis with the help of SPSS 20.0 software.

RESULT

The test results of hypothesis showed values significantly variable Ambient Conditions for $0.451 > 0.05$. Values significantly were more substantial than 0.05 indicates the level of error of 5%, it can be concluded that H1 is rejected. This means that there is no effect of ambient condition (X1) on customer satisfaction (Y).

The results of the hypothesis test show that the significant value of the Spatial layout and functionality variable is $0.728 > 0.05$. Significant values greater than 0.05 shows the error level of 5%, it can be concluded that H 2 was rejected. This means that there is no effect of Spatial layout and functionality (X 2) on customer satisfaction (Y).

The results of the hypothesis test show a significant value of the Sign of symbol and artifact variable of $0.000 < 0.01$. A significant value that is smaller than 0.01 indicates an error level of 10 %, so it can be concluded that H 3 is accepted. This means that there is the influence of the quality of (X 3) to customer satisfaction (Y).

DISCUSSION

Based on the results of data processing using SPSS 20.0 The results of hypothesis testing showed a significant value of the Ambient Condition variable of $0.451 > 0.05$. Significant value greater than 0.05 indicates the error level of 5%, it can be concluded that H 1 is rejected. There is no influence of ambient condition (X1) of customer satisfaction (Y). Previous studies conducted by ToberiVonika, Rose Rahmidani (2020) with research found that t value for the ambient condition of 2,145, a tinya there is a negative and significant effect between ambient conditions on customer satisfaction.

The results of the hypothesis test show that the significant value of the Spatial layout and functionality variable is $0.728 > 0.05$. Significant values greater than 0.05 show the error level of 5%, it can be concluded that H 2 was rejected. This means that there is no effect of Spatial layout and functionality (X 2) on customer satisfaction (Y). These results provide empirical

evidence that the arrangement of the area, the equipment used, the furniture used, the layout of the seats, toilets and places of worship (mushala) in OmahDhuwur restaurant do not affect customer satisfaction.

The results of the hypothesis test show a significant value of the Sign of symbol and artifact variable of $0.000 < 0.01$. A significant value that is smaller than 0.01 indicates an error level of 10%, so it can be concluded that H3 is accepted. This means that there is an effect of quality (X3) on customer satisfaction (Y). These results provide empirical evidence that exterior design, interior design, parking facilities, surrounding environment, company logo, menu list at OmahDhuwur restaurant greatly affect customer satisfaction who visits OmahDhuwur restaurant. From the three restaurant atmosphere factors above (ambient condition, spatial layout and functionality as well as sign of symbol and artifact), based on the coefficient of determination, it is found that the restaurant atmosphere variable is able to influence customer satisfaction at OmahDhuwur restaurant, namely 0.508 or 50.8%. While the remaining 40.2% is influenced by other variables, this means that the dimensions of the restaurant atmosphere which include Ambient Condition, Spatial Layout and Functionality, and Sign, Symbols and Artifacts have an influence on the customer satisfaction variable at OmahDhuwur restaurant by 50.8% and the remaining 40.2% is influenced by other factors such as other marketing mixes, namely product, price, place, promotion, people, and process.

CONCLUSION

Not no effect on variable ambient condition to the satisfaction of customers OmahDhuwur restaurant, meaning factors - factors the temperature of the air space, the quality of air, level of noise, music, scent, cleanliness and lighting does not affect satisfaction of customers OmahDhuwur restaurant.

Not no effect on the variable spatial layout and functionality to the satisfaction of customers OmahDhuwur restaurant means that the indicator arrangement of the area, the equipment that is used, furniture digunkan, system layout places to sit, a toilet and a place of worship (mosque) was not able to affect the satisfaction of customers OmahDhuwur.

Variable sign of symbols and artifacts that include factors design exterior, design interiors, facility of parking, the environment around, the logo of the company as well as a list of menuvery berpengaruh to the satisfaction of customers OmahDhuwur restaurant. With other words, getting a good sign of symbols and artifacts that exist in OmahDhuwur restaurant then customers will be more satisfied.

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