

The Influence of Food Quality and Store Atmosphere on Consumer Satisfaction with Purchasing Decisions as an Intervening Variable

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Abstract

This research aims to examine the influence of food quality and shop atmosphere on consumer satisfaction with purchasing decisions as an intervening variable (case study of Rocket Chicken in Kemusuk Sedayu Bantul). This research uses quantitative research methods. The variables in this research are food quality, store atmosphere, consumer satisfaction, and purchasing decisions. The respondents in this research were consumers at Rocket Chicken in Kemusuk Sedayu Bantul. The number of samples in this study was 200 people. The data source used is primary data. The data collection technique used was a questionnaire distributed via Google Form. Data analysis techniques use SPSS 23 which consists of validity and reliability tests, descriptive statistics, classical assumption tests, regression tests, hypothesis tests, coefficient of determination, and Sobel tests. The results of this research show that there is a positive and significant influence of food quality and shop atmosphere on consumer satisfaction with purchasing decisions as an intervening variable (Case Study of Rocket Chicken in Kemusuk Sedayu Bantul). Suggestions for future researchers to add other variables as intervening variables.

Keywords: Food Quality, Store Atmosphere, Consumer Satisfaction, Purchasing Decisions

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1. Introduction

One type of fast food that many Indonesian people are interested in is fried chicken. This is a chicken-based dish that is deep-fried and coated with seasoned flour. The first restaurant to offer a fried chicken menu in Indonesia was KFC. In this occasion, domestic entrepreneurs did not want to be left behind by this fast food trend, causing fried chicken businesses, such as Rocket Chicken, Hisana, Lazatto, Quick Chicken, Chicken Crush, and others are exist (Pertiwi, 2020). Fast food restaurants are increasingly spreading throughout Indonesia, including located in the Special Region of Yogyakarta, one of which is Rocket Chicken.

Rocket Chicken is a partnership company operating in the fast food restaurant sector with superior products, namely fried chicken, burgers, steak and Chinese food, with the concept of serving healthy, quality, halal food, with a distinctive taste, and affordable prices for all levels of society prepared with selected spices Rocket Chicken was founded by Mr. Nurul Atik on February 21, 2010, starting to open partnerships and encourage new entrepreneurs with affordable capital to have a food business that can be managed by individuals or legal entities. One of the advantage of Rocket Chicken is by targeting the market share of all levels of society so that it can be established in regional areas. Supported by a management system that has been tested, it makes Rocket Chicken as a business that has a high brand awareness, prospective, and marketable (Rocket Chicken Indonesia, 2019). Besides providing lots of promotions and also supporting it with taste, and easy to get, the menus in Rocker Chicken are in great demand by the public.

There are many obstacles found during the development of Rocket Chicken business, one of them those related to customer service where Rocket Chicken's waiters in serving customers are less responsive and less fast enough, making customers need to wait a long time because of the very long queue in front of the cashier. Moreover, Rocket Chicken has a parking area that is insufficient in size, causing discomfort among consumers. The absence of a parking attendant at the restaurant add their unease, particularly given the proximity of the location to the main road (Disgantara, 2019).

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Customer service is the first thing that consumers consider, and makes it an experience that can attract potential purchases if they feel satisfied with the product. If customers are less fast in serving customers, less responsive, and the queue is quite long, the customers will be disappointed and feel dissatisfied as it does not meet their expectations as the customers. In addition, the unavailability of a large parking area will affect customer comfort because the facilities provided are inadequate. Overall, this Rocket Chicken problem will have an impact on the level of consumer satisfaction.

Customer satisfaction will be well-achieved if after the consumer uses a product/service, what the consumer wants and needs can be fulfilled or even exceed their expectations. If performance is below expectations, consumers will feel dissatisfied. Meanwhile, if the performance meets expectations, consumers will feel satisfied (Iara Aldera Shonata, 2018). In order to achieve consumer satisfaction, Rocket Chicken must provide nice product quality and interesting situation. A good atmosphere will have an impact on increasing sales and profits. Consumers will stay if they feel satisfied with a company because their needs have been met.

Several factors that influence consumer satisfaction include food quality, store atmosphere, and purchasing decisions. According to Salsabilah & Sunarti (2018), food quality is the quality characteristic of a food or what is served, which can be evaluated by checking points that must be controlled through the nutritional value contained in the food, the level of ingredients used, the taste, and appearance of the product to create a product standard that is to be achieved. Food quality is a factor that can support consumer purchasing decisions, the higher the quality of the product, the more it increases consumer interest in buying the product (Oktavia, 2022).

Store atmosphere is a physical component of a shop that can influence consumers both emotionally and in their perception of the image of a shop, which in the end can stimulate consumers' buying interest (Heather & Sigemi, 2018). Creating a good store atmosphere not only provides added value to the products being sold but also creates a pleasant purchasing environment for consumers so that consumers make purchases. Both the quality of the food and the atmosphere of the shop, they influence consumer purchasing decisions and will later influence consumer satisfaction. According to Aprilia *et al.* (2022), the better the restaurant atmosphere, the better and positive response from consumers, and it can increase consumer satisfaction.

Purchasing decisions directly or indirectly also influence consumer satisfaction. Research conducted by Iara Aldera Shonata (2018) states that food quality and shop atmosphere have a positive and significant influence on consumer satisfaction through purchasing decisions. Customer purchasing decisions are also influenced by food quality and store atmosphere (Oktavia, 2022). Consumers will feel satisfied if they get products with good quality. If purchasing decisions increase, consumer satisfaction will also increase so that they will decide to revisit the restaurant in the future.

2. Research Methods and Materials

The method used in this research is a quantitative method. The population in this study involved all Rocket Chicken consumers in Kemusuk Sedayu Bantul. Number of samples taken in this study used the Lemeshow formula and produced 200 respondents using the simple random sampling technique. Research data sources used primary data and secondary data. Data collection techniques were carried out using interviews, questionnaires, observations, and a combination of the three. This research was conducted in Kemusuk, Argumulyo, Sedayu, Bantul, Special Region of Yogyakarta and carried out for one month starting from October 2023 to November 2023. Data analysis techniques in quantitative research used statistics, which consisted of descriptive and inferential statistics. Data analysis utilized multiple regression analysis using SPSS 23.

3. Results and Discussion

3.1. Results

This research aims to determine the influence of food quality and shop atmosphere on consumer satisfaction with purchasing decisions as an intervening variable (case study of Rocket Chicken in Kemusuk Sedayu Bantul). Based on research data, the characteristics of the respondents in this study consisted of 147 male (73.50%) and 53 female (26.50%). The age range of respondents was <20 years as many as 54 (27.00%), 20 years – 40 years as many as 38 people (19.00%), 40 years – 60 years as many as 108 people (54.00%). The occupations of the respondents were 41 students (20.50%), 39 college students (19.50%), 57 entrepreneurs (28.50%), 13 civil servants (6.50%), and 50 private employees (25.00%).

The results of the research show that the significance level for the Food Quality variable is 0,002 ($p < 0.05$) and the t-count is 3.081 (positive), so it can be concluded that the t-table $<$ t-count ($1.972 < 3.081$) and the significance is $0.002/2=0,001 < 0.05$, then there is an influence of food quality individually on purchasing decisions. In the Shop Atmosphere variable of 0,027 ($p < 0.05$) and t-count of 2,232 (positive), it can be concluded that t-table $<$ t-count ($1.972 < 2,232$) and the significance is $0,027/2 = 0.0135 < 0.05$, so there is an influence Store Atmosphere on Purchasing Decisions.

Table 1. Regression results of food quality, store atmosphere on purchasing decisions

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.741	2.406		2.386	.018		
	Total.KM	.151	.049	.212	3.081	.002	.401	2.493
	Total.ST	.200	.090	.177	2.232	.027	.300	3.330

a. Dependent Variable: Total.KP

Table 2. Food Quality, Store Atmosphere, and Purchasing Decisions on Consumer Satisfaction Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.207	1.768		.683	.496		
	Total KM	.086	.036	.144	2.390	.018	.394	2.540
	Total ST	.405	.059	.431	6.847	.000	.363	2.755
	Total KP	.298	.047	.358	6.307	.000	.446	2.240

a. Dependent Variable: Consumer Satisfaction

The significance level for the Food Quality variable is 0,018 ($p > 0.05$) and the t-count is 2.390. It can be concluded that t-table $<$ t-count ($1.972 < 2.390$) and the significance is $0,018/2 = 0.009 < 0.05$, so there is a food quality relationship on consumer satisfaction. The significance level for the Store Atmosphere variable on Consumer Satisfaction is 0,000 ($p > 0.05$) and the t-count is 6.847, so it can be concluded that t-table $<$ t-count ($1.972 < 6.847$) and the significance is $0,000/2=0 < 0.05$. Store atmosphere influences consumer satisfaction.

The significance level of the Purchasing Decision variable on Consumer Satisfaction is 0,000 ($p < 0.05$) and the t-count is 6,307 (positive), so it can be concluded that the t-table $<$ t-count ($1.972 < 6,307$) and the significance is $0,000/2=0 < 0.05$, so Purchase Decisions influence Consumer Satisfaction.

In this research, two hypotheses were tested using the Sobel test (Sobel, 1982) with the results on Figure 1.

The results can be concluded that $0.00007879 < 0.05$ so it can be said that Purchasing Decisions are able to mediate Food Quality on Consumer Satisfaction. The one tailed probability value is 0.00000343 with a significance level of 5%, from these results it can be concluded that $0.00000343 < 0.05$. This can be concluded that Purchasing Decisions are able to mediate Store Atmosphere on Consumer Satisfaction.

After the hypothesis test was carried out, the Determination Coefficient Test (R^2) was carried out used to predict how much influence the independent variable will contribute to the dependent variable.

Table 3. Analysis result of the Coefficient of Determination (R^2) of Food Quality and Store Atmosphere on Purchasing Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.554	.549	3.223

- a. Predictors: (Constant), Store Atmosphere, Food Quality
- b. Dependent Variable: Purchase Decision

Based on Table 3, it is known that the independent variable influences the dependent variable by 0.549 (54.9%) seen from the Adjusted R Square column. These results can be interpreted that the independent variables food quality and

shop atmosphere influence the dependent variable purchasing decisions by (54.9%). This indicates that there are still other factors that influence intrinsic motivation, the remaining of (4.51%) is explained by other variables that were not covered in this research.



Figure 1 Analysis results of Sobel test hypothesis 6 and discussion

Information:

- A = 0.240 Sobel test statistics = 3.77880119
- SeA = 0.051 One tailed probability = 0.00007879
- B = 0.298 Two tailed probability = 0.00015759
- SeB = 0.047

Table 4. Analysis Result of the Coefficient of Determination (R^2) of Food Quality, Store Atmosphere, and Purchasing Decisions on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 ^a	.718	.714	2.137

- a. Predictors: (Constant), Purchase Decision, Food Quality, Store Atmosphere
- b. Dependent Variable: Consumer Satisfaction

From table 4, it is known that the independent variable influences the dependent variable by 0,714 (71.4%) seen from the Adjusted R Square column. These results can be interpreted that the independent variables (Food Quality, Store Atmosphere, Purchasing Decisions) influence the dependent variable (Consumer Satisfaction) by (71.4%). This shows that there are still other factors that influence Consumer Satisfaction, namely the remaining of (28.6%) is explained by other variables that were not covered in this research.

Table 5. Standardized Beta Results

Model		Unstandardized Coefficients		Standardized Coefficients
		β	Std. Error	Beta
1	(Constant)	1.207	1.768	
	Total KM	.086	.036	.144
	Total ST	.405	.059	.431
	Total KP	.298	.047	.358

Based on table 5 of the regression results, it is known that the beta (β) value has the most influence on the Consumer Satisfaction (dependent) variable is the Store Atmosphere variable of 0.431 because the beta (β) value is increasingly

moving away from 0, so the Store Atmosphere is the variable that has the most positive influence. Next is followed by the Purchase Decision variable of 0.358, and the Food Quality variable of 0.144. Considering at the (β) value, it can be seen that there are other variables that can influence the level of consumer satisfaction. Therefore, it is expected that further research can add other variables.

3.2. Discussion

3.2.1. Food Quality on Purchasing Decisions

Initial hypothesis testing shows that there is an influence of food quality individually on purchasing decisions. According to Putra (2021), food quality has an important role in consumer purchasing decisions, so it can be seen that if food quality increases, purchasing decisions will increase. Putra (2021) states that there is a positive and significant influence between food quality and purchasing decisions. Moreover, Mita Apprillia Sari (2023) also states that food quality has a significant influence on purchasing decisions. The same research also conducted by Darwis & Meliana (2020) that product quality has a positive and significant influence on purchasing decisions.

3.2.2. Store Atmosphere on Purchasing Decisions

The next hypothesis test shows that there is an influence of store atmosphere on purchasing decisions. The t-test was used to determine the influence of store atmosphere individually on purchasing decisions. If the store atmosphere is attractive or consumers feel comfortable with the environmental design, it will influence consumers' emotions so that they are encouraged to make purchases of the products and food that are available. According to Aprilia *et al.* (2022), consumers will be more interested in a store atmosphere that can provide comfort so they will make purchases without thinking twice.

Aprilia *et al.* (2022) stated that there is a positive and significant influence between store atmosphere on purchasing decisions. Moreover, Darwis & Meliana (2020) stated that store atmosphere, which includes instore atmosphere and out-store atmosphere, has a significant influence on purchasing decisions. The same research was also conducted by Putra (2021) who stated that store atmosphere has a significant influence on purchasing decisions.

3.2.3. Food Quality on Consumer Satisfaction

Testing the third hypothesis shows that there is an influence of Food Quality on Consumer Satisfaction. When consumers receive products or food of good quality that meet expectations or even exceed expectations, the consumer will feel satisfied. Iara Aldera Shonata (2018) explains that food with good product quality will certainly provide a sense of satisfaction in the minds of consumers. Restaurants that are able to provide quality food will provide satisfaction for consumers. Research conducted by Iara Aldera Shonata (2018) and Aprilia *et al.* (2022) proved that product quality has a positive influence on consumer satisfaction. Kurniawan *et al.* (2022) also stated that food quality has a positive and significant influence on consumer satisfaction.

3.2.4. Store Atmosphere on Consumer Satisfaction

Testing the fourth hypothesis shows that there is an influence of store atmosphere on consumer satisfaction. The restaurant atmosphere is one of the things that influences consumer satisfaction. Restaurant design, including selecting objects and placing attractive objects, is an important part in creating a selling restaurant image. The atmosphere of the shop will influence consumers' feelings, if the conditions and atmosphere of the restaurant are comfortable, then consumers will feel satisfied and interested in visiting the place again. The better the restaurant atmosphere, the better and positive response it will give to consumers and can increase consumer satisfaction (Aprilia *et al.*, 2022). Research conducted by Iara Aldera Shonata (2018), Lieyanto & Pahar (2021), and Kurniawan *et al.* (2022) mentioned that store atmosphere has a positive and significant influence on consumer satisfaction.

3.2.5. Purchasing Decisions on Consumer Satisfaction

The research results show that purchasing decisions affect consumer satisfaction. Consumers will feel satisfied if when consumers buy a product and they get a product that meets their expectations, desires, and needs. Therefore, companies will try their best to obtain large profits but must also pay attention to consumer satisfaction. According to Tirtayasa *et al.* (2021), the level of consumer satisfaction is determined by the size of the gap between consumer expectations and the reality received by consumers. The greater the gap between consumers' expectations and reality, the greater the consumer's dissatisfaction with the product. If consumers feel satisfied, it is likely that consumers will make purchasing decisions in the future.

3.2.6. Food Quality on Consumer Satisfaction with Purchasing Decisions as an intervening variable

The research results show that Purchasing Decisions are able to mediate Food Quality on Consumer Satisfaction. If a food has good quality, then consumer purchasing decisions will also increase. Research conducted by Oktavia (2022) proves that there is a positive and significant influence between product quality on product purchasing decisions. Consumers will feel satisfied if they get products with good quality. The same research was also conducted by Kurniawan *et al.* (2022) that food quality has a positive and significant influence on consumer loyalty with consumer satisfaction as an intervening variable.

3.2.7. Store Atmosphere on Consumer Satisfaction with Purchasing Decisions as an intervening variable

Purchasing Decisions are able to mediate Store Atmosphere on Consumer Satisfaction. The atmosphere of the shop can be felt after consumers make a purchase at a restaurant. As stated by Iara Aldera Shonata (2018), a good store atmosphere will increase consumer satisfaction, but it will be better if it is through purchasing decisions. Putra (2021) states that store atmosphere has a significant influence on purchasing decisions. Then, Lieyanto & Pahar (2021) also stated that store atmosphere influences customer satisfaction.

4. Conclusion

According to the findings of the result, it can be concluded that food quality and store atmosphere have a positive and significant influence on purchasing decisions at Rocket Chicken Kemusuk Sedayu Bantul. Purchasing decisions, food quality, and store atmosphere have a positive and significant influence on consumer satisfaction. In other words, food quality and store atmosphere have a positive and significant influence on consumer satisfaction with purchasing decisions as an intervening variable.

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