

The Effect of Location, Atmosphere, and Service Quality on Customer Satisfaction at Warkop Gelas Batu (GB) 5 Ahmad Yani Rantauprapat

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Abstract

Warkop gelas batu 5 Ahmad Yani Rantauprapat is effort moving business in the field culinary that sells miscellaneous food and drink. On research this addressed for knowing variable X1 location, X2 atmosphere, X3 Quality service and satisfaction customer. In study this population used that is whole consumers who have visit to warkop gelas batu 5 at least 1 time, and taking sample with formula unknown population as many as 97 respondents. Data collection is carried out with spread questionnaire use googleform and measure with scale likert. Data analysis techniques in research this use PLS (partial least square) analysis which is analysis equality-based Structural Equation Modeling (SEM) variant with use softwear SmartPLS 3. Research results this show that location take effect positive and significant to satisfaction customer. Atmosphere take effect no significant to satisfaction customer and quality service take effect positive and significant to satisfaction customer.

Keywords: Location, Atmosphere, Quality Service, Satisfaction Customer.

1. Introduction

Today's business growth is increasing rapidly, with people's lifestyles, work patterns, and people's income levels. Especially for people who live in urban areas. One of the most popular forms of business today is the coffee shop, so many entrepreneurs open a coffee shop business (warkop) along with their culinary delights. This is because many people like food outside with an atmosphere that is not boring. Busy work activities have resulted in more and more working people spending time outside the home, which has resulted in them always looking for something practical to fulfill their needs. Most people also look for cafe or warkop locations that are close to urban areas with a comfortable and calm atmosphere to relax and relax when tired at work. A business venture must think about the satisfaction of the customers who visit the place of business. So that customers will always keep visiting business businesses, especially coffee shops continuously.

Customer satisfaction is a very important factor in setting up a business. One of the factors of customer satisfaction can be seen from the location where the coffee shop business was established. The factor of customer satisfaction, seen from the location of the business which is close to urban areas, is an important point for business enterprises. Likewise, the atmosphere created in the coffee shop business must feel comfortable so that it can make people give a small point on how the condition of the coffee shop they visit is one of the factors that can support a business venture, including the Glass Batu 5 coffee shop, where customers feel comfortable to release a little tired, and the right place to visit. The comfortable atmosphere that is created is one of the supports in every business venture that can make consumers feel something different in every coffee shop that consumers visit. Warkop atmosphere created by interior and exterior design, calm atmosphere, music, lighting and everything that creates ultimately creates a feeling of comfort or disappointment that can be felt by consumers.

Service quality can also make a customer feel satisfied. Quality of service is a strategy to gain profit for a business in order to attract more new customers, retain existing customers, so that consumers do not move to another place and create better quality. Good service quality can create comfort for every consumer so that consumers feel they have their own value that is more than expected. Consumer expectations of a service quality at the Gelas Batu 5 warkop can be known by comparing consumers' perceptions of the services they receive or receive with the service they actually expect from the service attributes of the Batu 5 coffee shop. If the service received or perceived is appropriate As expected,

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the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, the service quality is perceived to be very good and of high quality.

So the researcher wants to know how influential the location and atmosphere of the Gelas Batu 5 coffee shop is on customer satisfaction? And how does service quality affect customer satisfaction?

2. Theoretical basis

2.1. Understanding Location

Location is tools used for approach the target market that has two possibility in set location there is two which way company services that come consumer or consumers who come location provider services, and can combine both of them (Wiranata and Suwitho 2020) . Location is the place where our determine location effort us. Location is something object or something symptom in available space give clarity on things or symptom the geography in question by more far away (Efnita 2017) .

According to Fandi Tjiptono in (Wahyudi, 2018)the factors that must be considered in site selection are:

- (1) Access, namely a location that is easily accessible and traversed by public transportation.
- (2) Vasiability, namely the location or place of business can be seen clearly from normal viewing distance
- (3) Traffic, which includes the number of people passing by so that consumers come to the established business and traffic jams that can hinder consumers.
- (4) Parking facilities, a large and safe parking lot.
- (5) Expansion, which is the availability of a large space at the business location for business expansion in the future.
- (6) The environment, the area around the location that supports the services offered.
- (7) Competition, namely the location of competitors in which it is determined whether or not there are many similar businesses in the area of the business to be established.
- (8) Government regulations containing provisions for the establishment of a business location.

2.2. Understanding Atmosphere

Atmosphere is something that describes the situation in a place. Whereas according to (Yusuf 2017) atmosphere is facility in a the room given to the shop or department store to consumer. A comfortable atmosphere will affect how the customer's emotional state is so that it makes customers happy and will make customers want to come back. A comfortable and well-planned atmosphere in accordance with the target market so that it can attract consumers to come to buy.

The elements of the atmosphere according to (Berman, Evans, and Chatterjee 2018) are:

- (1) Exterior, the intended exterior is the front of a shop, but in this case it is the front view of the coffee shop building. the front in question is the whole of a building which in this case includes the arrangement of an item that is unique and attracts consumers.
- (2) General exterior, atmosphere planning on the general exterior in this study includes store layout, namely the arrangement of space placement to fill the available floor area, setting the width of the room, and mapping the room such as placing tables and chairs for consumers.
- (3) Interior displays, in this case interior displays include posters, colors, signage and a variety of other interior displays that can provide instructions for consumers and can stimulate consumers to make purchases.

Atmosphere is the creation of a character's atmosphere through visuals, lighting, music and aromas that can create a comfortable buying environment so that it can lead to consumer perceptions and emotions to make a purchase.

According to Levy and Weitz in (Harianto 2013)classifies the atmosphere, namely :

- (1) Instore atmosphere which includes internal layout, sound, smell, texture, interior design.
- (2) Outstore atmosphere which includes external layout, texture, interior design.

2.3. Understanding Service Quality

Service Quality according to (Runtunuwu, Oroh, and Taroreh 2014) is a measure of how well the level of service provided is able to meet customer expectations. Service quality can also be defined as how far the quality of service received by consumers is against the reality and expectations of the service received by consumers.

According to Parasuman in (Yuniar, Arijanto, and Liansari 2014) There are 5 main dimensions in service quality, namely:

- (1) Reliability, which is where a business is able to provide appropriate services accurately and reliably where consumer expectations such as timeliness, the same service for all consumers, and a sympathetic attitude.
- (2) Responsiveness, which is able to help and provide fast and precise services and convey clear information to consumers. s
- (3) Guarantee, the guarantee in question is being able to communicate well with consumers and have the ability, knowledge and courtesy so as to be able to foster customer trust in the business they have.
- (4) Empathy, namely the ability of a waiter who is expected to have sincere and personal knowledge and understanding of consumers, know the needs of consumers who want to buy, and be able to provide a sense of comfort for consumers.
- (5) Physical/tangible evidence, namely tangible evidence provided by business parties in providing services to consumers which includes physical facilities such as, equipment, buildings, prayer rooms, wifi, as well as the appearance of employees so as to make consumers feel comfortable.

2.4. Understanding Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment felt by a consumer towards the goods or services they receive. Satisfaction customer is level feeling somebody after compare performance or perceived results with hope (Rohaeni and Marwa 2018). Whereas according to (Siregar 2019) Customer satisfaction is attitude happy or happy indicated customer after compare perceived performance (results) or received with hope.

According to Supratno in (Munthe and Nasution 2015) Customer satisfaction can be defined as a comparison of a person's level of satisfaction with performance results with his expectations.

There are several forming attributes in customer satisfaction, namely:

- (1) Conformity of expectations, which compares the level of desired expectations with those obtained by consumers, which includes the products obtained as expected, the quality of service as expected, and the expected supporting facilities.
- (2) Interest in revisiting, which is if consumers are willing to visit again and make repeated purchases.
- (3) Willingness to recommend, namely consumers are willing to recommend products that they have tasted to their relatives, family and people around them.

3. Research Methodology

On methodology research, operations variable is something method for get a data with intent and purpose certain. The method used in this study is a quantitative descriptive method, namely the method of research methods to examine a population and sample (Sugiyono 2013).

3.1. Research variable

- 1) Independent variable (independent variable)

The independent variable is a variable that affects other variables (the dependent variable). In this study, the independent variables are Location (X1), Atmosphere (X2), Service Quality (X3).

- 2) Dependent variable (dependent variable)

The dependent variable is a variable that is influenced by other variables (the dependent variable). In this study, the dependent variable is Customer Satisfaction (Y).

3.2. Operational Research Variables

Table 1. Operational Research Variables

No	Variable	Indicator
1.	Location (X1)	1. Access 2. Visibility 3. Parking facilities 4. Expansion 5. Environment
2.	Ambiance (X2)	1. Air circulation 2. Lighting 3. Voice 4. Layout of an item 5. Design
3.	Quality of service (X3)	1. Reliability 2. Responsiveness 3. Guarantee 4. Empathy 5. Physical evidence
4.	Customer Satisfaction (Y)	1. Conformance of expectations for menu variations 2. Conformity of expectations for service quality 3. Satisfied with the facilities 4. Interested to visit again 5. Willingness to recommend

3.3. Method of collecting data

The data collection method used in this research is by using a questionnaire on the google form which will be given to consumers of Warkop Gelas Batu 5 who have made a minimum purchase of 1 time. And also by using a Likert scale which consists of 5 alternative answers that have levels of answer variation. Namely by category:

- | | |
|-------------------------------------|-----------|
| 1) SS Category (Strongly Agree) | : score 5 |
| 2) Category S (Agree) | : score 4 |
| 3) Category N (Doubtful) | : score 3 |
| 4) TS Category (Disagree) | : score 2 |
| 5) STS Category (Strongly Disagree) | : score 1 |

3.4. Population

The population is the total number of subjects to be studied by a researcher. The population referred to in this study are consumers who have visited the gelas batu 5 warkop at least 1 time, the number of which is not known with certainty in the City of Rantauprapat.

3.5. Sample and Sampling Techniques

The sample is part of the number and characteristics possessed by the population. The sampling technique in this study uses non- probability sampling, this technique is sampling that does not provide equal opportunities or opportunities for each member of the population to be used as research samples. The sampling technique used is purposive sampling, the samples taken in this study are determined with certain considerations and have certain characteristics. Therefore, the authors chose a purposive sampling technique by setting certain criteria that must be met by the samples used in this study. Due to the unknown population, the size of the sample is known, in this study using the unknown formula population as follows:

$$n = \frac{z^2}{4\mu^2}$$

where:

n = sample size

Z = the level of sample needed in the study at ($\alpha = 5\%$ or the degree of confidence is determined by 95% then $Z = 1.96$)
 = margin of error, the error rate that can be tolerated (set 10%)

by using the formula, the following calculation is obtained:

$$n = \frac{Z^2}{4\mu^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$n = 96.4$, rounded up to 97 respondents.

The result of calculating the *unknown formula population* In this study, it is known that the sample size of the population required is 97 respondents who have visited the Warkop Gelas Batu 5 at least 1 time.

3.6. Data Analysis Techniques

Study this use method data analysis with use software SmartPLS 3 running with computer media. PLS is method alternative analysis with Structural Equation Modeling (SEM) based variant and get To do measurement model testing at a time structural (Konsultan statistik 2010).

4. Results and Discussion

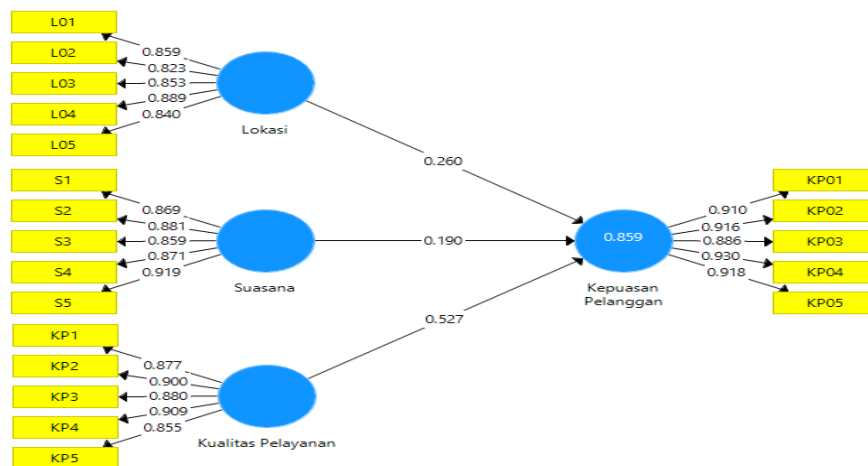


Figure 1. Result of Analysis
 Source : SmartPLS3 processing results (2022)

where:

- L : Variable location
- S : Variable Atmosphere
- KP : Variable quality service
- KP : Satisfaction Customer
- L01-05 : indicator variable “location”
- S1-5 : Indicator variable “atmosphere”
- KP1-5 : Indicator variable “quality “service”
- KP01-05 : Indicator variable “satisfaction “customer”

4.1. Outer Model Analysis

4.1.1. Convergent Validity

One indicator can is declared valid when have *loading factor* above 0.5 against intended construct. One indicator is declared valid if has a loading factor above 0.5 against intended construct (Ringle, Da Silva, and Bido 2015).

Test validity for indicator reflective use correlation Among item score with score the construct.

Table 2. Outer Loading

	Satisfaction Customer	Quality Service	Location	Atmosphere
KP01	0.910			
KP02	0.916			
KP03	0.886			
KsP04	0.930			
KP05	0.918			
KP1		0.877		
KP2		0.900		
KP3		0.880		
KP4		0.909		
KP5		0.855		
L01			0.859	
L02			0.823	
L03			0.853	
L04			0.889	
L05			0.840	
S1				0.869
S2				0.881
S3				0.859
S4				0.871
S5				0.919

Source : SmartPLS3 processing results (2022)

Could seen in study this could seen in the table 2 show that *loading factor* gives score on recommended value that is of > 0.5 . Least value that is of 0.823. So that indicators used in study this that is valid and has meet convergent validity as well as could

4.1.2. Composite Reliability

Composite reliability used for test score reliability indicator variable. Composite reliability result value could is said to be reliable if showing score of < 0.7 .

Reliability test could strengthened with Cronbach's Alpha which is the value of variable must showing results of > 0.7 .

Table 3. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Customer satisfaction	0.950	0.961
Service quality	0.930	0.947
Location	0.906	0.930
Atmosphere	0.927	0.945

Source: Results of the management of SmartPLS3 (2022)

In the table 3 could seen score *composite reliability* for all variable study showing score as big as above > 0.7 . So that could concluded that all variable study could said to be reliable. Reliability test is also strengthened with which value of Cronbach's Alpha is the variable study must showing score of > 0.7 . and can known in the research table on Cronbach's Alpha value for each variable have value > 0.7 . Which value of Cronbach's Alpha variable X1 Location has value 0.906, variable X2 Atmosphere have value 0.927, variable X3 Quality Service have value 0.930, and variable Y Satisfaction Customer have value 0.950. So that could concluded that value of each variable has meet Cronbach's Alpha.

4.2. Analisis Inner model

4.2.1. R-square

R-square is the goodness fit test of the model in which the test is is the test used for variable bound or variable dependent (Astuti, Astuti, and Sholihah 2021). The more tall the R-square value is getting good score of the proposed model. As

for the criteria The R-square value is, the R-square value is 0.75 which means the model is strong, the value is 0.50 which means the moderate model and the value of 0.25 means the weak model. (Juliandi 2018)

Table 4. R-Square

	R Square	R Square Adjusted
Customer satisfaction	0.859	0.855

Source : Results of the management of SmartPLS3 (2022)

In the R-square adjusted table 4 could concluded that from a number of criteria R-square value, that have category “strong” value. Which in research could seen all variables involved in the capable model explain variable dependent researched that is variable Satisfaction customer. With score of 0.855 or 85.5% so that could categorized as in the “strong” model with the remaining 14.5% is explained by other variables outside study this.

4.2.2. Uji F-square

The F square test is the test used for see how much big influence between variable. The F square test has a number of category that is, the value of f square 0.02 means as influence small, the value of f square 0.15 means as influence medium and f square value of 0.35 has influence big. (Furadantin 2018).

Table 5. F-Square

	Customer satisfaction
Customer satisfaction	
Service quality	0.416
Location	0.132
Atmosphere	0.040

Source : Results of the management of SmartPLS3 (2022)

On research this could seen in the table F square has score variable location have influence medium against satisfaction customer that is of 0.132. Variable atmosphere have influence small to satisfaction customer of 0.040. and variable quality service have influence big to satisfaction customer that is of 0.416.

4.2.3. Direct Effect

- Path Coefficients

In the path coefficient test, which is a hypothesis test in the research seen from t- statistic value as well as p-value. Hypothesis received when in research have p- value <0.05.

Table 6. Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Service Quality -> Customer Satisfaction	0.527	5.684	0.000
Location -> Customer Satisfaction	0.260	2.835	0.005
Atmosphere -> Customer Satisfaction	0.190	1,882	0.060

Source : Results of the management of SmartPLS3 (2022)

The research table 6 on could seen score from the path coefficients test as following :

- 1) In the variable X1 that is influence location to satisfaction customer have the original sample value is 0.260 which means that connection between variable have score positive or directed. T-statistics value on the effect of location to satisfaction customer have score of 2.835 > 1.96 and also the P-Value value has score of 0.005 < 0.05 which can be concluded that variable X1 that is location take effect positive and significant to satisfaction customer.
- 2) On the X2 variable, namely influence atmosphere to satisfaction customer have the original sample value is 0.190 which means that connection Among variable have score positive and directed. T-statistics value on the effect of atmosphere to satisfaction customer have score of 1.882 > 1.96 and also the P-Value value has score of 0.060 > 0.05 which can be concluded that variable X2 that is atmosphere no significant effect to satisfaction customer.
- 3) On the X3 variable, namely influence quality service to satisfaction customer have the original sample value is 0.527 which means that connection Among variable have score positive or directed. T-statistics value on the effect of quality service to satisfaction customer have score of 5.687 > 1.96 and also the P-Value value has score of 0.000

< 0.05 which can be concluded that variable X3 that is quality service take effect positive and significant to satisfaction customer.

4.3. Discussion

1) Influence location to satisfaction customer

From result research that has been obtained that location take effect positive and significant to satisfaction customer. Could concluded that good location could increase satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat. This thing supported with placement the location built by warkop 5 stone glass strategically in the middle urban, so capable give good influence for consumer in influence satisfaction customer. Research results This is also supported by researchers before that is (Ramadhan and Mahargiono 2020) which shows that location take effect positive and significant to satisfaction customer.

2) Influence environment against satisfaction customers

From result study this has obtained that atmosphere take effect no significant to satisfaction customer. Could concluded that the atmosphere is not good could influence satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat. Because of the atmosphere Becomes necessary factors noticed for increase satisfaction customer at a effort business. And when consumer feel comfortable with the atmosphere created, then consumer will feel happy and satisfied. And vice versa if created atmosphere not enough support like sound volume when live music is too strong, or poor lighting adequate and other things that can make consumer feel no satisfied. Research results This is also supported by researchers before that is (Putri 2014) which shows that atmosphere no take effect by significant to satisfaction customer.

3) Influence quality service to satisfaction customer

From result study this has obtained that quality service take effect positive and significant to satisfaction customer. Could concluded that quality good service could increase satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat. This thing supported with services provided by employees warkop Ahmad Yani 's 5 stone glass really makes consumer feel satisfied. This thing supported by research before namely (Mariansyah and Syarif 2020) which shows that quality service take effect positive and significant to satisfaction customer.

5. Conclusion

From result data analysis and discussion carried out in research this can be taken a number of conclusion as following:

- 1) Influential location positive and significant to satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat.
- 2) Atmosphere no take effect significant to satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat
- 3) Quality service take effect positive and not significant to satisfaction customer at warkop stone glass 5 Ahmad Yani Rantauprapat

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