

THE INFLUENCE OF STORE ATMOSPHERE, LOCATION AND SERVICE QUALITY TO CUSTOMER SATISFACTION OF GRIYA KUPI LHOKSEUMAWE CITY

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Abstract

This study examined the influence of store atmosphere, location, and service quality on customer satisfaction at Griya KUPI. Primary data were collected through questionnaires distributed to 114 respondents, selected using purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS software. The partial results indicated that store atmosphere, location, and service quality significantly affected customer satisfaction at Griya KUPI. Simultaneously, store atmosphere, location, and service quality significantly affected customer satisfaction at Griya KUPI. It is recommended that Griya KUPI continue to enhance service quality to ensure customer satisfaction and foster loyalty. Furthermore, future researchers are encouraged to explore additional variables to gain deeper insights into their relationship with customer satisfaction at Griya KUPI.

Keywords: *Store Atmosphere, Location, Service Quality, Customer Satisfaction*

1. INTRODUCTION

The culinary business is highly popular among the public due to its potential for high profits, as food is a basic necessity in society. This can be seen from the numerous cafes and restaurants that offer a variety of innovative food and drink options, piquing the curiosity of consumers and enabling them to compete in the culinary business. With the increasing competition among entrepreneurs, it is essential for cafes to provide the best service to their customers, which will affect customer satisfaction. One of the coffee shops that offers innovative food and drinks, supported by attractive interior design and available WiFi, is Griya KUPI. Griya KUPI attracts a large number of customers, not only because of its strategic location but also due to the many activities in the area, as it is situated near a campus with many students nearby. Additionally, the presence of a factory operating in the vicinity contributes to the high foot traffic at Griya KUPI. The establishment offers a wide range of food and drinks, so coffee is not the only flagship menu; they also serve fried noodles, meatballs, chocolate drinks, and more.

Furthermore, the spacious atmosphere, complete facilities such as restrooms and a prayer room make it a popular spot for consumers looking to relax during their lunch breaks after work. However, there have been several complaints from customers after making their purchases. Consumer evaluations indicate that some customers have voiced criticism regarding Griya KUPI, starting from the somewhat noisy environment that causes discomfort, to the cleanliness of the cafe, which has been noted as lacking and with dust still present on tables and dining areas. Additionally, the parking area is insufficient, especially during busy times, and the service has been perceived as slow or less responsive. These complaints highlight that the store atmosphere, location, and service quality at Griya KUPI need improvement, which is a contributing factor to declining customer satisfaction.

Customer satisfaction is crucial for increasing sales volume, as it is a key factor in determining the success of a business. According to Novendra H et al. (2019), customer satisfaction is the assessment or perception of a service or product that provides a sense of enjoyment and meets consumer consumption needs through quality, service, and value. The first factor influencing customer satisfaction is store atmosphere; according to Sholihah (2020), store atmosphere is the physical characteristic of a store that can convey the store's image and attract

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consumers. The second factor is location; according to Irfiana et al. (2023), location is the place where business activities take place, where buyers and sellers meet to transact products. The third factor is service quality; according to Efendi et al. (2023), service quality is an important process in enhancing the company's value in the eyes of consumers, with many companies using service as a standard attitude within the organization.

Thus, the research problem formulated in this study is how the store atmosphere, location, and service quality affect customer satisfaction at Griya Kupa in Lhokseumawe. This research aims to establish a model for the variables and hypotheses regarding customer satisfaction at Griya Kupa. It will also determine the variable indicators and understand the relationship between store atmosphere, location, and service quality with customer satisfaction. This research is expected to provide valuable insights for individuals or parties planning to establish a business, particularly in making effective and efficient marketing decisions.

2. IMPLEMENTATION METHOD

According to Sugiyono (2018), a population consists of objects and subjects in a specific area that have certain characteristics and qualities determined by the researcher for study, from which conclusions can be drawn. The population in this study includes all consumers who have made purchases more than twice at Griya Kupa in Lhokseumawe.

In this research, the sampling technique used is non-probability sampling with a purposive sampling method. Purposive sampling is a sampling technique based on specific considerations (Sugiyono, 2014). This means the sample consists of consumers who have visited and purchased food and beverages at Griya Kupa more than twice. The criteria used are customers of Griya Kupa who reside in Lhokseumawe. According to Hair et al. (2017), the sample size should ideally be at least five times the number of indicators. In this study, the researcher used six times the number of indicators, resulting in a total sample size of 114 respondents (6 x 19 indicators).

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

Table 1. Results of Partial Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	16,950	3.147	
<i>Store Atmosphere (X1)</i>	0.216	0.078	0.255
<i>Location (X2)</i>	0.250	0.077	0.308
<i>Service Quality (X3)</i>	0.134	0.063	0.188

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Processed Primary Data, 2024

Based on the table above, the multiple linear regression equation in this study is as follows:

$$Y = 16.950 + 0.216 X1 + 0.250 X2 + 0.134 X3$$

From the above multiple linear regression equation, the following can be explained:

1. The value of the constant is 16.950, which means that if the variables of store atmosphere, location, and service quality are assumed to be zero, customer satisfaction will be 16.950.
2. The regression coefficient for the store atmosphere variable is 0.216 and has a positive value, indicating that if other variables are held constant, customer satisfaction at Griya Kupa Lhokseumawe will increase by 0.216.
3. The regression coefficient for the location variable is 0.250 and also has a positive value, meaning that if other variables are held constant, customer satisfaction at Griya Kupa Lhokseumawe will increase by 0.250.
4. The regression coefficient for the service quality variable is 0.134 and has a positive value, which means that if other variables are held constant, customer satisfaction at Griya Kupa Lhokseumawe will increase by 0.134.

The coefficient of determination test is used to assess the feasibility of the study. The R^2 value ranges from 0 to 1. If the R^2 value is 0, it means that very little variation in the dependent variable is explained by the independent variables. Conversely, if the R^2 value approaches 1, it indicates that a larger variation in the dependent variable can be explained by the independent variables. Below is the coefficient of determination test, as shown in the table below:

Table 2. Coefficient of Determination Test Results

M	R	R	Adjusted R	Std. Error
odel	R	Square	Square	of the Estimate
1	,615	0,378	0,361	4,045

Source: Processed Primary Data, 2024

Based on the table above, the results of the coefficient of determination test show that the R Square value is 0.378. This means that the value of 0.378 is close to 1, indicating that the larger the variables of store atmosphere, location, and service quality, the more they can explain customer satisfaction, and the relationship between these variables is very strong.

3.2 Discussion

"The Influence of Store Atmosphere"

Based on the research findings, the significance value of the store atmosphere variable on customer satisfaction is $0.032 < 0.05$, and the t-value is $2.583 > t\text{-table } 1.982$. This indicates that H1 is accepted, meaning that store atmosphere has an influence on customer satisfaction at Griya Kupa Lhokseumawe."

The Influence of Location

"Based on the research findings, the significance value of the location variable on customer satisfaction is $0.022 < 0.05$, and the t-value is $3.125 > t\text{-table } 1.982$. This indicates that H2 is accepted, meaning that location has an influence on customer satisfaction at Griya Kupa Lhokseumawe."

The Influence of Service Quality

"Based on the research findings, the significance value of the service quality variable on customer satisfaction is $0.019 < 0.05$, and the t-value is $3.313 > t\text{-table } 1.982$. This indicates that H3 is accepted, meaning that service quality has an influence on customer satisfaction at Griya Kupa Lhokseumawe."

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4. CONCLUSION

Based on the results of the research conducted, the conclusions of this study are as follows:

1. The store atmosphere variable (X1) has a positive and significant effect on customer satisfaction at Griya Kupa in Lhokseumawe. This means that the better the store atmosphere perceived by consumers, the greater their purchasing interest.
2. The location variable (X2) has a positive and significant effect on customer satisfaction at Griya Kupa in Lhokseumawe. This means that the better the location provided, the more customers will visit.
3. The service quality variable (X3) has a positive but not significant effect on customer satisfaction at Griya Kupa in Lhokseumawe. This means that while the better the service perceived by consumers, their purchasing interest may increase, it is not statistically significant.
4. Simultaneously, store atmosphere, location, and service quality have a significant effect on customer trust at Griya Kupa in Lhokseumawe.

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