THE INFLUENCE OF STORE ATMOSPHERE, VISUAL MERCHANDISING AND SERVICE QUALITY ON CONSUMER SATISFACTION (STUDY AT CAFE AOLA PACIRAN)

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Abstract
The purpose of the study is to determine the influence of variables from store atmosphere, visual merchandising, service quality on consumer satisfaction. Study at Cafe Aola Paciran. Using quantitative methods. 69,315. The sample size was 100 respondents. The analysis method is Multiple Linear regression. Hypothesis Testing through Statistical Tests Namely t Test and F Test. Based on the research it can be concluded that the variables Store Atmosphere, Visual Merchandising and Quality of Service against Quality of Service at Cafe Aola Paciran

Keywords:
Store Atmosphere; Visual Merchandisin; Service Quality Consumer Satisfaction

JEL Code: Written by editor

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Introduction

The culinary business is the business sector that most dominates creative economy performance and efforts. The large number of culinary businesses operating creates intense competition in the culinary field. Things like this cause entrepreneurs to always innovate so that the products they offer can survive and be accepted by consumers and can retain customers through consumer satisfaction.

Consumer satisfaction is the main key to retaining customers. Consumer satisfaction has an important role in increasing sales volume and is also a major milestone in the success of a company, to satisfy consumers.

(Widya Amrita 2021:744). Obtaining customer satisfaction is not easy to do. It takes various efforts and implementing various strategies to attract consumer attention.

One of them is providing *a store atmosphere* which is the creation of an atmosphere provided by the company for consumers including (lighting, music, layout, color, temperature and aroma) so that customers can get an emotional response when making a purchase (Iin Sofiyatin 2020: 297).

Another factor that can influence consumer satisfaction with a cafe is Visual Merchandising which concerns the physical condition, function and nature of the product that meets consumer needs in the form of tastes and expectations for the product compared to the value of money consumers are willing to spend to obtain the product. Another thing that is the main consideration for consumers besides *Store Atmosphere* and Visual Merchandising is service quality (Widya Amrita 2021: 756).

Service Quality is the level of quality expected by consumers to fulfill consumer desires. If consumers feel that the service or service they receive can meet what they expect or even exceed their expectations, then the quality of the service or service is perceived as good, excellent and satisfying. On the other hand, if the service provided by consumers is not able to meet what consumers expect, then the quality of the service is perceived as poor (James Sembara et al. 2021: 126).

Customer satisfaction is very important for a business, creating customer satisfaction can provide benefits including a harmonious relationship between the company and consumers, positive recommendations and will benefit a business, therefore entrepreneurs should organize various strategies so that consumers can feel happy about what they have Consumers feel that consumers will not think twice about coming back and making repeat purchases (Magfiroh Rofi;ah 2020:235).

There are many cafes in Paciran sub-district that provide various kinds of menus. *Caffe* Aola Paciran is *a cafe* that is quite famous in the Paciran area. *Caffe* which has views of the beach and sea breeze, where there are various types of popular coffee or drinks and stands for food too. Its location close to the main road makes *Caffe* Aola in Paciran a strategic *cafe location* Aola is made in a contemporary style , the food stands are also shaped cutely, the benches where you can hang out are arranged so they face directly towards the sea. Apart from the charm of the stunning view *of the cafe* Aola also sells various kinds of snacks from various local communities.

The store atmosphere created at *the Aola Café* is able to make consumers feel comfortable. Through interviews with several consumers, consumers were satisfied with *the exterior design* , *interior design* , *store layout* and *interior displays* presented at Cafe Aola. The *exterior design* includes

being close to the sea, an open atmosphere and the shape of the building seen from the outside is very attractive with a beachside feel. Consumers are also satisfied with *the interior displays* at *Caffe* Aola. The *interior displays* include attractive lights or instagrammable decorations which are very suitable for teenagers, and there are many interesting photo spots.

There are several consumers who are not satisfied with *the store layout* in *the cafe* aola. Consumers feel dissatisfied with the table layout which is sometimes untidy, making consumers feel uncomfortable. Consumers also feel dissatisfied with *the interior displays* in *Caffe* Aola. Consumers feel dissatisfied with the directions where consumers do not understand the ordering procedure, making consumers feel difficult and awkward when ordering products in *the cafe* . aola.

Besides that, Visual Merchandising can satisfy the level of consumer satisfaction. through observations that have been made, consumers who feel satisfied with the suitability of the product they ordered create *added value* . So the better the Visual Merchandising, the higher the satisfaction felt by consumers. Some consumers also feel dissatisfied in terms of taste.

Besides that, service quality is closely related to consumer satisfaction. Through the observations that have been made, there are consumers who are satisfied with the service provided at *the cafe* aola. Regarding the physical evidence at Cafe Aola, consumers feel satisfied that the employees at Café Aola wear uniforms and are also neat, then *the cafe* Aola also has a very large parking area so that consumers feel comfortable and safe, and there are some consumers who feel dissatisfied with the services provided. Just like serving the menu takes a long time.

Therefore, it is very important to pay attention to consumer satisfaction, because the aim of business actors is to satisfy consumers, through interviews with several consumers who have made more than three purchases at Caffe Aola, consumers still want to come back again *to* enjoy their satisfaction because of the atmosphere they get. at *the cafe* Many consumers feel satisfied, but there are some consumers who don't want to return because the quality provided is not good.

There are many complaints regarding the satisfaction felt by consumers regarding *the Store Atmosphere* , Visual Merchandising and service quality at Aola Cafe regarding the problems above. Researchers are interested in taking up research with the title **"The Influence of *Store Atmosphere* , Visual Merchandising and Service Quality on Consumer Satisfaction** "

Literature review

Berman & Evan (2010) store atmosphere can be interpreted that for a store, it is important to emphasize its physical appearance. Store atmosphere is useful

for building an image and attracting customers. This was explained by Levy & Weitz in Dessyana (2013) who stated that shop atmosphere is the creation of a shop atmosphere through visuals, arrangement, light, music and aroma which can create a comfortable purchasing environment so that it can influence consumers' perceptions and emotions when making purchases.

Visual merchandising is an effective way of presenting merchandise to increase product desirability and to influence consumer purchasing behavior (Kim, 2003). Visual merchandising is one of the basics for communicating more closely with consumers and is a direct interaction (Bhatti & Latif, 2014) so as to create pleasure for consumers who are shopping by stimulating the five senses through delicious fragrant smells, attractive displays, accompaniments music, touch and good test (Soundhariya & Sathyan, 2015)

According to Kotler (2000, p. 438) Service Quality is a comparison of the quality received by the customer (perceived quality), namely after the customer receives the service, with the expected quality. This means that if the service received has a lower value than the expected service, then customer desire (interest) will decrease. Customer perceptions of quality service are formed because of the difference between the service received and the expected service. According to Baines (2011, p. 503). Service quality is the customer's perception of the difference between the service received compared to the expected service. According to Flora Han (2000, p. 88) Service quality is customer expectations for services influenced, externally, by word of mouth communication and internally by customer personal needs and past experiences. Customer perceptions of service quality depend on perceptions of actual service performance compared with expectations of what service performance should be.

According to Tjiptono (2012), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions of the performance (results) of a product with their expectations.

Research method
Types of research

This research method uses a descriptive research type with a quantitative approach. Sugiyono (2013:7) this method is called a positivistic method because it is based on the philosophy of positivism. This method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics. The conclusion is that the quantitative research process is linear, where the steps are clear, starting from problem formulation, theorizing, hypothesizing, collecting data, analyzing data and making conclusions and suggestions.

Time and the Forge of Research

The time used in conducting this research started from September 2021 to December 2021. The research location was carried out at the Aola Paciran cafe.

Data collection technique

The data collection method used in this research is:

1) Questionnaire, 2) Observation, 3) Interview

Data analysis and result
1. Validity Test

The validity test in this research uses *the Moment Pearson Correlation Product* and the level of significance uses 5% of the calculation if each item produces a p *value* <5% it is said to be valid, whereas if the result is p *value* > 5 *%* it means it is invalid (eni and suprayitno 2017: 185) . The validity test is carried out by comparing the calculated r value with the r table with (item correlation and total correlation), with the assessment criteria. If r count > r table then the question is declared valid, and if r count < r table, then the question is declared invalid .

Table 1. Validity Test Results

2. Reliability Test

Items	r count	sig	r table	keterangan
X1.1	0.684	0.000	0.196	Valid
X1.2	0.751	0.000	0.196	Valid
X1.3	0.631	0.000	0.196	Valid
X1.4	0.632	0.000	0.196	Valid
X2.1	0.643	0.000	0.196	Valid
X2.2	0.763	0.000	0.196	Valid
X2.3	0.670	0.000	0.196	Valid
X2.4	0.656	0.000	0.196	Valid
X3.1	0.703	0.000	0.196	Valid
X3.2	0.686	0.000	0.196	Valid
X3.3	0.700	0.000	0.196	Valid
X3.4	0.617	0.000	0.196	Valid
X3.5	0.343	0.000	0.196	Valid
Y1	0.727	0,000	0.196	Valid
Y2	0.632	0,000	0.196	Valid
Y3	0.716	0,000	0.196	Valid
Y4	0.655	0,000	0.196	Valid

No	Items	Reliability Coefficient	Information
1	X1	0.604	Reliable
2	X2	0.619	Reliable
3	X3	0.634	Reliable
4	Y	0.615	Reliable

Reliability Test is a measuring instrument categorized as having high reliability or being trustworthy. Reliability concerns the accuracy or precision of a measurement or measurement tool, in other words, the measuring tool can measure accurately and precisely (Sofar Silaen 2013: 107). Reliability refers to a certain level of reliability. Saputra and Sammuel (2013:5)

Table 2. Reliability Test Results

3. Multiple Linear Analysis Test

It can be seen that the coefficient values for viewing the multiple linear regression equation are as follows:

$$Y = -18.623 + (- _{0.165})$$

The regression equation above can be explained as follows:

1) The constant value (α) is 18,622, indicating that the Store Atmosphere (X_1), Visual Merchandising (X_2) and Service Quality (X_3) values are zero, then the Customer Satisfaction (Y) value is 18,622

2) The Store Atmosphere regression coefficient value (X_1) is -165 which has a negative value, indicating that every increase in the Store Atmosphere variable will affect the consumer satisfaction variable by -0.165 assuming other variables are constant.

3) The value of the Visual Merchandising Regression coefficient (X_2) is 0.079 which has a positive value, indicating that if there is an increase of one unit, consumer satisfaction will increase by 0.079 assuming other variables are constant.

The value of the Service Quality regression coefficient (X_3) is -0.69 which has a negative value, indicating that every increase in the Service Quality variable will affect the consumer satisfaction variable by -0.069 assuming other variables are constant

Model	Unstandardized Coefficiens		Standarduzed Coeficiens	T	Sig
	B	Std.Error	Beta		
1 (Constan)	18.622	2.761		6.745	.000
STORE ATMOSPHERE	-165	.091	-.193	-1.816	.072

		.110	.075		
VISUAL MERCHANDISING	.079				
		.092	-.078	.723	.471
KUALITAS PELAYANAN	-.069			-.750	.455

Hasil Uji Koofesien Determinasi (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.189[a]	.036	.005	2.862

^{2} value is 0.036 or 3.6%. This shows that the percentage of the Store Atnosphere (X_1), Visual Merchandising (X_2), and Service Quality (X_3) variables simultaneously influences Consumer Satisfaction (Y) by 3.6%. Meanwhile, the remaining 96.4% was influenced by other variables not examined in this research

F Test Results (Simultaneous)

Model	F	Sig	F Table
Regression	**1,180**	**0.322**	**3.09**

Based on the table above, it can be seen that, F count (1.180) < F table (3.09) and the significant value is 0.322 > 0.05, then H_0 is accepted and H_a is rejected, indicating that the variables Store Atmosphere (X_1), Visual Merchandising (X_2) and service quality (X_3) simultaneously possibly having a significant effect on consumer satisfaction (Y)

T Test Results (Partial)

Variable	T Count	Sig	T Table

Store Atmosphere (X_1)	-1,816	,072	1,984
Visual Merchandising (X_2)	,723	,471	1,984
Service Quality (X_3)	-.078	-.750	1984

Source: SPSS Output Data

Based on table 5.20 above, the t test results can be seen as follows

1. The *Store Atmosphere* variable (X_1) has t count (-1.816) < t table (1.984) and a significant value of 0.072 > 0.05, then Ha is rejected, indicating that the *Store Atmosphere variable* (X_1) partially has no significant effect on satisfaction consumer (Y)

2. The Visual Merchandising variable (X_2) has t count (723) < t table (1.984) and a significant value of 471 > 0.05, so H_a is rejected, indicating that the Visual Merchandising variable (X_2) partially does not have a significant effect on consumer satisfaction

3. The service quality variable (X_3) has t count (-078) < t table (1.984) and a significant value - 750 > 0.05, so Ha is rejected, indicating that the service quality variable (X_3) partially has no significant effect on consumer satisfaction .

Conclusion

After the researcher carried out this research, taking into account both the problem formulation, the results of data analysis, hypothesis testing and the discussion that has been carried out in sufficient depth, the following conclusions can be drawn:

1. The Store Atmosphere variable (X_1) partially has no significant effect on consumer satisfaction (Y) at Café Aola Paciran. This is based on the results of the t test calculation, namely with t count (-1.816) < t table (1.984) and a significant value of 0.072 > 0.05.
2. The Visual Merchandising variable (X_2) partially has no significant effect on consumer satisfaction (Y) at Cafe Aola Paciran. This is based on the results of the t test calculation, namely with t count (723) < t table (1,984) and a significant value of 471 > 0.05.

3. The service quality variable (X_3) partially has no significant effect on consumer satisfaction (Y) at Cafe Aola Paciran. This is based on the results of the t test calculation, namely, with t count (-078) < t table (1.984) and a significant value of – 750 > 0.05,

4. Simultaneously the variables Store Atmosphere (X_1), Visual Merchandising (X_2), and Service Quality (X_3) simultaneously affect consumer satisfaction (Y). This is based on the results obtained calculated F value (1.180) < F table (3.09) and a significant value of 0.322 > 0.05. The percentage value of the coefficient of determination (R^2) is 3.6%

Author contribution
Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgements
The authors would like to thank the anonymous referees for their helpful comments and suggestions.

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(Appendix)

Appendix 1.

Validity and reliability test 1st-order

Variable	Dimension	Item	Loading Factor	AVE	CR
Consumer ethnocentrism	Pro-social motivation	X1.1	0.787	0.806	0.881
		X1.2	0.810		
		X1.3	0.842		
		X1.4	0.784		
	Cognitive distortion	X2.1	0.823	0.854	0.890
		X2.2	0.886		
		X2.3	0.852		
	Threat perceptions	X3.1	0.856	0.873	0.906
		X3.2	0.867		
		X3.3	0.896		
	Social demonstrability of benefits	X4.1	0.827	0.850	0.886
		X4.2	0.856		
		X4.3	0.866		
Perceived quality		Z1.1	0.809	0.625	0.915
		Z1.2	0.726		
		Z1.3	0.807		
		Z2.1	0.790		
		Z2.2	0.828		
		Z2.3	0.831		
		Z3.1	0.821		
		Z3.2	0.699		
		Z3.3	0.823		
		Z3.4	0.758		

Purchase intention	Y1.1	0.722	0.515	0.943
	Y1.2	0.741		
	Y2.1	0.720		
	Y2.2	0.680		
	Y3.1	0.742		
	Y3.2	0.752		
	Y4.1	0.744		
	Y4.2	0.631		