The Impact Of Service Quality & Dining Atmosphere Towards Customer Satisfaction At Authentic Restaurants In Tangerang

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Article Info	ABSTRACT
Keywords: Service quality, Dining Atmosphere, Satisfaction, Customer satisfaction	This study aims to test and analyze the effect of Service Quality and Dining Atmosphere on Customer Satisfaction at Authentic Restaurants in Tangerang. The sampling technique in this study includes non-probability sampling where the sampling in this study is not random and is aimed specifically at the population specifically at customers who have visited one of the three Authentic Restaurants in Tangerang. This study took a sample of 157 respondents. The method applied in this research is descriptive quantitative method, and the data collected from respondents is analyzed using the SmartPLS application The results in this study show that: (1) Service Quality has a positive effect on Customer Satisfaction, (2) Dining Atmosphere has a positive effect on Customer Satisfaction.
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INTRODUCTION

In recent decades, the food and beverage industry has experienced rapid development around the world. The increase in city life, lifestyle changes, and the need for food have driven the rapid growth of this industry. Along with this growth, of course, competition in the Food & Beverage industry is also increasing. According to the Central Bureau of Statistics (2021), the Food & Beverage industry in Indonesia has experienced significant growth every year. This industry in Indonesia increased by 2.54 percent between 2020 and 2021, reaching IDR 775.1 trillion.

Restaurant is one of the food and beverage industries that offers a variety of products in it, which can be physical such as food and beverage products, as well as non-physical products, such as the services presented, the atmosphere or comfort provided, the cleanliness and hygiene offered, and so on. Restaurant according to Rakhmah et al. (2019) is a place where a commercial business is carried out whose activities include serving food and beverage dishes for visitors and are public. To be able to maintain the sustainability of a restaurant in order to survive for a long time, of course, requires a mature strategy. Providing a memorable experience to consumers, fulfilling the wants and needs of consumers to be satisfied with the products served, keeping the restaurant's image good and even improving, and keeping the restaurant atmosphere comfortable and pleasant, are some of the things that can be done, so that the restaurant can survive for a long time.

Based on data obtained from the Central Bureau of Statistics (2022), the population of Tangerang City has reached 1.9 million people. This significant population reflects the cultural diversity and diverse backgrounds of the people. From this diversity, a wide variety of culinary delights can be found in every corner of Tangerang City. Every corner of the city offers delicious dishes that reflect the rich culture and diversity of its people. From street food to fine dining restaurants, Tangerang City is a paradise for foodies who want to explore the flavors of various culinary traditions.

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According to Bufquin et al. (2020) travel experience and the decision to revisit a place that has been visited because of its local cuisine or culinary potential are the main factors that can influence tourists when choosing a location. In Tangerang City, there are also a variety of restaurants from various countries that offer authentic menus that have been established for decades. An authentic restaurant is a type of restaurant that serves food and beverages that represent or maintain the distinctive flavors, ingredients, cooking techniques, and culinary traditions of a particular geographic region or culture. Authentic restaurants aim to provide a culinary experience that is true to the original and traditional recipes of each region or culture that includes signature dishes, local ingredients, traditional recipes, as well as serving and decorating methods that reflect a particular culture and culinary heritage.

Over time, the number of restaurants in Tangerang City continues to increase. Data recorded by the Central Bureau of Statistics (2022) shows that every year there is a significant growth in the number of restaurants in the Tangerang area. In 2018, there were 241 registered restaurants in Tangerang City. In 2019, there was a significant increase, with the number of restaurants reaching 351. In 2020, this figure continued to increase to 370 restaurants operating in Tangerang City.

This certainly makes the competitiveness of each restaurant higher and more competing to become the best restaurant, by improving the products offered in each restaurant, both food and beverage products, services offered, the atmosphere served, and so on to get satisfaction from visiting consumers. However, of course not all restaurants can get satisfaction from consumers so easily, because every consumer must have their own standards, expectations and expectations to feel whether they are satisfied or not with the experience gained when visiting the restaurant.

Customer satisfaction, according to Kotler (2016), is a rating of customer impressions of the extent to which the products they buy meet or exceed their expectations. Meanwhile, according to Purnama et al. (2019), the extent to which a person feels satisfied is determined by comparing his performance or achievement with his original expectations. Thus, customer satisfaction can be defined as a level of feelings and impressions of customers or consumers regarding what is presented by a company whether it matches or even exceeds what they feel or expect.

Based on the above understanding, customer satisfaction can be said to be one of the important aspects to be considered by the company in running its business because by feeling satisfied with the things offered by the company, it will allow these consumers to become loyal consumers to our company. Similar to running a restaurant business, customer satisfaction is one of the most important aspects to consider. Customer satisfaction with the products served, the services provided, and the atmosphere served, are some of the indicators that can affect customer satisfaction with the restaurant business.

From a number of studies that have been conducted previously, research conducted by Nanincova (2019) entitled "The Effect of Service Quality on Customer Satisfaction Noach Cafe and Bistro" shows that service quality has a positive and significant effect on customer satisfaction. Apriyani & Sunarti's (2017) research entitled "The Effect of Service Quality on Customer Satisfaction (Survey on Consumers of the Little a Coffee Shop Sidoarjo)" also shows that service quality, which includes physical evidence, reliability, responsiveness, assurance, and empathy, has a considerable impact on customer satisfaction. Meanwhile, based on the results of a study entitled "The Effect of Product Quality and Service Quality on Customer Satisfaction" conducted by Ibrahim & Thawil (2019) proves that service quality has no influence or relationship on customer satisfaction. With the gaps in some of these research results, there is a need to conduct further research. The model of this research sees that customer satisfaction is influenced by service quality.

Then, based on some previous research results, research conducted by Welsa & Khoironi (2019) entitled "The Effect of Service Quality and Store Atmosphere on Customer Satisfaction Through Purchasing Decisions as an Intervening Variable (Case Study on Consumers at Toean Watiman

Restaurant Yogyakarta)" shows that store atmosphere has a significant positive effect on customer satisfaction. Meanwhile, based on the results of research conducted by Saputri (2022) entitled "The Influence of Store Atmosphere, Service Quality, and Product Quality Toward Customer Loyalty With Satisfaction As A Mediating Variable" shows that store atmosphere has no significant effect on customer satisfaction. So, with the gaps in some of these research results, there is a need to conduct further research. The model of this research sees that customer satisfaction is influenced by the dining atmosphere.

According to Lupiyoadi & Himawan in Alvian (2020) service quality can be defined as a company's offering of a service, the expectations that customers have for that service, and the experience gained by customers with that service. Based on the understanding described above, service quality can be defined as something offered by a company that explains the situation in which customers create expectations obtained from the services provided by the company.

The second factor is that there is also a restaurant atmosphere (dining atmosphere). According to Berman & Evans (2014), the definition of atmosphere itself includes a variety of interiors, layouts, exteriors, in-store traffic, air, comfort, service, uniforms, music, and so on. Meanwhile, according to Petzer & Mackay (2014), the dining atmosphere is an important aspect in determining customer satisfaction. The dining atmosphere is a component of the restaurant's physical environment.

Therefore, with various authentic Indonesian restaurants located in Tangerang City, most of which have been established for decades, and have various kinds of reviews and feedback from many consumers regarding the products offered, the author is interested in conducting research on how strong the influence of service quality and dining atmosphere on customer satisfaction in several authentic Indonesian restaurants located in Tangerang City.

METHODS

The method used is quantitative which is used to analyze the effect of service quality and dining atmosphere on customer satisfaction of authentic restaurants in the Tangerang area. The research obtained data using the Smart PLS version 3.2.9 application. Data for the study will be collected using a questionnaire in the form of a google form that is distributed via social media and will later be filled in by respondents. Respondents in the study are customers who have visited and eaten at authentic Indonesian restaurants in the Tangerang area, and have been filled in by 157 (one hundred and fifty seven) respondents. The questionnaire was carried out using a Likert scale (1-5).

This research uses a descriptive quantitative approach to test the hypothesis. This approach allows researchers to collect data that can be analyzed statistically with the aim of providing a comprehensive picture of the variables that are the focus of this study. The researcher also utilized directional hypothesis as a hypothesis testing method, which implies the comparison of two variables between two groups such as "positive" and "negative". The sample determination used non-probability sampling and purposive sampling.

RESULTS AND DISCUSSION

Based on the results of testing the first hypothesis, it can be concluded that the service quality variable has a positive influence on customer satisfaction significantly. The results of the questionnaire answers from respondents show that customers will feel satisfied with a restaurant if the quality of service provided by the restaurant has a deep enough impression on customers, such as being sensitive to customer needs, fast and precise in meeting customer needs, being polite and friendly, and consistent in their service. This is reinforced by a statement from Gronroos (1980), which states that customer satisfaction is formed by a comparison between customer expectations before the

service is provided and customer perceptions of the service received. These results indicate that the better the quality of service provided by the Authentic Indonesian Restaurant, the more customer satisfaction will increase.

The results of testing the second hypothesis prove that the dining atmosphere variable has a positive and significant effect on customer satisfaction. This shows that the restaurant atmosphere has a considerable influence on customer satisfaction when visiting a restaurant. The location, atmosphere, music, lighting, scenery, facilities, layout, and comfort provided by a restaurant will be an important value for the restaurant, and will affect the satisfaction of customers from the restaurant. If the atmosphere presented by the restaurant can provide comfort for customers, then customers of the restaurant will feel satisfied and can get positive feedback from customers for the restaurant. These results indicate that the better and more comfortable the atmosphere presented by the Authentic Indonesian Restaurant, the level of customer satisfaction will increase.

However, because this research location is an authentic restaurant that aims to provide a culinary experience that is in accordance with the original and traditional recipes of each region or culture that includes typical dishes, local ingredients, traditional recipes, as well as ways of serving and decorating that reflect a particular culture and culinary heritage, so that customers who visit cannot expect to get service, atmosphere, facilities, and comfort presented by a fine dining restaurant, which presents a variety of interesting experiences for its customers, such as providing the best service, serving food with the best quality ingredients, presenting an attractive atmosphere and scenery, providing comfort for its customers, and providing the best quality and high quality facilities for its customers.

However, authentic restaurants can maintain and even improve the image of the restaurant so that customers who come to visit the restaurant feel satisfied and can even have the intention to revisit the restaurant. By paying attention to the quality of service provided to customers, presenting a comfortable atmosphere when customers enjoy food, and providing a comfortable place for customers, serving food and beverage products that are in accordance with the restaurant concept, namely authentic to customers, will maintain and improve the image of the authentic restaurant itself. Thus, authentic restaurants can compete with other restaurants that are more modern and serve a variety of foods from various countries.

Table 1. **Validity Test Result**

	Indicator	Loading Factor	Result
Service Quality (X1)	X1.1	0.698	Valid
	X1.2	0.830	Valid
	X1.3	0.810	Valid
	X1.4	0.645	Valid
	X1.5	0.672	Valid
Dining Atmosphere (X2)	X2.1	0.659	Valid
	X2.2	0.685	Valid
	X2.3	0.617	Valid
	X2.4	0.718	Valid

	X2.5	0.675	Valid
	X2.6	0.793	Valid
	X2.7	0.746	Valid
	X2.8	0.776	Valid
	X2.9	0.766	Valid
	X2.10	0.694	Valid
Customer Satisfaction (Y)	Y1.1	0.832	Valid
	Y1.2	0.864	Valid
	Y1.3	0.720	Valid

Source:: Processed Data (2023)

Table 2. **Reliability Test Results**

	Cronbach's Alpha	Description
Customer Satisfaction (Y)	0.730	Reliable
Dining Atmosphere (X2)	0.895	Reliable
Service Quality (X1)	0.799	Reliable

Source:: Processed Data (2023)

Table 3. **Average Variance Extracted (AVE)**

Variabel	Average Variance Extracted
Customer Satisfaction (Y)	0.652
Dining Atmosphere (X2)	0.511
Service Quality (X1)	0.540

Source:: Processed Data (2023)

Table 4. **Composite Reliability**

	Composite Reliability	Description
Customer Satisfaction (Y)	0.848	Reliable
Dining Atmosphere (X2)	0.912	Reliable
Service Quality (X1)	0.853	Reliable

Source:: Processed Data (2023)

Table 5. **Cross Loading Analysis Results**

Indicator	Customer Satisfaction (Y)	Dining Atmosphere (X2)	Service Quality (X1)
X1.1	0.368	0.392	0.698
X1.2	0.730	0.516	0.830
X1.3	0.681	0.558	0.810

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X1.4	0.353	0.515	0.645
X1.5	0.398	0.595	0.672
X2.1	0.470	0.659	0.594
X2.2	0.481	0.685	0.535
X2.3	0.391	0.617	0.524
X2.4	0.415	0.718	0.539
X2.5	0.409	0.675	0.546
X2.6	0.608	0.793	0.475
X2.7	0.627	0.746	0.416
X2.8	0.656	0.776	0.486
X2.9	0.706	0.766	0.501
X2.10	0.603	0.694	0.443
Y1.1	0.832	0.677	0.559
Y1.2	0.864	0.684	0.617
Y1.3	0.720	0.504	0.626

Source:: Processed Data (2023)

Table 6. **Determination Coefficient Test Results**

Variabel Dependen	R Square	R Square Adjusted
Customer Satisfaction (Y)	0.681	0.677

Source:: Processed Data (2023)

Tabel 7 **Hypothesis Testing Results**

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ($|O/STDEV|$)	P Values	Result
Service Quality (X1) towards Customer Satisfaction (Y)	0.394	0.080	4.904	0.000	H1 Reliable
Dining Atmosphere (X2) towards Customer Satisfaction (Y)	0.502	0.082	6.149	0.000	H2 Reliable

Source:: Processed Data (2023)

CONCLUSION

This research focuses on service quality and dining atmosphere on customer satisfaction of authentic restaurants in Tangerang. So that through the results of research that has been conducted by the author along with the entire discussion that has been described, the following can be concluded that the results of this study, namely; 1) The results of hypothesis testing show that the Service Quality variable at authentic restaurants in Tangerang has a positive effect on Customer Satisfaction. In this case, the intended service quality is the sensitivity, responsiveness, consistency, initiative, and empathy provided by the restaurant to customers. 2) The results of hypothesis testing show that the Dining Atmosphere variable at authentic Indonesian restaurants in Tangerang has a positive effect on Customer Satisfaction. In this case, the dining atmosphere is in the form of aroma, comfort and cleanliness, taste, scenery, and layout of a restaurant.

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The following are some suggestions that the author can convey for further research, namely; 1) Further research can increase the number of variables that can affect customer satisfaction. The variables used can use other types of variables in order to expand the picture of each influence of each variable, such as price, promotion, location, and others not examined by the author. 2) Future researchers can develop this research by adding the number of samples so that the results obtained are more accurate and closer to the existing population. 3) Future researchers can also review the possibility of mediating variables that can explain the relationship between service quality, dining atmosphere, and customer satisfaction. 4) The restaurant entrepreneurs can create a comfortable atmosphere by maintaining and paying more attention to the cleanliness of the restaurant and can improve the quality of their services to be able to increase the level of satisfaction of visiting customers.

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