

The Influence of Food Quality, Store Atmosphere on Consumer Satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru

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ABSTRACT

This study aims to determine the effect of food quality, store atmosphere on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru. The method used in this study is quantitative statistical method. The sample in this study amounted to 100 respondents who were determined using purposive sampling and using questionnaires as data collection instruments. From data analysis which includes validity tests, reliability tests, linear regression analysis, hypothesis tests and determination coefficient tests, it was found that food quality has a significant effect on consumer satisfaction, store atmosphere has a significant effect on consumer satisfaction and the results of F food quality and store atmosphere tests simultaneously have a significant effect on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru.

INTRODUCTION

The increasingly advanced and developing era has an influence on the development of business and business. Business and business development can result in changes in marketing patterns and competition in an effort to maintain its business. Rapid population growth will certainly increase the amount of public consumption. Business continues to grow is the culinary business.

Given the increasing amount of public consumption, there is also great public interest in entering the culinary business. The number of businesses engaged in the culinary sector makes business competition tighter with different marketing systems. Another factor that also encourages entrepreneurs to engage in the culinary business is the shift in lifestyle in the community where it has begun to open and has begun to get used to eating outside the home, because in addition to efficiency it is also used as a means of refreshing.

The rapid growth, especially restaurants, is not only happening in big cities, but also in small cities. In line with this, this causes almost all businesses engaged in the food sector to be aware of the competitive position of the culinary industry which is rapidly the city of Pekanbaru. The restaurant industry in the city of Pekanbaru is divided into three categories, namely restaurants, cafes and restaurants.

The culinary business that is currently busy in the city of Pekanbaru is pecel catfish is one of the culinary in Indonesia. A typical Javanese food has become one of the culinary that is very popular with many people so that this catfish pecel business is always everywhere almost all over Indonesia. In the pecel catfish business not only sells catfish food but there are several other menus sold such as ayam penyet, grilled chicken, grilled fish and others. So for people who do not like catfish can order other foods. From there, the catfish pecel business is very developed because the menu in the catfish pecel business is not only catfish.

The advantage of the catfish pecel business is a business that will still be needed and always sought after by many people to meet basic human needs. In terms of profit, the catfish pecel business opportunity has enormous potential in income for the owner. This states that many catfish pecel in Pekanbaru must have an ideal marketing strategy to increase the number of consumers and consumer satisfaction.

In a culinary business, in addition to prioritizing food quality, restaurants also prioritize store atmosphere. Speaking of the culinary industry, the atmosphere of the place or store atmosphere is also an important part that must be considered by every restaurant. The existence of a comfortable place atmosphere can create a positive impression in the eyes of customers (Miswanto & Angelia, 2017). According to Berman and Evans (2010) in (Rameli & Kempa, 2021), atmosphere is a physical characteristic found in a place and can be used to attract customers. Store atmosphere is expected to make customers feel comfortable and can spend more time in the place. With various strategies to increase customer satisfaction, the owner of Pecel Lele Wonosobo plans a business strategy by improving the existing store atmosphere, including by updating the existing internal layout, as well as playing music that suits the atmosphere of the restaurant, providing indoor and outdoor areas and also providing restrooms and prayer rooms.

Table 1. List of Sales Targets and Realization of Pecel Lele Wonosobo Sudirman Pekanbaru for 2018-2022

Year	Sales Target (Rp)	Number of Consumers	Sales Realization (Rp)	Persentase
2018	450.000.000	17.640	441.200.000	98%
2019	550.000.000	18.720	468.000.000	85%
2020	550.000.000	16.550	400.151.000	72%
2021	650.000.000	19.425	525.850.000	81%
2022	650.000.000	20.075	602.250.000	92%

Source : Sales Data of Pecel Lele Wonosobo Sudirman Pekanbaru, 2023

Show sales targets and sales realization against sales targets that have been given by the company in the last 5 years. In this business world, there is not always an increase, there will definitely be a decrease, it can be seen from the explanation above that from 2018-2022 there have been ups and downs in revenue and there has not been a single year to achieve the sales target set by Pecel Lele Wonosobo Sudirman Pekanbaru. In 2018 sales realization amounted to 98%.

In 2019 it decreased by 85%. In the following year, 2020, it became the toughest year for Pecel Lele Wonosobo, because this year the COVID-19 pandemic has entered Indonesia. Many sectors of the Indonesian economy were also affected and declined. Another impact that occurs in the economic sector where many businesses have gone out of business. But Pecel Lele Wonosobo can still survive despite experiencing a significant decline from the previous year to 72%.

In 2021, Pecel Lele Wonosobo began to adapt to changes in lifestyle patterns caused by the COVID-19 pandemic and experienced a greatly increased increase from the previous year, which was 81%. Then in 2022 Pecel Lele Wonosobo moved its sales location not far from its previous location. Pecel Lele Wonosobo before moving only sold in a tent like people selling pecel catfish in general, then the owner of the company opened in a shophouse certainly more comfortable and spacious. And the owner renovated the interior or atmosphere of the shophouse so that it caused the intention of consumers to visit again and feel more comfortable to enjoy food dishes and this increased sales by 92%. And here is data on the number of consumer complaints in Pecel Lele Wonosobo Sudirman Pekanbaru.

LITERATURE REVIEW

Marketing

According to Kotler and Keller (2009: 5) marketing (marketing) is identifying and meeting human and social needs. One good and concise definition of marketing is "meeting a need in a profitable way".

While according to (Kotler and Armstrong, 2014) stated The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Definition 9 means that, The process by which companies create value for customers and

build strong customer relationships to capture value from customers in return (Yoeliastuti et al., 2021)

Food Quality

According to (Titah Salsabilah, 2018) explained that food quality is a characteristic that describes the quality of something served in this case in the form of food which can then be assessed by looking at the points that must be evaluated through nutrition in a food, the ingredients used, taste, and appearance of a product so as to create a desired product standard. In his research, (Uddin, 2019) said that food quality is a characteristic that shows that a food is suitable for consumption or quality for a customer, and quality food can be measured from the variation in menu, taste, freshness, temperature, healthy choices, and nutritional value of a food.

According to West, Wood and Harger (2006); Gaman and Sherrington (1966); and (Jones, 2000, pp.109-110) states that broadly speaking the dimensions of food quality consist of:

1. Color
2. Appearance
3. Serves
4. Form
5. Temperature
6. Texture
7. Aroma
8. Taste

This is done to attract consumers' attention in deciding to buy a product and has the effect of increasing product sales.

Store Atmosphere

According to (Meldarianda, 2010) store atmosphere is a combination of physical characteristics of the store / restaurant such as architecture, layout, lighting, display, color, temperature, music, aroma that thoroughly creates an image in consumers.

According to (Kotler & Keller, 2013) store atmosphere is another weapon element owned by stores. Each store has a physical layout that makes it easy or difficult for shoppers to go around in circles. Every store has an appearance. The store must form a planned atmosphere that suits its target market and that can attract consumers to buy.

According to (Zentes, 2017), atmosphere consists of several dimensions as follows:

- 1). Visual elements
- 2). Acoustic element
- 3). Olfactory element
- 4). Tactile elements
- 5). Gustatory element

Customer Satisfaction

Customer satisfaction is very important in an effort to prevent restaurants from closing and experiencing losses and even going out of business. According to Kotler in (Nggaur, 2018) that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results).

Consumer satisfaction can also be interpreted as the attitudes and feelings that consumers have about a company describing the satisfaction of consumers (Hill, 2007).

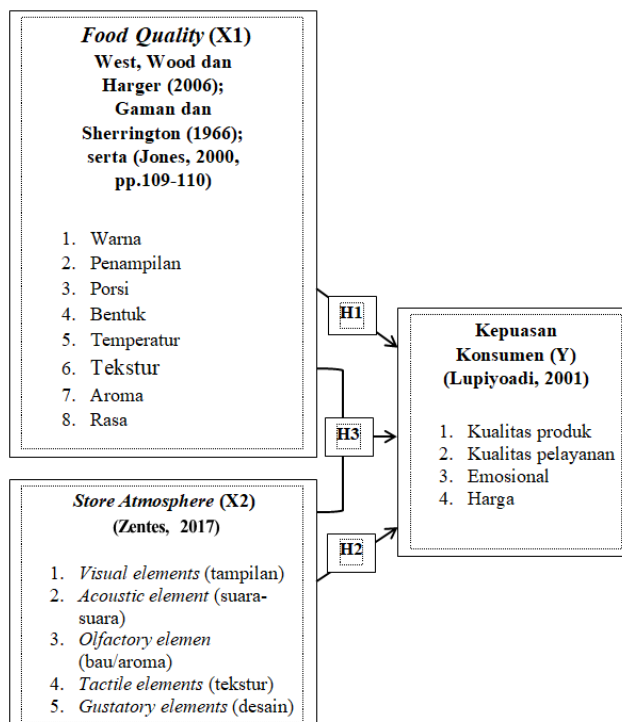
According to (Lupiyoadi, 2001) in dimensions that determine consumer satisfaction such as:

- 1). Product Quality
- 2). Service quality
- 3). Emotional
- 4). Price

From the provided description, it is evident that purchasing decisions will occur before consumers decide to buy. Here consumers will first evaluate the product or service that will be used, looking at the benefits of the product or service to see whether it really meets the benefits needed by the consumer.

From the theoretical study presented previously, it can be used as an illustration for a framework for thinking. This framework of thinking is used to direct the picture in understanding research towards the expected goals.

So, you can see an overview of the framework of thought proposed by this research as follows:



The researcher refers to the problem formulation, objectives and benefits of the research, so the hypothesis put forward by the researcher is as follows:

H1: It is suspected that there is an influence of food quality on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru.

H2: It is suspected that there is an influence of store atmosphere on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru.

H3: It is suspected that there is an influence of food quality and store atmosphere on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru.

METHODOLOGY

In this study, the type of research used is quantitative approach research. According to (Saifuddin, 2013) quantitative research methods are research methods that emphasize the use of numerical data or numbers whose processing uses statistical methods.

Population

According to (Sugiyono, 2018) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. This study uses a population, namely consumers who have visited or purchased at least twice at Pecel Lele Wonosobo Sudirman Pekanbaru, because they are considered to have knowledge and experience that will later be able to provide responses to the research.

Sample

According to (Sugiyono, 2020) the sample is part of the sum of the characteristics possessed by the population. The validity of a sample lies in its properties and characteristics close to the population or not, not in its size or quantity. The sample is a portion that is representative of the population. To determine the magnitude of the minimum number of samples in this study using samples with the Slovin formula.

In this study there were 100 respondents and the sampling technique in this study was purposive sampling, which is a sampling technique with certain considerations or characteristics that are in accordance with the research problem to obtain representative data (Sugiyono, 2018).

The certain considerations chosen by researchers to be sampled are:

1. At least buy one food or beverage product in Pecel Lele Wonosobo in each visit.
2. Have visited and bought Pecel Lele Wonosobo products more than 2 times.

Measurement technique

To find out the responses of respondents, the measurement technique carried out in this study is the Likert scale. Sugiyono (2017) is a scale that is carried out to assess the attitudes, opinions and responses of individuals or groups regarding a social phenomenon. Furthermore, this study conducts social phenomena specifically set by the researcher, which will be said to be research variables.

Data analysis technique

In this study, Descriptive analysis is used i.e. research methods that present a depiction of conditions and events, and descriptive statistics are needed for descriptive analysis. Sugiyono (2017) explains statistics aimed at analyzing data by describing or presenting data that is collected just like that without drawing general conclusions. Quantitative data analysis is an analysis intended to assess the relationship between variables used in research by utilizing calculations or statistical tests of data obtained from questionnaire answers to primary data.

RESEARCH RESULT

Descriptive Analysis

The research carried out involved a sample of 100 at Pecel Lele Wonosobo Sudirman Pekanbaru. This research was conducted using the questionnaire distribution method. The instrument used is a questionnaire that has been prepared by researchers to obtain respondents' opinions so that the results can be summarized to assess using rating scale guidelines. Then the data obtained was processed by carrying out a linearity test using SPSS 23.0.

Analysis of Respondent Characteristics

Based on observations made by researchers, several assessment indicators in this study received good scores.

Food Quality

Based on table 5.9, it can be seen that the recapitulation of the responses of Food Quality respondents Pecel Lele Wonosobo Sudirman Pekanbaru is categorized very well with an average score of 3,91. The appearance dimension has the highest score of 4.12 while the lowest score is the portion dimension with a score of 3.72. This shows that the variable food quality Pecel Lele Wonosobo Sudirman Pekanbaru has a very good food dish that makes consumers feel satisfied but for food portions can be improved again so that consumers feel satisfied.

Store Atmosphere

Based on table 5.15, it can be seen that the recapitulation of respondents' responses to consumer satisfaction Pecel Lele Wonosobo Sudirman Pekanbaru is categorized very well with an average score of 3.77, the Visual Elements dimension (display) has the highest score of 4.14, while the lowest score is the Acoustic element dimension (sounds) with a score of 3.39. This shows that the variable store atmosphere Pecel Lele Wonosobo Sudirman Pekanbaru is good so that it makes consumers comfortable with the atmosphere of the dining place provided

Customer Sastisfaction

Based on table 5.20, it can be seen that the recapitulation of respondents' responses to consumer satisfaction Pecel Lele Wonosobo Sudirman Pekanbaru is categorized as good with an average score of 3.78. The emotion dimension has the highest score of 3.90 while the lowest score is the service quality

dimension with a score of 3.68. This shows that the variable of consumer satisfaction Pecel Lele Wonosobo Sudirman Pekanbaru is good so that it makes consumers feel satisfied when visiting Pecel Lele Wonosobo Sudirman Pekanbaru.

From the results of the data, it can be concluded that the purpose of this study is to determine the impact of food quality and store atmosphere on customer satisfaction. The results showed that the results were as expected. Findings from descriptive analysis of independent variables suggest that the evaluation falls into the "good" category. In addition, research findings reveal that food quality and store atmosphere collectively exert an important influence on consumer satisfaction of Pecel Lele Wonosobo Sudirman Pekanbaru products.

Test Data Analysis

Simple Linear Regression Analysis

Food Quality to Customer Satisfaction Pecel Lele Wonosobo Sudirman Pekanbaru

Simple linear regression analysis is used to analyze the effect of one independent variable on the dependent variable. Where in this study to measure the effect of Food Quality (X1) as an independent variable on Consumer Satisfaction (Y) as a dependent variable in Pecel Lele Wonosobo Sudirman Pekanbaru products. Based on the SPSS program, simple linear regression results are obtained as follows.

Table 2. Results of Simple Linear Regression Analysis of Food Quality on Consumer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.966	2.351		-.411	.682
Food Quality	.520	.037	.819	14.139	.000

Source: Research Processed Data Version 23, 2024

So that the results of the equation model can be interpreted as follows.

1. This constant value of -0.966 can be interpreted if Food Quality is assumed to be zero (0) then Consumer Satisfaction is -0.966.
2. The value of the regression coefficient of the positive promotion variable, which is 0.520, can be interpreted that every increase in Food Quality by 1 unit, it will increase consumer satisfaction by 0.520.

t Test (Partial Test)

Table 3. Food Quality t-Test Results on Consumer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.966	2.351		-.411	.682
Food Quality	.520	.037	.819	14.139	.000

Source: Research Processed Data Version 23, 2024

The effect of promotion on consumer interest based on the results of the T test above, can be concluded:

Food quality significance value of $0.000 < 0.05$ with t-count of $14.139 > t$ -table 1.660. With this, it can be interpreted that the hypothesis that states that Food Quality affects consumer satisfaction in Pecel Lele Wonosobo Sudirman Pekanbaru products can be accepted.

Coefficient of Determination Test

Table 4. Coefficient Test Results of Food Quality Determination on Consumer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.671	.668	4.424

Source: Research Processed Data Version 23, 2024

Shows the value of R Square (R²) showing a number of 0.671 thus it can be concluded that consumer satisfaction can be explained by food quality of 67.1% while the rest is explained by other variables that are not assumed in this study. Pricing Determination of Rotte Bakery Purchasing Decisions

Simple linear regression analysis is used to analyze the effect of one independent variable on the dependent variable. Where in this study to measure the influence of Store Atmosphere (X₂) as an independent variable on Consumer Satisfaction (Y) as a dependent variable in Pecel Lele Wonosobo Sudirman Pekanbaru products. Based on calculations with the SPSS program, simple linear regression results are obtained as follows.

Table 5. Results of Simple Linear Regression Analysis of Store Atmosphere on Consumer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.438	1.865		1.308	.194
Store Atmosphere	.800	.050	.851	16.065	.000

Source: Research Processed Data Version 23, 2024

So that the results of the equation model can be interpreted as follows.

1. This constant value of 2.438 can be interpreted if the price is assumed to be zero (0) then consumer interest is 2.438.
2. The value of the regression coefficient of the positive price variable, which is 0.800, can be interpreted that every price increase of 1 unit, it will increase consumer interest by 0.800.

Multiple Linear Regression

Multiple linear regression analysis is used to analyze the effect of one independent variable on the dependent variable. Where in this study to measure the effect of Food Quality (X1) and Store Atmosphere (X2) on Consumer Satisfaction (Y) as a dependent variable in Pecel Lele Wonosobo Sudirman Pekanbaru products. Based on calculations with the SPSS program, multiple linear regression results are obtained as follows.

Table 6. Multiple Linear Regression results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.547	2.007		-.771	.443
Food Quality	.227	.057	.357	3.974	.000
Store Atmosphere	.519	.084	.553	6.150	.000

Source: Research Processed Data Version 23, 2024

So that the results of the equation model can be interpreted as follows.

1. This constant value of -1.547 can be interpreted if food quality and store atmosphere are assumed to be zero (0) then consumer interest is -1.547.
2. The value of the regression coefficient of the food quality variable is positive, which is 0.227, which can mean that every increase in promotion by 1 unit, it will increase consumer interest by 0.227.
3. The value of the regression coefficient of the store atmosphere variable is positive, which is 0.519, which can mean that every price increase of 1 unit, it will increase consumer interest by 0.519

Simultaneous Test (F-test)

This test is used to determine whether the independent variables together have a significant effect on the dependent variable (Y) or to find out whether the regression model can be used to predict the dependent variable or not.

Table 7. Significance Test F (Simultaneous) ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4449.956	2	2224.978	156.416	.000 ^b
Residual	1379.804	97	14.225		
Total	5829.760	99			

Source: Research Processed Data Version 23, 2024

With a significance level of 0.05, the F-table in this study is 3.09. Based on the results of the F test above, it was found that $F_{calculate}$ was $156.416 > F_{table}$ 3.09 and sig $0.000 < 0.050$. So, it can be stated that H_0 is rejected and H_a is accepted, meaning that Food Quality (X1) and Store Atmosphere (X2) simultaneously have a significant effect on Consumer Satisfaction (Y).

Test of Coefficient of Determination (R²)

This test is used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y) or to find out whether the regression model can be used to predict the dependent variable or not.

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 ^a	.763	.758	3.772

Source: Research Processed Data Version 23, 2024

Shows the value of R Square (R²) showing a number of 0.763 thus it can be concluded that consumer satisfaction can be explained by food

quality and store atmosphere by 76.3% while the rest is explained by other variables that are not assumed in this study.

CONCLUSION

Quantitative analysis is a research method that emphasizes the use of numerical data or numbers whose processing uses statistical methods. Variables in a study by utilizing calculations or statistical tests from data obtained from questionnaire answers and primary data. Food quality is influenced by consumer satisfaction. Research findings also show that store atmosphere has a significant influence on consumer satisfaction. And it was concluded that there is a positive and significant influence directly on food quality, store atmosphere on consumer satisfaction at Pecel Lele Wonosobo Sudirman Pekanbaru.

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