



The Influence of Service Quality and Store Atmosphere on Customer Satisfaction at Vocational High School Business Center in Cirebon

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ABSTRACT

The purpose of this research was to find out the influence between service quality and the atmosphere of the store on customer satisfaction at the Business Center at a vocational high school in Lemahabang Cirebon. Research methods used are validity test, reliability test, and multiple Linear Regression. The analysis tool used is the SPSS tool. The results of this study explain the influence between service quality of the store and the atmosphere of the store on customer satisfaction. This indicates that there needs to be an improvement of services such as honest words and friendly behavior to improve the quality of store service and modify the temperature and layout of goods to be more varied to entice customers to feel happy and make more visits to support the success of the business.

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

INTRODUCTION

Business and business competition in today's globalization era is growing rapidly and the retail market is becoming increasingly competitive. Retailers are constantly looking for different offers to market their retail, One of the ways they can differentiate is customer service and store atmosphere to customer satisfaction. According to (Rahma Pratiwi Saragih, Lamidi, 2016) stated that Consumer Service unit activities and programs carried out by retail to make the consumer shopping experience more rewarding for consumers. Retail buying and selling transactions that occur in improving consumer assessment of goods or services received and other elements such as employee behavior to customers. Services provided to retail tend to be related to information about the goods available to offer.

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However, the Business Centre in Cirebon vocational high school employees are considered to have less than maximum service to the consumer related to the information offered.

Business Centre is a retail that has cooperated with Alfamart. Alfamart is retail that is already big and quite famous everywhere. Alfamart already has its image, one of which is like a good store atmosphere. Atmosphere of the store is a communication that is done indirectly with customers to show the social class of goods or services offered, the goal is to encourage consumers to make purchases. The atmosphere of the store looks clean, neatly organized, fresh air will result in consumers feel satisfied to have visited the store otherwise if the store is not neat or dirty consumers will feel discomfort or dissatisfaction in such an environment so that it can be an obstacle.

Consumer satisfaction is important for the company because it is considered to be the thing that can increase profits where consumer satisfaction aims to establish a good long-term relationship with customers. The existence of stores that are increasingly spread in the school environment becomes a tight competition because stores want to get as many consumers as possible to get the most profit. Every day many consumers are always visiting the Business Centre so customer service is poorly handled and the store atmosphere is also less controlled resulting in a lack of customer satisfaction.

LITERATURE REVIEW

Service Quality

Service According to (Rahma Pratiwi Saragih, Lamidi, 2016) states that Quality can be widely viewed as an advantage or privilege and can be defined as the delivery of services that are relatively special or superior to consumer expectations. The company did something that did not meet consumer expectations, meaning that the company did not provide good quality service. According to (Kristiana, 2017) states that the quality of service is a consumer perspective in the long run and is a cognitive evaluation of the transfer of services.

The quality of service is quite complicated to apply so that it is most considered in marketing science (Lubis & Andayani, 2018). The quality of service applied will be evaluated continuously for future improvement. It is stated that the quality of service has been described as multidimensional construction that is built through evaluation of the concept of several aspects related to services. As a complex thing in the discipline of marketing, therefore the idea of the concept of quality of service tends to develop. Especially the need for a model to assess the quality of services provided by companies or service organizations and retail.

The search for quality of service at retail companies has implications for understanding quality. There are two approaches in the concept of quality, namely: (1) objective quality approach (2) subjective quality approach. An objective approach is an approach that emphasizes the view of quality internally, through production and supply approaches, adapting to established views, eliminating errors in transactions, low costs, and activities by established standards. A subjective approach is an approach that emphasizes the external view of quality, marketer approach, or demand, the customer gives a realistic assessment of quality, related to the company's ability to define the needs and needs of consumers, and emphasizes high contact activities with customers.

Service quality has several dominant factors called SERVQUAL. These factors include reliability, responsiveness, assurance, empathy, and tangible (Parasuraman, A., Zeithaml, V,A & Berry, 1998). Reliability is the provision of services that are done accurately. Responsive means a quick response from the company to the customer. Assurance is polite behavior to give rise to trust. Empathy is a sense of care shown by the neighbor. While tangible is the physical appearance of the company can be the appearance of stores, employees, and existing facilities.

Store Atmosphere

(Vrechopoulos, 2010) explained that the atmosphere of the store is controlled primarily by retailers (e.g. store layout, product display techniques, store charades, etc.), the potential for mass customization. Retailers manipulate aspects of the store atmosphere to influence consumer behavior. However, in conventional settings, consumers can also influence the atmosphere through the noise, smell, type of behavior, type of physical appearance, crowding, and so on. Also, consumers can adjust some of the store environment variables (for example, the graphical user interface of a computer screen placed on their smart shopping cart inside a conventional grocery store). Through this atmosphere, they can enjoy a customized set of store atmosphere features such as product display techniques, music, customized background colors from their computer screen, customized layout navigation to more easily find the desired product while in the store.

According to (Kristiana, 2017) himself explained that the store atmosphere is a combination of types of store buildings such as architecture, the position of goods, lighting, display of products, wall color, room temperature, the presence of music, aromas that will create an image in the mind of consumers when visiting. The atmosphere of the store is well regulated by the retail party aims to communicate information related to the store services such as prices and availability of merchandise that is current. Visual communication consisting of graphics, signboards, stage effects, both in stores and in windows will help increase sales by providing information about products and suggesting buying goods. Visual communication in question such as store nameplate, color, informative elements in it, brightness, and logo are different from others.

System lighting according to (Kartika Yudha & Suprapti, 2018) is a lighting condition to support sales. The shape is like lighting that is directed to merchandise. The concentration of goods should be done by giving special light to certain parts or items. The use of this lighting can attract the attention of consumers. Then use incandescent lamps for a warm impression and delight customers. Then there can be a very different impression than the lighting of softer incandescent lamps. Lighting can hide flaws such as faults and poor store design.

Creative use of color can enhance the impression of retail and help create a customer's mood. Color can be a product visualization that can improve the attractiveness, attention, spirit, and mood of customers. Red and yellow colors can trigger psychological and physiological effects as opposed to blue and green colors. The meaning of the use of green and blue colors is calm, peaceful, and pleasant colors. Each store has a different color match depending on the product or service offered. Examples such as cold colors are most effective for retail in selling products at high prices or services.

Retail store management can also play music with genres favored by its target market, for example for youth fashion stores that play music with the genre of hip hop or

pop-rock, jewelry stores that play jazz types, and so on. Appropriate music embedding can provide customer comfort to stay at the location longer. The longer customers spend in the store the chances of impulse buying are also high.

Aroma, smell, the fragrance is one of the atmospheres of the store that is deliberately presented in the environment as one of the attractions for visitors. Customers whose senses are normal will respond emotionally to the condition. Aroma perception and interpretation are complex events involving a combination of biological, psychological, and memory responses (Wilkie, 1995 in, Michon and Chebat, 2003). This causes scents within the retail environment to be an important variable for emotional reactions.

Many decisions to buy based on emotions and smells have a huge impact on consumer emotions. The smell, more than any other sense is the determinant of feelings of joy, hunger, disgust, and nostalgia. Shops that use fragrances can enhance a consumer's subjective shopping experience by making them feel like they are spending less time looking at goods or waiting for salespeople or queuing at the checkout (Utami, 2006).

The authors found several previous studies related to environments with certain scents that influenced consumer behavior and positive perceptions. However, the smell of the room that does not meet consumer expectations will make consumers uncomfortable. So if the retailer wants to provide aromas in its stores then it must be with a selective selection of scents so as not to disappoint visitors because of the discomfort.

Customer Satisfaction

According to Jones (2008) found a theory that thinks consumer satisfaction will be influenced by consumer feelings towards products that have been purchased. When viewed from the managerial position in maintaining and improving customer satisfaction is important. So that managers are required to be able to create programs to increase satisfaction because it is an investment. Good satisfaction is influenced by consumer evaluation of product performance.

(Cucu Sumartini & Fajriany Ardining Tias, 2019) explained that consumer satisfaction will provide several benefits if through the process of planning, implementation, and control of special programs.

1. Reaction to low-cost producers. Competition in many industries is characterized by overcapacity and oversupply. Usually to gain market share is what does the price cut. To maintain consumers to always be satisfied products or services offered by manufacturers tend to be low cost. Quite a lot of companies are willing to pay a higher price for better service and cauldrons.
2. Economic benefits. Consumer retention versus perpetual prospecting that a study shows that maintaining and satisfying today's consumers is much cheaper than constantly trying to attract or expect new consumers.
3. Cumulative value of ongoing relationships. To maintain consumer loyalty over a certain period will produce more high enthusiasm than individually.
4. Persuasive power WOM. In the industry, references from relatives are more believable and persuasive than advertising. Then the satisfaction will study the extent to which consumers recommend the product or service to others.

5. Reduction of price sensitivity. Customers will be loyal to the company if the company is more likely to offer service and quality than the price.
6. Consumer satisfaction is one indicator of future business success. Good customer satisfaction is an investment for the company because getting a good reputation takes a long time.

Consumer Satisfaction have some indicators. According to (Kotler, 2016) states that consumer satisfaction is divided into two:

1. Functional Satisfaction. Is the satisfaction obtained from the function or use of a product
2. Psychological Satisfaction. The feeling of pleasure obtained from intangible attributes

Consumer satisfaction can measurement with some concept. According to (Kotler, 2016) states that there are four methods carried out by the company to find out the level of consumer satisfaction, namely complaints and advice systems, consumer satisfaction surveys, ghost shopping, and consumer loss analysis. A complaint and advice system is a collection of information obtained directly from consumers as input for the company. Unlike consumer satisfaction surveys that can be done in many ways such as posts, telephones, and personal interviews. Ghost shopping itself is comparing the strengths and weaknesses of similar companies. Lastly, the analysis loses consumers to find out why customers stop using our products.

RESEARCH METHOD

This research was conducted by quantitative research method while the chosen approach is descriptive. The descriptive approach is useful to explain the description of a sample that has been collected for research without containing general conclusions (Sugiyono, 2013). The breadth of information is characteristic of quantitative shortness so it is suitable to be applied to large populations with limited variables. Later, the data or research results will be considered as a representation of the entire population. The measurement tool used in this study is a questionnaire created in the google form. The structure is standard and in the form of closed questions where researchers provide a choice of answers to select respondents according to their behavior.

Researchers determined that the population that became the object in this study was all students and teachers of SMKN1 Lemahabang with a total of 1,000 respondents. I'm not going there is about 1,000 population in the Business Centre so the author calculated the number of samples by using the Slovin formula to obtain the number of Respondents to be studied. Slovin formula is $n = N / (1 + N (e)^2)$, The number of population in the Business Centre is as many as 1,000 people who are included in the formula Slovin then, in this case, the respondents to be studied at the Business Centre SMKN1 Lemahabang is 100 respondents.

The type of technique to be used is simple random sampling is declared simple because the sampling of population members is done randomly regardless of the equivalent that exists in that population. How to take samples with simple random sampling can be done by lottery method, ordinal, or random number table. for the determination of samples in this way is quite simple, but in practice, it will take time. Moreover, the number of samples is large.

In the methodological explanation, it is important to list the source of the data to be the subject of research. In addition to explaining the extent of input quality and data processing that will be made in the researchers' decision later. The process of collecting data is done through a questionnaire with google form to respondents to obtain the required data. In quantitative data collection, because the nature of the data is structured, it will make the process of making data into quantitative data that is turning the original data into data in the form of numbers. Quantitative data is structured or patterned so that the variety of data obtained from the source (respondents) tends to have a pattern that is easier to read (Dewi, 2020).

Data analysis tools used in future research using validity test analysis tools, reliability test, multiple linear regression, multiple correlations, determination followed by hypothesis test.

1. Perform a validity and reliability test. The first validity test will be carried out. Its function is to be used to determine the feasibility of items in a list of questions in defining a variable. The result of r count we compare with r table where $df=n-2$ with sig 5%. If r table $<$ r count then the question is valid. After that, a reliability test is carried out. This test is important to measure the stability and consistency of respondents in answering points related to the construction of questions that have been compiled in a form of the questionnaire by penalty. Criteria in reliability test if alpha value $>$ 0.60 then it is said to be reliable.
2. Multiple Linear Regression Analysis. Linear regression analysis between two or more independent variables (X_1 and X_2) with the dependent variable (Y). This analysis is to determine the influence between independent variables and dependent variables whether independent variables are positive or negative and to predict the value of dependent variables if the value of independent variables increases or decreases.
3. Multiple correlations. The magnitude of the relationship between variables is explained by multiple correlations. This coefficient shows great relationships. This coefficient shows how much of a relationship there is between service quality and store atmosphere as independent variables (X_1 and X_2) simultaneously to customer satisfaction variables (Y). Criteria R -value between 0 to 1. If a value is closer to 1 means the relationship that occurs is stronger, on the contrary, if the value is closer to 0 then the relationship will be weaker. According to Danang Sutoyono (2016:57) stated the purpose of the correlation test is to test whether two variables namely free variables and bound variables have strong or not strong relationships, whether the relationship is positive or negative.
4. Determination Analysis (R^2). A coefficient of determination is a measure to know the suitability or accuracy between the expected value or regression line with the sample data. To find the coefficient of determination can be found by using the formula $Kd = r^2 \times 100\%$.
5. Hypothesis Test
 - a. Test t . The t -test is used to test each variable. If t calculate is smaller than t table then the free variable does not affect bound variables. If t calculate is greater than t table then free variables affect bound variables. Test t ($\alpha=5\%$)
 - b. Test F . F test aims to know the influence of free variables together (simultaneously) on bound variables. The ANOVA table that appears explains if the probability value is <0.05 then its effect is equally significant. Conversely,

if the condition is a significant value > 0.05 then it means there is no significant influence. Further comparisons are made. Comparison by calculated F value with table F. If the value of F calculates $> F$ of the table then the hypothesis is accepted.

RESULT AND DISCUSSION

Based on the data obtained when conducting research using questionnaires can be processed validity test data and reliability test. The results of this study are presented in the form of a table of outputs from data obtained using the SPSS 18 program. Reliability tests are conducted on all questions in questionnaires together. If Cronbach's value is Alpha > 0.60 then Reliable. Based on the output above that the result of Croncach's Alpha can be seen in the table below.

Table 1. Result of Reliability Measurement

Variable	Cronbach Alpha	Description
Service Quality	0,610	Reliable
Store Atmosphere	0,604	Reliable
Customer Satisfaction	0,672	Reliable

Cronbach's Alpha to determine the instrument's reliability and the Item-Total Statistics section that contains the Corrected item-total Correlation value to determine validity. The corrected item-total correlation value is expressed as r-count with r-table. Based on the second part of the X1, X2, and Y variable outputs, it was found that from statements 1 to statement 14 none were of negative value, all were positive values and their value was greater than the r-table (0.165) the study obtained that 14 valid statements.

Table 2. Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Bet		
(Constant)	4.369	2.526		1.730	.087
Service Quality	.555	.95	.498	5.872	.000
Store Atmosphere	.297	.113	.222	2.618	.010

Based on table 2 which describes how big the coefficient of regression is, the explanation is written in the formula:

$$Y = 4,369 + 0.555 + 0.297$$

Constant of 4,369 means that if the quality of service (X1) and the atmosphere of the store (X2) is 0 then the customer satisfaction value remains at 4,369. Its mean that the shop atmosphere affects customer satisfaction similar with the research (Kartika Yudha & Suprpti, 2018). Likewise, service quality was found to have a significant effect on customer satisfaction which is the same as the research (Lubis & Andayani, 2018). While the regression coefficient of service quality variable (X1) of 0.555 means that if other independent variables remain and service quality (X1) increases by 1% then consumer satisfaction (Y) will increase by 0.555. The coefficient of store atmosphere variable

regression (X2) of 0.297 means that if other independent variables remain the store atmosphere (X2) increases by 1% then consumer satisfaction (Y) will increase by 0.297.

Table 3. Multiple Linear Regression Equations

Variable	Q	Sig. Value	Description
Service Quality	5.872	.000	Significant
Store Atmosphere	2.618	.010	Significant

The effect of service quality variables and store atmosphere partially on customer satisfaction is shown by looking at the probability value (p-value) in the Table 3 Coefficient. From the calculation result with SPSS analysis tool obtained the value of t calculates the most 5872 with a probability value of 0.000. The value is greater than 5%. So it can be said that the atmosphere of the store has a significant effect on customer satisfaction.

The value t calculates the quality of service 5,872 and the tablet value is 1,984. If the value of t calculates < t table then H1 is rejected. because the result is t calculate > t table (Value t calculate 5,872 and t table 1,984) then H1 is accepted or there is a positive and significant influence between the quality of service to customer satisfaction in the Business Centre. While the value t calculates the Store Atmosphere 2,618 and the table t value is 1,984. If the value t calculates <t of the table then H2 is rejected. because the result is t calculate > t table (Value t calculate 2,618 and t table 1,984) then H2 is accepted or there is a positive and significant influence between the Atmosphere of the Store on consumer satisfaction in the Business Centre.

Table 4. ANOVA Output Table

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	151.894	2	75.947	27.263	.000
Residual	270.216	97	2.786		
Total	422.110	99			

Table 4 shows the significant value of the ANOVA output, which is sig <0.05, so the hypothesis is accepted, it means that service quality (X1) and shop atmosphere (X2) together have an effect on customer satisfaction (Y) So the service quality and atmosphere of the sig shop is 0.00 <0.05, which means that the service quality (X1) and the shop atmosphere (X2) have a positive and significant effect on customer satisfaction (Y). Meanwhile, based on the comparative value of the F value calculated with the F table when viewed from the spss output in table 4, the calculated F value is 27.263. Because the F value is 27.263> 3.09, the service quality (X1) and shop atmosphere (X2) has a positive and significant effect on customer satisfaction (Y) or hypothesis H3 is accepted.

Tabel 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std Error of the estimate
1	.600	.360	.347	1.669

R square is (-) so it can be said that there is no influence. The smaller the coefficient of determination, it means that the influence of the independent variables on the dependent variable is getting weaker. Conversely, if the square value gets closer to 1, the effect will be stronger. Table 5 shows the influence of the variable service quality and shop atmosphere on customer satisfaction which is strong and influential, which is 36.0% and the output of the summary model shows that the coefficient of determination R square is 0.360. This means that the influence of the variable service quality and shop atmosphere on customer satisfaction is strong and influential.

CONCLUSION

Service quality has a strong relationship to customer satisfaction at the business center. With the good quality of service provided by the business center management to visiting customers, it will increase customer satisfaction. So it can be said that there is a positive and significant influence between service quality on customer satisfaction at the Business Center. Besides, there is a positive and significant influence between Store Atmosphere on customer satisfaction at the Business Center. A shop atmosphere that attracts consumers' attention will increase the pleasure of visitors.

This study shows a strong correlation between service quality and shop atmosphere on customer satisfaction. But even so, the quality of service that has been implemented needs to be improved again, such as how to treat customers in a friendly and honest manner. Meanwhile, the atmosphere of the Business Center Shop also needs to be improved, such as temperature regulation so that consumers feel comfortable when visiting, the orderly grouping of goods. Then it will lead to customer satisfaction. The high level of customer satisfaction can lead to benefits for the Business Center at vocational high school in Cirebon, such as the example of customer return visits which means good productivity.

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