

THE INFLUENCE OF SERVICESCAPE ON CUSTOMER SATISFACTION

Study on Monopoly café and resto Jl. Merbabu No. 21, Malang

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Abstract

This research aims to examine the influence of servicescape on customer satisfaction, a study on Monopoly café and resto Jl. Merbabu No 21, Malang.

The type of this research is *explanatory research*, in accordance with purpose to describe the casual relationship among variables though hypothesis testing. In this research used 120 samples, the sample and population were the customer of Monopoly café and resto. In this research, the data collection method is conducted through questionnaire distribution. The sampling technique used *purposive sampling*. Testing method in this research used Validity Test, Reability test and Classical Assumption Test. Analysis method in this research are multiple regression analysis and hypothesis testing used T test, F test, and dominant test with program SPSS *for windows* 16.0.

The result of this research showed that by partially analysis used T test can be concluded that Ambient Conditons, Space and Funtionally, Signs, Symbols, and Artifacts has significant effect on Customer Satisfaction. Further, the simultaneous analysis used F test can be concluded that variables Ambient Conditons, Space and Funtionally, Signs, Symbols, and Artifacts together have significant effect on Customer Satisfaction. The dominant test showed that Space and Functionally is the dominant effect on Customer Satisfaction. The new fact in this research showed that respondent agreed enough of Ambient Conditions, Space and Functionally, Signs, Symbols and Artifact on Monopoly cafe and resto is good enough and influence customer to be satisfied to Monopoly cafe and resto

Key Words: Servicescape, Ambient Conditions, Space and Functionally, Signs, Symbols, Artifacts, Customer Satisfaction

1. BACKGROUND

Economy in Indonesia has developed rapidly in this year. This situation is followed by many business practitioner persons who establish business in various sectors. Nowadays, the style of society has changed in modern life style. They prefer to spend their leisure time with going or visiting to the cool place or convenient place for meeting or sharing. It makes café and restaurant become the lifestyle in modern society. Business café and restaurant have developed rapidly in Malang. It was followed by many new cafe and resto with unique concept. The total of restaurant and cafe in Malang has increased in 2011 to 2013, from 567 to 703 (Program Pajak Online, 2014). There are many teenagers in Malang that chose to go to café and resto for meeting, sharing or talking with enjoying the menu that served. Malang becomes a student city in East Java. The total number of freshman in University of Airlangga are 5.215 students, and Institute of Technology Sepuluh November are 3.245 students. While the total number of freshman in State University of Malang are 6.303 students, and University of Brawijaya are 11.857 students in 2015 (Adhi, 2015). Business practitioner persons should be increasing its services through different concept of atmosphere to attract customer. Restaurant industry is one of the key contributors for the service sector in many Asian countries. It is relatively competitive in nature with stiff competition within the industry due to an increasing number of new entrants offering various food products and services (Voon, 2011).

Through servicescape, the businessperson can make a differentiation in their business and make their consumers interest and feel satisfaction. Restaurants today sense not only good food but also excellent service and a pleasant dining environment, reminiscent of Elmer Wheeler's adage that "you sell the 'sizzle,' not the steak (Kotler, 1973) in (Heung, V.C & Gu, T, 2012). Servicescape is an alternative in making difference between one and others. Booms and Bitner (1981) in Siu, Wan, & Dong (2011), defined servicescape is as "the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service". Dimensions of the service environment involve ambient conditions (e.g. temperature, air quality, noise, music, and odor), space/function (e.g. layout, equipment, and furnishings), and signs, symbols and artifacts (e.g. signage, personal artifacts, and style of décor). According to Bitner (1992) in Countryman & Jang (2006), developed atmospherics further by creating a conceptual framework for service settings and began using the term servicescapes to describe the physical environment in which services occur.

In business, satisfaction of customer is very important for business. According to Anderson, *et al.*, 1994; Anderson, *et al.*, 1997; Edvardsson *et al.*, 2000 in Tjiptono, (2006), customer satisfaction will create the loyalty of customer in a business, company's reputation, decrease flexibility in price, decrease transaction cost in future, and increase employee's efficient and employee productivity. Organizations, which are more efficient in providing value for customers, leading to higher customer satisfaction, are more likely

to survive in a competitive situation (Kujala & Ahola, 2005). A company that has a priority to customer satisfaction can survive in competitive situation in market.

Monopoly café & resto is a combine from four companies; they are Ria Djenaka, Ayam Goreng Bang Toyib, BigBro Pasta and Pizza, Chinten Chinese Food. Monopoly café & resto has concept about café & resto that prepare comfortable place for meeting, order food and drink with various menu, sharing with comfortable condition. This cafe is located in center city that can be reached easily by people, and it serves good facilities.

Based on the explanation above, the researcher is interested in conducting a research entitled, **“The Influence of Servicescape on Customer Satisfaction (Study on Monopoly café & resto Jl. Merbabu No 21, Malang”**

Problem Formulation

- **Research Formulation**

Based on the introduction session, it can be known the problem that can be appeared in observation, as follows:

1. Do Ambient Condition (X_1), Space and Functionality (X_2), and Sign, Symbols, and Artifacts (X_3) have simultaneous effect on Customer Satisfaction (Y) in Monopoli café & resto?
2. Do Ambient Condition (X_1), Space and Functionality (X_2), and Sign, Symbols, and Artifacts (X_3) have partially effect to Customer Satisfaction (Y) in Monopoly café & resto?
3. Among Ambient Condition (X_1), Space and Functionality (X_2), and Sign, Symbols, and Artifacts (X_3) which variable is the dominant factor on customer satisfaction (Y) in Monopoly café & resto?

- **Research Objectives**

1. To know the simultaneous influence of servicescape variables on customer satisfaction in Monopoly café & resto
2. To know the partial influence of servicescape variables on customer satisfaction in Monopoly café and resto
3. To know which among servicescape variable that has dominant influence on customer satisfaction in Monopoly café & resto

2. LITERATURE REVIEW

- **Servicescape**

The characteristic of service is intangibility. Servicescape is the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service (Booms and Bitner, 1981) in (Siu *et al.*, 2012). According to Bitner (1992) in Countryman & Jang (2006) developed atmospherics further by creating a conceptual framework for service settings and began using the term servicescapes to describe the physical environment in which services occur.

- **Ambient Conditions**

Ambient conditions are characteristics of environment that can be perceived through five senses. According to Budisantoso & Mizerski (2005), ambience factors are background feature that may or may not be consciously perceived but affect human sense such as air quality, noise, scent and cleanliness. Ambient condition consists of lighting, music, scent, temperature, color.

- **Space and Functionally**

Space and functionally is about the equipment and furniture in the room, setting up of the furniture, and the right line of circulation. The spatial arrangement can be used in floor, measure, and shape or form of furniture equipment of office, machine or other equipment and how the things are arranged as suitable as its functional and how the things can be used easily to make a transaction (Lovelock, Jochen, & Mussry, 2010)

- **Signs, Symbols, and Artifacts**

The signs, symbols and artifacts including a setting help customers to form their first impression of the overall servicescape and the service firm's ability to offer high-quality service (Siu *et al.*, 2012). Many objects in the service environment that act as an explicit or implicit signals to communicate the image of company help customers to find what they are looking for, and deliver the scenario of service (Lovelock, Wirtz and Mussry, 2010).

- **Customer Satisfaction**

Customer is the final goal of marketing. According to Oliver in Zeithaml (2013), satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment

Hypothesis

Based on the concept of existing research, the hypotheses proposed in this study are as follows:

- H₁ : Ambient Condition (X₁) has a positive effect on customer satisfaction (Y) in Monopoly café and resto
- H₂ : Space and Functionally (X₂) has positive effect on customer satisfaction (Y) in Monopoly café and resto
- H₃ : Signs, Symbols and Artifacts (X₃) has positive effect on customer satisfaction (Y) in Monopoly café and resto
- H₄ : Ambient Condition (X₁) is dominant variable effect on customer satisfaction in Monopoly café and resto

3. RESEARCH METHOD

- **Type of Research**

The type of research used in this study is explanatory research. In explanatory research, there is an implication that the existence of or a change in one variable causes or leads to a change in the other variable (Cooper and Schindler, 2011). This research

uses quantitative method to explain the role of servicescape on customer satisfaction in Monopoly café and resto.

- **Location of the Study**

The research location is in Monopoly café and resto located in Jalan Merbabu No.21, Malang. This location is at the center of Malang city which is easily reachable for visitors and customers.

- **Population and Sample**

Population is the total collection of elements about which a research wish to make some inferences (Cooper and Schindler, 2011). Following Roscoe (1975) in (Sekaran, 2003), the researchers take 120 sample which sample size larger than 30 and less than 500 are appropriate for most research, and in multivariate research (including multiple regression analysis), the sample size should be several times (preferably 10 times or more) as large as the number of variables in the study. The researcher decided that the sample is (10 times or more) 30×4 (total variables) = 120 respondents

- **Sampling Technique**

Sampling technique conducted in this study was done through non probability method. Non probability sampling is a sampling technique that does not use chance selection procedures but instead, relies on the personal judgment of the researcher (Malhotra and Peterson, 2006). The criteria of the sample are: (1) 19 – 28 Years Old, (2) Respondents ever came to Monopoly café and resto at least twice, and (3) Respondents should know how to fulfill the questionnaire

- **Data Collection Method**

This study conducts primary data which means distribute questionnaires to customer in Monopoly cafe and resto who meet the criteria determined by the researcher in June 8th until June 30th. The second data collection is trough secondary data were obtained through books, journals, articles from libraries, and internet. Previous research also becomes the secondary data in this study.

- **Operational Definition Variable**

According to Sekaran (2003), the independent variable is a variable that influences the dependent variable in either positive or negative way. Independent variable which are:

1. Ambient conditions – X_1 , this is the physical environment factors consisting of lighting, color, music, temperatures and cleanliness
2. Space and Functionally – X_2 , this is the physical environment factors consisting of the layout of equipment, tools, and furniture
3. Signs, symbols and artifacts – X_3 , this is the physical environment factors about the important one of signs, symbols and artifacts

According to Sekaran (2003), dependent variable is the variable of primary interest for the researcher. Dependent variable is customer satisfaction

4. FINDINGS & DISCUSSION

- Findings

The Characteristic of Respondents

In business, demographic factor can influence marketing strategy of company (Mowen and Minor, 2001). The characteristics of the respondents are based on customer's age, gender, education, occupation, income, intensity to come in a month

Table of Respondents Characteristic

Respondents Characteristic	Criteria	Respondents	Percentage (%)
Age	19 – 22	87	72.5%
	23 – 25	23	19.2%
	26 - 28	10	8.3%
	Total	120	100%
Gender	Male	77	64.2%
	Female	43	35.8%
	Total	120	100%
Education Level	Elementary School	0	0%
	Junior High School	1	0.8%
	Senior High School	60	50.0%
	Diploma	5	4.2%
	S1/S2/S3	54	45.0%
	Total	120	100%
Occupation	Student	82	68.3%
	Employee	26	21.7%
	Entrepreneur	12	10.0%
	Total	120	100%
Income	Rp 500.000	23	19.2%
	Rp 1.000.000 – Rp 2.000.000	61	50.8%
	Rp 2.100.000 – Rp 3.000.000	19	15.8%
	> Rp 3.000.000	17	14.2%
	Total	120	100%
Intensity to come in a month	1 – 2	97	57.5%
	3 – 4	23	35.8%
	> 4	0	6.7%
	Total	120	100%

Source: Primary Data Processed, 2015

The first characteristic of respondents is based on age. The result shows that respondents whose ages range from 19-22 years old as many as 87 respondents (72.5%) mostly visited to Monopoly café and resto than respondents whose range from 23-25, and range 26-28. This happens because people in this age category are still awake of lifestyle hedonic so that they like to spent leasuire time in café with friends. The second characteristic of respondents is based on gender. the dominant respondents are male as many as 77 respondents (64.2%) while the female respondents as many as 43 respondents (35.8%). It happens because male prefers to meet up with friends in a comfortable place and enjoy the atmosphere of the café with good music accompanied by drinks and beverage offered by the café.

The third characteristic of respondents is based on education level. The dominant respondents are those graduate from Senior High School as many as 60 respondents (50.0%) than other respondets based on education level. Malang is considered as student city which has many universities and thus attract more to people come to Malang for studying. Mostly, they last education is senior high school and bachelor. The next on, characteristic is based on occupation. This is dominated by students as many as 82 respondents (68.3%). The student is still awake of lifestyle which prefer to spent some time for meet up with friend in café to look like a cool kids.

Then, characteristic is based on income. The highest income of respondents ranges from Rp 1,000,000 – Rp 2,000,000 as many as 61 respondents (50.8%). This figure fits the target market of Monopoly café and resto. The target market of Monopoly café and resto is middle class. The last characteristic is based on intensity to come in a month. The dominant respondents who come to Monopoly café and resto in the range of < 1 month as many as 69 respondents (57.5%)

- **Validity and Reability Test**

Result of validity test shows that all items of every variable are valid. The corrected item-total correlation (r) in Ambient Condition varibale ranging from 0.428 to 0.704, Space and Functionally variables ranges from 0.687 to 0.848, and Signs, Symbols, and Artifacts variables ranges from 0.837 to 0.838. Then Customer Satisfaction variable ranges from 0.790 to 0.848. The value of each item (r) is greater than 0.3, and the value of sig is less than 0.05 ($\alpha = 0.05$). It means every item variables is valid, and it can be concluded that these items can be used to measure the research variables. All variables have a value of Cronbach alpha coefficient which is greater than 0.6. $X_1 = 0.852$. $X_2 = 0.824$, $X_3 = 0.864$, and $Y = 0.791$. It can be said that all variable in this study is reliable.

- **Normality, Multicollinery, and Heteroscedasticity Test**

The normal distribution in P Plot is shown by a straight line having an angle of 45 degrees. The data which is spread around the diagonal line means that the data is normally distributed. The result of VIF every independent variable, as follow: (1) VIF for Ambient conditions is 1.619, (2) VIF for Space and Functionally is 1.456, and (3) VIF for Signs, symbols and artifacts is 1.633. It means that there is no multicolinierity between

independent variable. The result in diagram displays scatterplot which is spreaded and it does not form a specific pattern then there is no heterocedasticity or homogeneous.

- **Multiple Regression**

This regression analysis is used to calculate the effect between independent variables namely Ambient conditions (X_1), Space and Functionally (X_2), Signs, symbols and artifacts (X_3) to dependent variable that is Customer satisfaction (Y).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.114	1.010		.112	.911
X1	.072	.022	.271	3.294	.001
X2	.194	.047	.322	4.133	.000
X3	.206	.061	.278	3.365	.001

The model regression uses standardized beta coefficient as follow:

$$Y = 0,271 X_1 + 0,322 X_2 + 0,278 X_3$$

It can be concluded the contribution of independent variables to dependent variables, as follow: Ambient conditions is 0.271, Space and Functionally is 0.322, and Signs, symbols and artifacts is 0.278. It can be concluded that Ambient conditions, Space and Functionally, and Signs, Symbols and Artifacts has postive effect to Customer satisfaction. In other words, if Ambient conditions, Space and Functionally, and Signs, symbols and Artifacts is increase, it will be followed by an increase Customer satisfaction.

- **Hypothesis Test**

The simultaneous test (F test) result shows that sig. $F_{\text{calculated}}$ is 0,000. The value of sig $F (0,000) < \alpha = 0.05$. In Table 4.18, it shows that the $F_{\text{calculated}}$ is bigger than F_{table} ($41.150 > 2.682$). By comparing those two, it means that H_0 is rejected and H_1 is accepted. It can be concluded independent variabel of Ambient conditions (X_1), Space and Functionally (X_2), and Signs, symbols and Artifacts (X_3) have simultaneous effect toward dependent vaiable of Customer Satisfaction (Y).

The partial test (t test) result shows that each independent variable has significant effect on customer satisfaction. $t_{\text{calculated}}$ in Ambient Conditions (X_1) variable is 3.294 and t_{table} is 1.981 with sig. value is 0.001. It can be calculated that $t_{\text{calculated}}$ is bigger than t_{table} and sig. value is less than $0.005 \alpha = 0.05$. $t_{\text{calculated}}$ in variable Space and Functionally (X_2) is 4.133 and t_{table} is 1.981 with sig. value is 0.000. It can be calculated that $t_{\text{calculated}}$ is bigger than t_{table} and sig. value is less than $0.005 \alpha = 0.05$. $t_{\text{calculated}}$ in variable Signs, Symbols, and Artifacts (X_3) is 3.365 and t_{table} is 1.981 with sig. value is 0.001. It can be calculated $t_{\text{calculated}}$ is bigger than t_{table} and sig. value is less than $0.005 \alpha = 0.05$.

- **Dominant Test**

Space and Functionally (X_2) variable has the biggest beta coefficient value of 0.322. It is followed by Sings, Symbols, and Artifacts 0.278 and the lowest value is

Ambient Conditions with 0.271. It means Space and Functionally is dominant variable that affecting customer satisfaction

5. DISCUSSION

The result in this analysis has been done through multiple regression test analysis. The data collected have been tested in terms of their validity and reliability. After that, it was followed by test of classic assumption consisting of normality test, heteroscedasticity test, and multicollinearity test, multiple regression analysis test, and the last is hypothesis test by doing simultaneous test and partial test. From the results of F test, Ambient Conditions (X_1), Space and Functionally (X_2), Signs, Symbols, and Artifacts (X_3) have simultaneous effect on Customer Satisfaction (Y). The result of t test, Ambient Conditions (X_1), Space and Functionally (X_2), Signs, Symbols, and Artifacts (X_3) have simultaneous effect on Customer Satisfaction (Y).

6. CONCLUSION & SUGGESTION

• Conclusion

The conclusion of the result in this study :

1. Variable of Ambient Condition has significant affect on customer satisfaction
2. Variable of Space and Functionally has significant affect on customer satisfaction
3. Variable Signs, Symbols, and Artefacts has significant affect on customer satisfaction in Monopoly café and resto
4. The result is Ambient Condition, Space and Functionally, Signs, Symbols and Artifacts has significant partial effect on customer satisfaction. It means servicescape of Monopoly café and resto is a factor that has affected the increasing number of customer satisfaction
5. Space and Functionally is dominant variable. The biggest coefficient beta is Space and Functionally compared with Ambient Conditions and Signs, Symbols, and Artifacts.

• Suggestion

1. Monopoly café and resto must increase the ambience conditions by giving the distinctive and fitting aroma in café and giving good facility of a clean toilet. Moreover, this café should have an appropriate volume of music, and other more comfortable things making the customers feel comfortable and pleased when visiting Monopoly café and resto.
2. Monopoly café and resto must widen the aisle or space to make customer feel easy to walk and sit.
3. Monopoly café and resto must make clear Signs, Symbols, and Artifacts to help its customer finding out the places they are looking for
4. Monopoly café and resto must increase its servicescape and create comfort place with good atmosphere to make customers feel satisfied when visiting Monopoly café and resto

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