

THE INFLUENCE OF CAFE ATMOSPHERE AND FOOD QUALITY ON CUSTOMER SATISFACTION IN BUILDING CUSTOMER LOYALTY OF MASALALU CAFÉ RAWA DOMBA JAKARTA

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Abstract

The purpose of this research is to determine the impact between cafe atmosphere and customer satisfaction, food quality and customer satisfaction, cafe atmosphere and customer loyalty, food quality and customer loyalty and between customer satisfaction and customer loyalty of Masalalu Café Rawa Domba Jakarta customers. Researcher used questionnaire form to collect data and the sample of this research is 200 respondents. For cultivate and analyze the data, researcher used SPSS version 26 and Lisrel version 8.8. The results of this research show cafe atmosphere and food quality have positive and significant impact to customer satisfaction. But cafe atmosphere and food quality have no significant impact to customer loyalty. Even though, customer satisfaction has a positive and significant impact to customer loyalty.

Keywords: cafe atmosphere, food quality, customer satisfaction, customer loyalty, Masalalu Café.

INTRODUCTION

Jakarta is the capital city which has the most activity among other big cities in Indonesia. The people in it are required to be able to adapt to changes in lifestyle, where people have to do many things quickly, especially in getting food. Cafe is an alternative that is chosen by the people to get food. Over time, the people has also chosen the cafe as a place to meet colleagues and discuss work, talk about stories and thoughts with friends and as a place to spend time with favorite books. The growth in the number of cafes follows the growing public demand for the

convenience of getting food. There is competition between one cafe and another, so that each cafe tries to always give the best to its consumers, one of them is Masalalu Café.

Customer satisfaction refers to how well the experience of using a product compares to the expected value of the customer and the feeling of comfort and pleasure after obtaining the expected product (Pizam, Shapoval and Ellis, 2016; Abd Razaka, Shamsudinb and Abdul, 2020). By creating and increasing customer satisfaction, cafe owners can have a positive impact on their business, such as establishing good relationships with customers, forming word-of-mouth, repeat purchases by customer and build customer loyalty. Loyalty is indicated by the tendency of customers to improve sustainable relationships with business owners, such as repeat purchases and also purchases in larger quantities (Agustin and Singh, 2005).

Customer loyalty in a cafe can be built by satisfied customers who enjoy their visit to the cafe. Cafe atmosphere is one of the factors the customers feel satisfied with the cafe. Cafe atmosphere are some of the characteristics of cafes consisting of architecture, layout, displays, color combinations, lighting, temperature, sound and smell (Levy and Weitz, 2012). A cafe atmosphere that matches the customer's mood will have a positive impact on customers. Another factor that is as important as a cafe atmosphere in increasing customer satisfaction and make a loyal customer is the quality of food. The quality of food is a characteristic of a food that is acceptable to costumers with internal factors, such as size, shape, color, consistency, texture and taste (Potter and Hotchkiss, 2012).

Good quality of food and a comfortable cafe atmosphere can leave a good impression on customers so that it can increase customer satisfaction. Customer satisfaction will be an important factor in forming loyal customers. However, if the atmosphere of the cafe and the quality of the food produced does not match the customers, it will cause a bad image of cafe. That way the customer will feel disappointed and dissatisfied, so it will not make the customer a loyal customer.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is described as a customer's commitment to consistently repurchase a favorite service or product in the future, regardless of the influence of circumstances and competitor's marketing efforts that could potentially lead to a shift in customer behavior (Marakanon and Panjakajornsak, 2017). Four characteristics possessed by loyal customers are making regular purchases, buying other products/services from the same manufacturer, recommending to others and showing invulnerability to appeal about similar products from competitors (Akpoyomare, Adeosun dan Ganiyu, 2016).

Customer Satisfaction

Satisfying customers is one of the final purpose that the company is looking for, that way the company gets long-term benefits from satisfied customers, including word of mouth, a loyal customer and sustainable profitability (Liu and Jang, 2009). In creating customer satisfaction, there are five factors that must be considered by companies, including product quality, service quality, emotion, price and cost (Al-Azzam, 2015).

Café Atmosphere

Wall and Berry (2007) explained that physical atmosphere can be used by customers to assess their experience while there, based on its function (quality of service and food, atmosphere, design and elements in the place) and human interactions (performance, behavior and appearance of employees). Café atmosphere consists of two things, namely the atmosphere in the cafe (internal layout, sound, aroma, texture and interior design) and the atmosphere outside the cafe (external layout, texture and exterior design) (Helmefalk and Hultén, 2017; Cho and Lee, 2017). An attractive and comfortable cafe atmosphere will leave a good impression on customers and will build their image of the cafe.

Food Quality

Food quality is the main attribute of all cafe elements and expected to have a positive relationship with customer satisfaction and loyalty (Ryu and Han, 2010). Food quality is one of the most important things in the food industry (Castro-Puyana *et al.*, 2017). Various characteristics can be considered in order to achieve the appropriate food quality, such as size, shape, color, consistency, texture, and taste (Potter and Hotchkiss, 2012).

Relationship between Cafe Atmosphere and Customer Satisfaction

Cafe atmosphere can affect customer satisfaction. This happens when cafe has indicators that can create a comfortable buying environment, so that it can influence customer perceptions and emotions to make purchases. These indicators can be in the form of background music, lighting, interior and exterior design, room temperature, etc. Ing *et al.* (2019) tested the factors that impact customer satisfaction in restaurants in Sabah, one of their variable is store atmosphere. The results of their research state that store atmosphere has a significant impact on customer satisfaction of the store. According to previous study, it is expected that atmosphere has a positive and significant impact on customer satisfaction (Liu and Tse, 2018; Barros *et al.*, 2019). Therefore, we propose the following hypothesis:

H1 = Cafe atmosphere positively and significantly affects customer satisfaction

Relationship between Food Quality and Customer Satisfaction

Food quality can affect customer satisfaction. Satisfaction is obtained if the food served by the cafe is in good quality and meets or exceeds customer standards and expectations. A study on

several qualities of a restaurant conducted by Carranza, Díaz dan Martín-Consuegra (2018). This study examines the factors that affect a satisfied customer. These three researchers found food quality that received by customers is one of the indicators that impact customer satisfaction. Another study conducted by Uddin (2019) examined the impact of the quality of food on customer satisfaction at fast food restaurant in Bangladesh. The result obtained from this study is the food quality has a positive impact on customer satisfaction who visits the fast food restaurant. Therefore, we propose the following hypothesis:

H2 = Food quality positively and significantly affects customer satisfaction

Relationship between Cafe Atmosphere and Customer Loyalty

Cafe atmosphere can create customer loyalty. This can be obtained if the atmosphere of the cafe is in accordance with what the customers expect. A comfortable cafe atmosphere will make customers feel satisfied when visiting the cafe and can create a desire to visit the cafe again. Ray dan Chiagouris (2009) tested the customer loyalty of a store. The hypothesis tested in their research is that a positive store atmosphere can produce a positive shop influence and lead to great store loyalty. The result of this research is the more positive the shop atmosphere is, the greater the loyalty the store gets from its customers. According to previous study, it is expected that atmosphere has a positive and significant impact on customer loyalty (Tankovic and Benazic, 2018; Francioni, Savelli and Cioppi, 2018). Therefore, we propose the following hypothesis:

H3 = Cafe atmosphere positively and significantly affects customer loyalty

Relationship between Food Quality and Customer Loyalty

Food quality can create customer loyalty. A cafe that serves quality food will build a positive relationship with its customers. Customers will feel satisfaction if the food they order matches their expectations. This can create a customer desire to experience the taste of the cafe food again. Uddin (2019) tested the loyalty of customer in Bangladesh's fast food restaurants. The result of his research is the food quality has a significant effect on customer loyalty of these fast food restaurants. Another study conducted by Suhartanto *et al.* (2018) examined customer loyalty using one of the hypotheses, namely food quality. The results obtained by these researchers are that the quality of food has a contribution to building customer loyalty. Therefore, we propose the following hypothesis:

H4 = Food quality positively and significantly affects customer loyalty

Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction can affect customer loyalty. Customers will feel satisfied if they have a positive experience when transacting at the cafe. High levels of customer satisfaction can create repeat purchases and affect customer loyalty. A study that Zhang, Kim and Goodsir (2019) conducted examined factors that impact customer loyalty in New Zealand's cafe, one of which is

customer satisfaction. The results of their research state that customer satisfaction has a significant impact on customer loyalty in New Zealand cafes. Based on previous research, it is expected that customer satisfaction has a positive and significant effect on customer loyalty (Gopi and Samat, 2020; Rizan, Warokka and Listyawati, 2014). Therefore, we propose the following hypothesis:

H5 = Customer satisfaction positively and significantly affects customer loyalty

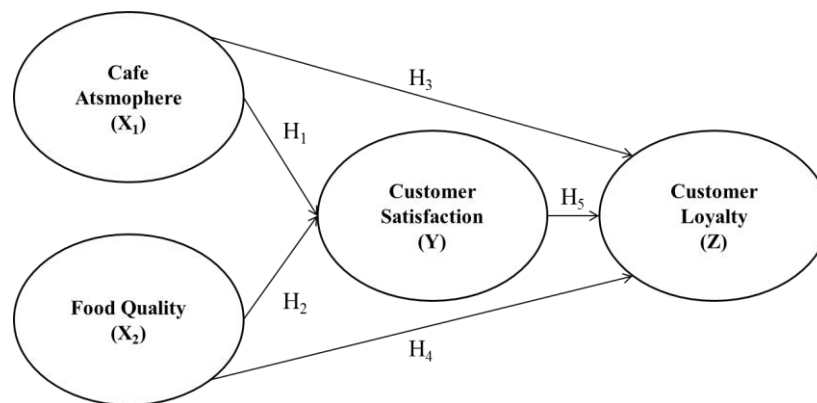


Figure 1
Hypothesized Framework

RESEARCH METHOD

Research Approach

The research approach that will be used by researchers is a quantitative approach. According to Bougie dan Sekaran (2016), the quantitative approach is a scientific approach that uses numerical data that can be processed and analyzed using mathematical or statistical calculations.

Data and Sample

The technique that the researcher used in selecting the sample is a non-probability sample technique, and with a purposive sampling model. Purposive sampling is a randomly selected unit without replacement from a certain part of the population which is believed to produce a sample that will provide the best estimate of the parameters of the population of interest (Guarte dan Barrios, 2006). The sample taken in this study has certain criteria that can support this research, which is consumers who have visited Masalalu Café Rawa Domba Jakarta at least three times in the past year and consumers who are at least 15 years old.

In determining the number of samples, the researcher referred to the book written by Hair et al. (2010) which explains the minimum sample size for analysis using LISREL is 200 samples. So the number of samples to be examined in this study is as many as 200 people or respondents.

Data Collection Techniques

The data collected by researchers used a survey method by distributing questionnaires to customers of Masalalu Café Rawa Domba Jakarta. Researchers used quantitative research with survey methods to determine how much positive and significant affects between variables. The data collected from the questionnaire is primary data.

Survey Instruments

As a research instrument, researchers will use a questionnaire. This is done by researchers in order to get answers from respondents quickly and accurately through the given rating scale.

Table 1
Variable Instruments

Variables	Indicators	Source
Cafe	This cafe has good background music	Carranza <i>et al.</i> (2018)
Atmosphere	This cafe is kept clean	
	This cafe has no unpleasant smell	
	The air temperature in this cafe makes me comfortable	
	The atmosphere of this cafe allows a conversation to take place	
	The interior decoration of this cafe is pleasing to look at	
	The exterior decoration of this cafe is pleasing to look at	
Food Quality	This cafe provides tasty food	Uddin (2019)
	This cafe has a varied menu	
	This cafe provides fresh food	
	This cafe maintains the food temperature well	
	This cafe serves healthy food	
Customer Satisfaction	I really enjoy myself in this café	Dhisasmito and Kumar (2020)
	My choice to visit this cafe was a right choice	
	The quality of the food in this cafe is up to my expectations	
	On the whole, I'm satisfied with this cafe	
Customer Loyalty	I will keep to visit this cafe in the future	Uddin (2019)
	I would tell the others about this cafe	
	I will be consuming various foods that are mentioned in the menu of this café	
	For me, this cafe is the best choice	

The scale that researcher will use in this study is a Likert scale. Lubke dan Muthén (2004) explained that it is possible to discover the correct parameter values in factor analysis, using Likert scale. The scale will be made into 6 score points (1 = totally disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = totally agree), with the aim that the respondent cannot choose a medium / midpoint value in this kind of rating scale because the respondent has to choose one of the two scale qualifications to be the answer, with this method the respondent must consider the answer for a moment (Chomeya, 2010).

Data Analysis Techniques

Data analysis that will be used by researcher in this study is a multivariate analysis method with the type of method of Structural Equation Model (SEM). Researcher use this method in order to generate data from combining the variables used in this study. In processing it, researcher will use SPSS version 26 as a statistical application program and LISREL version 8.8 as an application program for SEM. Researchers will use SPSS to test the validity and reliability. Meanwhile, LISREL will be used for confirmatory factor analysis and hypothesis testing.

RESULT AND DISCUSSION

From 200 respondents, it can be seen that the respondents who filled out the most questionnaires were female by 60% and 40% by male. Regarding by their age, respondents who filled out the most questionnaires were in the age range 15-22 years, amounting to 84.5% or as many as 169 people, 14.5% by aged 23-30 years, 0.5% by aged 31-38 years and 0.5% by aged >38 years. Based on their last education, respondents who filled out the most questionnaires were respondents with the last high school education by 59%, 19% with the last bachelor's degree education, 13.5% with the last junior high school education, 8% with the last diplomas education and 0.5% with the last master/doctor education. Regarding by their work, respondents who filled out the most questionnaires are students, amounting to 77.5%, 10.5% are private employees, 10% are entrepreneurs and 2% with other work.

Validity and Reliability Test

Researcher used the Pearson test method for the validity test. The indicator is considered valid if in this method if the calculated r value is higher than the r-table value. The r-table value with 5% of significance and a sample size of 200 is 0.138. Then the indicators carried out in this study can be said to be valid if the calculated r value exceeds 0.138. The results of validity testing state that all indicators in this study are valid or can represent each variable being tested.

Table 2
Validity Test Result

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
Cafe Atmosphere (X ₁)	SK1	0,615	0,138	<i>Valid</i>
	SK2	0,679	0,138	<i>Valid</i>
	SK3	0,556	0,138	<i>Valid</i>
	SK4	0,625	0,138	<i>Valid</i>
	SK5	0,610	0,138	<i>Valid</i>
	SK6	0,735	0,138	<i>Valid</i>
	SK7	0,739	0,138	<i>Valid</i>
Food Quality (X ₂)	KM1	0,769	0,138	<i>Valid</i>
	KM2	0,839	0,138	<i>Valid</i>
	KM3	0,852	0,138	<i>Valid</i>
	KM4	0,786	0,138	<i>Valid</i>
	KM5	0,851	0,138	<i>Valid</i>
Customer Satisfaction (Y)	KP1	0,896	0,138	<i>Valid</i>
	KP2	0,870	0,138	<i>Valid</i>
	KP3	0,886	0,138	<i>Valid</i>
	KP4	0,877	0,138	<i>Valid</i>
Customer Loyalty (Z)	LP1	0,888	0,138	<i>Valid</i>
	LP2	0,863	0,138	<i>Valid</i>
	LP3	0,877	0,138	<i>Valid</i>
	LP4	0,863	0,138	<i>Valid</i>

In conducting the reliability test, researcher used the Cronbach's Alpha method. The variable can be said to have high reliability if the value is 0.70-0.90. If the value is >0.90, it can be said that the variable has perfect reliability and if the value is 0.50-0.70 it can be said that the variable has moderate reliability. But if the value is <0.50 then the variable has low reliability. This reliability test also uses SPSS version 26 software.

According to the table of reliability test results, it can be considered that the variables of cafe atmosphere, food quality and customer loyalty have high reliability if the value of Cronbach's Alpha is between 0.70 - 0.90. As for the customer satisfaction variable, it has perfect reliability with a value of 0.904.

Table 3
Reliability Test Result

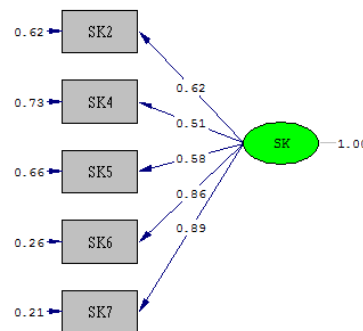
Variables	Cronbach's Alpha	Explanation
Cafe atmosphere (X ₁)	0,719	Reliable
Food Quality (X ₂)	0,876	Reliable
Customer Satisfaction (Y)	0,904	Reliable
Customer Loyalty (Z)	0,895	Reliable

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is an examination to see the impact of one variable to another by testing its correlation. This analysis can also confirm whether the model built is in accordance with what was hypothesized by looking at the standardized solution value ≥ 0.5 on each indicator (Hair et al. 2010). If the value meets, it can be said that the indicator is suitable for the model being built. If the value does not meet, then the indicator must be removed so that the goodness fit of indices is good. Researcher used first order confirmatory analysis in this study.

Table 4
Cafe Atmosphere First Order Construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,44	<i>Fit</i>
RMSEA	$\leq 0,08$	0,06	<i>Fit</i>
CFI	$\geq 0,90$	0,99	<i>Fit</i>
TLI	$\geq 0,90$	0,98	<i>Fit</i>
RMSR	< 0,05	0,03	<i>Fit</i>
GFI	$\geq 0,90$	0,96	<i>Fit</i>
AGFI	$\geq 0,90$	0,87	<i>Fit</i>



Chi-Square=9.13, df=5, P-value=0.10416, RMSEA=0.064

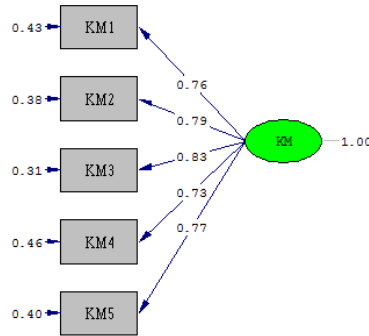
Figure 2
Cafe Atmosphere First Order Construct Model

Cafe atmosphere has 7 indicators but after calculating the model, there are two indicators (the first and third indicators) that must be discarded because the value is less than 0.5. If it remains, the Goodness Fit of Indices value is not good, so researcher make adjustments so that the value meets the index value.

Food quality has 5 indicators. After calculating the model, no indicators should be discarded because each indicator's values was greater than 0.5. In addition, the Goodness Fit of Indices value can be said to be good because all of them have a fit value which means they have fulfilled the index.

Table 5
Food Quality First Order Construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,43	<i>Fit</i>
RMSEA	≤ 0,08	0,06	<i>Fit</i>
CFI	≥ 0,90	0,99	<i>Fit</i>
TLI	≥ 0,90	0,99	<i>Fit</i>
RMSR	< 0,05	0,02	<i>Fit</i>
GFI	≥ 0,90	0,94	<i>Fit</i>
AGFI	≥ 0,90	0,82	<i>Fit</i>

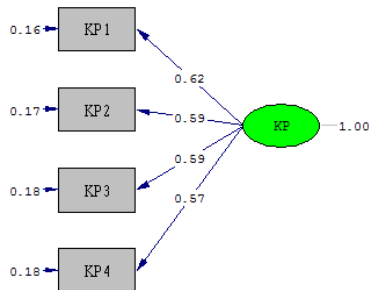


Chi-Square=8.88, df=5, P-value=0.11387, RMSEA=0.062

Figure 3
Food Quality First Order Construct Model

Table 6
Customer Satisfaction First Order Construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,41	<i>Fit</i>
RMSEA	≤ 0,08	0,02	<i>Fit</i>
CFI	≥ 0,90	1,00	<i>Fit</i>
TLI	≥ 0,90	1,00	<i>Fit</i>
RMSR	< 0,05	0,01	<i>Fit</i>
GFI	≥ 0,90	0,98	<i>Fit</i>
AGFI	≥ 0,90	0,92	<i>Fit</i>



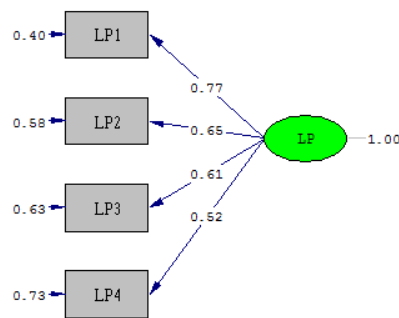
Chi-Square=2.14, df=2, P-value=0.34355, RMSEA=0.019

Figure 4
Customer Satisfaction First Order Construct Model

Customer satisfaction variable has 4 indicators. After calculating the, no indicators should be discarded because each indicator's value was greater 0.5. The Goodness Fit of Indices value of this variable is also good because all of them have a fit value.

Table 7
Customer Loyalty First Order Construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,32	<i>Fit</i>
RMSEA	≤ 0,08	0,03	<i>Fit</i>
CFI	≥ 0,90	1,00	<i>Fit</i>
TLI	≥ 0,90	0,99	<i>Fit</i>
RMSR	< 0,05	0,01	<i>Fit</i>
GFI	≥ 0,90	0,99	<i>Fit</i>
AGFI	≥ 0,90	0,97	<i>Fit</i>



Chi-Square=2.44, df=2, P-value=0.29483, RMSEA=0.033

Figure 5
Customer Loyalty First Order Construct Model

The customer loyalty also has 4 indicators and after calculating the model, no indicators should be discarded because each indicator's values was greater 0.5. The Goodness Fit of Indices value of this variable is also good because all of them have a fit value.

Hypothesis Test

In hypothesis testing, if the results of the standardized total effect are positive, then there is a positive relationship between variables, but if it is negative, there is no positive relationship between one variable and another. Then if the t-value results show a value of >1.96, then between the variables studied there is a significant relationship, but if the value is <1.96 then the variables do not have a significant relationship. According to the results of the structural equation model, there are 5 hypotheses that have been tested by the researcher. The following is an explanation of each hypothesis.

Table 8
The Result of Structural Equation Model

Hypothesis	Variable	Standardized Total Effects	T-values	Explanation
H ₁	CA → CS	0,40	3,49	Positive significant
H ₂	FQ → CS	0,57	4,95	Positive significant
H ₃	CA → CL	0,06	0,31	Positive not significant
H ₄	FQ → CL	0,18	0,85	Positive not significant
H ₅	CS → CL	0,64	2,25	Positive significant

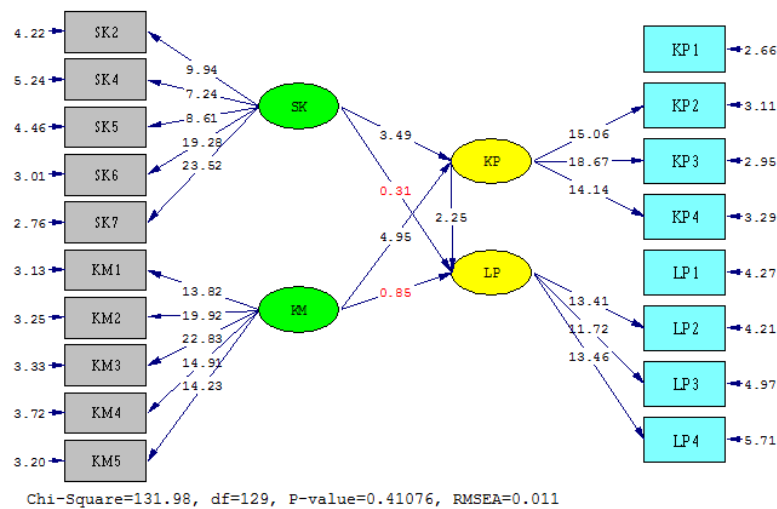


Figure 6
T-values SEM

The structural model equation results are shown in table 8 and figure 6. The results shows there is a significant positive relationship between cafe atmosphere and customer satisfaction (H₁), because the t-values is 3,49 greater the 1,96. This results is according with the research result of Ing et al. (2019) and Torlak, Demir and Budur (2019) who state there is a significant positive relationship between cafe atmosphere and customer satisfaction. Again, there is a significant positive relationship between food quality and customer satisfaction (H₂), the t-values is 4,95 which means the values is more than 1,96. This results is according with the research result of Uddin (2019), Ing et al. (2019) dan Ryu, Lee and Kim (2012) who state there is a significant positive relationship between food quality and customer satisfaction.

Surprisingly, cafe atmosphere and food quality has no significant relationship with customer loyalty (H₃ and H₄), because the t-values is lower than 1,96 (0,31 and 0,85). This result is in accordance with the results of research by Zhang, Chen and Hu (2019) and Ramanathan and Ramanathan (2011). Regarding customer loyalty, customer satisfaction has a positive significant

with customer loyalty (H_5), the value of t-values shown 2,25. This conclusion is accordance with the results of research by Gopi and Samat (2020); Rizan, Warokka and Listyawati (2014) and Ing et al. (2019).

CONCLUSION

The first, second and fifth hypotheses can be accepted. This conclusion is based on the results of the standardized total effects test values and t-values that have been carried out by researchers. But for the third and fourth hypotheses can not be accepted, because the results shows t-values of these hypotheses does not match the index value (lower than 1,96).

From the results of research that has been conducted by researcher, MasaLalu Café Rawa Domba can build customer loyalty by maintaining a comfortable cafe atmosphere to stop by by decorating this cafe and making it pleasing to the eye, both for interior and exterior decoration. Also the quality of food that customers receive must match or exceed the expectations of the customers.

Researchers also suggest that the owners and employees of Masalalu Café remain consistent in maintaining and providing the best quality, both in terms of product quality, cafe quality, service quality and others. By maintaining this consistency, it is not impossible for Masalalu Café to create loyalty from its visitors. Although the results of data processing show that the loyalty of visitors has a positive value, which means that visitors can come back at any time, Masalalu Café is expected to maintain and even develop the quality given.

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Appendix (Times New Roman 14, Bold)

Variables	Indicators	Mean
Cafe	This cafe has good background music	4.70
Atmosphere	This cafe is kept clean	5.06
	This cafe has no unpleasant smell	4.52
	The air temperature in this cafe makes me comfortable	4.98
	The atmosphere of this cafe allows a conversation to take place	5.21
	The interior decoration of this cafe is pleasing to look at	5.18
	The exterior decoration of this cafe is pleasing to look at	5.14
Food	This cafe provides tasty food	4.74
Quality	This cafe has a varied menu	5.06
	This cafe provides fresh food	4.98
	This cafe maintains the food temperature well	5.00
	This cafe serves healthy food	4.72
Customer	I really enjoy myself in this café	5.14
Satisfaction	My choice to visit this cafe was a right choice	5.00
	The quality of the food in this cafe is up to my expectations	4.88
	On the whole, I'm satisfied with this cafe	5.06
Customer	I will keep to visit this cafe in the future	4.82
Loyalty	I would tell the others about this cafe	4.98
	I will be consuming various foods that are mentioned in the menu of this café	4.67
	For me, this cafe is the best choice	4.71