

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND STORE ATMOSPHERE ON THE DECISION TO VISIT PADAGRAHA COFFE &; RESTO IN LHOKSEUMAWE

Nazila Firza¹, Agustinawati², Nurainun³, T. Edyansyah⁴

^{1,2,3,4}Faculty of Economics and Business, Universitas Malikussaleh, Lhokseumawe

Corresponding Email: ¹nazilafirza09@gmail.com, ²agustinawati@unimal.ac.id,

Abstract

The purpose of this study is to determine and analyze the influence of service quality, product quality and store atmosphere on the decision to visit Graha Coffee & Resto in Lhokseumawe. This type of research uses associative research types and sampling techniques in this study using purposive sampling techniques with a total of 96 respondents. Primary data in this study were taken by distribution of questionnaires, and secondary data obtained from journals and books. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis testing (t-test and F-test) using the SPSS program version 21.0. The test results showed that: 1) simultaneously influenced the decision to visit Graha Coffee & Resto in Lhokseumawe. The test results obtained a F_{calculate} value of 11.346 with a significance of $0.007 > 0.05$. thus the results of hypothesis testing on the F (simultaneous) test show the influence of service quality variables, product quality and store atmosphere together on the decision to visit. 2) paarsial influence on the decision to visit Graha Coffee & Resto in Lhokseumawe. The test results partially show that service quality (X_1) has a regression coefficient of 0.098 then H1 is accepted, product quality (X_2) has a regression coefficient of 0.005 then H2 is accepted, and store atmosphere (X_3) has a regression coefficient of 0.048 then H3 is accepted. Of the three variables, it has a significance value of < 0.05 , thus the results of the t test (partial) show a positive and significant influence of the variables of service quality (X_1), product quality (X_2) and store atmosphere (X_3) on the decision to visit (Y) at Graha Coffee & Resto in Lhokseumawe.

Keywords: *service quality, product quality, store atmosphere, visiting decision*

1. INTRODUCTION

Current technological developments have influenced the mindset of people in Indonesia. It affects society unconsciously to fulfill everything that is a need and want. This phenomenon gave rise to several businesses in various sectors such as *restaurants, cafes, food courts, and coffee shops* that are expected to meet consumer needs. One of the sectors that Indonesian consumers are currently interested in is restaurants. The restaurant industry has a considerable impact on the economic sector supported by the large interest of consumers to try various types of food in Indonesia and with this much interest raises ideas and opportunities for business people to open a restaurant business. Citing data from the Central Statistics Agency (BPS) released in June 2022, there were 11,223 culinary businesses spread throughout Indonesia in 2020. A total of 8,042 businesses (71.65 percent) of which are in the form of restaurants or restaurants, 269 businesses (2.40 percent) are in the form of catering, and the remaining 2,912 businesses (25.95 percent) are included in other categories (source: goodstast.id). According to Prasetian, (2022) Industrial development *Restaurant* Still one of the important sectors in increasing national income, this can be seen from the consistency and number of openings *Restaurant* new in all regions of Indonesia.

The high competition in the *restaurant* business in Indonesia requires a *unique restaurant* business concept that other restaurants *do not have* such as service concepts, building design and

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND STORE ATMOSPHERE ON THE DECISION TO VISIT PADAGRAHA COFFE & RESTO IN LHOKSEUMAWE

*Nazila Firza*¹, *Agustinawati*², *Nurainun*³, *T. Edyansyah*⁴

interiors that will make *the restaurant* different from other *restaurants* and can attract more customers. However, although there are many *restaurant* businesses in Indonesia, those who survive in this business are those who have superiority, we often see not a few restaurant business people who go out of business because they do not have mature preparation in the face of increasingly fierce business competition, then *restaurant* industry players Need to maintain quality in following market developments and be able to maintain the quality of its products, do not get out of the character of *the restaurant* just to follow a trend, because not all levels of society only prioritize a trend. In Aceh, the development of *the restaurant* business is increasing rapidly, this is proven by the ease of finding *restaurants* in Aceh. A *restaurant* with an interesting and unique concept in Aceh is one of the choices of consumers to visit the *restaurant*. It can be seen from the number of *restaurants* that continue to grow, both on a small scale, and on a large scale, even often found in one adjacent location, there are two or more with the same business scale with more or less the same menu list, as a result there is intense business competition because as consumers have diverse choices to meet the needs of provision and service.

Currently, quite a lot of restaurant outlets in Lhokseumawe have sprung up which causes quite tight competition between *the restaurant* businessmen, this is due to the habits of people who like to use restaurants as a means to socialize, gather, share opinions, and expand work relationships/links. Now there are many *restaurants* in Lhokseumawe with a variety of *styles* and uniqueness both in terms of service, products offered and unique restaurant *suanana* that attracts consumers to visit these *restaurants* such as Twinstar Resto & Caffe, De Green Coffe & Resto, Kanasha Bistro & Boutique Lhokseumawe, ADR Coffee and Resto and Graha Coffee & Resto. But on the other hand, there are also *restaurants* closed because there are no customers, while previously there were many customers and there are also *restaurants* that are still crowded with visitors even though many new *restaurants* are opened. This has led to a new phenomenon that not all restaurants in Lhokseumawe are visited by many consumers, only certain *restaurants* that look crowded with visitors. A visit decision is an activity carried out by a person or group of people by visiting a certain place with the aim of *hangout*, personal development, or gathering with family visited for a temporary period of time. To measure the decision to visit here is analogous to the purchase decision, because in the context of a *restaurant* deciding to buy *restaurant* products is the same as making a visiting decision, this is supported according to Arista, et al (2020) revealed that the theory underlying the decision to visit is to use the concept of purchase decision. According to Kotler & Armstrong in Nanda Syahtidar, et al (2022) define purchasing decisions as part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

One of the *restaurants* in Lhokseumawe City is Graha Coffee & Resto located on Jln. Samudera No.3-4, Banda Sakti District, Lhokseumawe City which is in the city center. Graha Coffee & Resto is loved from teenagers to adults, with a modern and luxurious instagramnable concept suitable for taking pictures, the atmosphere is also comfortable and clean, the food and drink menu is complete to a special menu for children is also provided so it is suitable to be used as a place for food with family, relations or just to *hangout* with friends on *weekends*. Graha Coffee & Resto also provides a common room on the first floor, VIP room and *meeting room* for special events on the second floor and *rooftop* for contract events and receptions on the fourth floor. But on the other hand, Graha Coffee & Resto still often gets complaints from consumers who visit about the quality of service, product quality and *store atmosphere*. Good service quality is very important for a business because one of the factors that influence the decision to visit is the quality of service. As Indrasari said in Ahmed Zikr, (2022) concluded that service quality is basically centered on meeting customer needs and desires and the accuracy of its delivery to keep pace with customer expectations. Product quality is also very influential for a business because one of the factors that influence the decision to visit is product quality. According to Astuti Miguna and Matondang Nurhafifah, in Ely, (2021) Product quality is everything that we can offer by producers that is to be noticed, can be used,

purchased and can also be consumed by consumers as well as producers according to specific consumer needs.

Store atmosphere is a very influential atmosphere for a restaurant to make customers comfortable in choosing the type of product they will buy. According to Yuningsih, (2023) *store atmosphere* is an atmosphere provided by each store and has space to move that makes it easy or difficult to go around in it. Atmosphere in the design environment through visual communication, aroma, color, lighting and music to stimulate customers' perception and emotional responses and ultimately influence their buying behavior. Based on the results of initial observations, there are several complaints from consumers regarding the service at Graha *Coffee & Resto* which is very bad that makes consumers who visit Graha *Coffee & Resto* feel uncomfortable, along with some complaints from consumers related to service quality.

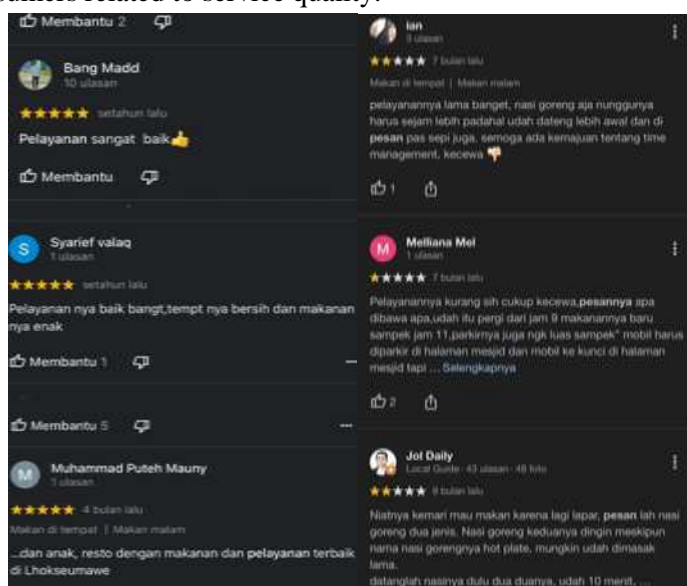


Figure 1. Consumer Comments

Consumer ratings of the service at Graha *Coffee & Resto* have given a 5-star rating, from here we can know that many consumers are satisfied with the service from Graha *Coffee & Resto* so that it gives a good rating. However, there are some consumers who complain about the poor service at Graha *Coffee & Resto*, the orders ordered do not arrive on time. Then in terms of food served at Graha *Coffee & Resto* is not appropriate, such as hot place fried rice when it arrives at the table the rice is cold, warm water is not provided and for the food menu is still not special. There are also visitors who say the price of the food is not comparable, with that price should be able to get even better food. Regarding *store atmosphere*, one of the problems in Graha *Coffee & Resto* is that the room is not so spacious, especially in the VIP room on the second floor has very limited space and then the lack of directional signs. However, there are still many people who visit Graha *Coffee & Resto*. What makes people still want to visit Graha *Coffee & Resto*, whether because of the quality of service and excellent product quality, or because the *store atmosphere* is very comfortable and luxurious. Based on the problems that arise above, the author wants to research further about "The Influence of Service Quality, Product Quality and *Store Atmosphere* on the Decision to Visit Graha *Coffee & Resto* in Lhokseumawe"

2. IMPLEMENTATION METHOD

The location of the study to obtain data and other purposes researchers conducted research in Lhokseumawe City. Based on the title of the study, the object of this study is consumers who visit Graha *Coffee & Resto*. The population used in this study is all visitors at Graha *Coffee & Resto* whose number is not known for sure. The sample collection technique in this study uses *purposive sampling*, the reason for using the *purposive sampling* technique is because the respondents selected

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND STORE ATMOSPHERE ON THE DECISION TO VISIT PADAGRAHA COFFE & RESTO IN LHOKSEUMAWE

Nazila Firza¹, Agustinawati², Nurainun³, T. Edyansyah⁴

in that are able to provide information and meet predetermined criteria. The respondents selected were consumers who visited Graha *Coffee & Resto* Kota Lhokseumawe more than once. Sugiyono (2019) suggests that *purposive sampling* technique is a sampling technique with certain considerations. The technique used in this study is multiple linear regression analysis with the aim of knowing how the influence of independent variables consisting of service quality, product quality and *store atmosphere* on the dependent variable, namely the decision to visit. The multiple linear regression equation in this study is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

3. RESULTS AND DISCUSSION

Results

The technique used in this study is multiple linear regression analysis, which aims to examine the effect of the independent variable, i.e. perceived benefit, perceived cost, and perceived risk, on the dependent variable, i.e. intention to travel or decrease in the independent variable affecting the dependent variable. The calculation results of regression analysis are obtained as follows in the table below:

Table 2. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	19,437	4,246		4,578	0,000
Quality of Service	0,098	0,106	0,096	2,919	0,030
Product Quality	0,005	0,142	0,004	2,034	0,023
Store Atmosphere	0,048	0,098	0,052	2,491	0,034

a. Dependent Variable: Visiting Decision

Source: Data Processed (2024)

Based on the output in the table above, it can be observed that the values are obtained from the following multiple linear regression analysis equation:

$$Y = 0,098 + 0,005X_1 + 0,072X_2 + 0,048X_3$$

Based on the results obtained from the multiple linear regression equation above, the results are described as follows:

1. The value of the Service Quality regression coefficient (X1) of 0.098 shows a positive (unidirectional) relationship with the Visiting Decision, meaning that every increase in following the Quality of Service is predicted to increase the Visiting Decision at Graha *Coffee & Resto* In Lhokseumawe, H1 is accepted (p = 0.03).
2. The value of the Product Quality regression coefficient (X2) of 0.005 shows a positive (unidirectional) relationship to the Visiting Decision, meaning that every increase in following Product Quality is predicted to increase the Visiting Decision at Graha *Coffee & Resto* In Lhokseumawe, H2 is accepted (p = 0.023).
3. The value of the Store Atmosphere *regression coefficient* (X3) of 0.048 shows a positive (unidirectional) relationship with the Visiting Decision, meaning that every increase in following the *Store Atmosphere* is predicted to increase the Visiting Decision at Graha *Coffee & Resto* In Lhokseumawe, H3 is accepted (p = 0.034).

Based on the results of multiple linear regression analysis in the table above, the partial test results are as follows:

1. The Service Quality Variable (X1) against the Visiting Decision Variable (Y) has a significance value of $0.03 < 0.05$ with a t-count value of $2.919 > t$ -table of 1.986. Thus, H1 accepted means

that there is an influence between Service Quality (X1) and Visiting Decision (Y).

2. The Product Quality Variable (X2) against the Visiting Decision Variable (Y) has a significance value of $0.023 < 0.05$ with a t-count value of $2.034 > t\text{-table of } 1.986$. Thus, H2 accepted means that there is an influence between Product Quality (X2) and Visiting Decision (Y).
3. The Store Atmosphere *variable* (X3) against the Visiting Decision Variable (Y) has a significance value of $0.034 < 0.05$ with a t-count value of $2.491 > t\text{-table of } 1.986$. Thus, H3 accepted means that there is an influence between *Store Atmosphere* (X3) and Visiting Decision (Y).

Simultaneous tests are performed to observe the overall effect of the independent variable on the dependent variable. The results of the simultaneous test are as follows:

Table 3. Simultaneous Test Results

	Model	Sum of Squares	Df	Mean Square	F	Say.
1	Regression	7,509	3	2,503	11,346	0,007
	Residual	664,981	92	7,228		
	Total	672,490	95			

Source: Data Processed (2023)

Based on the table above, a calculated F value of 11.346 was obtained with a significance of $0.007 < 0.05$, meaning that all independent variables or independent variables in this study (Service Quality, Product Quality and *Store Atmosphere*) had a significant influence on the dependent variable or bound variable (Visiting Decision).

DISCUSSION

The Influence of Service Quality on Visit Decisions

Based on the results of the study, it can be seen that the quality of service (X1) has a significant positive influence on the decision to visit (Y) at *Graha Coffee & Resto* in Lhokseumawe. This is due to several factors including the availability of adequate facilities, besides that the interaction between customers and waiters is also an important factor in creating a positive relationship and can influence consumers' decisions to visit the restaurant again. Then in terms of efficient service time, speed, and accuracy in serving customers can increase the efficiency and comfort of *Graha Coffee & Resto* customers. Fast and reliable service from *Graha Coffee & Resto* staff can provide a positive experience that influences customer perception of the café so that it can strengthen the decision to visit. This research is in line with research previously conducted by Isnana (2019) that service quality variables have a partial effect on dependent variables, namely the decision to visit *New Marjoly Beach and Resort*.

The Influence of Product Quality on Visiting Decisions

Based on the results of the study, it can be seen that product quality (X2) has a significant positive influence on the decision to visit (Y) at *Graha Coffee & Resto* in Lhokseumawe. This is due to several factors including the availability of adequate products. The success of *Graha Coffee & Resto* in ensuring the availability of menus and product stock can affect customer perception of the restaurant's reliability. Good product availability creates a positive customer experience, reducing the inconvenience that may arise from a product run out thus motivating customers to make a purchase. This research is in line with research previously conducted by Ridho Saputra (2020) that product quality variables have a partial effect on dependent variables, namely the purchase decision of the Pekanbaru Label Store Distro.

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND STORE ATMOSPHERE ON THE DECISION TO VISIT PADAGRAHA COFFE & RESTO IN LHOKSEUMAWE

Nazila Firza¹, Agustinawati², Nurainun³, T. Edyansyah⁴

The Influence of Store Atmosphere on Visiting Decisions

Based on the results of the study, it can be seen that *store atmosphere* (X3) has a significant positive influence on the decision to visit (Y) at Graha *Coffee & Resto* in Lhokseumawe. This is due to several factors including an attractive room design and lighting in the room that is bright enough and comfortable for visitors so that it can be an important factor in creating positive relationships and can influence consumer decisions to visit again. This research is in line with research previously conducted by Ibnu Ardiyanto (2022) that *the store atmosphere* variable has a partial effect on the dependent variable, namely the purchase decision study on *Starbucks Ahmad Yani Bandar Lampung Coffe Shop* consumers

4. CONCLUSION

Based on the results of the research that has been done, it was concluded in this study that the quality of service has a significant positive influence on the decision to visit Graha Coffe & Restor in Lhokseumawe City, this is due to several factors including the availability of adequate facilities, besides that the interaction between customers and waiters is also an important factor in creating positive relationships and can influence consumer decisions to Revisit the restaurant. Then in terms of efficient service time, speed and accuracy in serving customers can increase the efficiency and comfort of Graha *Coffee & Resto* customers. Then, product quality has a significant positive influence on the decision to visit Graha Coffe & Restor in Lhokseumawe City. And store atmosphere has a significant positive influence on the decision to visit Graha Coffe & Coffe in Lhokseumawe City.

REFERENCES

- Arif, A. R., & Gunadi, I. M. A. (2018). Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Berkunjung ke Resto Forestthree. *Journal of Tourism Destination and Attraction*, 6(2), 44-58.
- Agustinawati, A., & Yusuf, M. (2019, October). An Investigation of Tourist Satisfaction on Tourism Destination. In *Proceedings of the 1st International Conference on Finance Economics and Business, ICOFEB 2018, 12-13 November 2018, Lhokseumawe, Aceh, Indonesia*.
- Agustinawati, A., Samsidar, S., Bahri, H., Juliana, J., & Pendi, P. (2021). The Influence Of Customer-Centric Strategy Toward Tourist Satisfaction. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 1(2), 347-354.
- Agustinawati, S., & Yusuf, M. (2022). The Impact of Halal Tourism Marketing Mix on Satisfaction.
- Adnan, A. (2021). Pengaruh Atmosfer Café, Kualitas Produk dan Gaya Hidup terhadap Kepuasan Pelanggan (Studi pada Dokter Kupu Café di Kota Lhokseumawe). *Jurnal Visioner & Strategis*, 9(1).
- Adnan, A. (2019). The Effect of Product Quality, Brand Image, Price, and Advertising on Purchase Decision and its Impact on Customer Loyalty of Morinaga Milk in Aceh. *International Journal of Innovation, Creativity and Change*, 9(4), 234-249.
- Elly. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Promosi Terhadap Keputusan Pembelian Toko Online Time Universe Studio. *Jurnal Ekonomi dan Bisnis*, 11(1), 542-550.
- Edyansyah, T. (2016). Analisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan SPBU Pantan Labu Aceh Utara. *Jurnal Visioner & Strategis*, 5(2).
- Edyansyah, T., Ahyar, J., & Ikramuddin, I. (2022). Pengaruh Pelayanan Purna Jual Terhadap Minat Membeli Sepeda Motor Merek Yamaha (Studi Kasus Pada CV. Bursa Motor Cunda

- Lhokseumawe). *Jurnal Visioner & Strategis*, 11(1).
- Isnana., Iranita., Myrna, S. (2019). *Pengaruh Kualitas Pelayanan, Lokasi, dan Fasilitas Terhadap Keputusan Berkunjung di New Marjoly Beach and Resort Dengan Kepuasan Pengunjung Sebagai Variabel Intervening*. Skripsi. Universitas Maritim Raja Ali Haji.
- Nursavira, N., & Nurainun, N. (2022). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Di Toko Zhalsa. Id Melalui Shopee. *Jurnal Visioner & Strategis*, 11(1).
- Prasetian, A. (2022). Pengaruh advertising terhadap purchasing intention. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 4(5), 2316–2321.
- Saputra, R. (2021). *Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Pada Distro Label Store Pekanbaru*. Doctoral Disertation. Universitas Islam Riau.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Yuningsih, E., Siboro, L. P., Absor, S. M. U., Azis, M. A., Bakri, A. A., & Napitupulu, R. H. M. (2022). Pengaruh Promotion, Store Atmosphere, dan Service Quality Terhadap Customer Satisfaction Dimediasi Oleh Purchase Decision. *Jurnal Ekonomi, Keuangan, dan Manajemen* 19(1), 152-162.
- Zikri, A. (2022). Analisis Kualitas Pelayanan Pengiriman Barang Terhadap Kepuasan Konsumen Pada PT. Pos Indonesia Regional I Sumatera. *Jurnal Ilmu Komputer Ekonomi dan Manajemen (JIKEM)*, 1(1), 129-138.