



ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION CAFE RUANG SARCA MEDAN

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Abstract

Based on data from the Ministry of Tourism and Creative Economy, in 2021, the creative industry will contribute quite a lot to the GDP of the national economy, up to 6.98 percent, almost 7 percent with a value of no less than Rp. 1.134 trillion (Ghofar, 2022). The Ministry of Tourism and Creative Economy explained that there are 17 sub-sectors of the creative economy in Indonesia, namely: game developer, architecture, interior design, music, fine arts, product design, fashion, culinary, (animated film and video photography), visual communication design, television and radio, craft, advertising, performing arts, publishing, and applications (Kemenparekraf, 2022), based on 17 (seventeen) sub-sectors of the creative economy in Indonesia, culinary is the largest contributor (30%) from the tourism and creative economy sectors. The culinary industry has a very strong potential for development, so that the culinary industry receives great attention from the government so that this sector can progress by providing facilitation such as business training, access to capital, and business start-up assistance. In addition, the Ministry of Tourism and Creative Economy also participates in promoting this very diverse Indonesian cuisine in domestic and foreign markets (Kemenparekraf, 2022).

Keywords: *Quality of Service, Consumers and Brands*

1. INTRODUCTION

1.1 Background

The creative economy sector in Indonesia is currently growing very rapidly. Business competition in the era of globalization is also getting easier and more open. The creative industry is one of the sectors that is expected to become a pillar of the Indonesian economy and support for national economic growth in the future (Ekon.go.id, 2021). The creative industry originates from the utilization of individual creativity, skills and talents to create prosperity and employment by generating and empowering the individual's creativity and inventiveness. Currently, the growth of the creative industry in Indonesia is showing a positive trend so that the development of this sector is one of the government's focuses. Stipulated by the Ministry of Trade as one of the creative industries contributing in 2021. The following is the contribution data for the creative industry sub-sector in the city of Medan in 2021, which is as follows:

Table 1.1 Data on the Contribution of the Creative Industries Sub-sector in Medan City in 2021

No	Creative Industry	GDP sub-sector (Rp)	Percentage
1	Advertising	8,305,034,367	7.93%
2	Architecture	4,134,446,695	3.95%
3	Art Goods Market	685,870,805	0.65%

4	Crafts	10,170,688,435	10.82%
5	Fashion	16,080,768,980	15.62%
6	Design	6,159,598,596	5.88%
7	Culinary	45,803,769,843	43.71%
8	Video, Film, Photography	250,431,983	0.24%
9	Interactive Game	337,392,321	0.32%
10	Music	3,824,179,411	3.65%
11	Performing Arts	124,467,644	0.12%
12	Publishers and Printing	4,283,989,793	4.09%
13	Computer and Software Services	1,040,637,861	0.99%
14	Television and Radio	2,136,827,023	2.03%
Total		103.338.103.757	100%

Source: <https://medankota.bps.go.id/>

Based on the table above, which explains that the GDP (Gross Domestic Product) of creative industries in the city of Medan is dominated by three sub-sectors, namely the culinary industry, the fashion industry and the craft industry. But the most dominating was the culinary industry, which was 43.71%, which was higher than the fashion industry, 15.62%, and the craft industry, 10.82%. The culinary industry is a type of business that in recent years has been used as a business field by business actors. The development of the city of Medan as a trade and business center has caused many changes. The most obvious change is the emergence of increasing business competition. This is marked by the establishment of new businesses in the city of Medan, especially in the culinary field. The culinary business offered in the city of Medan is very diverse, such as cafes/coffee shops, restaurants, and street vendors.

The existence of a cafe at this time is very easy to find. Especially in big cities like Medan, because cafes have become places that can be used to hangout with friends just to kill time or can be used as a place for meetings with business partners. Especially nowadays, people come to cafes not only to eat or drink, but want to find a place that can fulfill their needs and desires and that can be used to relax and relieve fatigue from college assignments and work assignments.

1.2. Research Questions

Consumer satisfaction is an important role in a business, to provide the best products and services so that consumers feel satisfied. Satisfaction is something that must be considered by companies to retain consumers. From the pre-survey that the author conducted, several phenomena were obtained, namely there were several complaints that consumers complained about Cafe Ruang Sarca, where the most complaints were that consumers felt employees were not friendly to customers such as not welcoming consumers who came and went, lack of smiles at customers and lack of employee speed. in serving consumers. Cataloged menu with too few available menus, in the available space,

In order to attract consumers' interest in making purchases and in order to make customers willing to come back, business actors must be able to compete with other business actors by providing a positive image to consumers that is able to have a satisfying and positive impact. Guarantee so that customers are willing to come back. The created consumer satisfaction is able to provide several benefits, namely the relationship between the company and its consumers becomes harmonious. One of the factors that are of concern in determining consumer satisfaction include brand image, service quality and store atmosphere. Based on the background of the problems above, the questions in this study are:



1. Does brand image have a positive and significant effect on customer satisfaction at the Ruang Sarca Cafe Medan?
2. Does service quality have a positive and significant effect on customer satisfaction at the Ruang Sarca Cafe Medan?
3. Does the Store atmosphere have a positive and significant effect on customer satisfaction at the Ruang Sarca Cafe Medan?
4. Do brand image, service quality, and store atmosphere together have a positive and significant effect on customer satisfaction at the Ruang Sarca Cafe Medan?

2. FOUNDATION OF THEORY

2.1. Definition of Consumer Satisfaction

According to Firmansyah (2019: 136), satisfaction is the level of feeling where a person states the results of a comparison of the product work received and expected. Consumers who are satisfied with products and services tend to repurchase products and reuse services when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume (Indrasari, 2019: 82). The thing that must be done by the company in order to be successful in facing competitors is to try to create and retain consumers so that they can achieve their goals. In order for the goals to be achieved, companies must be able to produce goods and services in accordance with the wishes of consumers and at appropriate prices, so every company should be able to understand the behavior of target consumers. According to Arianty, et al., (2016: 18), consumer satisfaction is the consumer's feeling after feeling between what he has received and the desired expectations. Consumers will feel satisfied if the value provided by the product or service satisfies consumers for a long time. Consumer satisfaction is the response shown by consumers to the service or performance (results) received, then consumers will compare performance (results) with the expectations they want (Daga, 2017: 78).

If the performance (result) received is more than expectations, the consumer is satisfied, and vice versa if the performance (result) received does not meet or equal to his expectations, it can be said that the consumer is dissatisfied with the performance (result) received. Sangadji and Sopiah (2019: 181) explain the definition of customer satisfaction is a situation in which consumer expectations of a product match the reality received by consumers. If the product is far below expectations, consumers will be satisfied. Satisfaction or dissatisfaction is a person's feelings of pleasure or disappointment resulting from a comparison between his impression of the real/actual product performance and the expected product performance. Consumer expectations can be known from their own experiences when using these products, information from other people and information needed from other people's advertisements or promotions. Based on the descriptions of several experts above, it can be concluded that consumer satisfaction is the level of one's feelings after comparing the performance (or results) that consumers feel compared to their expectations. Consumer satisfaction is measured by how much consumer expectations about products and services are in accordance with the actual performance of products and services. Factors Affecting Consumer Satisfaction In general, companies carry out business activities or marketing tasks to communicate and offer goods or services from a company, namely to create satisfaction for consumers or customers. Satisfaction is an important factor supporting the success of the company, therefore companies must be able to know and study the factors that can satisfy consumers in order to measure the satisfaction of their customers. In determining the level of customer satisfaction, there are five main factors that must be considered by companies according to Arianty, et al (2016: 19), namely:

1. Product quality
Consumers will be satisfied if the results of their evaluation show that the products they use are of high quality.
2. Service quality
Especially for the service industry. Consumers will feel satisfied if they get good service or what is expected.
3. Emotional
Consumers will feel proud and gain confidence that other people will be amazed at him when using products with certain brands that tend to have a higher level of satisfaction. Satisfaction is obtained not because of the quality of the product but from social values that make consumers satisfied with certain brands.
4. Price
Products that have the same quality but charge relatively cheap prices will provide higher value to consumers.
5. Cost
Consumers who do not need to incur additional costs or do not need to waste time getting a product tend to be satisfied.

2.2. Consumer Satisfaction Theory

According to Sangadji and Sopiah (2019: 181), the theories that discuss consumer satisfaction are as follows:

1. Experientially Affective Theory
This theory assumes that consumer satisfaction is influenced by positive and negative feelings that consumers associate with products that have been purchased and consumed.
2. Satisfaction Theory (The Expectancy Disconfirmation Model)
This theory suggests that consumer satisfaction and dissatisfaction is the impact of a comparison between consumer expectations before purchase and actual product performance.
3. Theory of Justice (Equity Theory)
This theory argues that people will analyze the ratio of their results (outcomes) and inputs (inputs) to those of their partners in an exchange and if they see that the ratio is higher, they will experience feelings of injustice.
4. Attribution Theory, Failure and Customer Satisfaction (Attribution Theory)
This theory is a way to identify the cause of an action. If the product fails (performance is below expectations), the consumer will try to determine the cause of the failure.
5. Actual Product Performance
The researchers found strong evidence that actual product performance affects consumer satisfaction independently of expectations, feasibility and attribution. Thus, even though consumers fully expect a product to be successful, they are still dissatisfied when it does.
6. Affect and CS/D
This study found that CS/D measurements were directly influenced by consumers' affective feelings. The researchers found that there is a relationship where a purchase can cause an affective reaction which in turn will lead to feelings of CS/D.

2.3. Method of Measuring Consumer Satisfaction

There are several methods that companies can use to measure the level of customer satisfaction according to Tjiptono and Chandra (2016: 219), namely as follows:



1. Complaint and Suggestion System

Every customer-oriented organization needs to provide easy and convenient opportunities and access for its customers to convey their suggestions, criticisms, opinions and complaints. The media used can be in the form of suggestion boxes placed at strategic locations, comment cards (which can be filled in directly or sent via post to the company), a special toll-free telephone line, websites, and others. The information obtained through this method can provide new ideas and valuable input to the company from its customers who have used the products offered by the company, thus enabling the company to react responsively and quickly in overcoming problems that may arise. disappointing customers.

2. *Ghost Shopping*(Mystery Shopping)

Hiring several ghost shoppers to play or pretend to be potential customers of the company's products and competitors. They are asked to interact with service provider staff and use the company's products or services. Based on this experience, they were then asked to report their findings regarding the strengths and weaknesses of the company's products and competitors. This is done so that the company can find out how the condition of the company and its competitors is when delivering its services to customers, so that the company can evaluate it.

3. *Lost Customer Analysis*

Wherever possible the company should contact customers who have stopped buying or have changed suppliers in order to understand why this has happened and to make policy decisions. further improvements/improvements that must be carried out by the company.

4. Customer satisfaction survey

Surveys are conducted by asking a number of questions to customers and can be done either via post, e-mail, website, or direct interviews with customers who have used the products offered by the company. Through surveys, the company will get direct responses and feedback from customers and also give a positive impression that the company pays attention to its customers.

2.4.Indicators of Consumer Satisfaction

Because there are so many customers using the product and each customer uses it differently, has a different attitude, and speaks differently. Overall consumer satisfaction consists of several indicators according to Tjiptono, (2018: 497), which can be seen as follows:

1. *Encounter satisfaction*

The interaction between the customer and the service organization (service staff, other customers in consuming the organization), explains how the experience of the service/services is used.

2. *Overall satisfaction*

The simplest way to measure satisfaction is to directly ask customers how satisfied they are with a specific product or service certain.

3. *Overall quality*

Assess and compare with the overall level of customer satisfaction with competitors' products/services.

4. *Image*

How corporate image can increase customer satisfaction

5. *Future expectations*

Customer satisfaction is measured behaviorally by asking whether the customer will shop or use the company's services again.

2.5. Definition of Brand Image

A purchase decision by consumers cannot be separated from the brand image of the place where they will shop. Image is an easy concept to understand, but difficult to explain systematically (Sangadji and Sopiah, 2019: 188). Alma (2018: 380) explains, image is the sum of the beliefs, ideas and impressions that a person has from an agency or program, facilities or personnel. it may be formally defined as a mental construct developed by an individual on the basis of a few selected impressions among the total flood of impressions. Sangadji and Sopiah, (2019: 327), suggest that brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of thoughts associated with certain brands as well as when thinking about other people. Brand image is the perception or view of customers about what they feel from the products offered. If the company offers quality products and can meet customers, of course, the customer's perception of the product brand will be good. Conversely, if what the company offers does not match what the customer expects, of course, the customer's perception of the product brand will be bad. The strong brand image in the minds of consumers will lead to stronger self-confidence felt by consumers in using the products they buy. (Suhardi and Carolin, 2019).

Alma (2018: 149), explains that brand image is a picture of a person's set of beliefs, ideas and impressions about an object. A person's attitude and actions towards an object greatly determine the condition of the object's image. Brand image describes the eccentric nature of products and services including the ways in which brands try to meet the psychological or social needs of consumers (Kotler and Keller, 2016: 330). Daga (2017: 23), explains that brand image is a name, term, symbol, sign, and design used by a company to differentiate its product from its competitors. Brand image as a consumer perception to evaluate a product when consumers do not have good enough knowledge about a product to be purchased.

Based on the definition above, it can be concluded that brand image is consumer understanding of the brand as a whole, consumer trust in certain brands and brand experience of a brand.

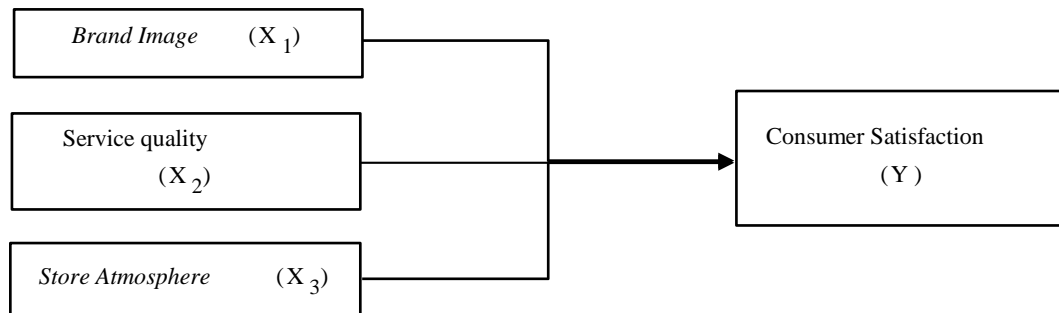


Figure 2 1 conceptual framework
 Source: Processed data, 2023

2.6.Hypothesis

A hypothesis is a temporary answer to a research problem that is theoretically considered the most probable or has the highest level of truth. Technically, a hypothesis is a statement regarding the state of the population whose truth will be tested through the data obtained from the research sample. Statistically, the hypothesis is a statement of the state of the parameters that will be tested through sample statistics (Digdowiseiso, 2017: 113). Within the hypothesis contained a prediction. The accuracy of the forecast certainly depends on the researcher's mastery of the accuracy of the theoretical basis and generalizations that have been read from reference sources when conducting a literature review. The hypothesis in this study are:



- H1 = *Brand image* significant effect on customer satisfaction Cafe
Medan Sarca Room
- H2 =
Service quality has a significant effect on customer satisfaction
Cafe Medan Sarca Room
- H3 =
Store atmosphere significant effect on consumer satisfaction
Cafe Medan Sarca Room
- H4 = *brand image*, influential service quality and store atmosphere
significant to consumer satisfaction Cafe Ruang Sarca Medan.

3. RESEARCH METHOD

3.1. Type of Research

This study used a quantitative research method with a descriptive statistical approach. According to Sugiyono (2017: 8), the quantitative research method is a research method based on the philosophy of positivism, used to examine certain populations and samples, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing established hypotheses. While the descriptive statistical approach according to Sugiyono (2017: 147) is statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. In this study, research was used to determine the relationship and brand image, service quality and store atmosphere provided by the Ruang Sarca Cafe in increasing customer satisfaction and what was faced by the Ruang Sarca Cafe in increasing customer satisfaction.

3.2. Location and Time of Research

The research location is the place where the research is conducted. Determining the location of the research is a very important stage in quantitative research, because the determination of the research location means that the object and objectives have been determined so that it makes it easier for the writer to do the research. The location of the research was conducted at the Ruang Sarca Cafe Medan which is located at Jalan. Abdul Hakim, Tj. Sari, District. Medan Selayang, Medan City, North Sumatra 20132. This research was conducted from September to December 2022.

3.3. Research Variables and Operational Variables

Research variable

According to Sugiyono (2017: 38), the definition of a research variable is an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to study and then draw conclusions. The variables used in this study are the independent variables and the dependent variables. The explanation is as follows:

1. Independent Variable/Independent Variable (X)

According to Sugiyono (2017: 39), the independent variable/independent variable is the variable that influences or causes the change or the emergence of the dependent (bound) variable. In this study, the independent variables (X) are brand image (X1), service quality (X2) and store atmosphere (X3).

2. Dependent Variable/Bound Variable (Y)

According to Sugiyono (2017: 39), the dependent variable/dependent variable is the variable that is affected or becomes the result, because of the independent variables. In this study the dependent variable (Y) is consumer satisfaction.

3.4. Population and Sample

Population

According to Hardani, et al., (2020: 361), population is the entire object of research consisting of humans, objects, animals, plants, symptoms, test scores, or events as data sources that have certain characteristics. in a study. The population in this study were all customers or consumers at the Ruang Sarca Cafe Medan who visited the Ruang Sarca Cafe from January to December 2022, totaling 176,866 people.

Table 3.2 Total Sales of the Medan Sarca Room Cafe

Year	Number of Customers
June	2701
July	2685
August	2809
September	2769
October	2688
November	2676
December	2744
Total	19,072

Source: Cafe Ruang Sarca Medan, 2023

Sample

According to Hardani, et al., (2020: 362), the sample is a portion of the population taken using a sampling technique. To determine the research sample used the slovin formula, namely:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = sample size N = number of population e = percentage of tolerable error

In this study, the percentage of errors that can be tolerated is

10%, then the number of research samples is:

$$n = \frac{N}{1 + Ne^2}$$



$$n = \frac{19072}{1 + 19072 \times (10\%)^2}$$

$$n = 99.48$$

Based on the calculation results above, it can be seen that the number of samples obtained is 99.48. To facilitate research, the number of research samples taken was 100 consumers. The sampling method in the field uses accidental sampling technique, which is a sampling technique based on coincidence, anyone who happens to meet the researcher at the research location, if it is deemed that the person who happened to be met is suitable as a data source.

3.5. Data Collection Method

According to Hardani, et al., (2020: 120), the data collection method is the most strategic technique or step in research, because the main objective of this research is to obtain data.

4. RESULTS AND DISCUSSION

4.1. Description of Research Object

Profile of the Medan Sarca Room Cafe

Ruang Sarca is a cafe built with a contemporary concept, starting from modern building architecture, a comfortable atmosphere, and a variety of western menu offerings. Overall, the appearance of this cafe does look attractive, instagramable and fun. Both in the indoor and outdoor areas have comfort that every customer can choose and enjoy. The courtyard of the cafe is quite spacious, equipped with beautiful and neatly arranged seats. In addition, cleanliness is always maintained. So it's not strange if cafes like this are hunted by many people. Ruang Sarca Cafe was established in early 2021, namely April 11, 2021 and is located on Jl. Abdul Hakim, Tj. Sari, Kec. Medan Selayang, Medan City, North Sumatra 20132. Access is quite easy, because the location is not far from the University of North Sumatra, only about 3.2 km and takes about 10 minutes to travel. The name Sarca comes from the abbreviated name of Owner Ruang Sarca which consists of Suci, Ajo, Rizky, Cintya and Rasyid and coincidentally SARCA has the meaning in Italian which is a river in Italy so the owners have the hope that the business can continue like a river.

4.2. Descriptive Respondents Based on Gender

Respondents descriptive based on the gender of Cafe Ruang customers Sarca is described in Figure 4.1 as follows:

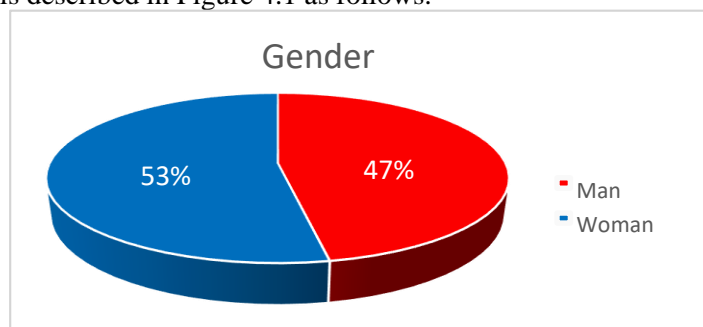


Figure 4.1 Respondents by Gender

From the description of Figure 4.1 it shows that out of 100 respondents, 47 people or 47% were male, while there were 53 female respondents or 53%. This shows that more women visit the Ruang Café Sarca Medan than male gender.

Respondents Descriptive Based on Age

The descriptive of the respondents based on the age of the customers of the Medan Sarca Cafe Room is explained in Figure 4.2 as follows:

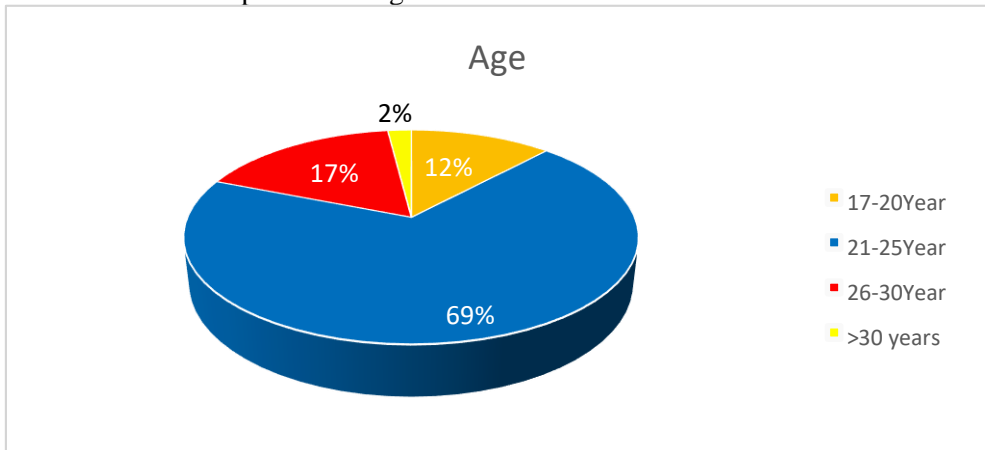


Figure 4.2 Respondents by Age

Based on Figure 4.2, it can be seen that out of 100 respondents, most of them are aged 17-20 years, as many as 12 people or 12%. Then the second percentage with ages 21-25 years was 69 people or 69%, the third percentage with ages 26-30 years was 17 people or 17% and the fourth percentage with ages > 30 years was 2 people or This shows that ages 21-25 years is the age of customers who make purchases at the Ruang Sarca Cafe Medan.

Respondents Descriptive by Occupation

The descriptive of the respondents based on the customers of the Medan Sarca Cafe Room is explained in Figure 4.3 below:

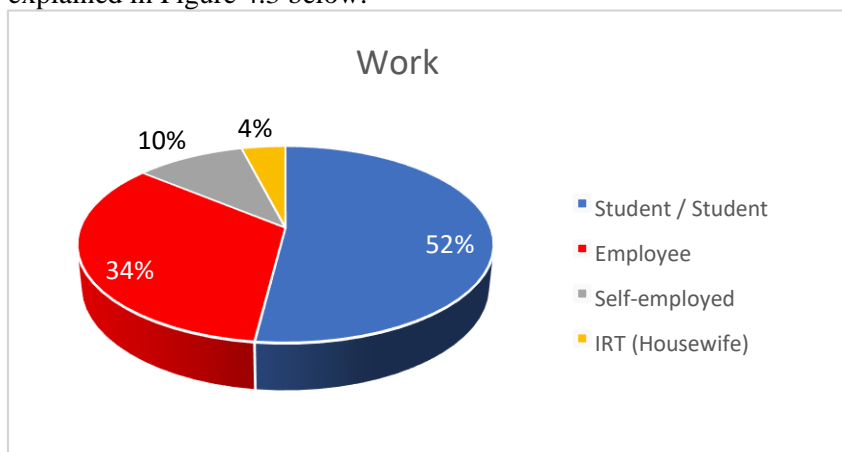


Figure 4.3 Respondents by Age

Based on Figure 4.2, it can be seen that out of 100 respondents, the majority of them work as students, 52 people or 52%. Then the second percentage, respondents who work as



employees are 34 people or 34%, the percentage of the three respondents who work as an entrepreneur is 10 people or 10% and the percentage of the fourth IRT (Housewife) is 2 people or This shows that the respondents in the study this is the most dominant, namely as a student / student, amounting to 52 people or 52%.

4.3 Descriptive Statistics of Research Variables

This study aims to determine the effect of brand image, service quality and store atmosphere to increase customer satisfaction. Data obtained using a questionnaire or questionnaire and after that the data is processed using the SPSS program, then to obtain the results of each variable using descriptive analysis. To obtain data and information, the researcher uses a questionnaire or questionnaire as data collection and then after the data is collected it is then processed and arranged based on each variable based on the category carried out on the indicators of each variable so that a development has been made in this research questionnaire. The following is a table of descriptive analysis criteria, namely:

Table 4.1 Descriptive Analysis Criteria

Scale Range	Criteria
1.00–1.80	Very low
1.81–2.60	Low
2.61–3.40	Currently
3.41–4.20	Good
4.21 –5.00	Very good

Source: (Muhidin and Abdurahman, 2017:146)

Brand Image Variable Descriptive (X1)

The brand image variable (X1) in this study is measured using 6 (six) statement items which will be represented by the indicators of this variable. The results of respondents' responses to the variable Work motivation are shown in the table below:

Table 4.2 Variable Brand Image (X1)

No	Brand Image Indicator	Likert scale					Amount	Means	Criteria
		SS (5)	S(4)	KS (3)	TS (2)	STS (1)			
1	CafeSarca Room is one of the cafes that are currently popular in the city of Medan	29	61	9	1	0	100	4,18	Good

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2	CafeSarca Room is one of the modern hangout places in the city of Medan	31	55	12	2	0	100	4,15	Good
3	CafeThe Sarca Room has a good reputation on social media	26	59	13	2	0	100	4.09	Good
4	CafeSarca room is very famous in the city of Medan	23	61	14	2	0	100	4.05	Good
5	CafeRuang Sarca has a design or concept of a place	17	62	20	1	0	100	3.95	Good
No	Brand Image Indicator	Likert scale					Amount	Means	Criteria
		SS (5)	S(4)	KS (3)	TS (2)	STS (1)			
	which is instagramable								
6	The food and drink the one in Space Cafe has great taste	31	56	11	2	0	100	4,16	Good
Average								4.09	Good

Source: Research Results Using SPSS, 2023

Based on the table above, it can be seen that the brand image variable has an average result of 4.09. So it can be concluded that all statements are considered to have good criteria. The highest question is "Cafe Ruang Sarca is one of the currently popular cafes in the city of Medan" with an average score of 4.18, but there is also the lowest statement, namely "Cafe Ruang Sarca has a design or concept of an instagramable place" with an average result 3.95.



Classical Assumption Test Results

Normality test

The researcher conducted a normality test to find out whether there was a regression model for the dependent, independent variables or normally distributed or not. A good regression model should have a normal distribution. The results of the normality test in this study are:

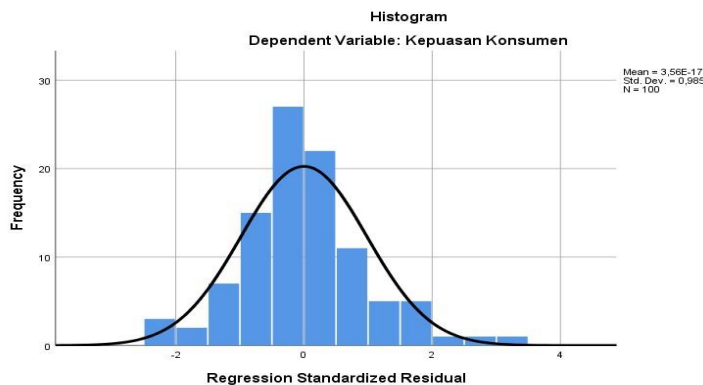


Figure 4.4 Histogram Graph

Source: Research Results With SPSS, 2023

The results of the normality test in the figure above prove that data that has a normal distribution is usually in the form of a bell-shaped curve which is a condition for being able to do a regression test. The normality test can be presented using the normal PPlot regression diagram and has the following test results:



Figure 4.5 P-Plot Data Normality Test Results

Source: Research Results With SPSS, 2023

The normal pattern graph shows the spread of dots around the diagonal line and follows the direction of the diagonal line which has indications that the regression model fills the normality assumption. Apart from using a graph (P-Plot), we can see the normality test in the output in the form of Kolgomorov-Smirnov test numbers in the following table:

Table 4.6 Kolmogorov-Smirnov Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized residual
<u>N</u>		100
Normal Parameters, b	<u>Means</u>	,0000000
	<u>std. Deviation</u>	2.56392931
Most Extreme Differences	<u>absolute</u>	,085
	<u>Positive</u>	,085
	<u>Negative</u>	-.056
<u>Test Statistics</u>		,085
<u>asympt. Sig. (2-tailed)</u>		,070 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Research Results Using SPSS, 2023

Based on the table above it can be explained that the data has significant level of $0.070 > 0.05$, so it can be concluded that the above data is normally distributed.

Heteroscedasticity Test Results

A model can be said to have a heteroscedasticity problem or there are variable variants in the model that have no similarities. In carrying out the heteroscedasticity test, you can use the park glacier test by connecting the residual absolute value with each independent variable. If the results of the probability value have a significant value $>$ from the value of α that is 0.05 that is can concluded that model No indicated heteroscedasticity. The results of the heteroscedasticity test in this study can be seen in the following table:

Table 4.7 Heteroscedasticity Test Results Coefficientsa

Unstandardized Coefficients				Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(constant)	5,148	1,744		2,952	,004
	Brand Image	-.063	.055	-,118	-1.141	,257
	Service quality	-.088	.046	-,260	-1,919	.058
	Store Atmosphere	.062	.055	,149	1.119	,266

a. Dependent Variables: res2

Source: Research Results Using SPSS, 2023

Based on the table above we can see the relationship between brand image with a significant $0.257 > 0.05$, service quality with a significant $0.058 > 0.05$ and store atmosphere with



a significant $0.266 > 0.05$. So it can be concluded that the model is not affected by heteroscedasticity problems.

Multicollinearity Test Results

The multicollinearity test can be detected by the VIF (Variance Inflation Factor) and Tolerance test criteria. If the tolerance value is > 0.10 and $VIF < 10$, it shows that the model has no indication of multicollinearity, which means there is no relationship between the independent variables. The results of the multicollinearity test in this study can be seen in the following table:

Table 4.8 Multicollinearity Test Results Coefficientsa

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Brand Image	,911	1,098
Service quality	,534	1,873
Store Atmosphere	,554	1,804

a. Dependent Variable: Consumer Satisfaction

Source: Research Results Using SPSS, 2023

This is supported by research conducted by Yulisetiari & Mawarni (2021), which states that brand image, service quality and store atmosphere affect consumer satisfaction. If a brand is already known and then in the minds of consumers there is a certain association with a brand to differentiate it from other brands, then consumers will perceive high quality and make them feel satisfied buying the product because the customer's point of view can be used as a guarantee for customers to assess quality. product or service.

5. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Based on the results of the research and discussion that has been carried out on all that has been obtained, the writer can conclude:

- 1.Brand image has a positive and significant effect on cafe consumers Medan Sarca Room.
- 2.Service quality has a positive and significant effect on consumers Medan Sarca Room Cafe.
- 3.Store atmosphere has a positive and significant effect on cafe consumers Medan Sarca Room.
- 4.Brand image, service quality, store atmosphere together have a positive and significant effect on consumers at Ruang Sarca Café Medan.

5.2.Suggestions

Based on the above conclusions, the authors provide suggestions as follows: Share Cafe Ruang Sarca Medan. Carry out more intensive promotions to expand the network and get more consumers so that the brand image of Ruang Sarca Cafe can be recognized again so that it is better known by consumers. For Higher Education, it is expected to add information and can be used as a reference for research in the future.

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ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION CAFE RUANG SARCA MEDAN

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