

## The Importance of Store Environment to Customer Satisfaction and Customer Loyalty of Family Restaurant in Indonesia



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**ABSTRACT:** The development of the food and beverage industry is still one of the drivers of the economy in Indonesia. The food and beverage industry sector contributed 2.03% in 2020 at which time all countries were affected by Covid-19. Despite the Covid-19 outbreak, this industrial sector is a sector that has the potential to continue to be stimulated because it also makes a significant contribution to the country's economy so that it can make the country survive and not cause a crisis impact for the Indonesian state. It can be said that Ayam bakar Primarasa and Resto also plays a role in developing the economy in Indonesia. This study aims to determine how the effect of service quality, social enjoyment, cleanness, aesthetics, cost, and customer satisfaction on customer loyalty. The expected benefit of this research is to increase knowledge in the field of management, especially how much influence customer satisfaction has so that it can increase customer loyalty which in turn will increase customers of Ayam Bakar Primarasa Restaurant in Surabaya. This research uses causal research. The method in this study used is a quantitative method with data processing using SPSS software. Data collection was carried out by distributing questionnaires with a total of 148 respondents with the characteristics of male and female respondents aged 18-60 years, who lived in Surabaya, had consumed food and drink at the Ayam Bakar Primarasa in Surabaya directly (dine in) at least twice in the past year, as well as buying and trying other seafood dishes other than the Ayam bakar Primarasa Restaurant in Surabaya in the last three months.

**KEYWORDS:** Effect of Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction, Customer Loyalty.

### I. INTRODUCTION

The development of the food and beverage industry remains one of the drivers of the Indonesian economy. The food and beverage industry contributes 2.03% in 2020, when all countries are affected by Covid-19. Despite Covid-19, this industrial sector is one that has a lot of potential to be stimulated because it also makes a significant contribution to the country's economy, so that it can keep the country alive without compromising Indonesia. The food and beverage industry contributed 36.4% to manufacturing GDP in 2020. During the same period, the industrial sector recorded a growth of 3.9%. Restaurants are places or buildings that seek profit and also to satisfy restaurant guests by providing good service and providing quality food and drinks. Consumer habits and choices are developed based on customs, culture and religion. In this case, the quality of food greatly affects the interests and choices of consumers, one of which is beneficial to the health of consumers. Food quality is an important role that consumers always strive to meet the needs and expectations of the restaurant of their choice.

In the city of Surabaya there are many restaurants with a variety of different menus and foods. One of them is the most famous and popular Ayam Bakar Primarasa. Ayam Bakar Primarasa Resto provides a menu of fresh food which is processed with good quality ingredients and served as the main menu.

Ayam Bakar Primarasa Restaurant opened its first branch in Surabaya, Jalan Kusuma Bangsa, followed by a second branch on Jalan Manyar Kertoarjo, followed by a second branch on Jalan Kupang Indah, Jalan Ahmad Yani 166 and Jalan Dr. Soetomo No. 76 Surabaya. The distinctive taste of the "Primarasa" grilled chicken seasoning, as an ancestral recipe, has been the secret of home cooking for generations and is missed by many customers everywhere. Responding to customer requests, finally opened the first out-of-town branch in Semarang City, and then expanded it again with a new branch in Labuan Bajo NTT. Primarasa Grilled Chicken Resto's delicious taste and legendary spices make it a favorite now and a recommended place to dine with family

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and office friends. In fact, the restaurant, which was founded in 1993, has long been a customer of celebrities, artists, and officials.

In the midst of increasingly business competition in Indonesia it is important for Ayam Bakar Primarasa to always increase Customer Loyalty from Ayam Bakar Primarasa customer, so this research will focus on examining the effect of Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction and Customer Loyalty Ayam Bakar Primarasa customer in Surabaya. In the midst of increasingly business competition in Indonesia it is important for Mitra10 to always increase Repurchase Intention from Mitra10 customer, so this research will focus on examining the effect of Merchandise Value, Merchandise Variety, Interaction With Staff, Internal Shop Environment to Repurchase Intention through Customer Satisfaction Mitra10 customer in Surabaya.

## II. LITERATURE REVIEW

### 2.1 Service Quality

Starini (2013) examined the effect of service quality on consumer loyalty with satisfaction as a mediating variable showing that service quality has a positive and significant influence on customer satisfaction. Products in a broader sense can be in the form of goods or services (services). Lupiyoadi and Hamdani (2006), state that one way to create customer satisfaction is to improve service quality, because customers are the main focus when talking about satisfaction and loyalty. It is also said that the consistency of product/service quality can contribute to the success of a company in terms of customer satisfaction. Research conducted by Suryanto et al., (2002) proves that service quality has a positive influence on customer satisfaction. From these statements, we can make hypotheses that:

*H1: Service Quality has a positive significant effect on Customer Satisfaction*

### 2.2 Social Enjoyment

This study is in line with Orel and Kara (2013) who stated in their research that social enjoyment has a significant effect on consumer satisfaction. Social Enjoyment is the most important part in creating customer satisfaction where consumers may spend 2 hours or more in an upper-middle restaurant, and consumers will feel the surrounding atmosphere consciously or unconsciously before, during, and after eating food and this will have an impact major role in determining overall customer satisfaction (Ryu, 2005). This research is in line with Bitner (1990 and 1992) because services are largely intangible and often require the customer to be present during the process, the physical environment can have a significant impact on the perception of the overall quality of service encounters, which in turn affects customer satisfaction in the restaurant industry. From these statements, we can make hypotheses that:

*H2: Social Enjoyment has a positive significant effect on Customer Satisfaction*

### 2.3 Cleanness

According to Wakefield and Bolgett (1996) cleanness is the most important thing, where consumers spend their time in service providers, such as restaurants. According to Aritonang (2015) cleanliness is something that really has a big influence because cleanliness will be felt directly by customers. So that customers who feel their surroundings are clean when they enter cleanliness are satisfied with what the restaurant provides to customers. This research is in line with research according to Granizoa et al (2019), cleanness has a significant effect on customer satisfaction. From these statements, we can make hypotheses that:

*H3: Cleanness has a positive significant effect on Customer Satisfaction*

### 2.4 Aesthetics

According to Zhang (2010) also found a similar thing that there is a positive and significant influence between aesthetics on customer satisfaction. according to research conducted by El-Adly, M. I. (2019) found that aesthetics had significant effect on customer satisfaction. From these statements, we can make hypotheses that:

*H4: Aesthetics has a positive significant effect on Customer Satisfaction*

### 2.5 Cost

Setiawan (2012) cost has a positive effect on customer satisfaction. The more affordable and according to consumer expectations, the customer satisfaction will increase. Price is one of the vital elements in an effort to satisfy consumers. This study is in line with the results of research conducted by Gunawan (2012) which states that cost has a significant effect on customer satisfaction. Tajab (2017) states that cost has a significant effect on customer satisfaction. From these statements, we can make hypotheses that:

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H5: Cost has a positive significant effect on Repurchase Intention

## 2.6 Customer Satisfaction

According to Elkhani, et al. (2014) in their research shows that customer satisfaction has a direct and significant effect on customer loyalty. Le Blanc (1994) in Rivai (2005) which states that there is a positive relationship between satisfaction and customer loyalty. The findings of this study are in line with those proposed by Aryani (2010) and Kandampully (2000) which show that customer satisfaction has a positive relationship with customer loyalty.

H6: Customer Satisfaction has a positive significant effect on Customer Loyalty

## 2.7 Customer Loyalty

According to Haw and Hamilton (2015), customer loyalty is the result of positive emotional experiences that are consistently felt by customers. According to Oliver (2014) customer loyalty is a commitment held by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though the customer gets situational or marketing influences from competitors to change brands. other. According to Kotler and Armstrong (2015) customer loyalty is keeping customers loyal, it makes economic sense. Loyal customers use the company's products more and for a longer time. Losing a loyal customer can mean a loss of revenue stream for that customer in the future. According to Shaq (2014) customer loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behaviors of a customer. According to Lovelock et al. (2016) customer loyalty is the willingness of customers to always use the company's products in the long term, use exclusively, and recommend the company's products to friends or colleagues.

### III. RESEARCH ISSUE AND METHODOLOGY

The type of approach used in this study is a quantitative approach. The population used is customer of Ayam Bakar Primarasa Surabaya. The sampling technique used is non-probability sampling using a questionnaire as a tool major in data collection. In this study, researchers will use snowball sampling techniques, where researchers choose respondents who will help researchers to distribute and fill out questionnaires customer had consumed food and drink at the Ayam Bakar Primarasa in Surabaya directly (dine in) at least twice in the past year, as well as buying and trying other seafood dishes other than the Ayam bakar Primarasa Restaurant in Surabaya in the last three months. In this study respondents collected were 148 customer of Ayam Bakar Primarasa Surabaya according to the characteristics of respondents. Research model can be seen below.

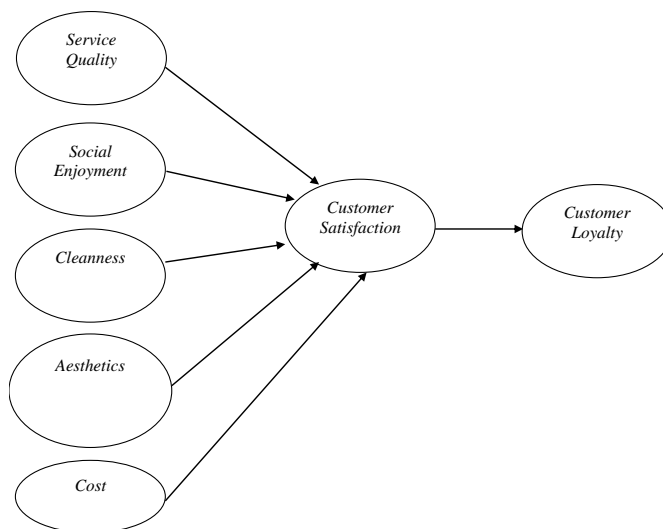


FIGURE 1. RESEARCH MODEL  
SOURCE: GRANIZO ET AL (2019)

### IV. FINDING AND DISCUSSION

#### 4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is

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descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 80 respondents (54%) of respondents are the customer Ayam Bakar Primarasa Surabaya while 68 respondents (46%) are men. This indicates that customer of Ayam Bakar Primarasa Surabaya mostly is female.

**Table 1. Respondents Characteristic by Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	80	54.0	54.0	54.0
	Male	68	46.0	46.0	100.0
	Total	148	100.0	100.0	
<b>Source:</b> own calculation					

From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 118 respondents (80%), followed by 36-50 age group which is 30 respondents (20%). This shows that the majority of respondents are in the age subgroup of generation X and Y.

**Table 2. Respondents Characteristic by Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 35	118	80.0	80.0	80.0
	35 - 50	30	20.0	20.0	100.0
	Total	148	100.0	100.0	
<b>Source:</b> own calculation					

**Table 3. Descriptive Statistics**

	N	Mean	Std. Deviation
CL1	148	0.7950	0.7950
CL2	148	0.9136	0.9136
CL3	148	0.9150	0.9150
CL4	148	1.0472	1.0472
CS1	148	3.98	0.7865
CS2	148	4.12	0.8073
CS3	148	4.13	0.7794
SQ1	148	4.23	0.8440
SQ2	148	4.39	0.7965
SQ3	148	4.18	0.8678
SQ4	148	4.29	0.8826
SQ5	148	4.20	0.8726
SE1	148	4.10	.8817
SE2	148	4.01	.9109
SE3	148	4.08	.9179
CN1	148	3.97	.8407
CN2	148	4.14	.8166
CN3	148	4.12	.8105
AES1	148	4.09	.8276
AES2	148	3.86	.9594
AES3	148	3.97	.7820
AES4	148	4.27	.8233

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C1	148	4.00	.9440
C2	148	3.96	1.0780
C3	148	3.92	1.0308
Valid N (listwise)	148		
<b>Source:</b> own calculation			

Based on the results from data processing in table 3, it shows that all average score of the mean for overall indicator is above 3.61 means that all indicators of variables can be perceived agree by all respondents. Also, the standard deviation is under 2.0 means that the answers given by respondents are homogeneous.

## 4.1.1 Validity Test

The criteria is if the value of the factor loading is higher than 0.196, then the statement is considered valid. Based on the test of the data validity, all indicators used to estimate each variable are valid, because the factor loading for every indicators are more than 0.161.

**Table 4. Validity Test**

Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL
<i>Customer Loyalty</i>		<i>Customer Satisfaction</i>		<i>Service Quality</i>		<i>Social Enjoyment</i>		<i>Cleanliness</i>		<i>Aesthetics</i>		<i>Cost</i>	
CL.1	0.425	CS.1	0.542	SQ.1	0.720	SE.1	0.412	CN.1	0.670	AES.1	0.566	C.1	0.663
CL.2	0.538	CS.2	0.566	SQ.2	0.658	SE.2	0.448	CN.2	0.652	AES.2	0.445	C.2	0.650
CL.3	0.579	CS.3	0.640	SQ.3	0.720	SE.3	0.491	CN.3	0.780	AES.3	0.492	C.3	0.700
CL.4	0.624			SQ.4	0.701					AES.4	0.396		
				SQ.5	0.741								
<b>Source:</b> own calculation													

## 4.1.2 Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

**Table 5. Reliability Test**

Variable	Cronbach's Alpha Based on Standardized Items
<i>Customer Loyalty</i>	0.742
<i>Customer Satisfaction</i>	0.754
<i>Service Quality</i>	0.877
<i>Social Enjoyment</i>	0.640
<i>Cleanliness</i>	0.837
<i>Aesthetics</i>	0.692
<i>Cost</i>	0.818
<b>Source:</b> own calculation	

From the table 5, it is proven that the variable of Service Quality, Social Enjoyment, Cleanliness, Aesthetics, Cost, Customer Satisfaction and Customer Loyalty having the Cronbach alpha value higher than 0.60. So, it can be concluded that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

## 4.1.3 Results of Multiple Regression

Service Quality, Social Enjoyment, Cleanliness, Aesthetics, Cost, to Customer Satisfaction

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The results of multiple regression are as follows:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.197	.469		2.551	.012
	SQ	.203	.080	.220	2.553	.012
	SE	.068	.076	.072	.896	.372
	CN	.154	.075	.170	2.064	.041
	AES	.157	.079	.148	1.975	.050
	C	.120	.059	.161	2.032	.044

a. Dependent Variable: CS

From table 6, the regression equation can be written as follows:

$$CS = b_2.SQ + b_3.SE + b_4.CN + b_5.AES + b_6.C$$

$$CS = 0,220.SQ + 0,072.SE + 0,170.CN + 0,148.AES + 0,161.C$$

Based on table 6, all the independent variables have positively influence towards customer satisfaction. Service Quality has the greatest regression coefficient compare to other variables, that is 0.220. Therefore, Service Quality is the most influence to customer satisfaction. In the other side, Social Enjoyment has the smallest effect on customer satisfaction, that is 0.072.

## 4.1.4 Results of Simple Regression

### Customer Satisfaction to Customer Loyalty

The results of simple regression are as follows:

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.113	.354		8.802	.000
	CS	.277	.086	.259	3.235	.002

a. Dependent Variable: CL

From table 7, the regression equation can be written as follows:

$$CS = b_7CL$$

$$CS = 0.259 CL$$

Based on table 7, the independent variable have positively influence towards Customer Loyalty. Customer Satisfaction has the greatest regression coefficient that is 0.259. Therefore, Customer Satisfaction is the most influence to Customer Loyalty.

## 4.1.5 F-test

Based on the calculation of SPSS, the significance of F test value in the model 1 and model 2 are 0.000, so it can be concluded two model's independent variables together influencing dependent variable significantly.

**Table 8. Result of F-test 1**

Model		Sum of Squares	Mean Square	F	Sig.
1	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: CS					
b. Predictors: (Constant), SQ, SE,CN,AES, C					
Source: own calculation					

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**Table 9. Result of F-test 2**

Model		Sum of Squares	Mean Square	F	Sig.
2	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: CS					
b. Predictors: (Constant), CL					
Source: own calculation					

## 4.1.6 t-test

### 1. Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction

The F test used to determine whether the independent variables Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction partially (independently) have significant influence on customer satisfaction. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 8, it can be seen that Customer Satisfaction have significant influence on Customer Loyalty.

### 2. Customer Satisfaction to Customer Loyalty

The F test used to determine whether the independent variables Customer Satisfaction partially (independently) have significant influence on repurchase intention. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 9, it can be seen that Customer Satisfaction have significant influence on Customer Loyalty.

## V. DISCUSSION

The results of this study shows that the variables which service quality, cleanness, and cost have positive and significant effects on customer satisfaction. Customer satisfaction have positive and significant effect on customer loyalty. Also social enjoyment and aesthetics have no significant effect on customer satisfaction. So, the conclusion is that from six proposed hypotheses, four hypotheses are supported and two hypotheses are rejected.

The first hypothesis stating that service quality has a positive significant effect on Customer Satisfaction is supported. The first hypothesis stating that service quality has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Starini (2013) that states that service quality have a significant positive effect on Customer Satisfaction.

The second hypothesis stating that social enjoyment has a positive significant effect on Customer Satisfaction is rejected. The second hypothesis stating that social enjoyment has a positive effect on Customer Satisfaction is not supported because the t test value is not below 0.05.

The third hypothesis stating that cleanness has a positive significant effect on Customer Satisfaction is supported. The third hypothesis stating that cleanness has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Granizoa et al (2019) that states that cleanness have a significant positive effect on Customer Satisfaction.

The fourth hypothesis stating that aesthetics has a positive significant effect on Customer Satisfaction is rejected. The fourth hypothesis stating that aesthetics has a positive effect on Customer Satisfaction is not supported because the t test value is not below 0.05.

The fifth hypothesis stating that cost has a positive significant effect on customer satisfaction is supported. The fifth hypothesis stating that cost has a positive effect on customer satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Tajab (2017) that states that cost have a significant positive effect on customer satisfaction.

The sixth hypothesis stating that Customer Satisfaction has a positive significant effect on customer loyalty is supported. The third hypothesis stating that Customer Satisfaction has a positive effect on customer loyalty is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Elkhani, et al. (2014) that states that Customer Satisfaction have a significant positive effect on customer loyalty.

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### VI. CONCLUSION

This model was developed in order to research customer loyalty for Ayam Bakar Primarasa in Surabaya. This research model formed an influence relationship between quality, social enjoyment, cleanness, aesthetics, cost have positive and significant effects on Customer Satisfaction. Also, Customer Satisfaction have positive and significant effect on customer loyalty. So, the conclusion is that from six proposed hypotheses, four hypotheses are supported and two hypotheses are rejected.

As derived from the research outcomes, variables such as service quality, social enjoyment, cleanness, aesthetics, cost and Customer Satisfaction have been the factors that are important to note as those variables have critical influence toward customer loyalty on Ayam Bakar Primarasa customer in Surabaya. Therefore, the managerial implication must be concentrated upon those variables.

The managerial implications of these findings can be based on the theories that have been developed as follows. First, Customer Satisfaction is one of the important variables that affects the level of customer loyalty. Good customer satisfaction will be seen from satisfied with the food and drinks from the Ayam Bakar Primarasa Surabaya, satisfied with the services provided at the Surabaya, satisfied with the experience of visiting Surabaya. Loyalty of customer can also be seen from I will be returning to Ayam Bakar Primarasa Surabaya branches for the next few years, I will suggest to my friends to eat at Ayam Bakar Primarasa Surabaya branches, I will say positive things about Ayam Bakar Primarasa Surabaya branches to my relatives, I would recommend the Surabaya branch of Ayam Bakar Primarasa to people asking for Resto recommendations. One of the forming indicators of Customer Satisfaction is satisfied with the food and drinks from the Ayam Bakar Primarasa Surabaya, where this indicator gets the lowest results among other indicators. For this reason, Ayam Bakar Primarasa Surabaya need to be develop this indicator by added a new menu of Javanese specialties such as rujak cingur, tofu tek, soto, gudeg, etc.

Second, the service quality is the variable that most influences the Customer Satisfaction variables. Received health protocol attention from the employees of the Ayam Bakar Primarasa Surabaya branches, when called the employees of the Ayam Bakar Primarasa Surabaya the employees quickly came to my table, I feel that the employees of the Ayam Bakar Primarasa Surabaya branches are well behaved with regard to health protocols. (example: always keep your distance and use a mask and face shield), I feel that the employees of the Ayam Bakar Primarasa Surabaya branches are honest in providing information regarding the menu offered, I feel that I don't have to wait a long time to enjoy the menu that I ordered at the Ayam Bakar Primarasa Surabaya is very important and affects the satisfaction of customer. One indicator of service quality is when customer called the employees of the Ayam Bakar Primarasa branches the employees quickly came to my table where this indicator gets the lowest results among other indicators, so it is important for Ayam Bakar Primarasa Surabaya to develop this indicator by placing one employee for 2 customer tables who will place an order for food and further developed by dividing the employee job desk into three parts, the first part is to receive orders, the second part is to deliver orders, and the third part is to serve customers who need help.

Third, the cleanness Variable is the one of the variable that influences the Customer Satisfaction variables. Food preparation area at Ayam Bakar Primarasa always clean, the places to eat at the Ayam Bakar Primarasa are always kept clean, I feel that the toilets at the Ayam Bakar Primarasa always look clean is very important and affects the satisfaction of customer. One indicator of cleanness is the places to eat at the Ayam Bakar Primarasa are always kept clean, where this indicator gets the lowest results among other indicators, so it is important for Ayam Bakar Primarasa to pay attention to this. For this reason Ayam Bakar Primarasa needs to develop this indicator by checking and cleaning every 2 hours, adding a small trash can outside the bathroom, adding bathroom fragrance, and arranging equipment in the bathroom such as tissue, toilet brush, and hand bidet.

Fourth, the cost variable is one of the variable that influences the Customer Satisfaction variable. I feel that the costs incurred to eat at Ayam Bakar Primarasa are appropriate, I feel the prices for food and drinks at Ayam Bakar Primarasa are affordable, I feel that the prices for food and drinks at Ayam Bakar Primarasa are appropriate for the quality of food and drinks provided. One indicator of cost is I feel the prices for food and drinks at Ayam Bakar Primarasa are affordable gets the lowest results among other indicators, so it is very important for Ayam Bakar Primarasa to improve the indicator such as adding a new package that is more affordable at certain hours. for example, making a lunch package from 11.00 - 13.00 where customers can enjoy a package of dishes containing rice, side dishes and cafe-style drinks at lower prices than other packages.

Fifth, the social enjoyment is one of the variable that not influences the Customer Satisfaction variable. So it is very important for Ayam Bakar Primarasa to improve the variable indicator by providing free wifi facilities for every customer who dine-in, so that customers can enjoy their time by accessing the internet while in the cafe area, and mproving it by setting up several photo booths that are in line with the current trend, decorated with ornaments in the style of the Ayam Bakar Primarasa.



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Sixth, aesthetics is one of the variable that not influences the Customer Satisfaction variable. So it is very important for Ayam Bakar Primarasa to improve the variable indicator by decorate the inside of the cafe with ornaments and decorations according to national celebrations or religious celebrations in certain months. For example, decorating the inside with red and white ornaments in when Christmas season comes, increase the lighting in the cafe area by adding a few small lanterns in areas that still look dark, for example in the corner area of the room that is not exposed to light from the main lamp.

### VII. RESEARCH LIMITATION

This study has limitation which is only examining in Indonesia. Future study can conduct on other countries where there are geographical differences that can be additional research attractiveness. Specifically, we take respondents residing in Surabaya only. Future research can develop for other areas. Also, this research only uses Ayam Bakar Primarasa as research object. Using other object can produce different results.

### ACKNOWLEDGMENT

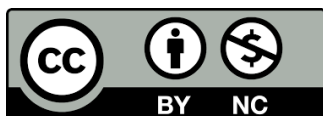
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