

## THE EFFECT OF RESTAURANT ATMOSPHERE AND SERVICE QUALITY ON CUSTOMER PURCHASE INTENTION (CASE STUDY OF DANAU TONDANO RESTAURANT)

PENGARUH SUASANA RESTORAN DAN KUALITAS SERVIS TERHADAP  
KEINGINAN MEMBELI PELANGGAN  
(STUDI KASUS DANAU TONDANO RESTAURANT)

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### ABSTRAK

*Servis secara pesat sudah menjadi sebuah bagian besar dari banyak organisasi regional, nasional, dan global dan sudah dipertimbangkan menjadi sebuah sarana yang menjadi aliran pendapatan. Ada banyak bisnis-bisnis yang menawarkan kualitas servis dan suasana toko, dan salah satunya adalah restoran. Populasi dari riset ini diambil dari para tamu dari Danau Tondano Restaurant. Sampel yang diambil sebanyak 70 responden. Riset ini menggunakan analisa kuantitatif dengan memakai kuesioner dan analisa regresi ganda. Riset ini menyimpulkan bahwa adanya pengaruh signifikan secara serempak dari suasana restoran dan kualitas servis terhadap keinginan membeli pelanggan. Tetapi secara parsial, pengaruh dari suasana restoran terhadap keinginan membeli pelanggan signifikan sedangkan pengaruh dari kualitas servis terhadap keinginan membeli pelanggan tidak signifikan. Danau Tondano Restaurant sebaiknya lebih menginvestasikan terhadap penampilan dari restoran supaya dapat meningkatkan suasana restoran.*

*Kata Kunci: Suasana Restoran, Kualitas Servis, Keinginan Membeli Pelanggan.*

### ABSTRACT

*Services are rapidly becoming a larger portion of many organizations' regionally, nationally, and globally and are considered as a tool for revenue streams. There are lot types of business that offers service quality and store atmosphere and one of them is restaurant. The sample of this research is the consumer of Danau Tondano Restaurant. The samples taken are 70 respondents. This research is a causal research and the data are gathered from using questionnaires and used multiple regression analysis. This research concludes that there is a significant effect of restaurant atmosphere and service quality on customer purchase intention simultaneously. But partially the effect of restaurant atmosphere on customer purchase intention is significant while the effect of service quality on customer purchase intention is not significant. Danau Tondano Restaurant should invest more on the appearance of the restaurant itself in order to increase the restaurant atmosphere.*

*Keywords: Restaurant Atmosphere, Service Quality, Customer Purchase Intention.*

## 1. INTRODUCTION

### Research Background

Everybody obviously wants to be served well at any restaurant they come service is one of the factors that determine the restaurant's first impression and in my opinion first impression is very important. It reflects the restaurant appearance from the customers. Many factors from the service quality that needed to be pay attention with such as reliability, responsiveness, tangibles, and so on. All of the factors determine the ways of how to create a good memorable service quality.

Just like the service quality, restaurant atmosphere is one of the first impressions on the restaurant. Restaurant atmosphere have been at the center of numerous discussion recently as one of those factors of creating a pleasurable consumption experience, engaging and luring customers, with hopes that they will increase their intentions to purchase and recommend to others.

There are lot types of business that offers service quality and store atmosphere, and one of them is restaurant. Many people especially in North Sulawesi loves to come to the restaurant to eat and also to spend their time with their friends or family. Therefore, it is important for the restaurants to have great service quality and store atmosphere. From all the restaurants in North Sulawesi, one of them is Danau Tondano Restaurant which surrounded Tondano Lake that is considered as one of the famous places in North Sulawesi that attracts many domestic travellers or international travellers.

Danau Tondano is one of the most visited restaurants in Tondano Lake and located in just in the edge of the lake itself. There are many choices of food that are offered by the restaurant, as example: Mujair, Mas and Nike. The restaurant also sells chicken and prawns.

### Research Objectives

The objectives of this research are to identify the effect of:

1. Restaurant Atmosphere and Service Quality on Customer Purchase Intention, simultaneously.
2. Restaurant Atmosphere and Service Quality, partially.
3. Service Quality on Customer Purchase Intention, partially.

### Theories

#### Customer Purchase Intention

Whitlark, Geurts and Swenson (1993) in Halim and Hamed, (2005), define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. Seeing that purchase intention is a subject of great interest to policy makers and business practitioners, knowing which variable that influence purchase intention are the most important to a particular customer group and help restaurateurs to make predictions on consumers' choice of restaurant. Keller (2001) in Madahi and Sukati (2012) Purchase intention means a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying. While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention.

According to Ajzen (1991) in Huong, (2012), intentions are assumed to capture the motivational factors that influence a behavior, they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. And he makes further emphasis that “when people have the stronger intention to engage in the behaviour, they will more likely to perform the behavior” (Ajzen, 1991, in Huong., 2012). Added by Samin et al. (2012) in Huong, (2012), that “intention is the person’s motivation in the sense of his or her intention to perform behavior. Further definition for purchase intention is “what we think we will buy”. Wang and Yang, (2012) in Huong, (2012) Purchase intention can also be defined as the decision to act or physiological action that shows an individual’s behaviour according to the product. Dodds et al suggested that purchase intention represents the possibility for consumers to buy a product (Long and Ching, 2010, as cited in Huong., 2012).

### **Restaurant Atmosphere**

Milliman, (1986) in Hussain and Ali., (2015) Atmosphere is a term that is used to explain our feelings towards the shopping experience which cannot be seen. Kotler (1973), as cited in Hussain and Ali., (2015) describes the atmosphere as “the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability. Srinivasan and Srivastava, (2010), the attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the consumers, which directly affects consumers' purchase intention and their decision making process. Wakefield and Baker (1998) in Hussain and Ali (2015), proved that the probability of customers staying longer in store increases due to atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli. The environment has a huge impact on the consumers’ emotion and satisfaction. The impressive atmosphere of the retail chain outlets enhances the customer satisfaction level and purchase experience (Silva and Giraldi, 2010).

### **Service Quality**

Service quality has been defined as global judgment about the superiority of service which is provided by restaurant. Service quality is determined by the difference between expected service and perceived service from restaurants. Zeithaml *at al.*, (2002) in Nikhashemi, Haque, Yasmin, and Khatibi., (2012), three most important factors which we can consider it as core of service quality namely are personalization, website design and security of website. Fitzsimmons and Fitzsimmons, (2008) in Nikhashemi, Haque, Yasmin, and Khatibi., (2012), a service is a time-perishable, intangible experience performed for a customer acting in the role of co-producer. It is an interactive process for the co-creation of value. Kolsaker and Payne, (2002) in Nikhashemi, Haque, Yasmin, and Khatibi., (2012), trust has got many different of definition. Trust has been define as significant dimension of business relationship which both parties can rely on their promises.

### **Research Hypotheses**

The hypotheses for this research are as follow:

- H1: There is a significant effect of restaurant atmosphere and service quality on customer purchase intention simultaneously.
- H2: There is a significant effect of restaurant atmosphere on customer purchase intention partially.
- H3: There is a significant effect of service quality on customer purchase intention partially.



measured, rather than systematic or random error. A scale with validity would contain no measurement error that is no systematic error and no random error.

**Reliability Test**

According to Malhotra and Peterson (2006) in Maghanati *et al* (2012), Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. Therefore, reliability can be defined as the extent to which measures are free from random error. A survey of instrument (questionnaire) is considered reliable if its repeated application results in consistent scores (Hair et al 2003). Alpha Cronbach test is utilized as reliability test in this research with following criteria.

**Multiple Regression Analysis Model**

Multiple regression analysis is similar to the simple regression analysis but it uses more than one independent variable to explain variance in the dependent variable. (Sekaran and Bougie 2010). The starting point of multiple regression analysis is the conceptual model and the hypotheses derived from that model that the researcher has developed in an earlier stage of the research process. (Sekaran and Bougie 2010). The formula of multiple regression models in this research is shown as follows:

$$Y = + 1X1 + 2X2 + e$$

Description:

- Y = Customer Purchase Intention
- = Intercept
- 1, 2 = The Regression Coefficient of Restaurant Atmosphere and Service Quality
- X1 = Restaurant Atmosphere
- X2 = Service Quality
- e = Error Standard or Error Term

**3. RESULTS AND DISCUSSION**

**Validity Test Result**

The following Table 1 explained about the measuring instrument, which in this research the indicators are satisfaction towards compensation, content with their job, satisfaction towards their job, commitment, creativity, self-driven, faithful, strong dedication, and feelings of responsibility.

Table 1 explained 12 (twelve) questions, which are indicators of Restaurant Atmosphere (X<sub>1</sub>), Service Quality (X<sub>2</sub>), and Customer Purchase Intention (Y). It shows that all the indicators from each variable are valid.

**Table 1. Validity Test Result**

Indicators	Results
<b>Restaurant Atmosphere</b>	
Question 1	.900
Question 2	.651
Question 3	.729
Question 4	.773

<b>Service Quality</b>	
Question 1	.764
Question 2	.531
Question 3	.524
Question 4	.517
<b>Customer Purchase Intention</b>	
Question 1	.772
Question 2	.707
Question 3	.516
Question 4	.698

a. Measures of Sampling Adequacy (MSA)  
 Source: Data Processed, 2015

**Reliability Test Result**

**Table 2. Reliability Test Result**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.886	12

Source: Data Processed, 2015

Table 2 shows that the Cronbach’s Alpha is 0.886, which is larger than 0.8 and indicates that all the indicators of each variables are consistent and reliable.

**Multiple Regression Test Results**

The analysis result of multiple regression models using SPSS statistic. 20 are the multiple regression formula, which displayed in Table 3.

**Table 3. Multiple Regression Result**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	3.409	2.787		1.223	.226
Restaurant Atmosphere	.600	.117	.537	5.114	.000
Service Quality	.219	.173	.134	1.272	.208

a. Dependent Variable: Customer Purchase Intention  
 Source: Data Processed, 2015

Based on Table 3, the result of multiple regression analysis can be concluded:  
 The equation of this research is:

$$Y = 3.409 + 0.600X_1 + 0.219X_2 + e$$

1. Constant value of 3.409 means that if all the independent variables in this research: restaurant atmosphere (X1) and service quality (X2) are equal to 0 (zero), then the customer purchase intention (Y) is predicted to be 3.409.

2. Coefficient value of 0.600 means that if the independent variable in this research, restaurant atmosphere (X1) increases by one point or one scale, it will increase the customer purchase intention (y) by 3.409.
3. Coefficient value of 0.219 means that if the independent variable in this research, service quality (X2) increases by one point or one scale, it will increase the customer purchase intention (Y) by 0.219.

**Hypotheses Testing**

**F-Test**

**Table 4. F-test result**

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.777	2	31.388	18.725	.000 <sup>b</sup>
Residual	112.309	67	1.676		
Total	175.086	69			

a. Dependent Variable: Customer Purchase Intention

b. Predictors: (Constant), Restaurant Atmosphere, Service Quality

Source: Data processed, 2015

Table 4. shows that the  $F_{count}$  is 18.725 with level of significance 0.000. By using the level of significant of 0.05 ( $\alpha = 0.05$ ) and the value of  $T_{table} = 2.87$ , it can be concluded that  $F_{count} = 18.725 > F_{table} = 2.87$ . The table also shows that the significant value is  $0.000 < 0.05$ . It means that the overall influence of restaurant atmosphere (X1) and service quality (X2) on customer purchase intention (Y) is very significant. Thus, in this test  $H_0$  is rejected and  $H_a$  is accepted meaning that the independent variables simultaneously influence the dependent variable significantly.

**T-Test**

**Table 5. t-test result**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.409	2.787		1.223	.226		
Restaurant Atmosphere	.600	.117	.537	5.114	.000	.868	1.152
Service Quality	.219	.173	.134	1.272	.208	.868	1.152

a. Dependent Variable: Customer Purchase Intention

Source: Data Processed, 2015

1. Table 4.10 shows that  $t_{count}$  for restaurant atmosphere (X1) is 5.114. Value on  $t_{table}$  used for comparison is found at the level of significance of 0.05, which is at the confidence level of 95% and the value of  $t_{table} = 1.688$ . The result for Restaurant atmosphere (X1) is  $t_{count} = 5.114 > t_{table} = 1.688$  meaning that  $H_0$  is rejected and  $H_a$  is accepted. The result of this test can be used to declare that restaurant atmosphere (X1) partially influence customer purchase intention (Y) significantly.
2. Table 4.10 shows that  $t_{count}$  for service quality (X2) is 1.272. Value on  $t_{table}$  used for comparison is found at the level of significance of 0.05, which is at the confident level of 95% and the value of  $t_{table} = 1.688$ . The result for service quality (X2) is  $t_{count} = 1.272 < t_{table} = 1.688$  meaning that  $H_0$  is rejected and  $H_a$  is accepted. The result of this test can be

used to declare that service quality does not have significant partial influence to customer purchase intention (Y).

### **Discussion**

This research statistically proves that the restaurant atmosphere (X1) has a positive significant influence on customer purchase intention partially. This research support the previous research conducted by Hussain and Ali (2015) which concluded that the restaurant atmosphere has a positive significant relationship with the customer purchase intention. Hussain and Ali (2015) stated that from the 7 factors that supporting the restaurant atmosphere, only 4 of the factors that have a positive significant relationship to customer purchase intention. This means that the restaurant atmosphere may affect the customer purchase intention of the restaurant whether they realize it or not. Because the appearance and the surroundings of the restaurant is like the first impression of the restaurant and the first impression is very important. It can determine the next step of the customer whether they are going to come back to the restaurant to purchase the product or not. For example the cleanliness is very important, especially when it comes to the restaurant. People want to enjoyed their food in a clean place and people want that the equipment that been used to make their food is also clean. Cleanliness is very important in our lives because if we did not live in a clean environment we have a huge risk to all the deadly disease in the world.

This research result shows that service quality (X2) has positive influence on customer purchase intention partially even though it does not have a significant effect on customer purchase intention. This research support the previous research conducted by Hassan, Hashmi, and Sarwar (2014) which concluded that service quality has a positive impact on customer purchase intention insignificantly. Although it is insignificant, service quality surely influence customer purchase intention in a positive way. It is expected in theory as explained before and support by another study. Guan (2007), as cited in Hassan, Hashmi, and Sarwar (2014) pointed out that requesting and improving service quality can indeed enhance brand value and create a good reputation. Better quality of service leads to greater customer satisfaction, in this case is the Danau Tondano restaurant.

## **4. CONCLUSIONS AND RECOMMENDATION**

Based on the result of the research, the research conclusions are as follow:

1. There is a simultaneous effect between restaurant atmosphere and service quality to customer purchase intention at Danau Tondano restaurant.
2. There is a significant effect from restaurant atmosphere to customer purchase intention at Danau Tondano restaurant
3. There is not any significant effect from service quality to customer purchase intention at Danau Tondano restaurant.

Based on the result and the conclusion, the research recommendations are as follows:

1. Danau Tondano Restaurant need to concern about their restaurant atmosphere because the variable has a positive significant influence on customer purchase intention.
2. The restaurant also need to concern about their service quality because this variable also has a positive influence towards on customer purchase intention.
3. Both restaurant atmosphere and service quality should be given attention from the restaurant and always keep improving in order to attract more people to come to the restaurant and also to improve their customer purchase intention



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