

THE EFFECT OF SERVICE ENVIRONMENT ON CUSTOMER EMOTION AT SARINA COFFEE KAWANGKOAN HOUSE**PENGARUH LINGKUNGAN PELAYANAN TERHADAP EMOSI PELANGGAN RUMAH KOPI SARINA KAWANGKOAN**

by:

Cornelia Rumondor¹
James D. D Massie²
Emilia Gunawan³International Business Administration, Management Program,
¹²³Faculty of Economics and Business,
Sam Ratulangi University Manado

Email:

¹corneliarumondor79@gmail.com²jamesmassie@unsrat.ac.id³emilia_gunawan@unsrat.ac.id

Abstract: In the current era of globalization, the business world is developing very rapidly, one of which is business in the culinary field. The number of businesses that have arisen resulted in an increase in the number of businesses of a similar nature causing increasingly fierce competition. In accordance with the problems and research questions, the objectives in this study can be detailed as follows (1) To analyze the influence of the store's physical environment on consumers' emotions at Sarina Kawangkoan Coffee House dan (2) To analyze the influence of the store's social environment on consumers' emotions at Sarina Kawangkoan Coffee House. This type of research is explanatory research. Explanation method is a research method that describes the two variables studied namely the independent variable and the dependent variable which then explains the relationship or influence of the two variables. The data analysis technique used in this research is multiple linear regression. The following are the conclusions obtained from the results of this study as follows: (1) Physical Environment has no significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan, (2) Social Environment does not have a significant effect on Customer Emotion at Sarina Kawangkoan Coffee House, and (3) Physical Environment and Social Environment have a significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan.

Keywords: service environment, customer emotion

Abstrak: Dalam era globalisasi saat ini, dunia usaha berkembang sangat pesat, salah satunya adalah bisnis di bidang kuliner. Banyaknya usaha yang mengalami peningkatan dalam peningkatan jumlah usaha yang bersifat serupa menyebabkan persaingan semakin ketat. Sesuai dengan permasalahan dan pertanyaan penelitian, maka tujuan dalam penelitian ini dapat dirinci sebagai berikut (1) Menganalisis pengaruh lingkungan fisik toko terhadap emosi konsumen di Rumah Kopi Sarina Kawangkoan dan (2) Menganalisis pengaruh lingkungan sosial toko terhadap emosi konsumen di Sarina Kawangkoan Coffee House. Jenis penelitian yang digunakan adalah penelitian eksplanatori. Metode eksplanasi merupakan metode penelitian yang mendeskripsikan dua variabel yang diteliti yaitu variabel bebas dan variabel terikat yang kemudian menjelaskan hubungan atau pengaruh kedua variabel tersebut. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda. Berikut kesimpulan yang diperoleh dari hasil penelitian ini sebagai berikut: (1) Lingkungan Fisik tidak berpengaruh signifikan terhadap Emosi Pelanggan di Rumah Kopi Sarina Kawangkoan, (2) Lingkungan Sosial tidak berpengaruh signifikan terhadap Emosi Pelanggan di Sarina Kawangkoan Coffee House, dan (3) Lingkungan Fisik dan Lingkungan Sosial berpengaruh signifikan terhadap Emosi Pelanggan pada Rumah Kopi Sarina Kawangkoan.

Kata Kunci: lingkungan pelayanan, emosi pelanggan

INTRODUCTION

Research Background

In the current era of globalization, the business world is developing very rapidly, one of which is business in the culinary field. The number of businesses that have arisen resulted in an increase in the number of businesses of a similar nature causing increasingly fierce competition. So to deal with such situations and circumstances, entrepreneurs must be able and fast and responsive in making decisions so that the businesses they establish can develop properly. Business actors are required to be able to defend the market and win the competition. In winning the competition, the coffee house must be able to understand the needs and desires of its customers. By understanding the needs and desires of customers, it will provide important input for coffee houses to design marketing strategies in order to create satisfaction for their customers and be able to survive in the market competition. Coffee house aims to get the maximum profit in order to maintain the existence of a coffee house in the midst of competition. Coffee houses must be able to satisfy the needs and desires of consumers to be mutually beneficial. Coffee houses must strive to learn and understand the needs and desires of their customers so that their products are consumed by consumers. One of the coffee houses in Kawangkoan is Sarina Coffee House. Coffee house is a shop that sells drinks and food products. To succeed in winning the competition, Sarina's coffee house must be able to attract as many consumers as possible.

Table 1. List of Sarina Coffee House Competitors in Kawangkoan

No.	Competitor's name	Address
1.	Rumah kopi Gembira	Jl. Raya Kawangkoan
2.	Rumah kopi Glori-A	Uner, Kawangkoan Utara
3.	Toronata <i>Coffe House</i>	Jl. Raya Kawangkoan
4.	Rumah Kopi Fifty Kawangkoan	Jl. BW Lopian, Kanonang Tiga, Kawangkoan
5.	Rumah Kopi Berkat	Talikuran Utara, Kawangkoan Utara
6.	Rumah Kopi Maesa	Uner, Kawangkoan Utara
7.	Rumah Kopi Aruy	Jl. Kawangkoan - Langowan

Source: *Researcher's Observation (2020)*

Based on table 1. above that Competitors from Sarina Coffee House, there are 7 competitors Coffee House, namely Coffee House Gembira located in Sendangan Neighborhood VI, Glori-A Coffee House in Uner, Toronata Coffe house located on Jl. Raya Kawangkoan, Fifty Kawangkoan coffee house located on Jl. BW Lopian, Berkat Coffee House located in north Talikuran, Maesa Coffee House in Uner, Aruy Coffee House located on Jl. Kawangkoan - Langowan. The number of competitors found in Kawangkoan, Sarina coffee house in other words must be able to attract consumers so that consumers become loyal customers who buy food at Sarina coffee house.

Sarina coffee house needs the right marketing strategy, so that Sarina coffee house can continue to grow amid intense competition. Shiffman and Kanuk (2012: 290) define consumer behavior as the study of buying units and the exchange process that involves the acquisition, consumption, and development of goods, services, experiences, and ideas. Kotler and Keller (2014: 345) also define consumer behavior as the way individuals, groups, and organizations choose, buy, use and utilize goods, services, ideas or experiences in order to satisfy their needs and desires. Sarina restaurants use the physical environment of modern, clean shops as the main capital to attract consumers to visit. Consumers will feel comfortable eating if the physical environment of the restaurant or the atmosphere of the restaurant environment is supportive; at least consumers will feel comfortable eating at the restaurant.

Another thing to note is the social environment of the restaurant in the form of an atmosphere of interaction between consumers and consumers, consumers and employees and the ability of employees to explain the products offered by Sarina Kawangkoan restaurants. The social environment that was deliberately created so that interaction occurs between consumers and consumers or between consumers and employees. Good layout and adequate service space will make it easier for consumers to choose the right seat. Restaurants must form a planned atmosphere in accordance with the target market and can attract consumers to buy food.

Table 2. Visitors Data Sarina Kawangkoan Coffee House in 2019

Month	Visitor
January	1400
February	1290
March	1250
April	1445
May	1600
June	1100
July	1310
August	1190
September	1135
October	980
November	890
December	825
Total	14.415

Source: Sarina Kawangkoan coffee house, 2019

Based on the data above shows that the number of visitors for the period January - December 2019 has decreased. This must be considered by the company by analyzing customer complaints such as hospitality services or restaurant cleanliness. Realizing the important role of consumers and the effect of customer satisfaction on profits, the company seeks to find what can improve consumers. This is also based on Sarina coffee house which provides food services that are demanded continuously to improve the quality of service in order to increase the number of customers.

The problem facing coffee houses now is the Covid-19 pandemic problem. A dilemma in pursuing his business in the midst of the Covid-19 pandemic. The spread of covid-19 is so fast and continues to spread to various regions in Indonesia, making many business people, ranging from industry, services, textiles, food and tourism to run their businesses carefully, not a few of them decided to temporarily close , to limit the spread of this viral pandemic. Not much different from business people in the coffee industry, they serve buyers by providing delivery and take away services only. The COVID-19 outbreak that has spread in almost all parts of the world is starting to have an impact on the crucial food and beverage (FnB) sector in Indonesia. Several large and small-scale FnB-based companies began to scream because of the drastic drop in turnover as a result of the outbreak from Wuhan. The downtrodden FnB business is coffee shops, almost all coffee shops complain of losses and turnover has dropped dramatically since this contagious pandemic. In fact, this coffee shop has always been a target place for coffee connoisseurs, students who do assignments, freelance work, and even meet a mate. However, what power has finally these coffee shops become deserted without visitors, since the Covid 19 outbreak.

From the background stated, this study tries to take a related topic: "Analysis of the Influence of Service Environment on Customer Emotion at Sarina Coffee Kawangkoan House"

Research Objectives

In accordance with the problems and research questions, the objectives in this study can be detailed as follows:

- 1 To analyze the influence of the store's physical environment on consumers' emotions at Sarina Kawangkoan Coffee House.
- 2 To analyze the influence of the store's social environment on consumers' emotions at Sarina Kawangkoan Coffee House.

LITERATURE REVIEW

Definition of Consumer Behavior

The focus of the study of consumer behavior lies in the exchange process, formally defined as: a process that involves the transfer of something tangible or intangible, tangible or symbolic, between two or more social actors. The main problem when researchers investigate exchanges is the explanation of why someone is willing to give up something of his own to receive something else in return, (Kotler and Keller 2014: 257) explains that

the main reason a person or group to exchange goods that he has for other goods is that everyone is different have different tastes and preferences. The economic concept explains that consumers do something to maximize their total utility through various types of products that are owned by the exchange process, so the basic principle to encourage exchange is because individuals have different utility functions. There are four types of exchange relationships that have been identified, namely:

1. Limited and complex;
2. Internal and external;
3. Formal and informal;
4. Relational.

Definition of the service Marketing

Marketing in a company plays a very important role, because marketing is one of the activities carried out to maintain the survival of the company, to develop the company and to achieve the company's goals to gain profit. Ordinary people in general often equate marketing with sales. This view is too narrow because selling is only one of several aspects of marketing. Marketing tries to identify the needs and desires of its target market consumers and how to satisfy them through the exchange process while still paying attention to all parties and goals related to the company's interests. The definition of service marketing cited by Kotler and Keller in Fandy Tjiptono (2009; 4) is that every service action is an act that can be offered by one party to another party which is basically intangible (intangible) and does not result in ownership of anything. According to Lovelock and Gummesson (2011; 36) defines that service (service) is a form of service where customers or consumers can benefit through the value of the service expected. The concept of service marketing is simply an attempt to find products or services produced by a company with potential customers who will use these services, therefore the products and services produced by a company or company must be able to meet the needs and desires of customers.

Definition of the service environment

The service environment is one of the major contributors to a country's economy. This is evidenced by the increasing number of service companies around the world ranging from agents or intermediary services to product service providers. The many types of service companies indicate the need and demand for services by the community is very large. Coupled with globalization that encourages the growth of sophisticated science and technology, service companies also have a bigger place in the world economy. Services according to Kotler (2001: 96) are "any activity or benefit offered by one party to another and are basically intangible, and do not result in ownership of something. The production process may or may not be associated with a physical product".

Definition of physical environment

Mattila and Wirtz (2008) Shopping Environment is a form of service marketing strategy that can be used to provide more value to consumers through shopping experience. Shopping Environment through its elements such as music, aroma, temperature, image, furniture, service style, and people can influence the psychological condition of consumers through perceived enjoyment. Basically, retailers have two things that can be offered to consumers, namely the product and how to display the product to look attractive. The way the product is offered by the store is what is then called the store environment. A good store environment is a store environment that can bring comfort to the visitors and be able to stimulate them to spend time shopping at the store.

Definition of Social Environment

The social environment is a place where daily activities take place. The social environment is a determining factor for behavioral changes that occur in each individual or group. Family environment, peers, and the environment in which they live will shape behavior in each individual. A good social environment will form a good personality, because a person's behavior and personality is a reflection of the social environment he lives in. The family becomes the social environment that is first recognized by an individual before plunging into other larger social environments.

The personality that is formed in children is influenced by the conditions of their social environment and is based on various factors in the ongoing social interaction. When a child begins to interact with the surrounding environment, personality will indirectly arise based on the results of these interactions. This shows how important the role of the social environment is in shaping a person's personality. Stores that want increased sales levels, also need to be accompanied by employee services when many visitors come to the store. According to (Skandrani et

al: 2011), the crowd is the layout of the items seen and the atmosphere caused by the large number of visitors who come to the store.

Definition of Customer Emotion

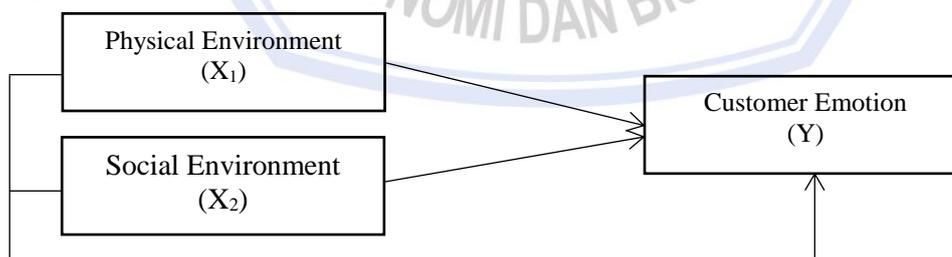
Hawkins et al (2000) define emotions as "strong, relatively uncontrolled feelings that affect our behavior" (strong, and relatively uncontrolled feelings that affect our behavior). Emotions are generally triggered by environmental events. Anger, joy, and sadness are the most frequent responses to a series of external events. However, emotional reactions can begin with internal processes.

Empirical Studies

Research by Pourashraf Yasanollah (2015). This study examined the impact of emotion on customer service and service output deals. The main objective of this study was to investigate the impact of physical environment and social services, the excitement, satisfaction and behavioral intentions of customers and ultimately service outputs. The study of the physical environment has two dimensions and design of physical and social environment in terms of both staff and customers has been the thrill of risk. The population of this study includes customers of Melli Bank; the data was collected using questionnaires among 385 samples. The sample rate using the Cochran statistical formula for infinite population and stage cluster sampling method is calculated. Data analysis was done by using structural equation modeling through LISREL and SPSS software. The research results show that employees' update emotions have a significant relationship with client satisfaction and customers' positive emotions, but no relationship was found between these two variables and client terms. In contrast, a significant relationship was found to exist between environmental factors and design factors with customer satisfaction and positive emotion. Also, customer's positive emotions have a direct relationship with customers' behavioral tendencies and satisfaction and have a direct relationship with customer satisfaction and behavioral intentions of the customers was also confirmed.

Research by Jiun-Sheng, Chris Lin and Haw-Yi Liang (2011). This study aims to develop and test a more comprehensive model that focuses on the relationship between the social environment (employee displayed emotion and customer climate) and the physical environment (ambient and design factors) and resulting customer emotion and service outcomes. Based on past research, a theoretical framework was developed to propose the links between social/physical environments and customer emotion/perceptions. Extant research from various academic fields, including environmental psychology, was reviewed, deriving 11 hypotheses. Data collected from fashion apparel retailers, using both observation and customer survey methods, was examined through structural equation modeling (SEM). Results show that both social and physical environments have a positive influence on customer emotion and satisfaction, which in turn affect behavioral intentions. The physical environment exhibited more influence on customer emotion and satisfaction than social environment. Social and physical environments influence customer emotional states within the service delivery context, which in turn affect customer service evaluations. Therefore, both social and physical service environments should be emphasized by service firms.

Research Model



Hipotesis Penelitian

Hypothesis is the answer or conjecture that needs to be tested to know the truth. The hypotheses in this study are as follows:

1. Line H1: Physical Environment affects customer emotion partially.
2. Line H2: Social Environment affects customer emotion partially.
3. Line H3: Physical and Social Environment affect customer emotion simultaneously.

RESEARCH METHODS

Research Approach

This type of research is explanatory research. Explanation method is a research method that describes the two variables studied namely the independent variable and the dependent variable which then explains the relationship or influence of the two variables.

Dat Data types and sources

In this study the type of data used is quantitative data. Quantitative data is data in the form of numbers or data that can be calculated. The quantitative data in this study are the data of respondents' responses to the questionnaire given and the number of respondents' samples. The data source used is primary data. Primary data is data obtained directly from the original source (object) not through an intermediary, in this case by conducting a field survey using the original data collection method through questionnaires.

Multiple Linear Regression

Analysis Multiple linear regression analysis is used to predict how the condition (ups and downs) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (raised or decreased). So multiple regression analysis will be conducted if the number of independent variables is at least 2 (Sugiyono 2016: 275). Mathematically the equation form of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Emotional Consumer
- a = constant
- b = regression coefficient X_1, X_2
- X_1 = Physical Environment
- X_2 = Social Environment

RESEARCH RESULTS AND DISCUSSION

Validity and Reliabilities Test

Tabel 3. Validitas and Reliabilitas Test

Variable	Statement	Sig	Status	Cronbach Alpha	Status
Physical Environment (X_1)	$X_{1.1}$	0,001	Valid	0,695	Reliable
	$X_{1.2}$	0,004	Valid		Reliable
	$X_{1.3}$	0,000	Valid		Reliable
	$X_{1.4}$	0,000	Valid		Reliable
Social Environment (X_2)	$X_{2.1}$	0,010	Valid	0,648	Reliable
	$X_{2.2}$	0,000	Valid		Reliable
	$X_{2.3}$	0,000	Valid		Reliable
Customer Emotion (Y)	$Y_{1.1}$	0,000	Valid	0,683	Reliable
	$Y_{1.2}$	0,000	Valid		Reliable
	$Y_{1.3}$	0,000	Valid		Reliable
	$Y_{1.4}$	0,000	Valid		Reliable

Source: SPSS 20, 2020 data processing

Table 3 shows the validity and reliability of the respondents. Based on the research results, it shows that the variable statement items are declared valid because the correlation value has a significance value less than 0.05. The reliability test has a Cronbach alpha value greater than 0.6 so that it can be stated that each statement is declared reliable.

Classic Assumption Test
Normality Test

Normality test is used to test whether the regression model has a normal distribution or not. A good regression mode is a regression model that has a normal or near normal distribution.

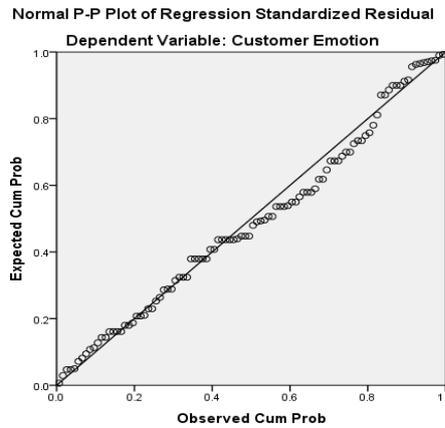


Figure 2. Normal P-P Plot of Standardized Residual Regression

Source: SPSS 20, 2020 data processing

Figure 2 shows that there is no problem in the normality test because based on the graphic above, the coordinate points between the observation value and the data follow the diagonal line, so it can be concluded that the data has data that is normally distributed.

Heteroscedasticity Test

This test is used to determine whether the variance of the residuals is not the same for all observations, which causes the estimator to be inefficient and the coefficient of determination to be very high. If from an observation there are different variants, it is called heteroscedasticity.

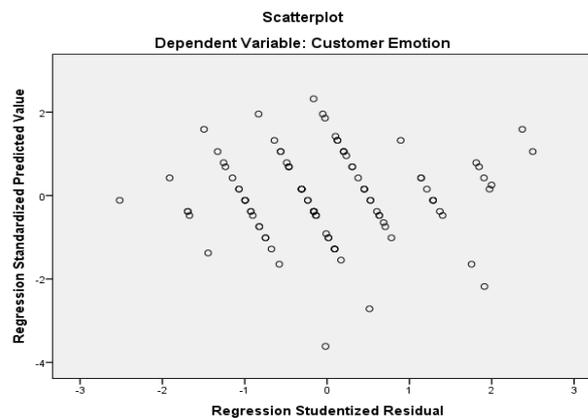


Figure 3. Scatterplot

Source: SPSS 20, 2020 data processing

Figure 3 shows that the heteroscedasticity test shows the points that spread randomly and no clear pattern is formed and in the distribution of these points spread below and above the number 0 on the Y axis. worth wearing.

Muticollinearity Test

Muticollinearity is a situation where some or all are free to have a strong correlation. If there is a strong correlation between variables

Table 4. Collinearity Model

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Physical Environment	.948	1.054
Social Environment	.950	1.053

Source: SPSS 20, 2020 data processing

Table 4 shows that there is no symptom of multicollinearity if the VIF value is <10. The results of the calculation result in a value below the number 1, it can be concluded that there is no multicollinearity symptom in the regression model. In addition, it can be seen that the tolerance value is greater than 1, it can be concluded that there are no symptoms of multicollininity.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	14.015	2.403		5.832	.000		
1 Physical Environment	.330	.142	.230	2.321	.022	.975	1.026
Social Environment	.098	.089	.110	1.109	.000	.975	1.026
				F	Sig.		
Model	Sum of Squares	Df	Mean Square				
Regression	13.322	2	6.661	3.813	.000 ^b		
Residual	169.428	97	1.747				
Total	182.750	99					

Source: SPSS 20, 2020 data processing

The regression equation $Y = 14.015 + 0.330 X_1 + 0.098 X_2$ illustrates that the independent variables (independent) Physical Environment (X_1) and Social Environment (X_2) in the regression model can be stated if one independent variable changes by 1 (one) and the other is constant, then change in dependent variable (dependent) Customer Emotion (Y) is equal to the value of the coefficient (b) of the value of the independent variable. The constant (α) of 14.015 means that if the Physical Environment (X_1) and Social Environment (X_2) simultaneously or together do not change or are equal to zero (0), then the amount of Customer Emotion (Y) is 14.015 units.

Hypothesis 1: Physical Environment (X_1) has a significance level of $p\text{-value} = 0.022 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted or Physical Environment (X_1) has a significant effect on Customer Emotion (Y). If the value of b_1 which is the regression coefficient of Physical Environment (X_1) is 0.330 which means that it has a positive influence on the dependent variable Customer Emotion (Y) means that if the Physical Environment variable (X_1) increases by 1 unit, then Customer Emotion (Y) will also experience an increase of 0.330 units with the assumption that other variables are constant or constant.

Hypothesis 2: Social Environment (X_2) has a significance level of $p\text{-value} = 0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted or Social Environment (X_2) has a significant effect on Customer Emotion (Y). If the value of b_2 which is the regression coefficient of Social Environment (X_2) is 0.098 which means that it has a positive influence on the dependent variable Customer Emotion (Y) means that if the Social Environment variable (X_1) increases by 1 unit, then Customer Emotion (Y) will experience an increase of 0.098 units assuming other variables remain or constant.

Hypothesis 3: The results of the analysis obtained Simultaneous Test (F test) with a significant level of $p\text{-value} = 0.000 < 0.05$, it can be concluded that H_0 is rejected or H_a is accepted, which means that the Physical Environment (X_1) and Social Environment (X_2) together has a significant effect on Customer Emotion (Y).

Multiple Correlation Coefficient (R) and Coefficient of Determination (R²)**Table 6 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.270 ^a	.073	.054	1.32162

Source: SPSS 20, 2020 data processing

Table 6 can be seen that the value of Multiple Correlation Coefficient (R) shown in model 1 is 0.270, meaning it has a weak relationship. The value of Coefficient of Determination (R²) is 0.073 or 7.3%, meaning the effect of Physical Environment (X1) and Social Environment (X2) on Customer Emotion is 7.3% and the remaining 92.7% is influenced by other variables.

Discussion

In this research the data were collected from 100 respondents who were regular customers or happened to be in the restaurant during the interview taken which were categorized by gender, age, latest education and salary. The result of the questionnaire showed that the majority of respondent based on gender were men with 51 (51%) respondent and with women 49 (49%) respondent; in the age category majority of respondent were between 26-35 years old as many as 38 (38%) respondents; in the latest education category majority of respondent is respondent with Bachelor degree with as many as 36 (36%) respondents; and in salary category majority of respondent whose salary is between Rp. 2,510,000-Rp. 5,000,000 with as many as 48 (48%) respondents. Stated that physical environment equals to atmospherics. Physical environment is one of the key factors which determine the physiological condition and customer emotion. In restaurant industry, physical environment has important role in influence the customer behavior and create restaurant image. In many situations, the atmosphere of one place can become important aspect for example sale products (food and service) regarding the customer decision.

Sarina coffee house is well known for its food specialty which is pork buns and coffee but the facility aesthetic, ambience, lightning, layout, table settings and service staff which is a characteristic of physical environment according which plays important role in creating customer emotion need to receive same attention as its food quality. Sarina coffee house facility aesthetic is very common compared to its competitor in Kawangkoan. The ambience is very much a place to hang out or have conversation with friends or to have a relaxed conversation with. The lightning is bright during the night but the layout and the table settings are also very common compared to its competitor. The staff service is applauded because you don't have to wait long to receive food and willingly help if we need extra food or customized the food.

A business must be aware of the social environment regarding its needs and wants. The preferences will be influenced by a population's values, belief and practice. The ambience of the coffee house is the place of hang out is fully captured here in how Sarina presented it to its customers. The staff service is really excellent while the restaurant was pack and very friendly toward customers.

CONCLUSIONS AND RECOMMENDATIONS**Conclusion**

The following are the conclusions obtained from the results of this study as follows:

1. Physical Environment has no significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan.
2. Social Environment does not have a significant effect on Customer Emotion at Sarina Kawangkoan Coffee House.
3. Physical Environment and Social Environment have a significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan.

Suggestions

The following are the conclusions obtained from the results of this study as follows:

1. Physical Environment has no significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan.
2. Social Environment does not have a significant effect on Customer Emotion at Sarina Kawangkoan Coffee House.

3. Physical Environment and Social Environment have a significant effect on Customer Emotion at Rumah Kopi Sarina Kawangkoan.

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