

Analysis of the Impact of the Atmosphere of the Place, Price Perception and Menu Variations on Customer Satisfaction of PT Panca Rasa Nusantara

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Analysis of the Impact of the Atmosphere of the Place, Price Perception and Menu Variations on Customer Satisfaction of PT Panca Rasa Nusantara

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Abstract. This study aims to determine the effect of place atmosphere, price perception and menu variations on consumer satisfaction at PT Panca Rasa Nusantara. This type of research uses quantitative research methods with primary and secondary data sources. The number of samples in this study was 100 respondents who were determined using the Wibisono formula and purposive sampling technique, namely the technique of determining the sample based on certain considerations. This study uses SPSS 25.0 as a data processing tool. The results of this study indicate that partially the atmosphere of the place has no significant effect on consumer satisfaction, while price perceptions and menu variations partially have a positive and significant effect on consumer satisfaction. While simultaneously showing that the atmosphere of the place, perception of prices and menu variations together have a positive and significant effect on consumer satisfaction.

Keywords: Place Atmosphere, Price Perception, Menu Variations, Consumer Satisfaction.

1. INTRODUCTION

Business development in the 21st Century era has grown rapidly and undergone a continuous metamorphosis. Where one example of these changes is in terms of technological development and lifestyle, where this cannot be separated from the influence of globalization that is now occurring. The food and beverage or restaurant industry is one of the promising businesses. Because basically people eat to survive so that can be said to be the reason why the restaurant business is promising. In general, business ventures are established with the aim of making as much profit as possible. Innovation in place atmosphere, price perception and affordable menu variations can help increase sales turnover. The important factor that becomes the choice of consumers is the atmosphere of the place. A comfortable place atmosphere will be a separate consideration for consumers before deciding to come and enjoy the services provided by a cafe or restaurant.

Table 1. Consumer Complaints of Warunk Upnormal Medan

No.	Complaint Type	Amount	(%)
1	The service is not responsive enough and lacks accuracy	6	33
2	The taste of the dishes served is not appetizing enough	4	22
3	The environment is too noisy, making it uncomfortable	3	17
4	Very long waiting order	3	17
5	The price charged is not proportional to the quality or expectations received by consumers	2	11
Total		18	100



Figure 1. Consumer reviews

Source: Warunk upnormal Medan google reviews

Seen in Figure 1 above regarding consumer reviews that say the taste is not comparable to the price, this happens because of the negligence of Warunk Upnormal employees / staff, but the company will maximize the quality of taste and presentation again.

2. LITERATURE REVIEW

Customer Satisfaction (Y)

Customer satisfaction refers to a person's positive or negative reaction to a product after they compare the results received with their expectations. If the results obtained match or exceed expectations, then the customer is considered satisfied. Customer satisfaction today is reflected in the results of their experience in consuming the product. Initially, customers buy a product without knowing the outcome, and only after using it can they assess whether the product meets their expectations. If the product matches the customer's expectations, they will feel satisfied. Conversely, if the product does not meet expectations, customers may choose not to buy it again, indicating dissatisfaction. Factors that affect customer satisfaction generally involve elements of the marketing mix.

Place Atmosphere (X₁)

Store atmosphere relates to how the design of the space is organized through visual elements such as lighting, color, music, and scent to trigger perceptual and emotional reactions from customers, ultimately influencing their purchasing decisions. By effectively managing the store atmosphere, it creates an appealing impression and improves the store's image in the eyes of customers, which in turn can encourage them to make a purchase.

Price Perception (X₂)

Price is the value or money that a buyer pays to a seller to obtain the goods or services offered. Pricing plays a crucial role in marketing strategy as it directly affects business revenue. The price set by a company for a product or service allows consumers to evaluate and decide on their interest in making a purchase. With many business options available, consumers now have more options to make purchasing decisions, with price as one of the important factors. Each company implements a different pricing structure according to their marketing strategy.

Menu Variations (X₃)

In the competitive restaurant business, menu variety is a major factor. Therefore, companies must make strategic decisions regarding the type of menu offered. Providing a varied menu-including different flavors, types of food, drinks, as well as ensuring consistent product availability-can attract customers to buy and make it easier for them to choose a menu according to their preferences. Menus serve as a guide for food presentation and also as a reference for customers enjoying the meal. The menu standard is updated every six months, with a cycle of 10 days plus 31 menus, following a balanced menu pattern.

Conceptual Framework

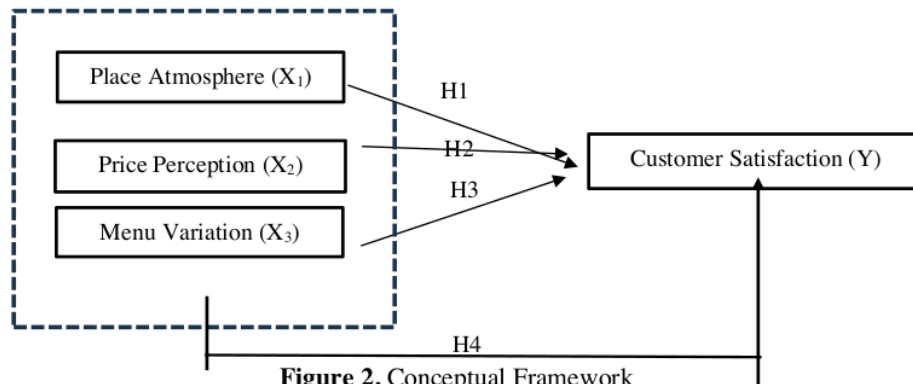


Figure 2. Conceptual Framework

Source: Researcher (2024)

3. RESEARCH METHOD

Type of research

¹⁸ The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2017).

Data source

This research uses primary and secondary data sources, as follows:

- a. ¹¹ According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- b. ³ According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

Research Population and Sample

According to Sugiyono, (2017) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study were all consumers of Warunk Upnormal Medan.

The sample is part of the number and characteristics of the population. The population has a large number so that the researcher uses a sample of the population Sugiyono, (2017) In this study, the sampling technique that will be used in this study is a non-probability sampling technique, so the authors determine the respondents using Purposive Sampling. Purposive sampling is a sampling technique based on certain considerations. In determining the sample of this study, the authors used the Lemeshow formula which explains that this formula is used when sampling techniques if the population is unknown.

$$= \frac{Z^2 \times P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{(3,8416) \times (0,25)}{0,1^2}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Description:

n = Number of samples

z² = Confidence z score 95% = 1,96

p = Maximum estimation 0,5

d = alpha (0,10) atau sampling error 10%

4. RESULTS AND DISCUSSION

Validity and Reliability Test Results

Table 2. Validity Test Results

Variable	Statement Item	R-Count	Nilai R-Table	Results
Place Atmosphere	XI.1	0,828	0,1966	Valid
	XI.2	0,848	0,1966	
	XI.3	0,766	0,1966	
Price Perception	X2.1	0,866	0,1966	Valid
	X2.2	0,896	0,1966	
	X2.3	0,777	0,1966	
Menu Variations	X3.1	0,796	0,1966	Valid
	X3.2	0,865	0,1966	
	X3.3	0,884	0,1966	
	X3.4	0,800	0,1966	
Customer Satisfaction	Y.1	0,787	0,1966	Valid
	Y.2	0,899	0,1966	
	Y.3	0,765	0,1966	
	Y.4	0,796	0,1966	
	Y.5	0,865	0,1966	

Source: Processed by researchers (2024)

Based on the table above, the validity test is used to determine whether the questionnaire used meets the required measurement standards. The questionnaire is said to be valid if the instrument actually measures the intended aspect (Sugiyono, 2017). Validation was carried out with the help of SPSS version 23 software. A questionnaire item is considered valid if the calculated r value exceeds the r table. The results of the validity test show that all statement items in the variable have r count greater than r table. This study used 16 statements in the questionnaire and involved 100 respondents from Bijin Nabe restaurant customers. Based on Table 4.5, with an N of 100 and a significance value of 0.05, the r table value is 0.1966, which indicates that all questionnaire items are valid and effective in measuring what is intended. The validation process was carried out with SPSS version 23.

Table 3. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Place Atmosphere (X1)	0,829	Reliable
2	Price Perception (X2)	0,746	
3	Variasi Menu (X3)	0,896	
4	Customer Satisfaction (Y)	0,860	

Source: Processed by researchers (2024)

Based on the table above, it can be seen that all variables have a Cronbach Alpha value > 0.6, so the data is said to be reliable.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-5,297	1,812		-2,923	,004		
	Place Atmosphere	,064	,038	,057	1,670	,098	,869	1,151
	Price Perception	,535	,047	,397	11,286	,000	,829	1,207
	Menu Variations	1,155	,054	,727	21,384	,000	,887	1,127

a. Dependent Variable: Customer Satisfaction

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the three VIF values for each variable are < 10, and the Tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity..

Normality Test Results

Table 5. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,23548703
Most Extreme Differences	Absolute	,053
	Positive	,037
	Negative	-,053
Test Statistic		,053
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed by researchers (2024)

¹⁹ Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is $0.200 > 0.05$ so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

Heteroscedasticity Test Results

Table 6. Glejser Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,002	,002		-1,245	,216
	X1	,004	,024	,037	,159	,874
	X2	,057	,081	,191	,705	,483
	X3	,033	,034	,200	,977	,331

a. Dependent Variable: ABS_RES1

Source: Processed by researchers (2024)

¹³ Based on the Glejser test table above, the significance value of the three independent variables is $>$ from 0.05 , it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test Results

Tabel 7. Multiple Linear Regression Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	-5,297	1,812		-2,923	,004		
	Place Atmosphere	,064	,038	,057	1,670	,098	,869	1,151
	Price Perception	,535	,047	,397	11,286	,000	,829	1,207
	Menu Variations	1,155	,054	,727	21,384	,000	,887	1,127

a. Dependent Variable: Customer Satisfaction

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = -5.297 + 0.064X_1 + 0.535X_2 + 1.155X_3$$

This can be seen in the following information:

1. The constant (a) of -5.297 indicates that if the variables of Place Atmosphere (X1), Price Perception (X2) and Menu Variety (X3) are 0, then Consumer Satisfaction (Y) will be influenced by other variables by -5.297.
2. Place Atmosphere (X1) of 0.064 indicates that the place atmosphere variable has a positive effect on customer satisfaction of Warunk Upnormal, meaning that every 1 increase in the place atmosphere variable will affect the increase in customer satisfaction of Warunk Upnormal by 0.064.
3. Price Perception (X2) of 0.535 indicates that the price perception variable has a positive effect on customer satisfaction of Warunk Upnormal, meaning that every one increase in the price perception variable will affect the increase in customer satisfaction of Warunk Upnormal by 0.535.
4. Menu Variation (X3) of 1.155 indicates that the menu variation variable has a positive effect on customer satisfaction of Warunk Upnormal, meaning that every one increase in the menu variation variable will affect the increase in customer satisfaction of Warunk Upnormal by 1.155.

4
T-test Results (Partial Test)

Table 8. T-test Results (Partial Test)

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	-5,297	1,812		-2,923	,004		
	Place Atmosphere	,064	,038	,057	1,670	,098	,869	1,151
	Price Perception	,535	,047	,397	11,286	,000	,829	1,207
	Menu Variations	1,155	,054	,727	21,384	,000	,887	1,127

a. Dependent Variable: Customer Satisfaction

Source: Processed by researchers (2024)

Based on the t test results above, the t table value = at n-k (100-4) is 96 at a significant level of 5% (0.05) is 1.985. Thus, to find out partially, the following explanation can be described:

1. The t-count value obtained from the table above for the place atmosphere variable is 1.670, which means $t_{count} < t_{table}$ ($1.670 < 1.985$) and significant at $0.098 > 0.05$, meaning that the Place Atmosphere (X1) has no effect on Customer Satisfaction (Y), so H1 is rejected.
2. The t-count value obtained from the table above for the price perception variable is 11.286, which means $t_{count} > t_{table}$ ($11.286 > 1.985$) and is significant at $0.000 < 0.05$, meaning that Price Perception (X2) has a positive and significant effect on Customer Satisfaction (Y), then H2 is accepted.
3. The t-count value obtained from the table above for the menu variation variable is 21.384, which means $t_{count} > t_{table}$ ($21.384 > 1.985$) and is significant at $0.000 < 0.05$, meaning that Menu Variations (X3) have a positive and significant effect on Customer Satisfaction (Y), then H3 is accepted.

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Meanwhile, to see the magnitude of the influence of each independent variable on the dependent variable, calculations were carried out using the Beta \times Zero-Order formula. Beta is a standardized regression coefficient, while zero order is a partial correlation of each independent variable to the dependent variable. The following is the calculation to obtain the partial effect of each independent variable:

1. Place atmosphere (X1) $0.057 \times 0.357 = 0.020$ or 2.0%.
2. Price Perception (X2) $0.397 \times 0.641 = 0.254$ or 25.4%.

3. Menu Variation (X3) $0.727 \times 0.863 = 0.627$ or 62.7%.

Based on the above calculations, it is known that the greatest influence comes from the Menu Variation variable (X3) with an influence of 62.7%, while the Place Atmosphere variable (X1) has the least effect, namely 2.0% and the Price Perception variable (X2) has an influence of 25.4%.

4 F-Test Results (Simultaneous Test)

Table 9. F-Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1385,794	3	461,931	293,452	,000^b
	Residual	151,116	96	1,574		
	Total	1536,910	99			
a. Dependent Variable: Customer Satisfsction (Y)						
b. Predictors: (Constant), Menu Variations (X3), Place Atmosphere (X1), Price Perception (X2)						

Source: Processed by researchers (2024)

Based on the F test above, the value obtained at $df(n1) = k-1$ (4-1) is 3 and $df(n2) = n-k$ (100-4) is 96 at a significant rate of 5% (0.05), the F table value is 2.70. It can be seen that the $F\text{-count} > F\text{-table value}$ ($239,452 > 2.70$) and a significant value of $0.000 < 0.05$ means that together the Place Atmosphere (X1), Price Perception (X2) and Menu Variations (X3) have a positive and significant effect on Customer Satisfaction (Y), then H_4 is accepted.

Determination Test Results

Table 10. Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,950 ^a	,902	,899	1,25464
a. Predictors: (Constant), Menu Variations (X3), Place Atmosphere (X1), Price Perception (X2)				
b. Dependent Variable: Customer Satisfsction (Y)				

Source: Processed by researchers (2024)

From the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.899 or equal to 89.9%. This figure means that the independent variables

consisting of Place Atmosphere, Price Perception and Menu Variety affect the Consumer Satisfaction variable while the remaining 10.1% of the Consumer Satisfaction variable is influenced by other variables not examined in this study.

20 5. CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Place atmosphere of the place has no effect on customer satisfaction at PT Panca Rasa Nusantara (Warunk Upnormal)
- 6 2. Price perception has a positive and significant effect on customer satisfaction at PT Panca Rasa Nusantara (Warunk Upnormal)
- 6 3. Menu variations have a positive and significant effect on customer satisfaction at PT Panca Rasa Nusantara (Warunk Upnormal)
4. Place atmosphere of the place, perceived price and menu variations together have a positive and significant effect on customer satisfaction at PT Panca Rasa Nusantara (Warunk Upnormal)

SUGGESTION

Based on the conclusions obtained from the above research, the following suggestions are made:

1. For the Company
 - a. It is hoped that Warunk Upnormal can improve product quality and pay attention to the comfort and cleanliness of the location so as to increase customer satisfaction.
 - b. It is hoped that Warunk Upnormal can maintain prices and promos for price cuts or discounts, so that consumers are increasingly satisfied.
 - c. The company should pay more attention to customer satisfaction in order to provide convenience and comfort in getting Warunk Upnormal products and good service so that customer satisfaction is created.

2. For Future Researchers

For further research, it is hoped that improvements can be made so that the research results can be better and more comprehensive than this research.

Improvements can be made through the addition of several supporting factors that have not been included in this study such as service quality, servicescape, and so on.

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