

# Analysis of The Effect of Servicescape and Service Quality on Customer Satisfaction at Post Shop Coffee Toffee in Bogor City

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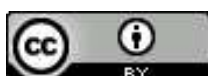
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## Abstract

*This study aims to determine how servicescape and service quality affect customer satisfaction and word of mouth. This research is based on customer satisfaction as a benchmark for business continuity that can have an impact on marketing, with pre-survey results based on visitor testimonials from 20 people interviewed, as many as 55% of consumers are dissatisfied with servicescape and as many as 45% of consumers are dissatisfied with quality. service and only as much as 40% whose satisfaction affects word of mouth. This research was conducted at Post Shop Coffee Toffee Bogor City, with a total of 100 respondents with two equations, namely equation I  $Y_1 = PY_1X_1 + PY_1X_2 + \epsilon_1$  and equation II:  $Y_2 = PY_2X_1 + PY_2X_2 + PY_2Y_1 + \epsilon_2$ . The analysis used in this research begins with the classic assumption test in the form of normality test and heteroskedasticity test, path analysis with t test; f test; and codetermination test and coefficient test between variables. The results showed that in the normality test for equation I and equation II, the value of sig. > 0.05 means that the data residuals are normally distributed. Equations I and II do not occur heteroskedasticity, that is, they are not patterned regularly and spread above and below the number 0. The T test for equation I obtained a calculated T value of 3.885 and 5,279 greater than T table 1985, the sig value of 0.000 less than 0.05 means that  $H_0$  is rejected and  $H_1$  is accepted, it means that both servicescape and service quality have an influence on customer satisfaction. The F test for the servicescape variable and service quality obtained the calculated F value of 88,319, greater than the F table of 3.090 and the sig 0,000 value smaller than 0.05, meaning that  $H_0$  is rejected and  $H_1$  is accepted. The contribution of the influence of  $X_1$  servicescape and  $X_2$  service quality on  $Y_1$  customer satisfaction amounted to 64.6%. T*



test for equation II, it is obtained that the value of *T* count is greater than *T* table 1.985, the sig value of 0.000 is less than 0.05, which means that service quality and customer satisfaction have an influence on word of mouth on consumers of Post Shop Coffee Toffee in Bogor City. The *F* test for the servicescape variable, service quality and customer satisfaction obtained a calculated *F* value of 129,419 greater than the *F* table of 2,699 and a sig 0,000 value less than 0.05, meaning that there is a joint influence between servicescape, service quality and customer satisfaction on word of mouth. The contribution or contribution of the influence of servicescape (*X*1), service quality (*X*2) and customer satisfaction (*Y*1) to word of mouth (*Y*2) is 80.2%. The correlation between customer satisfaction and word of mouth is 0.874 which means that customer satisfaction has a strong relationship. very strong against word of mouth.

**Keywords:** Path analysis, service quality, customer satisfaction, servicescape, word of mouth

## 1. Introduction

In various businesses, be it B to B or B to C, customer satisfaction is a benchmark for the sustainability and profitability of a company. According to Kotler (2016) consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or service's perceived performance (or outcome) to expectations with the meaning that if the performance or experience does not meet expectations, the customer is dissatisfied and if it is in line with expectations then the customer satisfied.

According to Tjiptono (2008), the creation of customer satisfaction can provide several benefits, one of which is forming a word of mouth recommendation. Consumers who are satisfied with the services or products they consume tend to provide good references or recommend a product or service to others. In contrast to dissatisfied consumers, they will choose to seek information on other similar products or services that are needed, then they use new products or services that are considered more capable of meeting their satisfaction and leave the previous product or service. Customers who are dissatisfied also tend not to recommend the product or service, there are even customers who express their dissatisfaction with a product to others and this greatly affects the image of a product or service.

According to Kotler (2016) various factors can affect consumer satisfaction, including satisfaction depending on the quality of products and services. At the most basic level a pleasant servicescape produces "approach" behavior and an unpleasant one produces "avoidance" behavior. A fun servicescape generates excitement, which leads to a stronger positive response. On the other hand, if the servicescape is not pleasant, the customer will switch to another place. When customers have strong affective expectations, it is important that the environment is designed to match those expectations so that the servicescape affects customer satisfaction.

The coffee shop or coffee shop business is one of the businesses that is in great demand by various groups at this time with the development of the trend of drinking coffee which is not only synonymous with activities carried out by fathers, young people also make coffee drinking as a lifestyle and as a means of showing their existence. This data is corroborated by the Agricultural Data and Information System of the Ministry of Agriculture which publishes that national coffee consumption in 2016 reached around 250 thousand tons and is currently growing by 10.54%, namely 276 thousand tons.

Coffee Toffee, which is one of the coffee shops in Bogor City, has a campaign to maintain the potential of Nusantara coffee by serving local coffee, but the coffee shop that serves Nusantara coffee for now is not only Post Shop Coffee Toffee in Bogor City. Coffee Toffee has its own challenges in meeting customer satisfaction.

Table 1.1 pre-survey results based on visitor testimonials below shows that from the 20 people interviewed there were as many as 55% of consumers were dissatisfied with the servicescape provided by Post Shop Coffee Toffee and there were as many as 45% of consumers who were dissatisfied with the quality of services provided by Post Shop Coffee. Toffee. Of the 20 consumers who were interviewed in the pre-survey there were as many as 40% whose satisfaction affected word of mouth, and others they did not choose anything

because they thought that Coffee Toffee had nothing special compared to other coffee shops which strengthened their satisfaction with doing word of mouth.

**Tabel 1. Pre Survey Results**

Jumlah Responden	Testimoni	Faktor
15% (3 respondent)	The existing light is considered uncomfortable, especially if visiting Coffee Toffee at night	<i>Servicescape</i>
10% (2 respondent)	Bentuk kursi dan posisi meja jenis sofa dianggap kurang nyaman	
5% (1 respondent)	The shape of the chair and the position of the sofa type table are considered less comfortable	
15% (3 respondent)	Consumers are less satisfied with the timeliness of serving food compared to drinks, so often the drinks are almost finished when the food come	Kualitas Layanan
15% (3 respondent)	Consumers are dissatisfied when the food that comes does not match the order, even though the Coffee Toffee professional will replace it according to the order, but they need more time to sort it out. waiting for food according to consumer orders	
15% (3 respondent)	Consumers are not satisfied with the explanation from the barista.	<i>Word of mouth</i>
25% (5 respondent)	Consumers choose to tell the positive/negative side what they receive	
15% (3 respondent)	Consumers choose to share their values receive from services and services	
25% (5 respondent)	Consumers choose to tell the positive/negative side what they receive	

15% (3 respondent)	Consumers choose to share their values receive from services and services	
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Various previous studies have shown several factors that influence consumer satisfaction. The results of Indah's research (2018) state that servicescape has an effect on consumer satisfaction, meaning that business entrepreneurs need to pay attention to the physical appearance, light layout to support customer satisfaction, but it is different from Maqimuddin's research (2017) which shows that servicescape has no effect on customer satisfaction.

In addition to the servicescape factor, service quality also affects customer satisfaction. The results of Fawzi's research (2017) show that service quality has a positive influence on consumer satisfaction, but it is different from the results of research conducted by Rahmanisa and Sadeli (2016) which explains that the service quality attributes in the object of research need to be improved and their performance improved by providing training. and a more intensive knowledge to the waiter about the importance of service so as to improve the quality of service thus it can be interpreted that the quality of service has a negative influence on customer satisfaction. The results of research conducted by Sri Werdiningsih (2011) show word of mouth as a positive response effect of consumer satisfaction.

The results of previous research are a challenge for coffee shop business entrepreneurs, especially with the large number of competitors that give rise to increasingly competitive competition between business people, thus strategies and analysis are needed to increase customer satisfaction for business continuity. This can be known by analyzing the factors that influence customer satisfaction. This theory is in accordance with the marketing concept which states that the achievement of a company's success is seen in meeting the needs and desires of consumers so that the desired customer satisfaction can be achieved better than competitors (Schiffman and Kanuk, 2007).

Based on the pre-survey, theory and previous research described above, it is necessary to do research by analyzing servicescape and service quality on customer satisfaction and also analyzing its impact on word of mouth, because as the theory has described that consumer satisfaction can have a negative and positive impact. word of mouth for business ventures.

## 2. Literature Review

### A. Marketing Management

The grand theory in this study refers to the service environment and all that is related is seen as different from problems related to employees, both are quite conceptually different from each other. Customers evaluate services holistically, but the servicescape should also be considered as a primer that shapes customer expectations of the service they will receive. Servicescape is a physical facility in service designed for guest needs to influence guest behavior and satisfy guests where the physical facility design will have a positive impact on guests and employees. Based on the above understanding, it can be concluded that the servicescape is a physical appearance in a place designed in such a way to attract or influence consumers and employees.

### B. Servicescape

The concept created by Bitner in 1992 emphasizes the impact of physical and environmental adjustments of a service in which the service process takes place which can help assess differences in the customer's perceived experience. Communication in the servicescape can also create a better relationship between consumers and the company, either directly or indirectly. According to Lovelock and Wirtz, servicescape is concerned with the style and appearance of the physical environment and other elements that

The style and form of the physical environment and other experiential elements encountered by customers is defined as a servicescape by Lovelock and Wirtz (2016). Zeithaml and Bitner (2013) state that servicescape (service environment) is an aspect of an organization's facilities which includes exterior attributes (information boards, parking lots, natural views) interior attributes (design, layout, equipment, decoration).

## 2.1 Previous Research

**Tabel 3.1 Penelitian Terdahulu**

No	Penulis/Tahun	Objek Penelitian	Variabel yang digunakan	Hasil Penelitian
1	Hooper, D., Coughlan, J., Mullen, M.R. (2013)	<i>Retail store</i>	<i>Store environments</i> <i>Servicescapes</i> <i>Behavioural intentions</i> <i>Service quality</i> <i>Customer services quality</i>	it is more appropriate to model the servicescape as a separate construct that precedes service quality highlights needs
2	Kian, Y.K., Kim L.K. & Chin-Hooi, S. (2019)	<i>KTV Industry</i>	<i>Servicescape</i> <i>Service Quality</i> <i>Customer Satisfaction</i> <i>Word-of-mouth</i> <i>Corporate Image</i>	In order to keep karaoke customers happy and satisfied, KTV companies need to ensure that the equipment karaoke is well maintained and easy to use, the rooms are spacious and large enough for movement, signs (e.g. toilets and exit signs) are provided, and the employees are friendly and competent
3	Celik,O. (2019)	<i>Turkcell, Vodafone dan Turk Telekom</i>	- <i>Servicescape</i> - <i>Percived quality</i> - <i>Brand image</i> - <i>Brand quality</i>	In order to keep karaoke customers happy and satisfied, KTV companies need to ensure that the equipment karaoke is well maintained and easy to use, the rooms are spacious and large enough for movement, signs (e.g. toilets and exit signs)

				are provided, and the employees are friendly and competent
4	Agnihotri D. dan Chaturvedi P. (2018)	<i>Restaurant in Kanpur</i>	<ul style="list-style-type: none"> <li>- <i>Servicescape</i></li> <li>- <i>Perceived quality of customer</i></li> <li>- <i>Service quality GAP Model</i></li> <li>- <i>Tangibility</i></li> <li>- <i>Physical Evidences</i></li> </ul>	The results show that servicescape is considered a very important factor but not the only factor that will have a big impact on the customer's perception of quality
5	Vadivelu Tharanikaran, Sutha Sritharan, dan Vadivelu Thusyanthy (2017)	<i>Electronic Banking</i>	<ul style="list-style-type: none"> <li>- <i>Service Quality</i></li> <li>- <i>Customer Satisfaction</i></li> </ul>	Results show service quality and customer satisfaction is at a high level in electronic banking in the district Batticaloa

### 3. Method

The method used in this study will use qualitative methods with operational analysis of variables and samples:

#### 2.1 Populasi dan Teknik Pengambilan Sampel

##### A. Population

The research population is the whole of the object to be studied, in this study the population is visitors to the Post Shop Coffee Toffee in the city of Bogor within a certain time span. This population is used as a means to analyze the servicescape and service quality factors on customer satisfaction and their impact on word of mouth at the Post Shop Coffee Toffee in Bogor City.

##### B. Number of Samples

The population size in the study is very large and cannot be known with certainty, so the sample size used according to Rao Purba (2006) in using the following formula:

Description :

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

n= Sample size

Z = 1,96 score at a certain level of significance (degree of confidence is determined 95%) Moe = Margin of error, the maximum error rate is 10%

By using the above formula, the following calculation is obtained: (1,96)2

n = 4 (10%)2

n = 96,04

By using the above formula, the following calculation is obtained:

$$n = \frac{(1,96)^2}{4 (10\%)^2}$$

$$n = 96,04$$

The sample results show  $n = 96.04$  or rounded to 100. So the research sample is 100 consumers who are visitors to the Post Shop Coffee Toffee in Bogor City.

**Tabel 4.1 Operasional Variabel**

Variabel	Dimensi	Indikator
<i>Servicescape</i>	<i>Ambient conditions</i>	<i>Sounds of Music</i>
		<i>Scent</i>
		<i>Lighting</i>
	<i>Spatial layout and functionality</i>	<i>Spatial layout refers to the floor plan</i>
		<i>size and shape of furnishing,</i>
		<i>potential machinery and equipment</i>
		<i>the ways in which they are arranged</i>
	<i>Signs, symbol and artifact, Signs</i>	<i>Label facilities, counters, or departments</i>
		<i>Show directions.</i>
		<i>Communicate the service script</i>
<b>Service Quality</b>	Bukti fisik ( <i>tangibles</i> )	<i>modern - looking equipment</i>
		<i>visually appealing</i>
		<i>Neat in appearance</i>
	Kehandalan ( <i>reliability</i> )	<i>service right at the first time</i>
		<i>service at they promise to do</i>
		<i>Insist on error free record</i>
	Daya tanggap ( <i>responsiveness</i> )	<i>service will be performed</i>
		<i>give prompt</i>
		<i>willing to help</i>
	Jaminan ( <i>assurance</i> )	<i>Instill confidence</i>
		<i>Consistently courteous</i>
		<i>Have the knowledge to answer</i>
	Empati ( <i>emphaty</i> )	<i>give attention</i>
		<i>understand the specific needs</i>
		<i>operating hours convenient</i>
<b>Customer satisfaction</b>	<i>Customer Satisfaction</i>	<i>Confirm/disconfirm satisfaction of <u>servicescape</u></i>
		<i>Confirm/disconfirm satisfaction of service quality</i>

<b>Word of Mouth</b>	<i>Content</i>	<i>telling value of servicescape</i>
		<i>telling value of services quality</i>
	<i>Valence</i>	<i>telling negative/positive of servicescape</i>
		<i>telling negative/positif of services quality</i>
	<i>Intensity</i>	<i>telling to many people</i>
		<i>telling to much times</i>

## 5. Conclusion and Suggestion

### Conclusion

Based on the results of research and discussion on servicescape, service quality on customer satisfaction and its implications for word of mouth, several conclusions can be drawn, namely:

1. It is proven that the servicescape variable has a significant effect on customer satisfaction. This shows that with a good servicescape, consumers will feel satisfied when visiting the Post Shop Coffee Toffee in Bogor City.
2. It is proven that the service quality variable has a significant influence on customer satisfaction. This shows that customers with good service quality will create satisfaction for Post Shop Coffee Toffee consumers in Bogor City.
3. It is proven that the servicescape and service quality variables have a joint influence on customer satisfaction. This shows that the servicescape and the quality of services provided by the Post Shop Coffee Toffee in Bogor City affect the level of consumer satisfaction. Visit the Post Shop Coffee Toffee, Bogor City
4. It is proven that the servicescape variable has a significant effect on word of mouth. This shows that after customers experience the servicescape offered by the Post Shop Coffee Toffee, Bogor City, it will create word of mouth on the servicescape that is accepted by consumers.
5. It is proven that the service quality variable has a significant influence on word of mouth. This shows that after customers feel the quality of service offered by Post Shop Coffee Toffee Bogor City will create word of mouth on the quality of service received by consumers.

### Suggestion

Based on the results of research conducted on servicescape and service quality on customer satisfaction and its implications for word of mouth, the authors provide some suggestions as follows:

### Suggestions for Further Research

1. The researcher suggests that intensive assistance be given to each respondent when filling out the questionnaire, so that they can directly help respondents if they experience problems, especially in terms of misinterpretation of questions.
2. Researchers suggest that further research uses other variables indicated related to consumer satisfaction and word of mouth such as: product quality, price, repeat purchase intention, customer loyalty and other variables.
3. The researcher suggests that further research can be done in other coffee shops as a comparison



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