IMPACT OF RESTAURANT'S ATMOSPHERE TOWARDS CUSTOMER'S LOYALTY : AN EXTENDED MEHRABIAN RUSSEL MODEL

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ABSTRACT

With the growth and increase of business in food and beverages, restaurant managers need to improve the excellent and appealing atmosphere. The restaurant's atmosphere can be seen from the exterior, general interior and other factors. Customer loyalty is also an important thing to be achieved by business managers in food and beverage. This study was conducted to determine the impact of restaurant atmosphere on customer loyalty. This research was conducted by distributing questionnaires to collect data from respondents. The study was tested to produce valid and reliable test items by distributing questionnaires to 70 respondents. To manage these instruments, this study uses a causal quantitative method. The results of this study are expected to produce information about the atmosphere's influence on customer loyalty and provide input towards problems in the field of food and beverages businesses in Indonesia. They can be a reference for further research. In addition, the results of this study will be published to be a preliminary study for other prospective researchers to develop it in a broader scope.

Keywords: Atmosphere, Restaurant, customer loyalty, Mehrabian-Russell model

INTRODUCTION

During the first decade of the twenty-first century, there was a surge in research on the effects of the physical environment on service businesses (Raab et al., 2013). Hospitality is one of the world's major industries, generating trillions of dollars in annual revenue and spurring capital investment (WTTC, 2011). The restaurant is one of the commercially managed catering businesses whose scope of business is to provide food and beverage services (Hairunnisa, 2009). The increasing number of new restaurants in Indonesia results from increasing market demand. The atmosphere conditions offered by these restaurants become one of the competitiveness used by these restaurants. Therefore, every restaurant must be able to improve the quality of the atmospheric conditions of their restaurants to create buying interest by consumers. In this era, businesses in the food and beverage sector are top-rated and proliferating. According to Amrullah et al. (2016), a business that knows no time and never dies is a food and beverage business. The restaurant business can be promising or have good prospects and can provide significant profits or profits. The restaurant business can also be in any place or region to meet all

the community's needs by providing food and drinks. From the statement above, it can be said that the business in the food and beverage sector can be one of the businesses that have up-and-coming prospects because the community as consumers certainly needs food and beverages as primary needs. This restaurant business will also never die, and this business can be managed easily. A good restaurant business manager can certainly generate high profits for his restaurant. With the ease of opening a restaurant business and having promising prospects, many people open a business in the food and beverage sector, so every restaurant manager must find various ways to attract consumers' attention.

A restaurant is a place that is organized commercially and performs all food and beverage services to each of its guests well (Yusnita et al., 2013). Based on these opinions, it can be said that the restaurant is a commercially organized business that provides food and beverage services to its guests. The service must be adequately delivered so that guests can feel satisfied. In addition, a restaurant needs to be managed professionally so that the restaurant business can provide the best service to every guest who visits so, and it can also offer great benefits for restaurant managers. A restaurant, according to Ninemeier & Hayes (2011), is a lucrative foodservice operation whose major focus is on selling food or beverages to individuals or small groups of people.

It is vital to create an environment that can elicit hunger and boost human appetite while designing the interior of a restaurant. As a result, a restaurant not only sells the taste of its cuisine to its customers, but also a relaxing atmosphere. A restaurant's appeal can be shaped in a variety of ways, including interior and outdoor restaurant decoration (Juliana et al., 2020). The framework of stimulus, organism, and reaction to consumer behavior is also expanded in this study (Manthiou et al., 2017). The framework (S-O-R) stimulus, organism, reaction, developed by Mehrabian and Russell (1974), is one of the most influential models in environmental psychology, explaining how the environment influences human behavior. According to the hypothesis, the consumer's exterior environment (stimulus) influences his or her inner state (organism), which in turn determines the avoidance reaction (response). Most earlier research for the S-O-R framework's stimulus mostly focused on physical environmental elements, particularly the architecture and arrangement of ecological space and the atmosphere (Bitner, 1992). Brady and Cronin (2001) argue that, in addition to the physical environment, staff interaction should be utilized to describe total service quality. Staff interaction, according to Lee et al. (2008), is an important human-environmental cue for consumer experience in service situations. As a result, the focus of this research is on restaurant atmosphere stimulation and customer loyalty.

From the statement above, it can be said that the restaurant atmosphere is an essential aspect in the development of a business or restaurant. A good restaurant atmosphere can also provide a positive response from its customers. Restaurant managers must pay attention to the restaurant's atmosphere so that customers who come can feel comfortable when visiting the restaurant. Over time, human needs are not only to get food and drinks but also to consider other aspects such as the comfort of a place that customers can feel directly. So nowadays, customers come to the restaurant to eat and drink and enjoy the atmosphere of the restaurant. Therefore, the restaurant's atmosphere can be said as an essential element that can affect the attitude and comfort of

its customers. With the many choices of restaurants that exist today, the restaurant manager makes the atmosphere the main attraction to attract the attention of consumers. With the number of consumers attracted to the restaurant's atmosphere, it can affect the level of loyalty by its customers. A restaurant atmosphere that gets a positive response from its customers can increase customer loyalty who visits the restaurant. So, building a well-planned and innovative restaurant concept is very necessary. A restaurant atmosphere categorized as good can make managers achieve their goals and provide comfort for their customers, which can affect consumer loyalty. This study will focus on answering the following problem formulation from the research problem: Is there an effect of restaurant atmosphere on customer loyalty? The purpose of the study was to analyze the impact of restaurant atmosphere on customer loyalty.

LITERATURE REVIEW

The atmosphere of a restaurant is one of the critical factors in a food and beverage business. Nowadays, many foods and beverage companies are built with unique and different concepts. The restaurant's atmosphere is the main attraction for customers who want to chat, have lunch, or even find a place to do work. Atmosphere means the atmosphere owned by a restaurant, with an excellent atmospheric atmosphere that can make customers feel comfortable to linger in the restaurant to remain and feel comfortable coming back (Kotler, 2012). An atmosphere is a planned atmosphere that follows the target market and can attract consumers to buy (Meldarianda et al., 2010). According to Fitzsimmons and Fitzsimmons (2011), a servicescape is a facility where it can influence customers' and employees' attitudes to build a sense and atmosphere of the service concept.

An atmosphere can be created through various aspects such as light, music, aroma, visuals, and arrangement to create comfort for consumers, which can affect their perceptions and emotions in making purchases (Rorimpandey et al., 2017). According to Kusumawati, the atmosphere can be a reason for a consumer to be interested and choose which restaurant to visit and make a purchase at that restaurant. In addition, the atmosphere is the creation of an atmosphere to provide a sense of pleasure and comfort for consumers when making a purchase transaction (Listiono & Sugiarto, 2015). From the statements above, it can be said that the atmosphere of a restaurant is the creation of an atmosphere. The atmosphere can be conveyed to consumers through the arrangement of every interior in the restaurant, lighting in every room in the restaurant, aroma or smell, music that accompanies consumers, and an attractive appearance or visual in the eyes of consumers.

For a consumer in choosing a place to dine, a comfortable atmosphere is a determining factor for customers to decide whether they want to visit the restaurant or not. So with a good restaurant atmosphere, it can influence consumers to visit and make transactions at the restaurant. In addition, an attractive atmosphere can also provide comfort and pleasure for visiting consumers to increase customer loyalty to a restaurant. Exterior design is the arrangement of the restaurant's outdoor spaces, which consists of all outdoor designs such as signage, outdoor lighting systems, the shape or structure of the building that visitors can see from outside and the placement of the entrance (Meldarianda et al., 2010). The five senses can be stimulated by the environment (Lin &

Chang, 2020).

Although restaurant success is predicated on food quality, according to Wall and Berry (2007), the whole atmosphere influences client comments about the restaurant. Ryu and Jang (2008) used the aesthetics, ambiance, lighting, table arrangement, and layout of the restaurant to evaluate the atmosphere. Hotel managers frequently claim that they sell one-of-a-kind sensory experiences. The fundamental product is food and beverages, and restaurants entice clients with tantalizing flavors and a variety of experiences, such as service, customer-service contact, and the dining atmosphere (Heung & Gu, 2012). According to Horng et al. (2011), the aesthetics of the facility have a significant impact on the entire atmosphere. Customers are drawn to particularly designed colors on walls, buildings, floors, tables, and chairs, according to Wakefield and Blodgett (1996).

Environmental circumstances, according to Ryu and Han (2009), influence the value of the atmosphere. Customers are becoming more conscious about the dining setting, service, and ambiance. Customers may be drawn in by a variety of factors (such as storefront and interior design, seating arrangement and motion, colour, lighting, acoustics, and air conditioning). This reflects the current state of restaurant operations (Lin, 2003). Individual emotions, according to environmental psychologists, ultimately influence individual behavior. The environment can also elicit a variety of emotions, which can lead to specific behaviors. The environmental psychology model of Mehrabian-Russell (M-R) defines mediating variables and response taxonomy. As a result, the M-R model has been applied to the restaurant setting to demonstrate that the dining environment improves customer happiness (Kim & Moon, 2009; Ryu & Han, 2009). Customer loyalty is the dependent variable, whereas restaurant atmosphere is the independent variable. The Mehrabian-Russell environmental influence model (also known as the S-O-R model) is used to investigate the stimulation of the retail environment (Roux & Maree, 2019). This model is commonly used to investigate the impact of the retail environment on customer response (Mishra et al., 2014).

The physical environment of a restaurant determines its ambiance, which is utilized to establish a perceptual environment, provoke emotions, and affect client consumption intentions and subsequent behavior. Many earlier research have concluded that the environment is an excellent marketing tool and a stimulant for consumer behavior (e.g. (Baker et al., 1992; Bitner, 1992; Donovan & Rossiter, 1982; Kotler, 2012; Mehrabian & Russell, 1974). Bitner (1992) uses the concept of a servicescape to define the physical environment. A servicescape is a collection of "all physical items" that a company can manipulate to improve (or limit) staff and customer behavior (Bitner, 1992). The servicescape is classified by Bitner (1992) into three categories: ambient circumstances, space/function, signs, symbols, and artifacts. Temperature, air quality, fragrance, and music are examples of ambient conditions that stimulate sensory consumers. Space/function refers to the style of design and signage, as well as the layout, equipment, furnishings, signs, symbols, and artifacts. According to Alada and Castaño (2019), the study resulted in the restaurant atmosphere affecting customer loyalty. The restaurant atmosphere significantly influences customer dining satisfaction and consumer behavioural intentions (Heung & Gu, 2012). Restaurant atmosphere also significantly affects positive emotions, negative emotions, and customer perceived value (Liu & Jang, 2009). Several researchers have researched and found that servicescape has

a significant relationship to customer satisfaction (Ada et al., 2016; Asdhi, 2017; Pratama & Setyorini, 2015; Rijae & Magnadi, 2018; Setiady & Sukriah, 2015; Pangkey, 2013; Utami & Suryawardani, 2016) and servicescape affects customer loyalty (Juliana & Noval, 2020; Musriha, 2011; Pangkey, 2013) and store atmosphere affects customer loyalty (Alfin & Nurdin, 2017; Grace et al., 2018; Prasyanti et al., 2021; Soniawati & Abdullah, 2017; Sumiyati & Nugroho, 2021; Tamher et al., 2019). From the explanation above, it can be hypothesized that the restaurant atmosphere affects customer loyalty.

Figure 1. Conceptual Framework
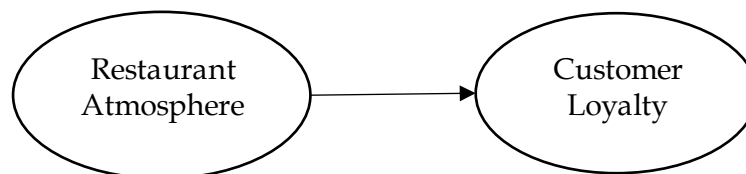
Sources: Processed Data (2022)

METHODS

This study uses an explanatory research type. Explanatory research is research that analyzes the causal relationship between the variables studied and influences the hypotheses formulated using quantitative research methods (Beyhaki et al., 2017). The time approach used is a cross-sectional approach because this research was conducted to see the relationship between variables simultaneously and at a particular time. To obtain the data needed to support this research, the study sample was taken using a selection of seventy people who had visited Michael's Garden restaurant. In determining the number of instances, the researcher uses the sampling method according to Hair et al. (2010) approach from the Hair formula, which measures the sample with a minimum of five observations and a maximum of ten statements from the number of indicators in each variable. The number of indicator in this study is fourteen. That number is multiplied by the minimum number from the Hair formula approach, five, to produce seventy. So that the sample from the research conducted is as many as seventy people, namely visitors who have visited Michael's Garden restaurant once a month. The sampling technique used in this study is a non-probability sampling technique with a purposive sampling method

Data collection for this study was carried out by distributing questionnaires. The questionnaire is referred to as primary data because the questionnaire is distributed directly to people who have visited the Michael's Garden restaurant, which is distributed electronically via social media in the form of a link. Then the distributed questionnaires will be filled in entirely by the respondents through the google form media provided through social media to facilitate the data collection process. The respondents will provide an assessment based on the experience of the visit. The questions given to the respondents are the results of studies that have been tested previously. To obtain valid and reliable results, there were as many as 70 respondents who filled out a questionnaire containing instruments based on the dimensions of the X and Y variables. The validity of the given instruments was tested reliably using the Cronbach Alpha method through the

IBM Statistical Package for The 25th version of SPSS. This method is used to trust and rely on the research results. The instrument obtained was tested using an interval scale to provide a value for an individual pretension. The questions posed to the respondents were fourteen items. In each question, there were six answer choices with a scale from numbers 1–6 consisting of: (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) somewhat agree, (5) agree, and (6) strongly agree. The data analysis method uses a Validity Test and reliability test, linear regression analysis, t-test, and R square test (Sugiyono, 2016).

RESULTS AND DISCUSSION
Results

In the research that was done, 70 questionnaires were collected, and all of the respondents met the criteria for filling out the research questionnaire. From 70 respondents, the characteristics of each respondent based on gender, age, and monthly expenditures which have visited Michael's Garden restaurant can be generated. From the gender characteristics, most of the respondents are female customers, as much as 77%, while male customers are 23%. Forage characteristics: Most of the respondents are 21-25 years old, with 54.1%. Meanwhile, respondents with an age range of 16-20 years are 32.4%, respondents with an age range of 26-30 are 13.5%, and of the 70 respondents, none of the respondents aged 30 years and over have ever visited Michael's Garden restaurant.

For the characteristics of expenses per month, some respondents are customers with an expenditure range of Rp. 2,500,000 – Rp. 4,000,000 with a percentage of 40.5%, then respondents with an expenditure range of Rp. 1,500,000 – Rp. 2,500,000 per month is 28.4%, respondents with a maximum expenditure of Rp. 1,500,000 per month is 18.9%, and respondents have expenses of more than Rp. 4,000,000 per month is 12.2%. Then, the validity, reliability, and simple linear regression were then tested for each instrument or indicator in the X and Y variables. Fourteen questions in each questionnaire were distributed to each respondent to test the validity. There are eight questions in the X variable and six questions in the Y variable. These questions are then processed in the data to determine whether each question is valid or not by looking at the value of the R table and the calculated R generated from the correlation test. Each item or instrument in the questionnaire is entirely valid from variable X and variable Y. The R table value is 0.235 obtained from the R table that has been set. But before that, we have to find the DF value or the degree of freedom. The formula for finding the DF value or degree of freedom is DF = N – 2. N is the number of samples used in the study, 70 respondents. So that 70 is subtracted by 2 to produce a DF value of 68. Using a significance level for the two-way test of 5% or 0.05, then for the DF value of 68, the R table is 0.235. Furthermore, a calculated R value can be obtained from each research instrument using Pearson's correlation. The requirement that the research instrument is valid is the R_count > R_table so that from the calculated R results in table 3, it can be said that all research instruments are considered valid because the entire R count is greater than the R table value (0.235).

By using the IBM SPSS version 25 program, it shows that the Cronbach's Alpha value of each research dimension can be said to be reliable or reliable because all research dimensions have a value of > 0.60. So it can be said that the research dimensions of the

variable X, namely exterior, general interior, store layout, interior and point of purchase displays, and the dimensions of the variable Y, namely word of mouth, repurchase, price insensivity and complaint behavior that have been determined can be relied entirely on to produce analysis. consistent research.

The following is the result of a simple linear regression analysis of the independent variable (atmosphere) to the dependent variable (loyalty) in the ANOVA table:

Table 1.
ANOVA Test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	802.648	1	802.648	64.057	0.000^b
Residual	852.052	68	12.530		
Total	1654.700	69			

Source: obtained from primary data (2022)

By using simple linear regression, table 1 ANOVA above can be concluded that the significance value between variable X and variable Y is 0.000〗 ^b. The resulting significance value is smaller than 0.05 (〖0.000〗 ^b < 0.05), it can be said that the X variable has an effect on the Y variable. Furthermore, to find out whether the X variable has a significant effect or not on Y can be seen from the coefficients table below:

Table 2.
Coefficient

	Sig.
(Constant)	0.042
Atmosphere	0.000

Source: obtained from primary data (2022)

From the results of the coefficients table above, it can be seen that the value of sig < 0.05, so because the significant value is greater than the probability value, namely 0.05, it can be said that there is a powerful influence between the independent variable (X), namely the atmosphere on the dependent variable (Y), namely loyalty. Customer. Meanwhile, to find out the magnitude of the influence between variables X and Y variables, it can be seen from the table of linear regression summary models below:

Table 3.
R Squared

R	0.696
R Square	0.485
Adjusted R Square	0.477

Source: obtained from primary data (2022)

The value of the correlation or relationship between the X and Y variables can be seen from the R-value, which is 0.696. In comparison, the magnitude of the influence of variable X on variable Y can be seen from the value of R square, which is equal to 0.485. The value of R square is then used as a percentage by multiplying by 100% to produce a

figure of 48.5%. From this simple linear regression analysis, it can be concluded that the restaurant atmosphere (variable X) affects customer loyalty (variable Y). In addition, the restaurant atmosphere (variable X) has a significant or positive effect on customer loyalty (variable Y) which is 48.5%.

Discussion

The results of the research produced by the restaurant atmosphere affect customer loyalty, meaning that the hypothesis is accepted where this research is in line with a study conducted by (Alfin & Nurdin, 2017; Grace et al., 2018; Prasyanti et al., 2021; Soniawati & Abdullah, 2017; Sumiyati & Nugroho, 2021; Tamher et al., 2019)

The M-R model is used to describe how the physical environment influences customer behavior (Ryu & Jang, 2008). Many studies have looked at one aspect of environment, but few have looked at the whole impact of a restaurant's atmosphere. Customers give the highest marks to the following items when it comes to restaurant atmosphere: The internal point of purchase display, the general interior, and the outside are all included. Therefore, customers believe that photo spots support the restaurant's theme. The decoration follows the restaurant's theme, the lighting is supportive, the signboard is visible in front of the restaurant, and the restaurant building has an attractive design.

CONCLUSIONS AND SUGGESTIONS

Based on the data analysis of the research results, the restaurant atmosphere affects customer loyalty. Michael's Garden Restaurant is good enough in creating a restaurant atmosphere expected by customers so that consumers become loyal to Michael's Garden Restaurant, for example, by making return visits to Michael's Garden Restaurant. Michael's Garden restaurant is expected to maintain and improve the quality of the existing atmosphere. The current rate of the atmosphere is reasonable, as evidenced by the positive research results between restaurant atmosphere and customer loyalty. However, there is a need for improvement and development following customer preferences and current trends in the market. The trick is to accept criticism and suggestions from visitors and an internal evaluation of the restaurant. This study has several limitations, which include the sampling technique used has limitations in generalizing the research results. Future research should include a broader sample of restaurant consumers, including restaurants with varying levels of service, cuisines, and atmospheres, as well as diverse interiors. In this study, the M-R model only considers atmosphere and consumer loyalty. Future study should concentrate on improving the measurement scale so that it is more valuable to academic researchers and hospitality managers. The techniques employed in this study are easily adaptable to the service or retail industries that have physical locations.

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