

GROUNDZERO'S CAFE BANDUNG CUSTOMER SATISFICATION INFLUENCE ON SERVICESCAPE

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Abstract: Ground Zero Cafe Bandung is one of the cafes in Bandung that have a unique concept. Based on the results of initial observations of researchers, servicescape at Ground Zero Cafe Bandung get unfavorable response from consumers. This unfavorable respons impacts mismatches between perceptions and expectations received by consumers. It is important for the company to improve the quality of servicescape in order to create customer satisfaction. The purpose of this study was to determine how and how much the influence of servicescape on consumer satisfaction in Ground Zero Cafe Bandung. This study used a sample of 100 respondents. This type of research is descriptive analysis with quantitative approach, the analysis used is simple linear regression. The sampling technique used in this study is nonprobability sampling with incidental sampling method, using SPSS 22.00. The results of this study indicate that the servicescape variable earn a percentage of 69.4% in good categories, while customer satisfaction earn a percentage of 68.9% also in good categories. The influence of servicescape on customer satisfaction is 55.5%, while the remaining 44.5% is influenced by other variables not examined in this study. Servicescape variable significantly influence on consumer satisfaction variable by 55.5%

Keywords: *Customer Satisfaction, Servicescape*

1. INTRODUCTION

The development of culinary industry in Bandung, make competition between entrepreneurs in the culinary industry is getting tight, starting from restaurants, cafes, to street vendors. The competition between them are by presenting an innovations in the variety of food, a concept, sales method to decoration. Many alternative restaurants and cafes located in Bandung is certainly increased the intensity of competition in the Bandung culinary tourism. Not only the quality of food that must be noticed, but the company is expected to design and implement a marketing strategy that can attract attention, create an atmosphere of physical environment or servicescape which are comfortable and can give satisfaction to the consumer.

The architectural design and related design elements are essential components of a servicescape. Servicescape have some aspects include ambient condition (temperature, music, lighting, atmosphere, employees uniform, and hygiene), spatial layout and functionally (layout, equipment, furniture), signs, symbols, and artifacts (logo and signage) (Lovelock & Wirtz, 2011: 277). With the creation of servicescape or good physical environment in a cafe industry, consumers can see and feel the quality of services provided by the company. Consumer satisfaction is the level of consumer satisfaction of one's feelings after comparing the performance (or outcome) that they perceived in comparison with expectations (Tjiptono in Kotler (2014: 354)). From theories it can be concluded that customer satisfaction will be created when the expectations that consumers receive is relevance with the service provided by the company.

Ground Zero Cafe Bandung is one of the cafes in Bandung which has a unique concept and interiors that make the consumer interested to visit this cafe. The decoration of cafe is dominated by brown and wood ornaments that makes the atmosphere of the cafe is a classic and modern. The

unique interiors can be seen from old motorcycle spare parts ornaments which are hanging in the ceiling, as well as several collections of old motorcycle displayed in exterior outside the cafe.

From the initial survey by researchers, we found that there is a problem in Ground Zero Cafe Bandung servicescape. Problems found by researchers initial survey on 30 respondents are:

1. There is no non smoking area zone, so that the air quality at Ground Zero Cafe Bandung is not good
2. Ground Zero Cafe Bandung location which is not strategic in Bandung
3. Lack of symbols
4. Employees not wear uniform

These problems above impact on mismatches customer perception and expectation received by consumers thus making the consumer feel dissatisfied. According to McDonnell dal Hall (2008: 234) servicescape is the physical setting in which the service is going on and that influence customer perception in servicescape namely (perceived quality) and further internal (satisfaction level) and external (behavior that related to the purchase). From this theory, it can be concluded that the relationship between servicescape and customer satisfaction, because the concept of servicescape owned by a cafe can affect consumer perception that makes the consumer feel satisfied. Based on the above phenomenon, the authors are interested in conducting research on the extent of uniqueness servicescape that can impact on customer satisfaction at Ground Zero Cafe Bandung.

2. THEORETICAL BACKGROUND

2.1 Marketing

Based on the formal concept proposed by The American Marketing Association (AMA) in Kotler and Keller (2012: 27) Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large, which means that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers for managing customer relationships to create a benefit and give more value to the organization and their stakeholders.

2.2 Servicescape

Tjiptono (2014:155) stated that a number of research shows that servicescape design could affect customer intention, customer expectations, customer satisfaction, and other behaviors. Some studies indicate that a customer mood influenced by situational factors such as music, decoration, scents, and the layout of the store.

This study uses the dimensions of Lovelock & Wirtz (2011:284) that divides servicescape dimensions into three parts as follow:

1. **Ambient Conditions**
The physical quality of the circumstances surrounding the individual such as lighting, air temperature, air quality, noise, music and hygiene are environmental characteristics with related to the five senses.
2. **Spatial Layout and Functionality**
How to setup the location, area, equipment and furniture as well as easy to be obtained and used by consumers such as location, the seating layout and design to facilitate enjoyment of consumers.
3. **Signs, Symbols, and Artifacts**
Signs or decorations that are used to communicate the image to be conveyed to consumers such as company logos, marks or signs and decorations that are used to improve certain image or mood, which may be easier for consumers to achieve their goals.

2.3 Customer Satisfaction

Based on Kotler and Keller (2009:140) stated that satisfied customer will have characteristics as follows:

1. Repurchase
2. Customer will recommend the product or service to others
3. Customer never complain.

2.4 The Impact of *Servicescape* on Customer Satisfaction

According to McDonnell dal Hall (2008:234) The servicescape is the physical setting within which service occurs and the which influences the customer's perceptions of the servicescape (perceived quality) and the subquent internal (i.e degree of satisfaction) and external (i.e behavior with respect to patronage an purchase) response, which means servicescape is the physical setting in which the service is going on and that influence customer perception in servicescape are (perceived quality) and further internal (satisfaction level) and external (behavior related to the purchase). From this theory, it can be concluded that there are a relationship between servicescape and customer satisfaction, because the servicescape concept by a cafe can affect consumer perception that makes the consumer feel satisfied.

2.5 Research Framework

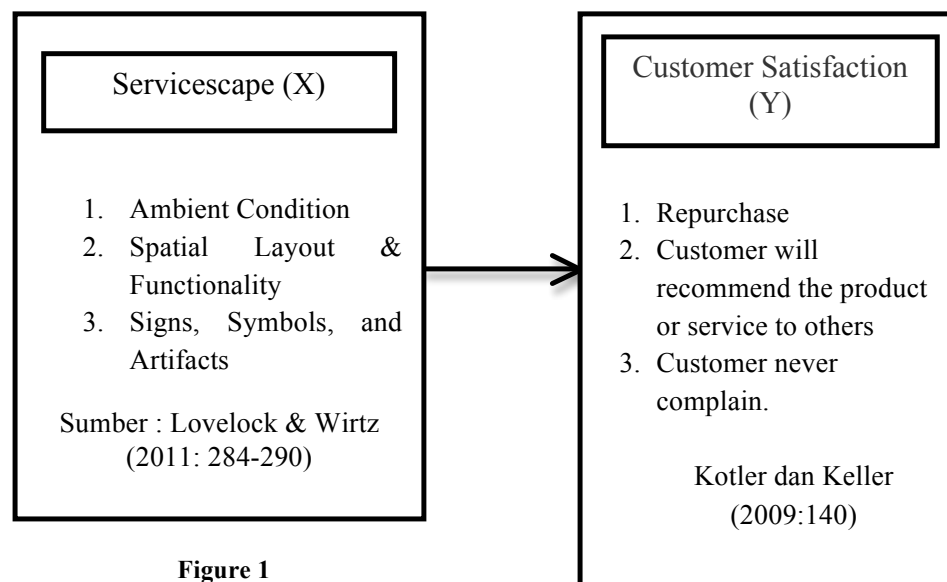


Figure 1
Research Framework

2.6 Research Method

Type of research used in this research is quantitative research methods, using descriptive and causal analysis. The sampling technique in this research is nonprobability sampling, which is a sampling technique that does not give opportunity/equal opportunity for each element or member of the population to be selected into the sample (Sugiyono, 2014:154). Type of nonprobability sampling is incidental sampling, is sampling technique based on chance, that anyone who accidentally / incidentally met with researchers can be used as a sample, as long as they suitable as a data source.

3. THE RESEARCH METHOD

This type of research is descriptive analysis with quantitative approach. The analysis techniques used is simple linear regression. The sampling technique used in this study is nonprobability

sampling method with incidental sampling. The number of samples are 100 respondents. Variables used in this research are servicescape based on Lovelock & Wirtz theory with dimensions are ambience condition, spatial layout and functionality and sign, symbol and artifact. Customer satisfaction based on Kotler and Keller theory with dimensions are repurchase, customer will recommend the product or service to others, customer never complain.

4. RESULT AND DISCUSSION

4.1 Descriptive Analysis

From the results of the servicescape descriptive analysis on every dimensions previously described, then the overall servicescape percentage value obtained. Servicescape comprising ambient condition, spatial layout and functionality, sign, symbol, and artifacts are get good ratings in the consumers perceptions. Respondents responses on servicescape variable can be seen in table 1.

Table 1 Respondents Responses on *Servicescape* (X)

No.	Dimintions	Score	Percentage	Category
1.	<i>Ambient Conditions</i>	2017	67,3%	Quite Good
2.	<i>Spatial, Layout, and Functionality</i>	2830	70,7%	Good
3.	<i>Sign, Symbols, and Artifacts</i>	704	70,4%	Good
Score Total		5551	69,4%	

Source: Data Processed, 2016

Based on the results of respondents responses are presented in Table 1 above, it can be seen that the percentage for the independent variable (servicescape) was 69.4% and include into good category.

Meanwhile, based on the respondents results on customer satisfaction (dependent variable), the total score is 1034 or 68.9% and include into good category.

3.2 Simple Linear Regression Analysis

Table 2 Simple Linear Regression

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,587	,276		2,128	,036
	Servicecape	,843	,076	,745	11,052	,000

a. Dependent Variable: Kepuasan Konsumen

Source: Data Processed, 2016

Based on tabel 2, it can be concluded that simple linear regression analysis, the regression equation as follows:

$$Y = 0,587 + 0,843X$$

Based on the results of processing data in Table 2 obtained a constant value and the regression coefficients can be formed, so that simple linear regression equation as follows:

$$Y = 0,587 + 0,843X$$

The above equation can be interpreted as follows:

a = 0,587 means if servicescape zero (0), then the customer satisfaction will be worth 0,587.

b = 0,843 means if servicescape increased by one unit and the other variables constant, customer satisfaction will increase by 0.843.

3.3 Hypothesis Testing (T-Test)

Table 3 T-Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,587	,276		2,128	,036
	Servicecape	,843	,076	,745	11,052	,000

a. Dependent Variable: Kepuasan Konsumen

Source: Data Processed, 2016

Based on Table 3 t-value obtained of variable servicescape is 11.052 with a significance value of 0.000. It can be concluded that t-count > t-table i.e 11.052 > 1.987 and 0.000 < 0.05, it can be concluded that Ha accepted, meaning servicescape affects customer satisfaction in Ground Zero Cafe Bandung.

3.4 Determination Coefficient Analysis

To determine the contribution of servicescape on customer satisfaction is calculated with a coefficient of determination (KD).

Table 4 Determination Coefficient Analysis

Model Summary^b

R	R Square	Adjusted R Square
,745 ^a	,555	,550

a. Predictors: (Constant), Servicecape

b. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2016

Based on the SPSS results in Table 4, the results of R square 0.555, (is squaring the correlation coefficient or $0.745 \times 0.745 = 0.555$ or 55.5%. R Square can be called the determination coefficient. It means servicescape influenced on customer satisfaction by 55%. Meanwhile, the remaining 44.5% is influenced by other variables not examined in this study.

5. CONCLUSION

Based on the results of this study that has been described previously regarding Servicescape Influence Customer Satisfaction At Ground Zero Cafe Bandung, obtained some conclusions as follows:

1. Servicescape Condition in Ground Zero Cafe Bandung

Based on the results of the descriptive analysis, the overall servicescape at Ground Zero Cafe Bandung is include into Good Categories with a percentage of 69.4%. The dimensions are spatial dimensions, layout, and functionality have a good influence value with a percentage of 70.7%. It shows that consumers feel the equipment facilities, seating area, and the area provided by Ground Zero Cafe Bandung is good. In addition, there is a dimension that has low effect is ambient condition with a percentage of 67.3%, meaning that the physical qualities with regard to the five senses do not meet consumer expectations in Ground Zero Cafe Bandung.

2. Customer Satisfaction in Ground Zero Bandung

Based on the results of descriptive analysis, overall customer satisfaction at Ground Zero Cafe Bandung are in Good category with a percentage of 68.9%. Which means servicescape at Ground Zero Cafe Bandung has enough to meet consumer expectations in Ground Zero Bandung.

3. Impact of Servicescape on Customer Satisfaction at Ground Zero Cafe Bandung

Servicescape variable have a significant influence on the Customer Satisfaction. Thus, it can be concluded that research hypothesis (Ha) is accepted, meaning that there are significant impact of servicescape on consumer satisfaction at Ground Zero Cafe Bandung, with considerable influence amounted to 55.5%, while the remaining 44.5% is influenced by other variables not examined in this study.

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