ANALYSIS OF THE INFLUENCE OF STORE ATMOSPHERE ON INTEREST IN RETURNING TO LAOBAN SKEWERS GADING SERPONG TANGERANG

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Abstract - Laoban Skewers is a Chinese style barbeque restaurant located in Gading Serpong The goal on this study is to determine the effect of store atmosphere on the intention to revisit Laoban Skewers Gading Serpong. The research method used is quantitative, utilizing a questionnaire distributed to 100 respondents as the data collection technique. The collected data was then processed using SPSS. From the research results, it can be seen that the shop atmosphere has the highest average score of 3.56 out of 4, indicating a high response from filling out the questionnaire. Likewise, customer interest in returning, which has an average of 3.65, is also high with the highest value of 4. From the T test, a value of 10,849 indicates acceptance of the hypothesis because it exceeds the specified limit. In addition, the coefficient of determination of 0.546 shows that the store atmosphere influences customer return interest by 54.6%. From these findings, it can be concluded that store atmosphere has a significant influence on customers' interest in returning, providing valuable insight for Laoban Skewers Gading Serpong in improving customer experience and customer retention.

Keywords - Store Atmosphere, Intention to Revisit, Laoban Skewers Gading Serpong, Quantitative Method, SPSS.

INTRODUCTION

Tangerang, a city that continues to develop its business sector, has seen an increase in new business post – pandemic. With economic and technological advantagements, information spreads rapidly, leading to increased competition and a more complex market. Modern businesses focus not only in gaining profits but also on customer-oriented marketing strategies, understanding and fulfilling curtomer needs. Known for its numerous food and beverage and entertainment businesses, Tangerang attracts many visitors. In this context, one of the main attractions in Tangerang is the numerous cafés. These establishments have become particularly popular among consumers, driven by lifestyle changes and preferences for environments conducive to socializing and working, such as the Work From Café (WFC) trend. Cafés are not just about food and beverages anymore; they provide a unique atmosphere that significantly influences customer decisions to visit. This aspect, known as store atmosphere, includes elements like interior design, lighting, music, and overall ambiance, all of which contribute to creating a memorable and pleasant experience for customers.

Cafés in Tangerang, such as Laoban Skewers, have capitalized on this trend by offering distinctive themes and comfortable settings. Laoban Skewers, with its synthwave-themed interior and unique dining experience, exemplifies how a well-designed atmosphere can attract and retain customers. The café's ability to create a welcoming and aesthetically pleasing environment plays a crucial role in its popularity and customer retention, demonstrating the importance of store atmosphere in the competitive culinary business landscape. From the reviews gathered, there are noticeable differences in the perceived influence of store atmosphere on customer interest in revisiting Laoban Skewers. While some customers highlight the unique and comfortable atmosphere as a significant factor in their decision to return, others may prioritize different aspects such as food quality, service, or price.

LITERATURE REVIEW

Store atmosphere refers to a set of factors that influence consumers' perceptions of a store's physical environment, which in turn affects their emotions and behavior (Homburg, 2019). This concept highlights the physical attributes of a store that shape its image and potentially influence buyer behavior. Store atmosphere plays a crucial role in creating emotional conditions that affect the purchasing process. According to Utami, as cited in the research by Sopian & Sulhan (2020), store atmosphere includes elements such as visual design, lighting, colors, music, and aroma that aim to stimulate the emotional responses of buyers, ultimately encouraging purchases or repeat purchases.

According to Berman & Evans in Armeto, Z. and Surenda, R., (2024)., store atmosphere is divided into four elements:

1. Exterior: This includes the outer appearance of the store, such as the architecture, storefront, signage, display windows, and the surrounding environment.
2. General Interior: This encompasses the interior aspects of the store, such as lighting, music, colors, and the layout of the space.
3. Store Layout and Design: This refers to the arrangement of the store's aisles, shelves, and product displays, which can influence the ease of navigation and overall shopping experience.
4. Interior Displays: This involves the use of in-store displays, such as mannequins, promotional signage, and product arrangements, to attract and engage customers.

The theory of revisit intention is analogous to repurchase intention. Intention is an aspect of consumer behavior that is part of the purchase decision-making process, reflecting the respondent's tendency to move or react before the final purchase decision is made (Kotler & Keller 2009, in Yandi, Mahaputra & Rizky, 2023). As cited by Tansala (2019), several indicators of revisit intention have been identified, including the desire to visit again at a different time, recommending the place to others, and inviting others to visit.

METHODS

This study adopts a quantitative research method, focusing on visitors of Laoban Skewers Gading Serpong as the research subjects. The objective is to examine the impact of the store atmosphere on the intention to revisit Laoban Skewers. Primary data was obtained through questionnaires administered to 100 respondents. The data analysis involved several steps: Descriptive Statistical Tests to characterize the respondents, Validity and Reliability Tests to ensure the quality of the research instruments, Normality Tests to assess data distribution, Heteroscedasticity Tests to check for variance inequality, T-Tests to determine the significance of relationships between variables, Coefficient of Determination Tests to gauge the explanatory power of independent variables on dependent variables, and Simple Linear Regression Tests to analyze the effect of the store atmosphere on revisit intention. The analysis was conducted using IBM SPSS Statistics version 23.

RESULTS AND DISCUSSION

Laoban Skewers Gading Serpong is a restaurant that serves chinese barbeque style skewers, chinese ricebowls and drinks such as, beers, soju, etc. Laoban skewers is located at Ruko Faraday RFDA Jl. Scientia Blvd No.37, medang, Kec, Padenganan, Kabupaten Tangerang, Banten. Laoban Skewers is a place with a unique store theme compared to its competitors. The theme applied in this store is synthwave, which is not commonly used by other stores, making Laoban Skewers stand out and unique.
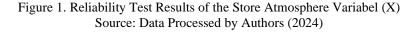
Based on the reliability test results for the revisit intention variable, all items from this variable, consisting of 44 statements, have a Cronbach's Alpha value of 0.926. This result indicates that the purchase decision variable is considered reliable, as it exceeds the value of 0.60. Similarly, the reliability test for the revisit intention variable, consisting of 5 statements, shows a Cronbach's Alpha value of 0.804. This indicates that the purchase decision variable is also considered reliable, as it exceeds the value of 0.60.

Table 1. Reliability Test Results

Variabel	Cronbach Alpha	Result	Items	Result
Store Atmosphere	0,926	0.60	44	Reliabel
Revisit Intention	0,804	0,60	5	Reliabel

Reliability Statistics

Cronbach's Alpha	N of Items
.926	44

Figure 1. Reliability Test Results of the Store Atmosphere Variabel (X)
Source: Data Processed by Authors (2024)

Reliability Statistics

Cronbach's Alpha	N of Items
.804	5

Figure 2. Reliability Test Results of the Revisit Intention Variabel (Y)
Source: Data Processed by Authors (2024)

Desctriptive Mean Test

Statement with the highest average is statement number 1, "The area around this store is safe and comfortable for me as a customer," with a value of 3.77. Meanwhile, the statement with the lowest average is statement number 5, "In my opinion, some areas inside the store are too crowded, making it difficult to move," with a mean value of 3.60. The average for variable y, or the interest in revisiting, is 3.65 out of 4, which can be considered quite high.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.24612170
Most Extreme Differences	Absolute		.087
	Positive		.055
	Negative		-.087
Test Statistic			.087
Asymp. Sig. (2-tailed)[c]			.059
Monte Carlo Sig. (2-tailed)[d]	Sig.		.061
	99% Confidence Interval	Lower Bound	.054
		Upper Bound	.067

Source: Data Processed by Authors (2024)

Based on the image, it is evident that the significance value is 0.059. According to the Kolmogorov-Smirnov formula, the data analyzed by the author can be considered normal because the obtained significance is greater than 0.05, specifically $0.059 > 0.050$. Therefore, it can be concluded that the data analyzed by the author is normally distributed.

Tabel 3. Heteroscedaticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.038	1.065		.974	.332
	X	.000	.007	-.004	-.038	.969

a. Dependent Variable: ABRESID

Source: Data Processed by Authors (2024)

Data can be considered to have symptoms of heteroscedasticity if the significance value is less than 0.05. Otherwise, data is considered not to exhibit symptoms of heteroscedasticity if the significance value is greater than 0.05. Based on the table above, the obtained significance value is 0.969. Since this significance value is greater than 0.05, the processed data does not exhibit symptoms of heteroscedasticity because $0.969 > 0.05$.

Hypothesis Test

Tabel 4. T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.970	1.792		-.541	.590
	X	.123	.011	.739	10.849	<,001

a. Dependent Variable: Y

Source: Data Processed by Authors (2024)

The variable store atmosphere, or Variable X, has a significance value of 0.001 < 0.05. Additionally, the t-value obtained is 10.849. From the t-table, it can be concluded that Variable X, or store atmosphere, has an effect on Variable Y because 10.849 > 3.400.

Tabel 5. Coeficient Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739[a]	.546	.541	1.252

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source: Data Processed by Authors (2024)

Based on the image above, there is an R value of 0.739, which demonstrates the relationship between the two variables in this study. The displayed R square value is 0.546. This indicates that the dependent variable, or store atmosphere, has an influence of 0.546 or 54.6% on the independent variable, or interest in revisiting. It can be concluded that the results of this Coefficient of Determination test show that store atmosphere has a 54.6% influence on interest in revisiting.

Table 6. Simple Linear Regression Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.631	1	184.631	117.699	<,001[b]
	Residual	153.729	98	1.569		
	Total	338.360	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Data Processed by Authors (2024)

Based on the image above, it is known that the calculated F value is 117.699 with a significance value of 0.001. An independent variable can be said to have an influence on the dependent variable if the displayed significance value is less than 0.05. Therefore, it can be concluded that the results of the simple linear regression test demonstrate a significance value of 0.001 < 0.05, indicating that the independent variable, or store atmosphere, has an influence on the dependent variable, or interest in revisiting.

CONCLUSION

Based on the research findings regarding the analysis of the influence of store atmosphere on the interest in revisiting at Laoban Skewers Gading Serpong, it can be concluded that the store atmosphere variable has a significant effect on the interest in revisiting variable. This is evident from the data analysis results, which show a calculated t-value of 10.849. Additionally, the results of the Coefficient of Determination test indicate an R square value of 54.6%, meaning that the X variable, or

store atmosphere, has an influence of 54.6% on the Y variable, which is interest in revisiting. Therefore, it can be concluded that the hypothesis (Ha) is accepted.

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