

OVERTAKING CUSTOMER SATISFACTION: EVIDENCE TWO POPULAR DUCK RESTO

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ABSTRACT

The Purpose of this study to find which of the two most popular duck resto in the city made consumer satisfy their taste. The objective is to analyze the effect of product quality, price, store atmosphere and location on customer satisfaction in the two most popular ducks resto in Jakarta. The research sample included 200 respondents who had ever come both Kaleyو dan Slamet Duck Resto. Data collected using questionnaires content Likert 5 points scale. The collected data was analyzed by linear regression. The results both duck resto's customers had the same positive satisfaction about product quality, price, store atmosphere, and location but in different magnitude. Implications that both Kaleyو and Slamet should pay attention their product quality, price promotion, store atmosphere, and parking space. Originality/Value of this research from the empirical evidence, better the two most popular duck resto to add new dishes or menu choices and special appearance.

KEYWORDS: Product Quality; Price; Store Atmosphere; Location; Customer Satisfaction

JEL: L83, M31

INTRODUCTION

In the pandemic era, made digital transaction more usable for choosing and consuming products offering. Business must increasingly advanced, marked by the development of technology and science so that it has an impact on the map of economic and business strength which is followed by increasingly fierce business competition (Roschk and Hosseinpour, 2020). The industrial sector that has the potential to experience an increase is the business sector in serving food and beverages starting from a small scale such as stalls and tent cafes, medium scale such as restaurants and cafes, to large scale such as restaurants in five star hotels and malls. The emergence of various businesses of a similar nature will gradually have an impact on consumers to be more selective in making choices. There are several strategies that can be carried out by business actors in facing business competition, by improving and maintaining product quality, determining the appropriate price level, creating a comfortable store atmosphere, and determining a strategic business place / location. This study based on research results from Devi, et.al (2017), found that the product quality variable had a significant and positive influence on the consumer satisfaction variable. Meanwhile, Jang and Lee (2019), found

that there was no influence between product quality and consumer satisfaction. Levy & Weitz (2012) found that price has a partially significant effect on customer satisfaction. In contrast to research from Gaol, et.al (2016) found that price has a significant negative effect on customer satisfaction. The results of research by Berman& Joel (2010) found that the store atmosphere variable has a positive and significant effect on customer satisfaction. However, according to research conducted by Kristiana & Muhammad (2017), the atmospheric store variable partially has no significant effect on consumer satisfaction. This study is the same as that conducted by Keiningham, et.al (2014) that store atmosphere has no significant effect on customer satisfaction. The research results of Hussain, et.al (2015) found that location has a significant effect on customer satisfaction. While Zaibaf, et.al (2013) found the store atmosphere and store quality positively influence the perception of PLB's quality, whereas, the congruence between national brand and store image (NBSI) has a negative influence on PLB's quality. Research questions: Does product quality, price, store atmosphere and location affect consumer satisfaction in Kaleyo and Slamet Duck Resto? How consumers could differentiated their sensation?

LITERATURE REVIEW AND THE HYPOTHESIS

Hadita (2019) define a product as anything that can be offered to the market for attention, acquisition, use, or consumption that might satisfy wants or needs. Products include more than just tangible objects, they include services, events, people, places, organizations, ideas, or a mix of these. Products are a key element in the overall market offering. Marketing mix planning begins with building offerings that bring value to target customers. This offering forms the basis on which the company builds profitable customer relationships.

According to Tjiptono (in Putri, 2014) Price is a monetary unit or other measure including other goods and services that are exchanged to obtain ownership rights or use of goods and services.

A store is a place where there is trade in a specific product or object such as books, food, drinks and so on. Shop buildings are usually better than warung (stall, small shop). According to Homburg, et.al (2014) Atmosphere is the design of an environment or atmosphere stimulates the five senses. Usually, retailers stimulate consumer perceptions and emotions through lighting, color, smell and music Keiningham, et.al (2014).

According to Lamb in Kotler & Armstrong (2018) the factors that influence creating a store atmosphere are as follows: Employee characteristics are important to support the shop's atmosphere, such as being neat, knowledgeable and service-oriented which will give the impression of readiness to serve all customer needs which will affect customer judgment. Fixed fixtures look elegant and consistent with the general atmosphere you want to create. Sounds can be pleasant or irritating for a customer. Music can also make customers stay longer in the store, businesses can adjust the

atmosphere of their music to suit the demographic conditions of the shopper and the merchandise being sold. Music can create a comfortable and attractive atmosphere to direct customer attention. Smells can stimulate or disturb consumers who are in the store. It is important for business actors to pay attention to the aroma that they want to highlight to stimulate the five senses of consumers to buy or feel satisfied in that place (Sabran, 2012). Color and lighting can create a mood or focus attention. Reds, oranges and yellows are considered warm colors and intimacy is desirable. Dominant colors such as blue, green and violet are used to open closed spaces and create an elegant and clean atmosphere (Elliot, 2015). The appearance of a store also has an influence on the desired atmosphere and in creating a favorable first impression for consumers. Gaol, et.al (2016) found that location has an effect but is not significant on consumer satisfaction. According to Abrar, et.al (2017) and Pahlawan, et al. (2019) Store atmosphere is divided into four important elements that will affect the desired store atmosphere, which consists of: The shop front is the total physical exterior of the shop itself. Which includes: signage, entrances, lighting, windows and construction materials. Sounds and smells can influence consumer psychology. Store fixtures can be planned based on their uses and aesthetics. Tables, goods shelves, doors are part of the interior decoration. The shop walls also have an effect on the atmosphere by choosing different wallpapers in each shop that are adjusted to the conditions of the store. The right air temperature in the store can also affect the comfort and satisfaction of consumers in the store (Zhong, et.al, 2020). Store Layout is management in terms of determining store location and facilities. Shop management must also make use of the shop space as effectively as possible. Things that need to be considered in designing the layout, namely: the allocation of floor space for sales in the form of space staff and customer room. In addition, it is necessary to pay attention to the flow of customer traffic to run. The types of interior displays are as follows: Assortment Displays: a form of interior displays that is used for a variety of different products that can influence consumers to see, feel, and try the product. Theme-Setting Display: form of interior displays that use a specific theme with the aim of building an atmosphere or nuance. Ensemble Displays: the display form is used for one product pair which is a combination of various products. Display Rack: display form in the form of hanging products. According to Tjiptono (in Priyo, et.al, 2019)) choosing a physical place / location requires careful consideration of the following factors: Access, namely a location that is traversed or easily accessible by public transportation. Visibility, which is a location / place that can be seen clearly from a normal viewing distance. Traffic, by going through the following two considerations: The large number of people passing by can provide great opportunities for buying to occur, namely purchasing decisions that occur spontaneously, without planning, and without going through special efforts. And traffic congestion and congestion can also be obstacles, and consumers find it difficult to visit the store, the difficulty of consumers visiting the store will make consumers feel dissatisfied and even disappointed because the location is not strategic. Spacious, comfortable and safe parking space, both for two-wheeled and four-wheeled vehicles. Expansion, namely the availability of a large enough space if there is expansion at a later date. Environment, namely the surrounding area that supports the products being offered. For example,

restaurants / restaurants are close to residential areas, campuses, schools, offices, stations, and others. Competition, namely the location of competitors. In determining the location of a restaurant, you should consider whether it is on the same street / area as other restaurants. Government regulations, for example provisions prohibiting restaurants or restaurants that are located too close to residential areas or places of worship. According to Devi and Fanani (2017) the location variable uses the following indicators: Location affordability, Smooth access to the location, and Proximity to location.

According to Hadita (2019) consumer satisfaction is the feeling of being happy or disappointed by someone who appears after comparing the performance or product results that are thought of against the expected performance. According to Hussain, et.al (2015) consumer satisfaction is a situation shown by consumers when consumers realize that their needs and desires are in accordance with what is expected and are well fulfilled.

Research hypothesis:

1. The Effect of Product Quality on Customer Satisfaction

Product quality is one of the main tools used by marketers to determine position. The term quality affects the product, because product quality is closely related to customer value and satisfaction (Hadita, 2019). The better the quality of the products provided by the company, the higher the customer satisfaction. Devi, et.al (2017) and Zaibaf, et.al, 2013) show that product quality has a positive and significant effect on consumer satisfaction. H1: Product quality has a positive and significant effect on customer satisfaction.

2. The effect of Price on Customer Satisfaction

The price a company provides will fall somewhere between too low to make a profit and too high to spark demand (Hadita, 2019). The customer's perception of the value of the product determines the price limit. If customers think that the price of the product is higher than its value, they will not buy the product, on the contrary, if the price is equal to or lower than what is obtained, the consumer will be satisfied. In research conducted by Levy & Weitz, (2012), Homburg, et.al, (2014), Suki, (2017) and Keiningham, et.al, (2014) that the effect of price has a positive and significant effect on customer satisfaction. H2: Price has a positive and significant effect on customer satisfaction.

3. The effect of Store Atmosphere on Customer Satisfaction

Store atmosphere is an atmosphere or store environment that can stimulate the five senses of consumers and influence consumers' perceptions and emotions towards the store. A comfortable shop atmosphere will make consumers want to stay longer, and feel satisfied from what they feel (Homburg, 2014). In research conducted by Hussain and Ali, (2016), Abrar, et.al. (2017), Jalil, et.al, (2016), Hasanuddin, (2016) found that store atmosphere has a positive effect on consumer satisfaction, researchers say that a consumer often assesses a restaurant or cafe on his first impression seen from

the atmosphere of the cafe or restaurant, be it a layout, lighting, music, color and layout. H3: Store atmosphere has a positive and significant effect on customer satisfaction.

4. The effect of Location on Customer Satisfaction

Hadita (2019) reveal that business actors often point to three important factors in retail success, namely location, location and location. It is imperative that a business actor chooses a location that is accessible to the target market in an area that is consistent with the retail positioning. In the research conducted by Putri, (2014), the location partially and simultaneously affects customer satisfaction, if the location is strategic and easy to reach, consumers will feel happy and satisfied. H4: Location has a positive and significant effect on customer satisfaction.

RESEARCH METHODOLOGY

Hypothesis testing in this study uses quantitative methods to determine the relationship between variables of product quality, price, store atmosphere and location on customer satisfaction. The unit of analysis in this research is the people who already have experience in eating at Kaleyo and Slamet. The population in this study were people who already had the experience of eating at Kaleyo and Slamet. The sample used was 200 people who already had the experience of eating at both Kaleyo and Slamet with purposive sampling technique. Research Instruments using Likert scale provides 5 (five) alternative answers that can be chosen by the respondent. The validity test is used to measure the validity of the questionnaire as the basis of the study. According to Ghazali (2018) validity is the degree of accuracy between data that occurs in the object of research and data that can be reported by researchers. The measurement of the validity test can be done by comparing the calculated r value with the r table. The conditions that must be met must have the following criteria: a. If $r_{count} > r_{table}$ then the questionnaire items (statements or indicators) are valid. b. If $r_{count} < r_{table}$, the questionnaire items (statements or indicators) are invalid. In this study, the researcher took few respondents to test whether the statements on the questionnaire were valid. The researcher conducted tests using the IBM SPSS version 21 application, by comparing the corrected item-total correlation value for each statement with r table.

Table 1. Quality product (X1) validity

No Item	r count Kaleyo	r count Slamet	r table (5%)	Results
1	0,933	0,736	0,361	Valid
2	0,807	0,402		
3	0,790	0,509		
4	0,534	0,391		
5	0,666	0,465		
6	0,641	0,442		
7	0,622	0,416		
8	0,627	0,469		
9	0,574	0,655		

Based on Table 1, all statements are valid because $r \text{ count} > r \text{ table}$ is 0.361.

Table 2. Price (X2) validity

No Item	r count Kaleyo	r count Slamet	r table (5%)	Results
1	0,676	0.801	0,361	Valid
2	0,670	0,746		
3	0,734	0,743		
4	0,705	0,788		
5	0.675	0,598		

Based on Table 2, all statements are valid because $r \text{ count} > r \text{ table}$ is 0.361.

Table 3. Store atmosphere (X3) validity

No Item	r count Kaleyo	r count Slamet	r table (5%)	Results
1	0,464	0,508	0,361	Valid
2	0,679	0,551		
3	0,543	0,406		
4	0,699	0,710		
5	0,569	0,631		
6	0,716	0,687		
7	0,540	0,527		
8	0,626	0,608		
9	0,576	0,672		

Based on Table 3, all statements are declared valid because $r \text{ count} > r \text{ table}$ is 0.361.

Table 4. Location (X4) validity

No Item	r count Kaleyo	r count Slamet	r table (5%)	Results
1	0,631	0,745	0,361	Valid
2	0,581	0,758		
3	0,592	0,650		
4	0,396	0,537		
5	0,516	0,716		
6	0,508	0,607		
7	0,592	0,777		
8	0,529	0,598		
9	0,528	0,592		

Based on Table 4, all statements are declared valid because $r \text{ count} > r \text{ table}$ is 0.361.

Table 5. Consumer satisfaction (Y) validity

No Item	r count Kaleyo	r count Slamet	r tabel (5%)	Results
1	0,842	0,576	0,361	Valid
2	0,767	0,607		
3	0,598	0,569		
4	0,642	0,621		
5	0,848	0,542		
6	0,552	0,630		
7	0,801	0,541		
8	0,840	0,756		
9	0,764	0,603		

Based on Table 5, all statements are declared valid because $r \text{ count} > r \text{ table}$ is 0.361.

The purpose of the reliability test is to determine the level of reliability of a questionnaire that describes the variable indicators. A questionnaire is said to be reliable or reliable if there are two or more researchers in the same object producing the same data, or a group of data when broken down into two shows no different data. Tested the reliability using Cronbach's alpha which was calculated using the SPSS version 21 program. The method used was a Likert scale score of 1 - 5, this test calculates the alpha coefficient. If the results of the alpha coefficient $>$ a significance level of 60% or

0.6 then the coefficient is reliable or good reliability. If the alpha coefficient <60% or 0.6 significance level, the coefficient is not reliable or the reliability is not good.

Table 6 Reliability instrument test

No	Variable Instrument	Cronbach's Alpha Kaleyo	Cronbach's Alpha Slamet	Results
1	Product quality (X ₁)	0,867	0,631	Reliable
2	Price (X ₂)	0,717	0,784	
3	Store Atmosphere (X ₃)	0,781	0,766	
4	Location (X ₄)	0,700	0,844	
5	Consumer satisfaction (Y)	0,895	0,785	

Based on the Table 6, results of the reliability test indicated by the Cronbach's Alpha value, because the value is greater than 0.600, all the research instruments tested can be used.

Research result

1 Normality test

This normality test is to determine whether the distribution of the dependent research data results and the independent variables follows or approaches the normal distribution. The test is intended using the Kolmogorov Smirnov Test (KS), by comparing the distribution of data to be tested for normality with the standard normal distribution.

Table 7. Kaleyo's and Slamet's One-Sample Kolmogorov-Smirnov Test

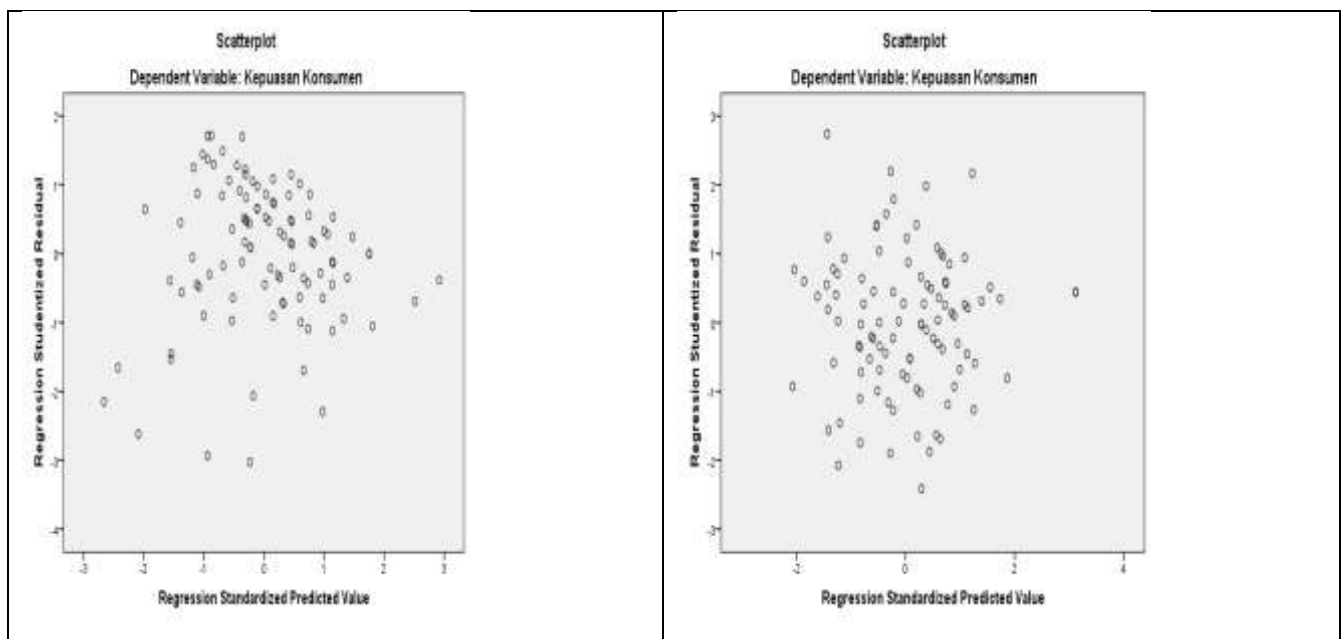
Kaleyo's One-Sample Kolmogorov-Smirnov Test			Slamet's One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual			Unstandardized Residual
N		200	N		200
Normal Parameters ^{a,b}	Mean	0,0000000	Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,01313566		Std. Deviation	2,93517089
Most Extreme Differences	Absolute	0,067	Most Extreme Differences	Absolute	,050
	Positive	0,043		Positive	,035
	Negative	-,067		Negative	-,050
Kolmogorov-Smirnov Z		0,671	Kolmogorov-Smirnov Z		,504
			Asymp. Sig. (2-tailed)		,961

Asymp. Sig. (2-tailed)	0,759	a. Test distribution is Normal.
a. Test distribution is Normal.		b. Calculated from data.
b. Calculated from data.		

Based on Table 7, the results on Kaleyo significance value is $0.759 > 0.05$ and Slamet significance value is $0.961 > 0.05$. So it can be concluded that the research regression model is normally distributed.

Heteroscedasticity Test

A good regression model is that there is homoscedasticity in the model or in other words there is no heteroscedasticity. According to [4], test heteroscedasticity does not occur if there is no clear pattern and the dots spread above and below the 0 on the Y axis.



Dependent variable: Kepuasan konsumen (consumer satisfaction)

Figure 1. Kaleyo’s and Slamet’s Heteroscedasticity Test

Based on Figure 1, the regression model on Kaleyo and Slamet did not experience heteroscedasticity.

Multicollinearity Test

The multicollinearity test is intended to measure whether there is a linear relationship between the independent variables contained in the regression model. To detect a linear regression model experiencing multicollinearity or it cannot be checked using variance inflation factor (VIF) for each

independent variable, that is, if an independent variable has a tolerance value > 0.10 and a VIF value < 10.00.

Table 8. Kaleyo’s and Slamet’s multicollinearity test

Coefficients^a					
Model		Kaleyo’s Collinearity statistics		Slamet’s Collinearity statistics	
		Tolerance	VIF	Tolerance	VIF
1	(Constant)				
	Product quality	,932	1,073	,804	1,244
	Price	,882	1,134	,766	1,305
	Store Atmp.	,800	1,249	,805	1,243
	Location	,860	1,163	,802	1,247

a. Dependent Variable: Consumer Satisfaction

Based on the Table 8, all independent variables in the Kaleyo and Slamet study did not occur multicollinearity because they had a tolerance value > 0.10 and had a VIF value < 10.00.

Multiple Linear Regression Analysis

Multiple linear regression test was conducted to determine the effect of independent variables on the dependent variable.

Table 9. Kaleyo’s and Slamet’s Unstandardized Coefficients

Coefficients^a					
Model		Kaleyo’s Unstandardized Coefficients		Slamet’s Unstandardized Coefficients	
		B	Standard error	B	Standard error
1	(Constant)	2,002	4,465	5,344	3,368
	Product quality	,253	,072	,276	,078
	Price	,563	,131	,251	,120
	Store Atmp.	,204	,089	,269	,076
	Location	,210	,096	,169	,076

a. Dependent Variable: Consumer Satisfaction

Based on Table 9, Kaleyo’s regression: $Y = 2,002 + 0,253X_1 + 0,563X_2 + 0,204X_3 + 0,210X_4$, From this equation it can be seen that:

a. The constant value is 2.002. This means that if the variable product quality, price, store atmosphere, and location has a value of 0, then the value of customer satisfaction is 2.002;

- b. Product quality regression coefficient (b_1) of 0.253. This means that if the variable product quality increases by one unit, it will affect changes in customer satisfaction by 0.253;
- c. The price regression coefficient (b_2) is 0.563. This means that if the price variable increases by one unit, it will affect changes in consumer satisfaction by 0.563;
- d. Store atmosphere regression coefficient (b_3) of 0.204. This means that if the store atmosphere variable increases by one unit, it will affect changes in customer satisfaction by 0.204;
- e. The location regression coefficient (b_4) is 0.210. This means that if the location variable increases by one unit, it will affect changes in customer satisfaction by 0.210.

Slamet's regression: $Y = 5,344 + 0,276X_1 + 0,251X_2 + 0,269X_3 + 0,169X_4$, From this equation it can be seen that the equation can be seen that:

- a. The constant value is 5,344. This means that if the variable product quality, price, store atmosphere, and location is 0, then the customer satisfaction value is 5,344;
- b. Product quality regression coefficient (b_1) of 0.276. This means that if the variable product quality increases by one unit, it will affect changes in customer satisfaction by 0.276;
- c. The price regression coefficient (b_2) is 0.251. This means that if the price variable increases by one unit, it will affect changes in customer satisfaction by 0.251;
- d. Store atmosphere regression coefficient (b_3) of 0.269. This means that if the store atmosphere variable increases by one unit, it will affect changes in customer satisfaction by 0.269;
- e. The location regression coefficient (b_4) is 0.169. This means that if the location variable increases by one unit, it will affect changes in customer satisfaction by 0.169.

Determination Coefficient

In this study, the coefficient of determination serves to determine the percentage of the influence of independent and independent variables, this is shown by the magnitude of the coefficient of determination (R^2) between 0 (zero) to 1 (one).

Table 10. Kaleyo's and Slamet's Determination Coefficient

Kaleyo's Determination Coefficient					Slamet's Determination Coefficient				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,663 ^a	,439	,415	3,076	1	,678 ^a	,460	,437	2,996

Based on Table 10, Adjusted R Square is 0.415. This shows that 41.5% of Kaleyo product consumer satisfaction is influenced by product quality variables (X_1), price variables (X_2), store atmosphere

variables (X3), and location variables (X4). While the remaining 58.5% of customer satisfaction of Kaleyo is influenced by other variables not examined in this study. The coefficient of determination (Adjusted R Square) is 0.437. Slamet coefficient determination shows 43.7% of customer satisfaction is influenced by product quality variables (X1), price variables (X2), store atmosphere variables (X3), and location variables (X4). While the remaining 56.3% of customer satisfaction of Slamet products is influenced by other variables not examined in this study.

T test hypothesis results

In this study, the t test was carried out to determine whether the independent variables partially had an influence on the dependent variable. In this t test used the 95% degree of confidence.

Table 11. Kaleyo's and Slamet's t test results

Coefficients ^a					
Model		Kaleyo's Coefficients		Slamet's Coefficients	
		t	Sig.	t	Sig.
1	(Constant)	,448	,655	1,587	,116
	Product quality	3,512	,001	3,562	,001
	Price	4,286	,000	2,098	,039
	Store Atmp	2,290	,024	3,526	,001
	Location	2,186	,031	2,222	,029

a. Dependent Variable: Consumer Satisfaction

Based on the Table 11, Kaleyo t-test can be explained that the t value of Product Quality (X₁) is 3.512 > t table 1.985, so partially the Product Quality variable has a significant effect in increasing Consumer Satisfaction (Y). The t value of the Price (X₂) is 4.286 > t table 1.985 means that partially the price variable has an effect on increasing Customer Satisfaction (Y). The t value of the Store Atmosphere (X₃) is 2,290 > t table 1,985, which means that partially the Store Atmosphere variable has an effect on increasing Customer Satisfaction (Y). The t value of the Location (X₄) is 2.186 > t table 1.985, which means that partially the Location variable has an effect on increasing Customer Satisfaction (Y).

The results of the t-test on Slamet can be explained that the t value of Product Quality (X₁) is 3.562 > t table 1.985, so partially the Product Quality variable has a significant effect in increasing Customer Satisfaction (Y). The t value of the Price (X₂) is 2.098 > t table 1.985 means that partially the price variable has an effect on increasing customer satisfaction (Y). The t value of the Store Atmosphere (X₃) is 3.526 > t table 1.985, which means that partially the Store Atmosphere variable has an effect on increasing customer satisfaction (Y). The t value of the Location (X₄) is 2.222 > t table 1.985, which means that partially the location variable has an effect on increasing customer satisfaction (Y).

F test hypothesis results

In this study, the F test was conducted to test whether the independent variables simultaneously had an influence on the dependent variable. In this F test, 95% confidence level is used.

Table 12. Kaleyo’s and Slamet’s F test results

Kaleyo’s ANOVAa						Slamet’s ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.	Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	703,29	4	175,823	18,583	,000b	1 Regression	726,092	4	181,523	20,219	,000b
Residual	898,805	95	9,461			Residual	852,908	95	8,978		
Total	1602,19	99				Total	1579,000	99			

a. Dependent Variable: Consumer Satisfaction
 b. Predictors: (Constant), Product quality, Price, Store Atmosphere, Location

Based on the Table 12, the value of Kaleyo F counts as $18.583 > F$ table 2.47 with a probability of $0.000 < 0.05$ means that the variables of product quality, price, store atmosphere, and location simultaneously have a significant positive effect in increasing customer satisfaction. The value of Slamet F counts as $20.219 > F$ table 2.47 with a probability of $0.000 < 0.05$ means that the variables of product quality, price, store atmosphere, and location simultaneously have a significant positive effect in increasing customer satisfaction.

DISCUSSION

Product Quality has a significant positive effect in increasing Customer Satisfaction in Kaleyo and Slamet. Hypothesis 1 test results the variable product quality in Kaleyo has t count $3.512 > t$ table 1.985 means that product quality partially significant effect in increasing customer satisfaction. Slamet has a value of t count $3.562 > t$ table 1.985 means that product quality partially significant effect in increasing consumer satisfaction. In accordance with Jalil, et.al, (2016) which shows that product quality has a positive and significant effect on consumer satisfaction. Product quality is one of the main tools used by marketers to determine the appropriate position even more than what consumers want (Hadita, 2017).

Price has a significant positive effect in increasing Consumer Satisfaction in Kaleyo and Slamet. Hypothesis 2 test results the variable price on the Kaleyo has a t count of $4.286 > t$ table 1.985 means

that price has a positive and partially significant effect in increasing customer satisfaction. Slamet has a t count of $2.098 > t$ table 1.985 means that the price has a positive and significant partially significant in increasing customer satisfaction. In accordance with Levy & Weitz, (2012). Price has a positive effect on consumer satisfaction. Price is the sum of all value provided by customers to benefit from owning or using a product or service (Hadita, 2017).

Store Atmosphere has a significant positive effect in increasing consumer satisfaction in Kaleyo and Slamet. Hypothesis 3 test results the store atmosphere variable in Kaleyo has a t count of $2,290 > t$ table $1,985$ means that store atmosphere has a positive and partially significant effect in increasing customer satisfaction. Slamet has a t count of $3.526 > t$ table 1.985 , meaning that the store atmosphere has a positive and significant effect partially in increasing customer satisfaction. In accordance with the results of research conducted by Hasanuddin, (2016). Store Atmosphere has a positive effect on customer satisfaction. Store atmosphere is an atmosphere or store environment that can stimulate consumers' five senses and influence the perceptions and emotions of consumers (Homburg, et.al, 2014).

Location has a significant positive effect in increasing consumer satisfaction in Kaleyo and Slamet. Hypothesis 4 test results the location variable in the Kaleyo has a t count of $2.186 > t$ table 1.985 means that the location has a positive and significant effect partially in increasing customer satisfaction. Slamet has a t count of $2.222 > t$ table 1.985 , meaning that location has a positive and partially significant effect in increasing customer satisfaction. In accordance with Keiningham, (2014), location partially and simultaneously has a positive effect on customer satisfaction. Location including the activities of companies that make products available to target consumers (Hadita, 2019). In Figure 2, comparing the two popular ducks resto, Slamet performed slightly higher in average than Kaleyo.

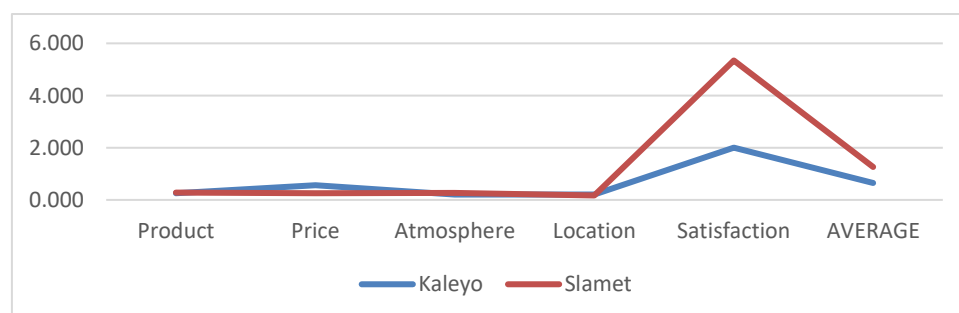


Figure 2. Two ducks resto comparison

CONCLUSION

Kaleyo Product quality 25.3 unit lower than Slamet's 27.6 unit. Kaleyo Price 56.3 unit higher than Slamet's 25.1 unit. Kaleyo Store atmosphere 20.4 unit lower than Slamet's 26.9 unit. Kaleyo location 21.0 unit higher than Slamet's 16.9 unit. Kaleyo another variables 2,002 unit lower than Slamet's 5,344 unit. Consumer couldn't differentiate the two most popular duck resto. Customer delighted with their differentiation. Needs other information to make them different.

Research Implications/Recommendations

1. According quality, Kaleyo should increase the aroma of duck meat so that it can increase consumer appetite and Slamet should innovate or add to the processing of duck meat.
2. According pricing, Kaleyo should offer a better price so that the purchasing power of consumers will increase. Slamet should review the price offer.
3. According atmosphere, Kaleyo should re-arrange the layout, such as the cashier layout not to close to the entrance door, it could slightly disturbing consumer access and it reduces comfort. Slamet should pay attention to the lighting in the restaurant, so that it is not too dark but not too bright,
4. According location, Kaleyo and Slamet should make more parking spaces or offers valet services.
5. This research is useful as an input for comparing between similar products and how to make it different.

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