THE INFLUENCE OF STORE ATMOSPHERE AND PERCEIVED VALUE ON BEHAVIORAL INTENTION THROUGH CUSTOMER SATISFACTION
(Research on Skydome Batu Customer)

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Abstract
The goal of this study was to analyze the effect of store atmosphere and perceived value on the level of behavior through customer satisfaction in restaurants. The study was conducted on 355 customers of Skydome Batu, East Java Indonesia and used path analysis to test hypotheses. The results showed that store atmosphere and perceived value had a direct influence on customer satisfaction. The survey results also show that store space and perceived value through customer satisfaction have an indirect influence on behavioral intentions.

Keywords: behavioural intention, customer satisfaction, perceived value, store atmosphere

1. Introduction

Discussion about a business will never end because business is an activity to earn profit and to increase prosperity. So that in these activities it always adapts to existing situations and conditions.

The culinary business and the inn can not be separated because of the growing interest of tourists who want to visit Batu City Indonesia. However, during this Covid-19 pandemic, business actors have to think more about attracting customers to visit their business, what can be done is to create distinctive and differentiating characteristics, one of which is to beautify the restaurant and the value that can be felt by customers so that they can make these customers in particular especially for tourists are satisfied and want to visit again.

Behavioural intention is an important aspect that needs to be considered by the company. Behavioural intention is expressed in various ways, that are repurchasing, giving positive WOM, and being loyal (Wu, Cheng, & Ai, 2018). Where this is a challenge for companies, by knowing the behavioural intentions of consumers, companies can position themselves and improve performance to obtain behavioural intentions.

Of course, in creating behavioural intention in the company, there are factors of the reason for this variable has been occurred. One of them is consumer satisfaction which has an influence on behavioural intention, in line with research by Gill, Byslma, & Ouschan (2007) which found that the satisfaction felt by consumers can affect a person's behavioural intentions. According to

Kotler (2003, p. 42), customer satisfaction is the pleasure or disappointment that arises after comparing perceptions/appreciation and expectations about the performance (or outcome) of a product.

According to Kotler & Keller (2012, p. 69), the store atmosphere is a planned atmosphere that closely follows the target market and encourages customers to buy. On the other hand, according to Berman & Evans (2013, p. 36), the atmosphere of the store is a physical characteristic of the store that expresses the image of the store and attracts consumers. According to this definition, the atmosphere of a store is defined by the company's ability to meet customer needs and wants in line with customer expectations..

Ma & Kaplanidou (2019) also explain that perceived values have a positive and significant effect on behavioral intentions. He & Li (2010) argues that perceived value is measured by comparing the profit received by the customer with the perceived sacrifice in terms of the price the customer has to pay for usefulness/usefulness. of the product/service. They say it's perception. According to the results of a survey conducted by Meeprom & Silanoi (2020), the values perceived by event attendees have the potential to directly influence behavioral intentions through social, economic, and cultural values, and emotions of event attendees. Agricultural culture in Thailand was high.

Based on the restaurant owned by Golden Tulip Holland Resort Batu and used for research, Skydome Batu has several service advantages. One of them is to provide a 360 degree view through a rotating sunscreen. The view opens automatically in the morning and evening, allowing guests to enjoy their meal. At the same time, you can enjoy the beautiful scenery of the mountainous areas of Batu Khan. In particular, this Skydome can also be used as a breakfast room for guests staying in the suite type of Golden Tulip Holland Resort Batu, which is different from the competitors in Batu, so you can find the right combination, inns and restaurants here.

The aim of this study is to explore the direct and indirect influence between store atmosphere and perceived value of behavioral intentions through customer satisfaction Skydome Batu customers. The hypotheses of this study are as follows: (1) The atmosphere of a store has a direct effect on behavioral intentions; (2) Perceived values have a direct impact on behavioral intentions; (3) Customer satisfaction directly affects behavioral intentions; (4) Store atmosphere directly affects customer satisfaction; (5) Perceived value has a direct impact on customer satisfaction; (6) Store atmosphere indirectly influences behavioral intentions through customer satisfaction; and (7) Perceived value indirectly influences behavioral intentions through customer satisfaction.

2. Method

This type of research is explanatory with a quantitative approach because it explains the relationship between variables by testing hypotheses, and the overall data reported are in the form of numbers calculated using statistical tests.

The study site is Skydome Batu, located in Komplek, Jl. Pandaman Hill Jl. Cherry No.10 Stone Town. Since this study did not know the population counts, the use of all Skydome Batu clients in the population requires an estimate of the proportion of the population. The sampling method used in this study is one of the non-probability sampling methods and is a sampling technique for this purpose. In this study, the sample size was determined using the infinite population formula

(Daniel & Terrell, 1975, p. 138). Therefore, the sample required for this study was 355 standard people who visited Skydome Batu at least twice.

The data sources in this research consist of two sources, which are: primary and secondary data. Data collection techniques used in this research are questionnaires and interviews based on research objectives to Skydome Batu customers. While the instrument in this research uses a questionnaire instrument in which several written questions are used to obtain information from respondents who have met the validity and reliability tests.

The data analysis used in this research is descriptive analysis and path analysis. Based on the theoretical relationship between variables, the model can be made in the form of a path diagram in Figure 1.
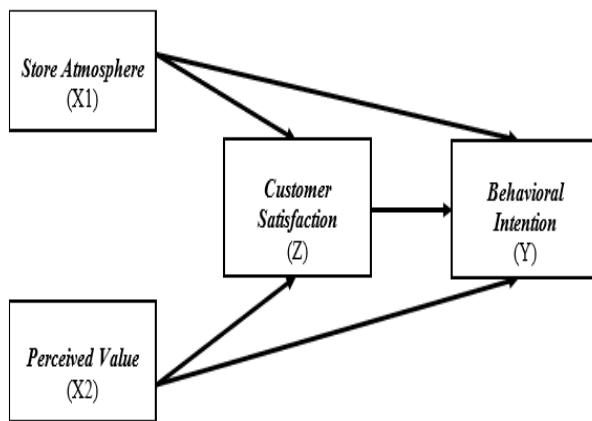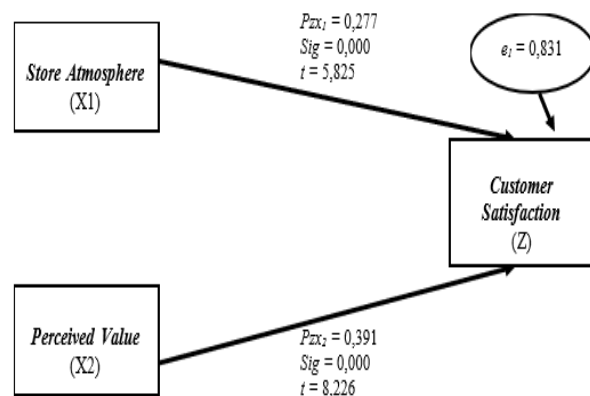

Figure 1. Path diagram model

Figure 2. Path analysis model equation 1

3. Results and Discussion

As shown in Table 1, you can confirm this by correlation analysis and multiple linear regression analysis to see how store atmosphere and perceived value directly affect customer satisfaction:

Customer Satisfaction: $Pzx1X1 + Pzx2X2 + e1$

Customer Satisfaction: $0,277X1 + 0,391X2 + 0,831$

As for the path analysis of equation 1, it can be seen in Figure 2. Table 1 shows that in-store atmosphere variables have a direct and significant effect on customer satisfaction variables. This is evidenced by sig.t values less than 0.05, numbers where the calculated value of t is greater than table t, and positive beta values indicating that store mood may affect customer satisfaction.

Positive and significant values arise because customers feel that the store atmosphere at Skydome Batu gives satisfaction to themselves. They also revealed that the concept and interior style of Skydome Batu is very luxurious, making it comfortable when visiting with friends and family. Indoor ornaments are also one of the factors that customers feel satisfied with, that was

the presence of glass walls and fine nets resembling clouds that look unique and attractive. Another thing that makes customers feel satisfied is the arrangement of furniture such as attractive tables and chairs made of rattan which is divided indoors with sweeteners from bamboo even outdoors.

Table 1. Results of Analysis of the Effect of Store Atmosphere (X1) and Perceived Value

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,555[a]	,308	,304	,55448

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Z

Coefficients[a]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,787	,258		3,048	,002
	X1	,374	,064	,277	5,825	,000
	X2	,397	,048	,391	8,226	,000

a. Dependent Variable: Z

The lighting in this place is also one of the factors that customers feel satisfied with, that is using sunscreen view rolling technology which automatically opens in the morning and closes in the afternoon, so customers can enjoy a meal while looking at the view at the height of Batu City with a 360-degree view. And the most important thing is freshness and cleanliness at this place that makes customers satisfied and feel safe because it is following health protocols during the covid-19 pandemic like now.

According to Berman & Evans (2013, p. 36), a store atmosphere is a store's physical characteristics that can show the store's image and attract consumers. Following the statement above, if the atmosphere of the store offered suitable with the wishes and expectations of the customer, it will make the customer satisfied by visiting the place. This research is in line with the results of research conducted by Sitinjak, Pangaribuan, & Tafriza (2019) on students who visited Pondok Indah Shopping Mall Jakarta to find a comfortable store atmosphere that made them satisfied. The research above states that the store atmosphere positively and significantly affects customer satisfaction.

Positive and significant value was also obtained from the value felt by customers at Skydome Batu giving satisfaction to themselves. This is evidenced by the value of sig.t which is less than 0.05 and the calculated value of t is greater than t table and a positive beta value indicates that perceived value influences customer satisfaction.

Positive and significant value arises because the value perceived or obtained by Skydome Batu customers makes them satisfied with what they get. They also agree with the statement Skydome Batu has provided benefits according to their needs or commonly referred to as products that

cause fashionable behaviour. The value felt by other customers is found in various menus that are offered attractively, this is commonly called a product that makes people want to buy. The value felt by customers that makes them satisfied is that the product creates a sense of comfort. Another perceived value that makes customers satisfied is that the product gives them happiness when they visitings Skydome Batu.

The apparent worth influences consumer loyalty, this is clear if the good worth felt by clients subsequent to utilizing items/benefits that suit their necessities will make clients happy with the item/administration. Kaur (2011) recommends that apparent worth is the client's general appraisal of the utility of an item dependent on impression of what is gotten and what is given. This exploration is in accordance with the aftereffects of examination directed by Hume & Sullivan Mort (2010) which expresses that apparent worth emphatically and fundamentally influences consumer loyalty.

To discover the immediate impact between store climate saw worth and consumer loyalty on conduct expectation, it tends to be done through connection investigation and numerous straight relapse as displayed in Table 2. From the three theories and the consequences of the various relapse condition beneath, the model got:

Behavioral Intention: $Pyx1X1 + Pyx2X2 + PyzZ + e2$

Behavioral Intention: $0,345X1 + 0,137X2 + 0,182Z + 0,847$

Table 2. Results of Analysis of the Effect of Store Atmosphere (X1), Perceived Value (X2) and

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,531[a]	,282	,276	,50456

a. Predictors: (Constant), Z, X1, X2
b. Dependent Variable: Y

Coefficients[a]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,012	,238		4,254	,000
	X1	,416	,061	,345	6,790	,000
	X2	,124	,048	,137	2,588	,010
	Z	,163	,049	,182	3,351	,001

a. Dependent Variable: Y

As for the path analysis of equation 2, it can be seen in Figure 3. And based on Table 2, shows that the store atmosphere variable has a direct and significant effect on the behavioural intention variable. This is evidenced by the value of sig.t which is less than 0.05 and the calculated value of t is greater than t table and a positive beta value indicates that store atmosphere influences behavioural intention.
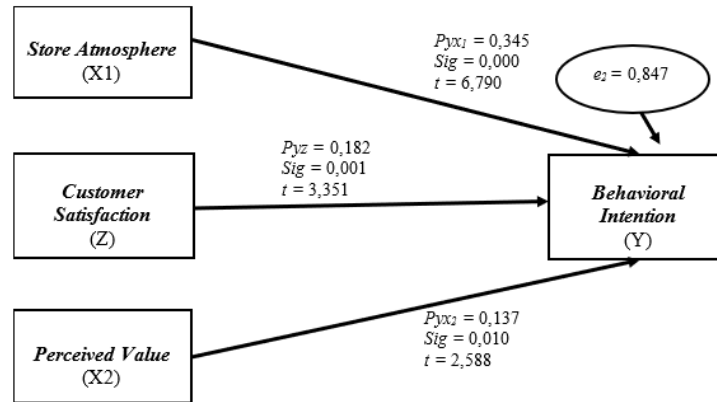
Figure 3. Path analysis model of equation 2

Positive and significant values arise because the Skydome Batu store atmosphere can create behavioural intentions such as wanting to visit again. The store atmosphere offered by Skydome Batu is also able to make the restaurant the main choice for its customers.
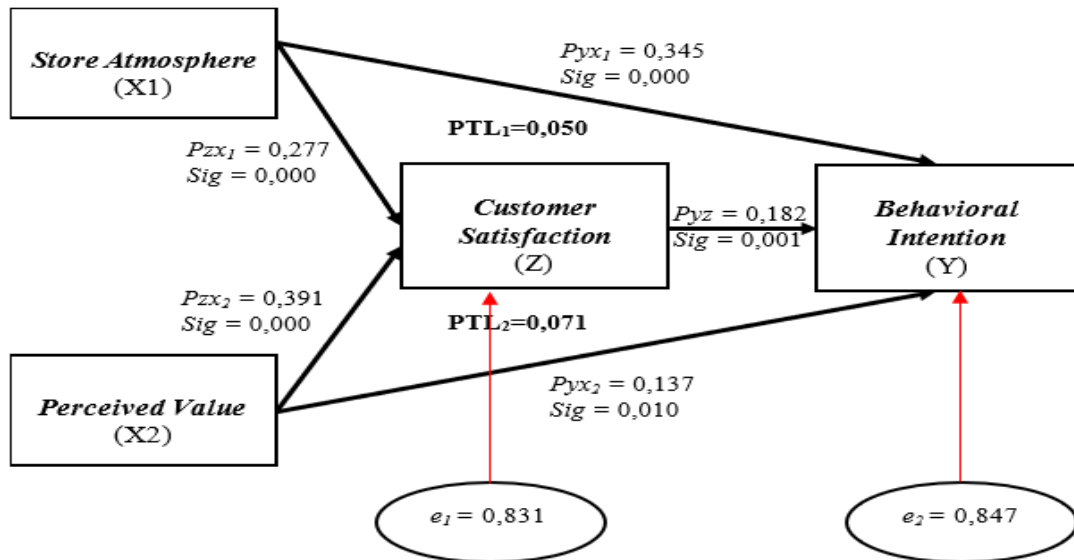

Figure 4. The final model of the path diagram

That way, happy customers will promote through positive WOM and customers who enjoy the store atmosphere at Skydome Batu will later recommend it to others. Store atmosphere affects customer behavioural intentions, often customers not only buy products/services but also want a store atmosphere that makes them comfortable. According to Levy & Weitz (2000, p. 556) store atmosphere is one of the elements of the marketing mix that can influence consumer purchasing decisions because the purchasing decision process is not only about the goods and services offered but also the environmental atmosphere created by the company.

The consequences of this examination are in accordance with the after-effects of exploration directed by Sabrina (2014) which expresses that store climate emphatically and essentially influences social goal. Positive and significant value is also obtained from the value perceived by customers at Skydome Batu creating behavioral intentions in themselves. This is evidenced by the value of sig.t which is less than 0.05 and the calculated value of t is greater than t table and a positive beta value indicates that the perceived value influences behavioural intention.

The perceived value affects customer behavioural intentions because the positive value felt by customers after using the product/service will make them recommend their experience to others. As defined by He & Li (2010), perceived value is the overall assessment of the utility/usability of a product/service as measured by the benefits received minus the perceived sacrifice. The results of this research are in line with the results of research conducted by Ma & Kaplanidou (2019) that perceived value positively and significantly affects behavioural intention

In Table 2 it can be seen that customer satisfaction has a positive relationship and has a direct effect on behavioural intention. This is evidenced by the calculated t value which is greater than the t table value with a sig.t value less than 0.05. This means that customer satisfaction directly and significantly affects behavioural intention.

Positive and significant values arise because customers feel satisfied after visiting Skydome Batu, thus creating behavioural intentions to visit again. Customers are satisfied with the prices set and the many package options offered by Skydome Batu. The steamboat and suki menus are an option for customers and there is a complete bar menu so that customers are satisfied.

Customer satisfaction affects behavioural intentions, if customers feel their hopes and expectations are being met, they will make the product/service the main choice over other products. According to Kotler (2003, p. 42), satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (or results) of a product and their expectations.

The results of this research are in line with the results of research conducted by Gill et al. (2007) which states that customer satisfaction positively and significantly affects behavioural intention.

The atmosphere of the store influences the behavioural intentions of customers, if the atmosphere offered by the company is following customer expectations, it makes the customer want to return to visit there and feel satisfied because it is following their expectations.

This research supports the results of Fadilla (2019) proving that when a store gives the impression of a store atmosphere to consumers, it creates a positive perception of the level of consumer satisfaction, which can encourage positive behaviour intentions in consumers.

In addition, this studies additionally helps the outcomes of studies performed through Rasidah, Jamal, Sumarjan, & Ong (2017) that delight performs a mediating position within side the dating among perceived cost and behavioural intentions. The perceived cost impacts consumer behavioural intentions, if the perceived cost of an amazing product/provider that they've used, creates effective emotions and makes them glad in order that it could have an effect on effective behavioural intentions. As described through He & Li (2010), perceived cost is the general evaluation of the utility/usability of a product/provider as measured through the advantages acquired minus the perceived sacrifice.

4. Conclusions and Suggestions

This research gives the results that store atmosphere and perceived value have a direct and significant effect on customer satisfaction and behavioural intention and have an indirect effect on behavioural intention. This research provides theoretical implications that already exist and supports previous research as previously reviewed.

For Skydome Batu, it is hoped that the store atmosphere, perceived value, customer satisfaction and high behavioural intention at the time of the research should be maintained while maintaining the quality of service and dishes served to customers. For further researchers who want to research adding other variables besides the variables that have been used in this research.

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