International Journal of Engineering & Technology, 7 (4.34) (2018) 287-290

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET

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Store Atmosphere and Food quality as Determinant Factors in Visiting Traditional Restaurant in Bandung, Indonesia

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Abstract

The purpose of this paper is to investigate the influence of store atmosphere and food quality on the decision to choose traditional restaurants. The methodology used in the study is a quantitative research. The respondent of the study was 300 consumers in traditional restaurants which were chosen using nonprobability sampling method. A set of questionnaires were distributed to consumers of traditional restaurant in Bandung, Indonesia. The data were using regression analysis. From the study results found that store atmosphere and food quality affect the decision to choose a restaurant. The practical implication of this study is that restaurant owners should create a pleasant atmosphere and also provide good quality food in terms of health, freshness and variety of menus.

Keywords: *Traditional restaurant; restaurant atmosphere; food quality; purchase decision.*

1. Introduction

The Government of the Republic of Indonesia through the Ministry of Tourism and Creative Economy has identified the scope of the creative industry into 15 industry sub-sectors, one of the industries developed in the creative industry is the culinary industry. The development of the culinary industry is currently experiencing significant growth. According to ministry of tourism and creative industry, the culinary sector contributes to state revenues of IDR 208.6 trillion with an average growth of about 4.5 percent in 2013. While employment in the culinary sector reached 3.7 million people with average growth reached 26 percent. One of the subsectors that indicates significant growth is ethnic restaurant.

Bandung is one of tourist destination in Indonesia that attract tourists through its variety of culinary in Bandung. The growth in the number of restaurants and cafes in Bandung indeed shows that culinary sector is experiencing positive growth. According to data owned by the Culture and Tourism Office of West Java Province and Bandung City, the number of restaurants or restaurants in the city of Bandung increased from 2013 to 2015, from 3275 restaurants to 3561 restaurants.

The rapid growth of the culinary industry has led to more stringent relationships between restaurants, therefore the restaurant entrepreneurs must understand various factors that influence the decision to visit a restaurant. In determining which restaurant to visit, customers consider many factors. Researches indicate that food quality, the atmosphere of a restaurant is an important factor in choosing a restaurant [4, 24].

The main purpose of consumers visiting a restaurant is to eat other than other purposes. The quality of food provided by restaurants can affect consumer satisfaction. Research by [10] suggests that food quality and store atmosphere effect customer satisfaction. Therefore, it can be said that if food quality is improved, and the atmosphere is enjoyable, the restaurant will increase its customer satisfaction and repeat purchase decisions.

People dine in restaurant not only to satisfy their need for food but for other purpose such as socialization, leisure or self- esteem. Therefore, many restaurant and café owners in the city of Bandung compete to build restaurant and café places with unique and different themes to attract customers. The results of research by [25] prove that the atmosphere can influence when consumers are indoors and influence them to repurchase the products offered. In [1] stated that restaurant atmosphere is the environment based on physical characteristics that are usually used to build the impression and attract customers.

The purpose of this study is to investigate the influence of store atmosphere and food quality on dine out decision making.

2. Literature Review

2.1. Restaurant Atmosphere

Changes in people's lifestyles occur with increasing community income and this affects consumer behavior in restaurants evaluation. Prices and quality of food are no longer the main factors that determine the choice of restaurant. A cozy and pleasant restaurant atmosphere is one of the main considerations, because people eating in a restaurant are not only for eliminating hunger, but for socializing and leisure.The creation of a comfortable atmosphere that is supported by a unique interior design and the availability of various additional facilities such as live music entertainment, Wi fi and the like is a special attraction for customers which will ultimately affect their purchasing decisions. The atmosphere becomes an important factor for a consumer in choosing a place to eat. As revealed by [14] store

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atmosphere is designing an environment through visual communication, lighting, color, music, and smell to stimulate perceptions and emotions of customers and ultimately to influence their spending behavior. According to [1], the atmosphere of a shop environment is based on physical characteristics to build an impression and attract customers. In [12] defines service area atmosphere as "effort to design the purchasing environment for producing the certain emotional effects on the purchaser, whose purchasing probability is increasable". Store atmosphere is a combination of physical characteristics of stores such as architecture, layout, lighting, display, color, temperature, music and aroma that will create an overall image in the minds of consumers [26]. In [1] argued that restaurant atmosphere can be divided into several elements: exterior, general interior, store layout, and displays." Store atmosphere elements include: the outside of the shop, the inside of the store, the layout of the room, and displays. Good store atmosphere will produce emotional effects on the purchaser, whose probability purchasing is increasable" [12].
Previous research conducted by [27] shows that that store atmosphere has a significant influence on purchasing decisions in café and restaurant. A unique and comfortable store atmosphere can attract the attention of consumers and captivate the hearts of customers so that there will be a desire to repurchase.

2.2. Food Quality

Food quality is one of the factors that encourage someone to choose a restaurant. For restaurant entrepreneur providing high quality of food is the main key factor to maintaining the success of the business. Consumers who are satisfied with the quality of food provided by the restaurant will be loyal to the restaurant [3, 19].
Food quality can be evaluated in terms of taste, quantity or portion, menu variations, and cleanliness. Other research argue that the quality of food served in a restaurant can be based on the presentation, freshness and taste of the food, portion [6, 9, 21]. Previous research conducted by [15] indicate that food quality influences the purchasing decisions. In [2] found that food quality is a main factor influencing the food purchase decision in Botsawa, research shows that the attributes of freshness and taste gained the highest average value. Customers who experienced that quality of the food they consumed at a restaurant is high, were more willing to give positive word-of mouth and revisit the restaurant [6, 20].

2.3. Buying Decision Making

In [11] said that purchasing decisions occur when consumers buy a product within a certain time. Another opinion also expressed by [23] is, "Consumer purchasing decisions are the selection of two or more choices. Based on this, the decision to purchase alternative choices must be available to someone when making a decision ".
In [11] identified three indicators in buying decision: Needs recognition, information searching and alternative evaluation. Food purchase decisions are influenced by restaurant atmosphere and food quality.

2.4. Research Hypothesis

Based on the literature and previous researches, the hypothesis of this study:
H1: Store atmosphere have significant influence on buying decision
H2: Food quality has significant influence on buying decision
H3: Store atmosphere and food quality have significant influence on buying decision

3. Methodology

This study used explanatory research which aims to determine the relationship between the variables studied, namely variable store atmosphere and food quality with the desire to visit again. The respondents of this study are consumers who have visited traditional restaurants in Bandung. The sample in this study uses accidental sampling consisting of 300 restaurant visitors. Each respondent filled out a questionnaire that had been developed by the researcher.
Measurement used to assess the study variables were developed based on the measurement scale used in previous studies. The questionnaire consists two parts: the first part to determine the demographic profile of the respondents and the second part relates to the research variables which are: store atmosphere, food quality and buying decision making.

4. Results and Discussion

4.1. Respondents Profile

Based on the results of the survey showed that respondents consisted of 132 respondents are female (44%) and 168 respondents are male (56%). This is understandable because dine out is activity for both man and woman. Based on the age, majority of the respondents aged on the range of 21 to 40 years (56.3%). Based on the education background, 53% of the respondents have bachelor degree and 16.33% graduated from senior high school, 19.33% graduated from vocational studies and the remaining has a master's degree. Most respondents said they visited a traditional restaurant on average 1 to 2 times a month. The respondent of this study has various occupations; the respondent that works as employees of the company is 34.33%, public officer 35.33%, entrepreneur 18.67% and 8.67% as student. Based on their incomes, most of the respondents (42.33%) on the range of five million to seven million rupiah per month.

Table 1: Respondent Profile

Variable	Description	Frequency	Percentage
Gender	Male	168	56.00
	Female	132	44.00
Age	< 20 years old	25	8.34
	20 – 30 years old	93	31.00
	31 – 40 years old	76	25.33
	41 – 50 years old	46	15.33
	> 50 years old	60	20.00
Occupation	Student	26	8.67
	Employee	103	34.33
	Public officer	106	35.33
	Entrepreneur	56	18.67
Education	High school	49	16.33
	Vocational Study	58	19.33
	Bachelor degree	159	53.00
	Master degree	34	11.34
Income	< 3.000.000 IDR	21	7.00
	3.100.000 – 5.000.000	84	28.00
	5,100.000 – 7.000.000	127	42.33
	7,100.000 – 9.000.000	27	9.00
	> 9.000.000	41	13.67
Quantity of visit per month	1-2 times per month	166	55.33
	3 –4 times per month	72	24.00
	>4 times permonth	62	20.67

4.2. Validity and Reliability

Validity of measurement instruments used in this study empirically assessed by examining the square roots of each factor. According to [18], if the square root result of each factor is greater than the value of the table, then it is said to be a valid construct. Results of calculations show that the value of the square root of each ranging from 0.168 to 0.751. All values above the square root

value of the table of 0.117, this means that the construct has good validity.

Cronbach alpha analysis is used to measure the reliability of the instrument in this study. According [22], when the measurement results obtained construct more than 0.60, it can be said that construct used in the study is valid. Table 2 illustrated that the calculation results of alpha values in this study all greater than 0.60, so all constructs in this study reliable.

Table 2: Cronbach Alpha Values

Variable	Alpha Cronbach Values	Conclusion
Store Atmosphere	0.924	Reliable
Food Quality	0.652	Reliable
Buying Decision	0.791	Reliable

4.3. The relation among Store atmosphere and Food Quality and Buying Decision

Regression analysis is used to test the hypothesized relationships among the variables. The research question asked whether the shopping motivation and store atmosphere have any influence on consumer loyalty to traditional market.

Table 3: Regression between Store Atmosphere, Food Quality and restaurant decision making

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.553[a]	.306	.301	.60577	.306	65.364	2	297	.000

Predictors: (Constant), SA, FQ
Dependent variable: DM

As can be seen in Table 3, restaurant atmosphere and food quality simultaneously influence consumers decision making significantly (R square is 0.306), it illustrates that 30.6% of variation in consumers decision making can be explained by store atmosphere and food quality. The finding is consistent with the findings of previous research. In [5] assert that atmospheric elements and food quality influence restaurant visit.

Table 4: Hypotheses Result

Hypotheses	R	R^2	Sig	Test Result
H1 : Store Atmosphere has significant correlation with restaurant visit	0.574	0.282	0.000	Supported
H2 : food quality has significant correlation with restaurant visit	0.408	0.452	0.000	Supported
H3: Store atmosphere and Food quality has significant correlation with restaurant visit	0.553	0.306	0.000	Supported

Table 4 shows that all hypotheses were supported. According to the outputs, p value of store atmosphere is 0.000, which is less than $\alpha = 0.05$ (p-value = 0.000 < 0.05). Therefore, H1: Store atmosphere has significant correlation with restaurant visit is supported. The result of this study is in line with the study of [21] that store atmosphere influence consumer in choosing a restaurant.

H2: Food quality has significant correlation with restaurant visit is also accepted based on the p value of food quality is 0.000, which is less than 0.05 (p-value = 0.000 < 0.05. This result proved that the relationship between food quality and customer decision making is supported.

4.4. Discussion

The purpose of the study was to examine the impact of store atmosphere and food quality in visiting traditional restaurant. The results of the study point out that store atmosphere significantly influence consumer decision in visiting traditional restaurant. Various studies agreed that store atmosphere is one of main issues in determining a restaurant [27]. Store atmosphere can influence buying behavior through the buyer senses. Consumers will assess the quality of the restaurant's environment through the senses of sight, hearing, smell and touch [13]. Because of this, traditional restaurant entrepreneurs must pay higher attention to store atmosphere. The traditional restaurant can create a pleasant atmosphere for visitors by for example creating design and color, knowledge that makes visitors feel at home, music background, access layouts in restaurants that allow visitors to move and pleasant aroma [7-8, 16-17].

In addition to the restaurant atmosphere, the quality of food is also a major consideration in choosing restaurant. Traditional restaurants should provide good quality of food to satisfy customer because satisfaction will lead to revisit decision. Improving the quality of food can be done by providing a more diverse menu variation and using healthy and fresh ingredients [3].

5. Conclusion

The result of the study gives some valuable knowledge with regards to the effects of store atmospherics and food quality on decision making in choosing restaurant. The findings demonstrate that store atmosphere and food quality significantly affect buying decision in traditional restaurant.

This result implies that in choosing a restaurant to dine out, consumers consider store atmosphere and food quality as factors that influence their choice. Restaurant owners should provide comfortable and nice atmosphere for customers to enjoy their good quality food that are served in the restaurant.

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