

## THE ROLE OF SERVICESCAPE ON CUSTOMER SATISFACTION OF KAHYANGAN RESTO SURABAYA

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### ABSTRACT

*This study aims to analyze servicescape in Dream of khayanganArt Resto Surabaya and its role in providing satisfaction to consumers. The research is a qualitative descriptive type using data collection method including observation, documentation, and interview. An analytical technique using qualitative analysis. The results showed that servicescape at Dream of khayanganArt Resto Surabaya plays a role in giving satisfaction to consumers in terms of atmosphere and concept. Sign, symbol, and artifact also contribute to the consumer satisfaction marked by the number of Signs, symbols, and artifacts that are considered unique so as to attract consumers. The role of servicescape in social symbols is also capable of providing satisfaction for consumers characterized by appropriate themes, logos, uniforms, and antiques. The natural dimension also contributes to customer satisfaction, while the servicescape's role is less satisfactory for the consumer in terms of speed and availability of the waiter's caller.*

**Keywords:** Consumer Satisfaction, Servicescape,

### INTRODUCTION

Along with the increasing number of tourist trips, so also increased demand for tourism goods and services, one of which is a restaurant business or the provision of food and drink. The rapid development in the sector of accommodation and the provision of drinking water at East Java GDP is due to the shifting lifestyle conducted by the people of Indonesia. As a result of Qraved.com, which is a restaurant search and reservation site, shows that throughout 2013, Indonesians visiting restaurants reached 380 million times with a total expenditure of USD 1.5 billion (Andrianto, 2016).

This condition explains that the lifestyle of Indonesian people began to switch and more likely to enjoy to eat in the place of eating rather than eating at home. This then encourages the business of food and beverage providers began to grow rapidly, especially in East Java. Chairman of the Association of Indonesian Cafe and Restaurant Entrepreneurs (APKRINDO) of East Java explained that, in the first semester of 2016, the growth of cafe and restaurant industry reached 20%. Further explained by the Chairman of APKRINDO East Java, the number of new entrepreneurs in the food & beverage sector continues to grow throughout the year, especially in the city of Surabaya and Malang (berita24.bisnis.com, 2016).

The restaurant industry is a target for new entrepreneurs, especially in Surabaya. Supported with adequate facilities and infrastructure to make the restaurant business thrive in Surabaya. But this then affects the increasingly tight competition among restaurant entrepreneurs. The

statement submitted by PT Riska Manager confirms that with the increasing competition in the restaurant industry in Surabaya, the entrepreneurs tend to innovate not only on the food and beverage menu that is at the core of a restaurant business but also on the decoration and interior design which is interesting, so it can cause a different culinary experience to consumers.

Innovation meant by Manager of PT. Riska is one of the servicescape variables found in the restaurant. The statement is complemented by statements by Lovelock, Wirtz, and Mussry (2010: 4) in Pramita, et al., (2015) that the physical condition of the service environment experienced by customers has a very important role in shaping the service experience and strengthening or reducing satisfaction of a consumer. Not only that, Gaspersz (2005: 37) added that in addition to the needs and experiences of others, experience when using their own services, especially restaurant service is one factor that can affect customer satisfaction and expectation through servicescape innovation.

Servicescape is the impression created in the senses by the design of the physical environment in which the service is delivered (Lovelock and Wirtz, 2004: 354). In a study conducted by Kwong (2017) explained that servicescape is a deliberate environment established by service providers to be able to support the interaction process that occurs between consumers and providers using physical facilities. Further explained by Kwong (2017) that servicescape has a great influence on the quality of service perceived by customers, where servicescape is also able to determine customer evaluation of the quality of service expected by customers, including in restaurants. In addition, Pratama & Setyorini (2015) who disclose that servicescape has a close relationship with customer satisfaction, where servicescape can have an impact on customer perceptions until then able to give a positive impact in the process of formation of satisfaction of a service perceived by a customer. Satisfaction itself is the result of evaluations made by customers after consuming or using services or services (Kotler and Keller, 2013: 32).

Bitner (1992) explains that there are three reasons that can encourage consumers to come to the restaurant, that is because of the atmosphere, the style and function of the restaurant style, and the ancient objects. This statement explains that the servicescape of a restaurant is the main attraction for consumers to visit and enjoy different dining experiences. As explained in the results of research that has been done by Miles, et al., (2012) which explains that servicescape has a strong relationship with customer satisfaction. In addition, Raza (2013) also added that there is a real impact arising from the role of the servicescape restaurant to satisfaction experienced by customers. The results of both studies emphasize that servicescape can be a distinguishing factor owned by restaurants to compete in the restaurant industry in Surabaya.

Kahyangan Resto Surabaya adheres to the traditional concept of servicescape. Where on the exterior and interior of this restaurant features an exotic impression with the stupa of Borobudur Temple, and other trinkets that are thick with the Hindu culture of Indonesia in the past. Overall it can be explained that Kahyangan Resto Surabaya, is one of the restaurants that offer a very traditional concept from the service owned side. With the uniqueness owned by Kahyangan Resto, it can be a positive example for other restaurants in running a restaurant business to provide more value to consumers. So it can be explained that the servicescape contained in Kahyangan Resto managed to give a positive impact on customer satisfaction. Therefore, this study was conducted to analyze the success of servicescape contained in Kahyangan Resto in giving influence to customer satisfaction.

## **LITERATURE REVIEW**

### **Servicescape**

Servicescape or so-called physical service is a physical facility owned by a different tangible organization in the physical environment (Angkow, et al., 2016). According to Hightower (2009: 381), servicescape is defined as "the servicescape define herein as everything that is physically present around the consumer during their service encounter transaction" which

means everything that is physically present around the consumer during the service transaction meetings. Lupiyoadi (2013: 120) in Pramita, et al., (2015) explains that the servicescape or service environment is the environment in which the service is delivered.

Mc Comish and Quester (2007) in Cindy (2012: 19) consider servicescape as a physical environment of a service that affects the consumer experience. Architectural design and related design elements are an important component of servicescape. According to Bitner (1992), there are three reasons tourists want to come to the restaurant, which is due to the atmosphere, layout, and function of the restaurant style and ancient objects. Bitner's (1992) opinion shows that customers come to restaurants because of the elements of servicescape ie atmosphere, layout, function, and style, ancient objects, but there are three other elements such as customers want to come ethnic to restaurant because their interest is not only three elements, there are some elements such as design (restaurant boarding board, attractive restaurant nameplate, furniture, and serving appliance).

Opinion Dube et al (1994) customers come to ethnic restaurants due to aspects of nutrition, culture, religion, brand, experience, security and personality. The opinion is good, but still not perfect if it is not equipped with atmosphere factor, social (restaurant staff), design, artifacts. If equipped with these factors are perfect because the content of servicescape elements are met. Measurement Servicescape by Rosenbaum and Massiah (2011: 472) is divided into 4 parts namely Physical Dimension with three sub-dimensions of Ambient Conditions; Space / Function; and Signs, symbols, and artifacts, then Social Dimension, Social-symbolic Dimension, and Natural Dimension.

### **Consumer Satisfaction**

According to Kotler and Keller (2013: 32) satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the results of the performance of the product (s) thought to the desired performance (or outcome). According to Lovelock & Wright in Djudiyah (2013: 28), consumer satisfaction is the result of comparison between services perceived by consumers with services expected by consumers. Rangkuti (2011: 31) argued consumer satisfaction is a response or reaction to the discrepancy between the level of previous interest and actual performance perceived after use or use.

Consumer satisfaction shows the relationship between consumers with service providers (Khan & Fasih, 2014). In the context of consumer behavior theory, satisfaction is more defined from the perspective of consumer experience after consuming or using a product or service. Therefore, satisfaction can be interpreted as a result of consumer ratings that the product or service has provided a level of enjoyment in which the level of fulfillment can be more or less (Irawan, 2009: 3). Consumer satisfaction is considered to be a post-purchase evaluation in which the selected alternatives will yield outcomes equal to or exceed consumer expectations (Fadli et al., 2013).

According to Hannah and Karp (in Rahmawati, 2013), in creating customer satisfaction an organization or company and agency must be able to meet the needs of consumers or customers are considered the most important or commonly called "The Big Eight Factors". In general, these factors are divided into three main categories. First, factors related to products such as quality, a relationship between value and price, form and reliability. Second, factors related to services such as assurance, response and problem-solving. Third, factors related to experiences such as patient experience, ease, and comfort. Meanwhile, according to Irawan (2009) there are five factors that affect customer satisfaction, namely 1) Quality of service, customers will be satisfied if after buying or using the service turned out to have good quality; 2) Price, cheap price is an important source of satisfaction because they will get high value for money, while for customers who are not price sensitive than price component is not something important; 3) Service, service depends on three things: system, technology, and human being; 5) Emotional

factor, associated with pride, confidence is an example of emotional factor that can create customer satisfaction. 5) Ease, customers will be more satisfied if relatively easy, convenient, and efficient in getting a service.

#### **The Role of Servicescape on Consumer Satisfaction**

Hall and Mitchell (28: 2008) in Cindy (2012: 19) say that servicescape is a physical environment in which there is a service meeting and affect the perception of quality and subsequently on the internal response (the level of customer satisfaction and external response (consumer behavior and buyback) Lovelock, Wirtz and Mussry (2010: 4) in Pramita, et al., (2015) describe that the physical condition of the service environment experienced by customers has a very important role in shaping the service experience and strengthening or reducing customer satisfaction. the overall attitude of the customer towards the service provider or the goods. This attitude is an emotional reaction to the difference between what the customer anticipates and what the customer receives from the service provider regarding the fulfillment of the customer's needs, goals, or desires (Rahman, et al., 2012).

The results of research conducted by Pratama and Setyorini (2015); Manoppo (2013); shows that ambient conditions, spatial layout and functionality, and signs, symbols and artifacts can impact every evaluation performed by the customer to achieve perceived satisfaction. Candrawati (2013) in his research shows that servicescape consists not only of objective, measurable and managerial controlled stimuli, and systematically stimulated stimuli, but also uncontrollable social, symbolic and natural stimuli that influence customer decisions or avoidance and behavior social interaction. Based on this, the customer's response to social, symbolic and natural stimuli is often a driving force in people's deep attachment. Kiran Raza (2013) explains that when a restaurant has an interesting concept it will tend to increase customer satisfaction.

The results of a Servicescape study on a place have a real impact on customers or for employees. Explained that the atmosphere is able to encourage customers to feel comfortable in a place. Then the layout of the room, which is explained that the more complex the layout of a room a place, can have a negative impact on customers and employees who become uncomfortable. Then the sign or symbol becomes an important aspect of servicescape, especially for new customers. This can help new customers quickly feel comfortable with the place in question.

#### **RESEARCH METHODS**

This type of research is qualitative confirmatory descriptive that is the type of research that examines and explains the pattern of relationships between two or more variables that this type of theoretical support has been required, both for use as a foundation in proposing the hypothesis or for determining collection criteria. The subject in this research is Dream of Kahyangan Art Resto. The servicescape analysis unit includes Physical Dimension, Social Dimension, Social Symbolic Dimension and Natural Dimension. While the unit of customer satisfaction analysis includes: Experiences based on satisfaction, Fulfillment expectations, customer confidence, and corporate performance perceptions. Methods of data collection using interviews, documentation, and observation. The technique of data analysis using descriptive confirmatory analysis with stages include data reduction, data presentation, data comparison, and conclusions.

#### **FINDINGS**

##### **Profile of Study Object**

Dream of Kahyangan Art Resto is located in Citra Raya, West Surabaya, built in May 2005 with a land area of 900 m<sup>2</sup>. The concept of designing Dream of Kahyangan Art Resto combines two cultures, namely Javanese culture and Chinese culture. One of the Dreams of Kahyangan Art

Resto collection is a historic house building originating from Kudus, Central Java. The collection is considered to save the side of romantic between Chinese descent men and women who come from Central Java, thus supporting the concept of designing this restaurant. In addition to building a house from Kudus, Central Java Dream of Kahyangan Art Resto also has a collection of historical objects of ancestral heritage of ethnic Chinese and *Central Java*.



**Figure 1. Interior design *Dream of Kahyangan Art Resto***

#### **Facilities of Dream Khayangan Art Resto**

The restaurant is divided into 4 (four) rooms, in addition to the kitchen area and bathroom. With a maximum capacity of visitors is 250 people for a semi-standing party. Restaurant areas have the names of thematic names, namely Nirwana Hall, Kahyangan Hall, Kahyangan VIP and Indrakilla Garden-Bale Kambang. At Nirwana Hall and Indrakilla Garden-Bale Kambang, the design showcases the atmosphere of Java, while at Kahyangan Hall, the design displays the Chinese atmosphere. Nirwana Hall area is an indoor dining area. In this area can be found some interior elements that display the feel of Java. Some of them are gebyok on the wall, ornament in the form of Javanese decoration on wall and furniture, and artwork in the form of wayang klitik.

While Kahyangan Hall is an indoor dining area with interior elements featuring Chinese shades, such as some urns that are modified into table legs, table, and chair formation, ornament in the form of Chinese decoration on furniture. Not only provide food, Dream of Kahyangan Art Resto also provides an opportunity for visitors to shop for various accessories, clothes, sandals, and women's shoes by building Kahyangan Art Boutique. Indrakilla Garden-Bale Kambang area. This area is an outdoor area designed to showcase the atmosphere of the park. The floor in this area using the natural stone material. Furnishings that are used in this area is more simple than the furniture in the indoor room.

#### **Profile of Source**

Resource persons in this research include Dream of art owner Khayangan Resto (Hariadi Surja), Dream of Art Manager Khayangan Resto (Rudi Darjono), Loyal Consumer (Cynthia Oentoro), and consumer walk-in (Andreas Atmarumeksa).

#### **Servicescape Analysis**

Based on the interviews conducted, the servicescape analysis includes several elements including physical evidence, social dimension, social symbol dimension, and natural dimension. The results of interviews related to physical evidence show that the concept of design of Dream of art Khayangan Resto to support the coolness in the room. Hariadi Surja (owner of Dream of art Khayangan Resto) stated that it is related to the material used with Javanese house characteristic that there is already air circulation naturally. In addition, building materials used are of wood so that automatically adds coolness.

In the physical sub-dimension, related to the concept and atmosphere of Dream of Art Khayangan Resto (Hariadi Surja) and Dream of Art Manager Khayangan Resto (Rudi Darjono) wants the concept of home, where consumers feel comfortable while eating as felt in their own home, the atmosphere is supported by the rush of water, the strains of gamelan and traditional music to bring consumers to feel in touch with nature. For layout arrangement has been done as maximally as stated by Owner of Dream of Art Khayangan Resto (Hariadi Surja) and Dream of Art Manager Khayangan Resto (Rudi Darjono), that Layout arranged as maximal and minimize as possible in order to reach capacity not too much, too little and designed as comfortable as possible. In addition, every furniture in the house is also adapted to the concept of the house, "so if the building is already Chinese, Chinese carving, yes we give the table chair with Chinese motif, the bed also functioned as dining table, Chinese bed also, which built also Javanese bed java bed ". For analysis Physical dimensions related to marks, symbols and artifacts, are sufficient, this is indicated by statements from informants and documentary evidence in the form of photographs on nameplate showing the identity of the Dream Art of Khayangan restaurant. As for the artifacts which are one aspect of servicescape which, is highlighted in various angles and can be found as decoration of the room.

Analysis of the social dimension (social dimension), the quality of human resources has been done optimally with the process of recruitment and selection of resources that have the required criteria. This is as revealed by the owner of Dream of art Khayangan Resto (Hariadi Surja) and Dream of Art Manager Khayangan Resto (Rudi Darjono), that the recruitment is done by interview and written test, and some main criteria that must be owned, among others the intention, and honesty. The result of the analysis on the social symbol dimension of the four informants stated that it is appropriate only on the concept of informant logo which represents as the consumer with the AA code stated less. The existence statement of the social symbol dimension is expressed in the statement of the existence of logos, objects of antique theme symbols, uniforms. In the Natural Dimension analysis, which analyzes the existence of natural nuances such as ponds, trees and flowers, both HS and RD informants as owners and managers state their existence.

### **Consumer Satisfaction Analysis**

Analysis of customer satisfaction obtained from two informants namely Consumer loyal (Cynthia Oentoro) and consumers walk in (Andreas Atmarumeksa). From the results of interviews related to the pleasure based on experience related to servicescape offered by Dream art of Khayangan obtained some statement expressing the satisfaction of the atmosphere while in the restaurant of Dream of Khayangan Art Resto. The informant expressed his love and interest in the concept offered. Loyal customers (Cynthia Oentoro) get a comfortable, relaxed and relaxed atmosphere while enjoying a meal at Dream art of Khayangan. Added that interior design and existing collections have a uniqueness that can appeal to tourists.

The analysis of consumer satisfaction based on the fulfillment of expectations shows that from the analysis of consumers associated with the coolness stated that the coolness is still considered to be lacking. The results of interviews with loyal Consumer (Cynthia Oentoro) states that in some places such as parks and pendopo still less cool, even tends to hot. In terms of lighting offered by Dream art of heaven is enough. It is justified by the loyal Consumer

(Cynthia Oentoro), and the consumer walk-in (Andreas Atmarumeksa). Layout arrangement and function is also considered to be in accordance with the wishes of consumers, this is justified by the statement of two informants about layout arrangement. However, in terms of availability of parking space is still considered less, it is as expressed by loyal Consumer (Cynthia Oentoro) that the parking lot is still less, especially when being eaten together with their own vehicles, so forced to park on the other side. In the analysis of the natural dimensions of the fulfillment of hope for the existence of natural nuances such as ponds, trees, and flowers, stated existence already exists.

The result of consumer satisfaction analyst based on customer trust show From informant as consumer got the result about the satisfaction of consumer of a feeling of pleasure based on trust expressing frequency of arrival which is 2 weeks because of atmosphere that supports its atmosphere. It is as revealed by the loyal Consumer (Cynthia Oentoro) who visits Dream Art of heaven every two weeks because of the nuances and the food offered.

The analysis of customer satisfaction based on the performance of the company some of the perceived performance is quite good but still, there are less well-perceived performance statements. Loyal customers (Cynthia Oentoro) mention one of the lesser performance is related to the sufficiency of personal numbers when the restaurant is busy. Informants also mentioned never filed complaints related to the dish, it immediately became an evaluation for the Dream art of heaven so it does not happen again.

#### **DISCUSSION AND CONCLUSION**

The servicescape offered by Dream of Kayangan Art Resto becomes an important factor in attracting consumers. It is in agreement with Lovelock, Wirtz and Mussry (2010: 4) in Pramita, et al., (2015) which describes that the physical condition of the service environment experienced by customers has a very important role in shaping the service experience and strengthening or reducing customer satisfaction. Based on the results of the interviews show that one of the reasons that make informants visit Dream of Kayangan Art Resto is not because of its unique design concept. The results are in line with Bitner's (1992) opinion that there are three reasons tourists want to come to the restaurant, that is because of the atmosphere, layout and function of the restaurant style, and ancient objects. Components have been fulfilled in Dream of Kayangan Art Resto so as to provide consumer satisfaction. Lovelock & Wright in Djudiyah (2013: 28) explains that consumer satisfaction is the result of comparison between services perceived by consumers with services expected by consumers. Based on the definition of consumer satisfaction involves the assessment caused by perception so that experience becomes a thing that helps build customer satisfaction.

Fadli et al., (2013) explains that consumer satisfaction is a feeling indicated from the evaluation process, in which the consumer of the goods or service has compared what is received to what is expected. Servicescape becomes a place or environment where service delivery occurs (Lupiyoadi (2013: 120) in Pramita, et al., (2015) so as to be in direct contact with the consumer as an experience The servicescape roles in Dream of Kahyangan Art Resto have been well conceptualized by owners and managers who coordinate all the services provided in the physical dimension, social dimension, social symbol dimension as well as the natural dimension. All of the servicescape owned by Dream of Kayangan Art Resto has been able to provide the same impact as that offered where consumers can see the servicescape indicator offered by Dream of heaven of Art Resto both from design, symbol, function, layout, the social dimension in the form of service and also performance.

The role of existing servicescape at Dream of Kahyangan Art Resto has been conceptualized to the maximum so as to provide satisfaction to its customers. These results are in line with some of the previous researches such as Pratama and Setyorini (2015); Manoppo (2013) which states that servicescape has a significant effect on customer satisfaction. The results also support what

Hall and Mitchell (28: 2008) suggest in Cindy (2012: 19) says that servicescape is a physical environment in which there is a service encounter and affects the quality perception and subsequently on the internal response (the level of customer satisfaction and response external (consumer behavior and buyback).

But from the analysis of customer satisfaction relating to social dimension, there is dissatisfaction about the service given related to social dimension. However, this is responded by the informant that the owner who stated that the service provided is done as well as possible but back again on the individual nature where the company will maximize working conditions conducive so that the working atmosphere will be maximized. Sometimes what the owner wants to convey to the consumer also misunderstandings. It is as consumers of Dream of Kayangan Art Resto, in general, assume that the restaurant is typical Indonesia. While the concept of a restaurant selected by combining ethnic Chinese with Java. The misunderstanding did not reduce consumer satisfaction.

Based on the results of research shows that servicescape role in providing satisfaction to consumers in terms of atmosphere and concepts. Sign, symbol, and artifact also contribute to the consumer satisfaction marked by the number of Signs, symbols, and artifacts that are considered unique so as to attract consumers. The role of servicescape in social symbols is also capable of providing satisfaction for consumers characterized by appropriate themes, logos, uniforms, and antiques. The natural dimension also contributes to customer satisfaction, while the servicescape's role is less satisfactory for the consumer in terms of speed and availability of the waiter's caller.

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