



# Implementation Of Ambient Condition, Spatial Layout And Functionality And Sign Symbols And Artifacts In Improving Customer Satisfaction And Customer Loyalty Janji Jiwa & Jiwa Toast

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## ABSTRACT

In the current era of globalization, it encourages intense competition in all areas of business, especially coffee shops which are growing rapidly. The development of trends in a coffee shop with certain characteristics triggers intense competition among operators of coffee shops. In terms of creating a competitive advantage, coffee shops must also focus on customer satisfaction. With the new habits, people are currently changing old habits to meet their needs, one of which is the demand for food tends to fast-food restaurants, cafes, or coffee shop. This research is a survey of Serious Janji Jiwa & Jiwa Toast consumers in Medan. The sample technique uses accidental sampling of 180 people. Data analysis use path analysis. The data were processed using Smart PLS, The results of this study indicate that the ambient condition, spatial layout and functionality and sign of symbols and artifacts have a significant on customer satisfaction and customer loyalty.

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## 1. Introduction

In the current era of globalization, it encourages intense competition in all areas of business, especially coffee shops which are growing rapidly. The development of trends in a coffee shop with certain characteristics triggers intense competition among operators of coffee shops. In terms of creating a competitive advantage, coffee shops must also focus on customer satisfaction. Consumer satisfaction affects customer loyalty, improves company reputation, reduces price elasticity, and increases employee efficiency and productivity.[24].

With the new habits, people are currently changing old habits to meet their needs, one of which is the demand for food tends to fast-food restaurants, cafes, or coffee shops. However, it turns out that the cafe is not only a place to meet the needs of food but also a place to meet and relax. [16], “coffee” is a favorite complimentary drink when chatting with friends and colleagues at coffee shop. In the final analysis, the cafe is not only a product supplier but also a service provider. Consistent with what was said [15], a cafe/coffee shop is a good place to gather or just relax in a stressful activity while eating snacks and drinks, accompanied by music as additional entertainment.

Tight competition in the culinary industry today makes business people strive to provide high-quality products and services to customers. By providing quality service and product display, it is expected to retain consumers or attract new consumers. [12] says that excellent service by paying attention to environmental aspects in the form of servicescape can affect customer satisfaction.



All of this provides tangible evidence for the company's image and service quality [10] Therefore, to create this experience, it seems that every service industry must arrange its service landscape through unique and attractive services. Attractive physical evidence and interest make it able to provide satisfaction to consumers. Human behavior is influenced by the physical environment. In the business field, the current focus on customer experience has also drawn attention to the impact of physical space and design on customer behavior [2]. Servicescape is a concept developed [3] to emphasize the impact of the physical environment in which service processes occur. Servicescape includes three environmental dimensions, namely Ambient Conditions, Spatial Layout and functionality and Signs, Symbols and Artifacts. [27].

Architectural design and design elements related to the important components of the servicescape have several aspects including Ambient Condition (temperature, music, lighting, aroma, cleanliness), Spatial Layout and Functionality (layout, equipment, furniture), Signs, Symbols, and Artifacts (logo and signage) [10] By creating servicescape a good in a coffee shop, consumers can see and feel the quality of service provided by the company. Consumer satisfaction is the level of consumer satisfaction with one's feelings after comparing their perceived performance (or outcome) with expectations [8]. From the theory, it can be concluded that customer satisfaction will be created if the expectations that consumers receive are relevant to the services provided by the company.

This will form loyal customers. Several studies have shown that servicescape affects customer loyalty, for example [21] servicescape plays an important role in building customer loyalty in shopping centers. Similarly, the results of research from [7] and [14] conclude that the service environment has a significant effect on customer satisfaction and loyalty in restaurants and transportation services, and [11] that the physical environment of aircraft which consists of spatiality, amenities, aesthetics and entertaining less positively affect customer loyalty.

## **2. Literature Review**

### **Servicescape**

[3], Servicescape is where the service experience is provided to customers. This physical environment includes both internal and external. It also added that service Servicescape refers to the non-human environment in which the service is performed, which means the physical environment is captured by the five senses and creates an impression for the people in the environment. [10] defines servicescape as the physical appearance and other experience elements encountered by customers at the service delivery site. The servicescape is the physical environment in which these services are produced, delivered, and consumed. Servicescape has several dimensions that are formed from previous research. According to [27] which divides the servicescape dimensions into three parts, namely:

1. Ambient Conditions are characteristics of the service environment related to the five senses. Without realizing it, ambient conditions can affect a person's emotions, perceptions, and behavior. The surrounding conditions will also produce and cause the mood of a consumer to what he feels. The sub-dimensions of ambient conditions are music, aroma, color, lighting, air temperature, noise.
2. Spatial Layout and Functionality, is a spatial layout referring to how objects such as machines, equipment, and furniture are arranged in a service environment [19]. Functionality refers to the ability of these objects to facilitate the performance of service transactions. Spatial layout and functionality create a visual and functional servicescape so that service delivery and consumption can occur [10].
3. Signs, Symbols, and Artifacts, are used by service providers to help provide clues that will facilitate and guide consumers to find what they are looking for while in the service environment. According to [19], signs, symbols, and artifacts are other objects in the service environment that are less able to communicate directly than signs but provide implicit cues to consumers about the meaning of places and norms. at that place. For example, visitors to the prayer room, pamphlets, toilets, etc

### **Customer Satisfaction**

Companies need to meet customer satisfaction, so companies must be sensitive to rapidly change needs and desires. According to [10] satisfaction is an attitude that is determined based on the experience gained.

Research is needed to prove whether there is a priori expectation that is the most important part of the satisfaction. Meanwhile, according to [24] "Customer satisfaction is a feeling of pleasure or disappointment that a person produces after comparing the perception of product performance (results) with his expectations." According to [24]. Measuring a variable requires dimensions and indicators of that variable. Consumer satisfaction has two dimensions, namely:

1. Performance  
Performance is the real result of a service provided by the company to consumers.
2. Expectations  
are estimates or beliefs about what customers will be receiving

### Customer Loyalty

According to [24] is a commitment to customer loyalty to a brand, store, or supplier, based on the nature of long-term purchase is very positive. From this understanding, it can be understood that brand loyalty is obtained through a combination of satisfaction and complaints. At the same time, customer satisfaction stems from how the company's performance creates satisfaction by minimizing complaints, thereby enabling consumers to make long-term purchases. According to [8], loyalty is a commitment to repurchase or repurchase a preferred product or service. Loyalty is formed because customers want to maintain a cooperative relationship by reusing the service. Loyalty is the formation of attitudes and patterns of customer behavior towards purchasing and using products, which are derived from their previous experiences [5]. A customer is said to be loyal or loyal if the customer shows buying behavior regularly or there is a condition where it requires the customer to buy at least twice within a certain time interval [5]. According to [25], the dimensions of loyalty or customer loyalty are:

1. Referral  
For customers who are loyal to the company, they can make recommendations to the people around them, and also tell people about the advantages of the product or service that they provide. offered by the company. With indicators say a positive thing and recommend friends
2. Retention  
This is a form or attitude that determines whether the customer is loyal to us. When a customer is loyal, he will be very sensitive to other similar products. So, these customers will prioritize our products, and refuse other product offers.
3. Repeat  
This is a thing or activity that reflects loyal customers, loyal customers will make repeat purchases of the products they trust, therefore it is very profitable if we get loyal customers to the products we offer. With the indicator continue purchasing

### 3. Research Method

This research is association research that examines the relationship between two or more variables [22]. The population is a generalization consisting of subjects or objects with certain properties and characteristics, researchers apply them to conduct research and then draw conclusions [23], The population in this study are customers who visit An unknown number of Janji Jiwa & Jiwa Toast. According to [23] the sample is part of the number and characteristics of the population. The sample criteria used in this study were visitors who had visited Janji Jiwa & Jiwa Toast. The method used in determining the research sample uses non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample [23]. Data collection methods used are observation, interviews, and questionnaires. The technique used to process and analyze the data is to use *Partial Least Square* (PLS) [1].

### 4. Results and Discussion

This study uses path analysis to evaluate the effect of Ambient Condition, Spatial Layout, and Sign, Symbol Artefact on Customer Satisfaction and Customer Loyalty of Janji Jiwa & Jiwa Toast. The value of R<sup>2</sup> is used to measure the level of variation of changes in the independent variable to the dependent variable. The R<sup>2</sup> value of this study can be seen in the following table:

**Tabel 1. Output R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Loyalty	0.923	0.921
Customer Satisfaction	0.698	0.694

Based on table 1 above, it can be concluded as follows:

1. The value of R Square for the Customer Satisfaction variable is 69.8%, which means that it is included in the Strong category. while the remaining 30.2% is explained by other variables outside the research model.
2. The value of R Square for the Customer Loyalty variable is 92.3%, which means that it is included in the Strong category. while the remaining 7.7% is explained by other variables outside the research model

The results of the SmartPLS algorithm in assessing the path coefficient are directly given in the table. 2.

**Tabel 2. Path Coefficient**

	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Ambient Condition -> Customer Loyalty	7.019	0.00
Ambient Condition -> Customer Satisfaction	2.944	0.00
Spatial Layout and Functionality -> Customer Loyalty	4.284	0.00
Spatial Layout and Functionality -> Customer Satisfaction	3.435	0.00
Sign, Symbol, Artifacts -> Customer Loyalty	7.543	0.00
Sign, Symbol, Artifacts -> Customer Satisfaction	2.360	0.01
Customer Satisfaction -> Customer Loyalty	6.310	0.00
Ambient Condition -> Customer Satisfaction -> Customer Loyalty	2.668	0.00
Sign, Symbol, Artifacts -> Customer Satisfaction -> Customer Loyalty	2.248	0.02
Spatial Layout and Functionality -> Customer Satisfaction -> Customer Loyalty	3.210	0.00

The following is a discussion of each hypothesis test based on the test results summarized in the table. 2:

1. Effect of Ambient Condition on Customer Loyalty Based on table. 2 explains that the influence of Ambient Condition on Customer Loyalty ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Ambient Condition on Customer Loyalty.  
According to research results [21], the index of environmental conditions that received the highest assessment was a clean and comfortable environment which was included in the "very good" category. In a cafe/coffee shop environment, a clean and comfortable environment is usually a plus for business people. According to. According to [18], comfort is a state of mind where people feel at home in a place, feel satisfied, and are happy to stay in that place for a long time. This is also in line with this view [6], which shows that environmental protection plays an important role in improving a company's position brand in the market.
2. Effect of Ambient Condition on Customer Satisfaction Based on table. 2 explains that the influence of Ambient Condition on Customer Satisfaction ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Ambient Condition on Customer Satisfaction.

Based on the results of the analysis [13] that the influence of the dimension Ambient Condition which explains the consumer's view of environmental characteristics is reflected in one's emotions, perceptions, or attitudes of behavior. In this study, ambient conditions will have meaning or provide optimal satisfaction to consumers if the environmental atmosphere has different characteristics or characteristics in the presentation of music, color, lighting, aroma, and air temperature in the environment Coffee Shop. Another study conducted by [19] found that Ambient Conditions or ambient conditions showed a significant relationship with exhibitor satisfaction where lighting, music, colors, displays, pleasant fragrances, a soft and comfortable atmosphere can satisfy and make participants exhibition in a Convention Center.

3. Effect of Spatial Layout and Functionality on Customer Loyalty Based on table. 2 explains that the influence between Spatial Layout and Functionality on Customer Loyalty ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Spatial Layout and Functionality on Customer Loyalty.  
Based on research results [20] The arrangement of the layout of goods/equipment/furniture that is attractive and facilitates movement gets the highest rating. This can be seen when ordering food or making payments, which can be done smoothly. Yumaju Coffee has an indoor area for and non-smoking area and an outdoor area for smoking area. Although the land area of Yumaju is not so large, the arrangement of the room and the layout of the goods are attractive and provide comfort to visiting customers. This is in line with the opinion [9], that the layout or easy access can significantly improve service quality as well as a determinant of satisfaction. The furniture used fulfills function and comfort, and the distance between the chairs is arranged in such a way as not to obstruct road access. Yumaju Coffee also provides free wifi facilities and adequate stop contact [20].
4. Effect of Spatial Layout and Functionality on Customer Satisfaction Based on table. 2 explains that the influence of Spatial Layout and Functionality on Customer Satisfaction ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Spatial Layout and Functionality on Customer Satisfaction.  
Based on the results of research [13] the Spatial Layout/Function dimension is another main dimension of the service environment. Spatial Layout/Function or spatial and functional layout is the floor design, size, and shape of furniture, counter tables, machines, and potential and how all of this is structured. Another study conducted by [19] found that adequate space and layout provided by venue operators can increase enjoyment and lead to satisfaction with the facilities offered at the Kuala Lumpur Convention Center.
5. Effect of Signs, Symbols, Artifacts on Customer Loyalty Based on table. 2 explains that the influence of Sign, Symbol, Artifacts on Customer Loyalty ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Sign, Symbol, Artifacts on Customer Loyalty.  
Based on the results of research [20] Yumaju building design indicators get very good scores from respondents. The design of the Yumaju building in the outdoor area is a distinctive feature that makes the concentration of visitors to the area. Dominated by concrete, with shades of wood and iron as well as large trees, coupled with the floor covered with gravel in one part and synthetic mats on the other, providing comfort for visitors to sit for a long time and take advantage of it to take pictures. This is in line with the opinion [4], that an attractive building design will cause a good response to visitors and employees. Other indicators include such as the uniqueness of the room decorations that are pleasing and attractive to customers and the appearance of employees who have the characteristics of wearing black, clean, neat, and friendly T-shirts.
6. Effect of Signs, Symbols, Artifacts on Customer Satisfaction Based on table. 2 explains that the influence of Sign, Symbol, Artifacts on Customer Satisfaction ( $p = 0.01 < 0.05$ ) then  $H_0$  is rejected

H1 is accepted, meaning that there is a positive and significant influence between Sign, Symbol, Artifacts on Customer Satisfaction.

Based on the results of the study [13] In general, the findings of this study indicate that there is a significant relationship, and the artifact dimension is no exception. This variable provides a signal in the form of objects placed in the service environment. Symbols or artifacts have a function as explicit or implicit signals to communicate the company's image, assist customers in finding what they are looking for, and convey service scenarios. Customers who come for the first time will immediately try to interpret the meaning of the surrounding environment to help the customer in carrying out the service process. Another study conducted by [19] found that room decorations have a positive impact and lead to consumer satisfaction. Meanwhile, clear signs, symbols, and routes are essential to ensure that consumers do not get lost in an unfamiliar environment.

7. Effect of Customer Satisfaction on Customer Loyalty Based on table. 2 explains that the influence of Customer Satisfaction on Customer Loyalty ( $p = 0.00 < 0.05$ ) then H0 is rejected H1 is accepted, meaning that there is a positive and significant influence between Customer Satisfaction on Customer Loyalty.

The results of the study are in line with this study in line with research [17] which shows that the satisfaction variable has an effect and is significant on Loyalty. [8] defines satisfaction as a function of the closeness between expectations and perceived product performance. If performance does not meet expectations, then consumers are disappointed. If it meets expectations, consumers will be satisfied. If it exceeds expectations, consumers feel very happy. This means that satisfaction is an attitude that customers take between expectation and performance of the product is considered good or better than what was expected after the purchase of products or services it receives.

8. Effect of Ambient Condition on Customer Loyalty through Customer Satisfaction Based on table. 2 explains that the influence of Ambient Condition on Customer Loyalty through Customer Satisfaction ( $p = 0.00 < 0.05$ ) then H0 is rejected H1 is accepted, meaning that there is a positive and significant influence between Ambient Condition on Customer Loyalty through Customer Satisfaction.

The results of this study are by research conducted by [26] the results of the study indicate that Ambient condition, space and functionality, and signs, symbols, and artifacts have a significant effect on consumer satisfaction and consumer loyalty of Ngopi Serius Solo so that the management of Ngopi Serius Solo needs to regulate lighting and air circulation to keep providing coolness and freshness for consumers who want to relax, it is necessary to maintain the cleanliness of the toilets and also arrange seats so that consumers feel more comfortable in relaxing and enjoying coffee and doing advertisements by making signboards or billboards. to make it more known to consumers. [10] states that the physical condition of the service environment experienced by customers has an important role in shaping the service experience and strengthening or reducing customer satisfaction. the presence of approaching or avoiding behavior, spending more money and making repeat purchases, and customers feel comfortable spending a long time.

9. Effect of Spatial Layout and Functionality on Customer Loyalty through Customer Satisfaction Based on table. 2 explains that the influence of Spatial Layout and Functionality on Customer Loyalty through Customer Satisfaction ( $p = 0.00 < 0.05$ ) then H0 is rejected H1 is accepted, meaning that there is a positive and significant effect between Spatial Layout and Functionality on Customer Loyalty through Customer Satisfaction.

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10. Effect of Signs, Symbols, Artifacts on Customer Loyalty through Customer Satisfaction Based on table. 2 explains that the influence of Sign, Symbol, Artifacts on Custome Loyalty through Customer Satisfaction ( $p = 0.01 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Sign, Symbol, Artifacts on Custome Loyalty through Customer Satisfaction.

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## 5. Conclusions

In general, this study shows that customer satisfaction and loyalty are influenced by the servicescape dimensions which consist of ambient conditions, spatial layout and functionality, and signs, symbols, artifacts that are in the good category. Therefore, focusing on meeting customer needs will significantly increase customer satisfaction and repeat purchase loyalty. This will help fulfill the janji jiwa & jiwa toast to become a coffee shop competitor in this field. In addition, janji jiwa & jiwa toast must work harder to improve their ambient condition and spatial layout and functionality, because it shows that good ambient condition and spatial layout and functionality are positively related to customer satisfaction and loyalty. Therefore, it is necessary to pay attention to customer convenience to increase the number of customers coming back.

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