

The Influence of Physical Environment and Customer's Satisfaction towards Customer's Loyalty

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ABSTRACT

The purpose of this study was to determine the effect of physical environment and customer satisfaction on customer loyalty at Zen Okane Pematang Siantar. This research is a type of quantitative research. The population in this study are all consumers who make purchases at the Zen Okane Pematang Siantar, the number of which is unknown. The sampling technique using the Lemeshow sampling technique obtained as many as 96 research samples. The method of collecting data in this research is literature study and questionnaires. Methods of data analysis using descriptive analysis and simple linear regression analysis. The results showed that the value $t_{count} (4.858) > t_{table} (1.985)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is an influence between Physical Environment on the Customer Loyalty. The value of $t_{count} (4.748) > t_{Table} (1.985)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is an influence between Customer Satisfaction on the Customer Loyalty. Simultaneous Testing Results (F-Test), the value of $F_{count} (27.409) > F_{Table} (3.09)$ with a significant of $0.00 < 0.05$ so it can be concluded that H3 is accepted with the understanding that there is an influence between Physical Environment and Satisfaction on the Customer Loyalty.

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1. INTRODUCTION

Activities carried out to relieve fatigue are usually by relaxing eating, drinking, listening to music or just gathering and talking with relatives or friends in the community. Seizing this opportunity and the shift in people's lifestyles that make these activities part of the necessities of life and make food service and café business people compete to find ways to attract customers by paying attention to various things that can affect their loyalty. Zen Okane is a cafe located in Pematang Siantar, North Sumatra where this café serves a variety of food and beverage offerings such as nasi goreng telur, nasi goreng teri, nasi goreng seafood, mie ayam, bihun goreng, dodomie, kentang goreng, bakso goreng, roping and others. Untuk sajian minuman yang disajikan oleh Zen Okane terdiri dari kopi hitam, kopi susu, kopi giseng, thai tea, matcha, red velvet, teh pahit, teh manis, and others.

With the increasingly fierce competition today, the business run by Zen Okane cannot develop properly because as the years go by, the number of consumers who come is decreasing and consumers who usually make frequent visits and purchases, for now are rarely seen. This is considered because consumers who used to be loyal, for now the attitude of consumer loyalty has disappeared.

According to Djunaidi (2020:31), consumer satisfaction is the result of a perceived comparison between product performance and the conformity of the expectations that consumers want after making a purchase, if the product matches or exceeds consumer expectations, the consumer will feel satisfied and vice versa, if the consumer does not meet expectations, then the consumer is not satisfied. According to Sujana (2019:103), Physical environment is all aspects of the interior (space in the store) that affect the sales atmosphere, especially including lighting, dyes, musk and aromas.

The low consumer loyalty is known because of the influence given by the physical environment where the environment around Zen Okane is considered less able to provide comfort for visiting consumers where the store layout of each item is considered quite messy and untidy. In addition to the problem of interior display, it is also considered normal without giving a good impression to consumers who visit for the first time so that consumers judge that other cafes also offer the same. Furthermore, consumers also often complain about their dissatisfaction with products and services from Zen Okane so that there are some consumers who have often visited Zen Okane to make improvements so that the products or services provided can be better and more attractive to consumers visiting and can also better maintain the loyalty of consumers who have visited regularly. There are some consumers who also consider that the results of their visits are not in line with expectations, thus making these consumers feel less satisfied. Overall, there are still consumers who feel unsatisfied and want Zen Okane to make improvements so that they provide suggestions for improvement.

2. RESEARCH METHODS

Research strategy is important in research because it makes it easier for researchers to improve the quality of the research carried out. This research strategy uses an associative approach using a quantitative. According to Kusnadi (2019:13), quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. This type of research is causality research where according to Kusnadi (2019:27), causality research is a research design designed to examine the possibility of a cause-and-effect relationship between variables. Where the cause and-effect relationship can be predicted by the researcher can state the classification of the variables. Research object is the information about the object of research, such as the location, the time and date, the population and number of samples that are used to conduct the research.

According to Riyanto and Hatmawan (2020:11), the population is the whole of the subjects and objects that will be the target of research. Population is not just the number that exists in the object or subject being studied, but includes all the characteristics or properties possessed by the subject or object. While the research sample is the part that provides a general description of the population. The research sample has the same or almost the same characteristics as the population characteristics so that the sample used can represent the observed population.

According to Jaya (2019:10), Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by researchers to be studied and then conclusions are drawn.

According to Nurdin and Hartati (2019:122), operational definition is operationally defining variables based on observed characteristics that allow researchers to make careful observations or measurements of an object or phenomenon. Defining variables operationally is to describe or describe research variables in such a way, so that these variables are specific and measurable. According to Supriadi (2020:127), the operational definition of a variable is a definition that explains how a variable is measured or calculated.

According to Sugiarti, et al (2020:33), Library study is a study conducted using documents as the main data source such as manuscripts, books, newspapers, magazines, and others. According to Jatmiko (2021:35), a questionnaire is a data collection technique that is carried out by compiling a closed and open statement with the answers provided, and must be filled out by the respondent by choosing one of the available alternative answers and the reasons.

3. RESULTS

3.1 Result of Physical Environment Variable Reliability Testing

Table 1.

Cronbach's Alpha	N of Items
0.876	8

Source: Research Results, 2023 (Processed Data)

Based on table above, it can be stated that the items for the Physical Environment variable have a Cronbach's Alpha value above 0.6 so that it can be declared reliable. The results of the Customer Satisfaction variable reliability test can be seen in the table below:

Table 2

Cronbach's Alpha	N of Items
0.967	10

Source: Research Results, 2023 (Processed Data)

Based on table above, it can be stated that the items for the Customer Satisfaction variable have a Cronbach's Alpha value above 0.6 so that it can be declared reliable. The results of the Customer Loyalty variable reliability test can be seen in the table below:

Table 3

Cronbach's Alpha	N of Items
0.940	8

Source: Research Results, 2023 (Processed Data)

Based on table above, it can be stated that the items for the Customer Loyalty variable have a Cronbach's Alpha value above 0.6 so that it can be declared reliable.

3.2 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. Some normality test methods are by using the One-Sample Kolmogorov Smirnov test. The results of normality testing using the One Sample Kolmogorov-Smirnov statistics can be seen in the table below:

N		96
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	2.28419806
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.037
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

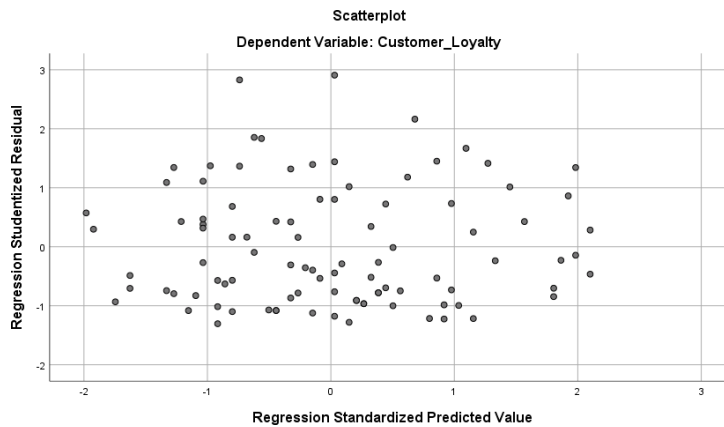
d. This is a lower bound of the true significance.

e. Source: Research Results, 2023(Processed Data)

Based on table above, it can be seen that the results of the Kolmogorov- Smirnov normality test prove that the resulting significant level value is greater than 0.05, namely 0.200, it can be concluded that the normality statistical test is classified as normally distributed.

4.3 Heteroscedasticity Test

For Heteroscedasticity testing, The test results for the scatterplot graph can be seen in the figure below as follow:



Source: Research Results, 2023 (Processed Data)

4.4 Graph Scatterplot

Based on the figure above, it can be seen that the points in the Graph Scatterplot spread randomly and are not patterned and are spread above and below the number 0 on the Y axis. It can be concluded that there was no heteroscedasticity between variables.

Multiple Regression Linear Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.389	3.130		2.680	.009		
	Physical Environment	.303	.062	.405	4.858	.000	.975	1.026
	Customer Satisfaction	.346	.073	.396	4.748	.000	.975	1.026

a. Dependent Variable:
Customer Loyalty Dependent
Variabel: Customer Loyalty

Source: Research Results, 2023 (Processed Data)

Based on Table above, it is known that in the Unstandardized Coefficeints section B, a multiple linear regression equation is obtained, namely the following formula:

$$\text{Customer Loyalty} = 8.389 + 0.303 \text{ Physical Environment} + 0.346 \text{ Customer Satisfaction}$$

4. DISCUSSION

This discussion the researcher will discuss the effect of Physical Environment and Customer Satisfaction on Customer Loyalty at Zen Okane Pematang Siantar such as:

The results of the validity test for all variables show that all rcount values are greater than rtable (0.361) so that all statements in the questionnaire are valid and the items for all variables have a Cronbach's Alpha value above 0.6 so that it can be declared reliable.

The results of the Kolmogorov-Smirnov normality test prove that the resulting significant level value is greater than 0.05, namely 0.200, it can be concluded that the normality statistical test is classified as normally distributed.

The correlation value for the physical environment and customer satisfaction variables has a tolerance value > 0.1 and a VIF value < 10 so it can be concluded that the independent variable does not have multicollinearity symptoms.

The points in the Graph Scatterplot spread randomly and are not patterned and are spread above and below the number 0 on the Y axis. It can be concluded that there was no heteroscedasticity between variables.

The coefficient X1 ($bX1$) = 0.303 shows that the Physical Environment variable has a positive effect on Customer Loyalty by 0.303. This means that for every increase in Physical Environment by 1 unit, Customer Loyalty will increase by 30.3%.

The coefficient X2 ($bX2$) = 0.346 shows that the Physical Environment and Customer Satisfaction variable has a positive effect on Customer Loyalty by 0.346. This means that for every increase in Physical Environment by 1 unit, Customer Loyalty will increase by 34.6%.

From the calculation by using Z Test can be seen that 5,93 is still above 1,96 (Ztable), thus it can be concluded that Null Hypothesis (H_0) is rejected and Alternative Hypothesis (H_a) is accepted.

Simultaneous Testing Results (F-Test), the value of Fcount (27.409) $>$ FTable (3.09) with a significant level of $0.00 < 0.05$ so it can be concluded that H_3 is accepted with the understanding that there is an influence between Physical Environment and Customer Satisfaction on the Customer Loyalty.

The value of R Square (R^2) or the coefficient of determination obtained is 0.357, meaning that the Customer Loyalty variable can be explained by the Physical Environment and Customer Satisfaction variable by 35.7% while the remaining 64.3% is influenced by other factors originating from outside this research model.

5. CONCLUSION

The value tcount (4.858) $>$ ttable (1.985) with a significance of $0.000 < 0.05$ so it can be concluded that there is an influence between Physical Environment on the Customer Loyalty.

The value of tcount (4.748) $>$ tTable (1.985) with a significance of $0.000 < 0.05$ so it can be concluded that there is an influence between Customer Satisfaction on the Customer Loyalty.

Simultaneous Testing Results (F-Test), the value of Fcount (27.409) $>$ FTable (3.09) with a significant of $0.00 < 0.05$ so it can be concluded that H_3 is accepted with the understanding that there is an influence between Physical Environment and Satisfaction on the Customer Loyalty.

6. RECOMMENDATION

Recommendation that researchers can give in this study are :

The physical environment of a business that is run must reflect the impression to be built. This is not just putting a logo and poster relating to the business that is run, but also related to the layout and function of the office must be well regulated. This certainly can attract consumer purchases because consumers feel interested in the surrounding environment and start trying their products.

The process of fulfilling customer satisfaction not only requires quality products or services, but also requires a supporting service system. So that customers will feel happy with the products or services needed, and comfortable with the services provided. Pay attention to the price of the product and the cost of service in accordance with the current market conditions, as well as adjusting to the value of the product or service that is offered. Because the customer will compare the costs incurred with the benefits obtained from a product.

How to increase customer loyalty does not only have to provide the best quality for the products or services offered. However, providing fast and friendly services is also one of the efforts to attract their interest to continue to subscribe. One of them in terms of complaints or certain complaints from customers, business owners need to be responsive in serving them. Providing efficient services for customers, such as by utilizing the sophistication of current technology, for example using application

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