The Influence of Store Atmosphere and Service Quality on Customer Satisfaction

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Abstract. The purpose of this research is to determine the effect of store atmosphere and service quality on customer satisfaction at Domino's Pizza Bintaro Kesehatan branch in South Jakarta. Methodology/approach – This type of research uses associative research with a quantitative approach. The population in this research amounts to 22,540 consumers and the sampling technique uses the Slovin formula, sample of 100 respondents with data collection technique using a questionnaire. Data analysis includes validity testing, reliability testing, classical assumption testing, regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing. Findings – The results of this study indicate that store atmosphere (X1) has a positive and significant effect on consumer satisfaction. Service quality (X2) has a positive and significant effect on consumer satisfaction (Y). Store atmosphere (X1) and service quality (X2) simultaneously have a positive and significant effect on consumer satisfaction

Keywords: Store Atmosphere; Service Quality; Consumer Satisfaction.

A. INTRODUCTION

The food and beverage industry has become one of the most competitive sectors in Indonesia. The emergence of fast-food chains, particularly international brands, has heightened consumer expectations regarding both product quality and service experience. Domino's Pizza, a global pizza delivery leader, operates in Indonesia through PT. Dom Pizza Indonesia under PT. Mitra Adiperkasa (MAP). Despite its established reputation, data from the Bintaro Kesehatan branch show a fluctuating decline in customer numbers and sales from 2020–2024.

This decline is suspected to be linked to suboptimal store atmosphere—such as limited seating comfort, inadequate lighting, and less appealing interior design—as well as inconsistent

service quality. According to Kotler and Keller (2020), customer satisfaction occurs when the perceived performance of a product or service matches or exceeds expectations. Thus, understanding the impact of store atmosphere and service quality on customer satisfaction is crucial for Domino's Pizza to retain loyal customers and remain competitive.

This study addresses the following questions: (1) Does store atmosphere influence customer satisfaction at Domino's Pizza Bintaro? (2) Does service quality influence customer satisfaction at Domino's Pizza Bintaro? (3) Do store atmosphere and service quality simultaneously influence customer satisfaction?

Tabel 1 Domino's Pizza Bintaro Health Branch Sales Data 2020-2024

Year	Target (Rp)	Realization (Rp)	Percentage of Achievement
2020	5.800.000.000	4.755.253.000	82,0%
2021	5.808.700.000	4.982.750.000	85,8%
2022	5.817.413.050	5.176.485.000	89,0%
2023	5.826.139.170	4.776.355.000	82,0%
2024	5.834.878.378	4.745.253.000	81,3%

Source: Domino's Pizza Bintaro Branch Health, 2025

Based on the data in Table 1.2 above, Domino's Pizza store sales fluctuated during the 2020-2024 period. In 2020, sales reached Rp 4,755,253,000, or only 82.0% of the set target. Then, in 2021, sales increased from the previous year, reaching Rp 4,982,750,000, or 85.8% of the target. Furthermore, in 2022, sales increased from the previous year, reaching Rp 5,176,485,000, or 89.0% of the target. However, in 2023, sales decreased from the previous year, reaching only Rp 4,776,355, or only 82.0% of the target. Then again in 2024, sales conditions experienced a decline from the previous year, which could only be achieved at IDR 4,745,253,000 or only reached 81.3% of the target.

B. LITERATURE REVIEW

Store Atmosphere
Physical attributes such as layout, interior design, music, lighting, and overall ambience significantly influence customer perceptions and purchasing behavior (Berman & Evans, 2021).

Service Quality
Defined as the degree to which a service meets or exceeds customer expectations (Kotler & Keller, 2020). Key dimensions include timeliness, politeness, consistency, comfort, completeness, and accuracy.

Customer Satisfaction
A post-purchase evaluation comparing expected and perceived performance (Kotler & Keller, 2020).

Previous Studies
Pambudi & Maddinsyah (2022) and Noegraha et al. (2024) found a significant effect of store atmosphere on satisfaction.

Atmaja & Rizal (2022), Haryoko et al. (2020) highlighted the role of service quality.

Contradictory findings also exist (Wicaksono et al., 2022; Rijali & Rahmawati, 2022).

Research Gap: Inconsistent results across prior studies motivate further testing in the context of Domino's Pizza Bintaro..

C. RESEARCH METHODOLOGY

Type of Research

This research uses an associative research type, which can also be used to explain a phenomenon. With a quantitative research approach, according to (Sugiyono, 2017) "Quantitative research can be defined as a research method based on positivist philosophy, used to study a specific population or sample, sampling techniques are generally conducted randomly, data collection uses research instruments, and data analysis is quantitative or statistical in nature with the aim of testing predetermined hypotheses."

Place and Time of The Research

This research was conducted at the Domino's Pizza Branch in Bintaro Kesehatan located at Jl. Kesehatan Raya, RT.1/RW.6, Bintaro, Pesanggrahan District, South Jakarta City 12330. Phone (+62) 21 500366, Website: www.dominos.co.id

Operational Variables of Research

According to (Sugiyono, 2021), research variables are attributes or characteristics or values of people, objects, organizations, or activities that have certain variations established by the researcher to be studied and then drawn conclusions. The variables used in this research are:

Independent or Free Variables (X1 and X2)

Independent variables are stimulus variables or variables that can influence other variables. Independent variables are those measured or selected by the researcher to determine their relationship with an observed phenomenon. The independent variables studied in this research include:

Store Atmosphere (X1) According to (Berman & Evans, 2021), "store atmosphere is one of the elements of the retail mix that must also be considered by a retail business, which includes layout and ambiance. With a good store atmosphere, the company can attract consumers to visit and make purchases."

(Berman & Evans, 2021) explains the indicators of store atmosphere include: (1) Exterior ; (2) General Interior; (3) Store layout ; (4) Display ; (5) Assortment

Service Quality (X2) According to (Zaid, 2021), "service quality is the customer's perception of the components of a product's service." Furthermore, (Zaid, 2021) explains the indicators of service quality include: (1) Timeliness; (2) Courtesy; (3) Consistency; (4) Comfort; (5) Completeness; (6) Accuracy

Dependent or Bound Variable (Y) According to (Kotler & Keller, 2020) "consumer satisfaction is a person's feeling of pleasure or disappointment after comparing the perceived performance of a product with their expectations. If the performance does not meet expectations, then the consumer is dissatisfied, and if the performance meets expectations, then the consumer is satisfied." Furthermore, (Kotler & Keller, 2020) explains that the indicators for measuring consumer satisfaction include: a. Feeling satisfied b. Always wanting to use the chosen product c. Will recommend to others d. Fulfillment of consumer expectations e. Less attention to competing products.

D. RESULTS AND DISCUSSION
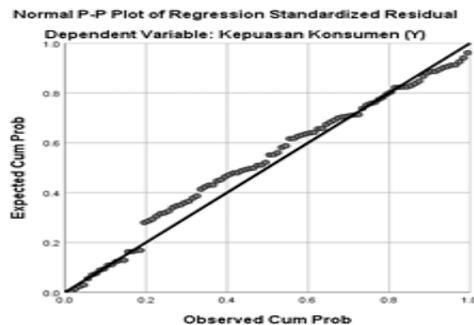
Classic Asumption Test
Normality Test

Figure 1 P Plot Graph

Based on the image above, it can be seen that the normal graph of probability plots shows a normal chart pattern. This can be seen from the point where it spreads around the diagonal line and its spread follows the diagonal line. By Because of this, it can be concluded that the regression model meets the assumption Normality.

Multicoliniearity Test

The mutlikolinearity test is carried out to believe that between variables free has no multicollinearity or no correlation relationship between independent variables. A good regression model shouldn't happen correlation between independent variables. This test can be done by looking at value of Tolerance Value and Variance Inflation Factor (VIF). As for The prerequisites are as follows: a. If the tolerance value is < 1 and VIF is < 10, then it is stated that the data does not occur in the symptoms of multicollinearity. b. If the tolerance value is > 1 and VIF is > 10, then it is stated that the data occurs symptoms of multicholinariate. The test results using SPSS Version 26 are as follows:

Table 2 Multicoliniearity Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.982	3.965		2.770	.007		
	Store Atmosphere (X1)	.406	.082	.430	4.948	.000	.858	1.166
	Kualitas Pelayanan (X2)	.330	.096	.299	3.446	.001	.858	1.166

a. Dependent Variabel: Kepuasan Konsumen (Y)

Based on the results of the multicollinearity test in the table above The store atmosphere variable tolerance value was 0.858 and the quality of the store was obtained. service of 0.858 the value is less than 1, and the value of Variance Inflation Factor (VIF) of the store atmosphere variable of 1.166 and the quality of service of 1,166 is less than 10. With Thus, this regression model is stated to have no multicollinearity disorder.

Heteroskesdasticity Test

Table 3 Glejser Test Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.131	2.551		.835	.406
	Store Atmosphere (X1)	-.048	.053	-.100	-.918	.361
	Kualitas Pelayanan (X2)	.084	.062	.148	1.365	.175

a. Dependent Variabel: RES2

Source: Processed Data from SPSS 26, 2025.

Based on the test results in the table above, the test model on the store atmosphere variable (X1) obtained a significance value of 0.361 and service quality (X2) obtained a significance value of 0.175 where both have a significance value (Sig.) > 0.05. Thus the regression model. In this data, there is no heteroskesdasticity disturbance, so the regression model. It is suitable for use as research data.

Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.982	3.965		2.770	.007
	Store Atmosphere (X1)	.406	.082	.430	4.948	.000
	Kualitas Pelayanan (X2)	.330	.096	.299	3.446	.001

a. Dependent Variable: Kepuasan Konsumen (Y)

Source: Processed Data from SPSS 26, 2025.

Based on the test results in the table above, it can be obtained regression equation Y = 10.982 + 0.406X1 + 0.330X2. From the above equation, It can be concluded as follows:

A constant value of 10.982 is interpreted that if the store atmosphere variable (X1) and the quality of service (X2) are not considered or have a value of zero, then consumer satisfaction (Y) will only be worth 10,982 points.

Store atmosphere regression coefficient value (X1) of 0.406 (marked positive), This indicates that each increment of one unit on the store variable atmosphere (X1) will result in an increase in the consumer satisfaction (Y) of 0.406 points.

The value of the service quality regression coefficient (X2) is 0.330 (marked positive), This indicates that each increment of one unit on the service quality (X2) will result in an increase in consumer satisfaction (Y) by 0.330 points.

Partial Hypothesis Testing (t-Test)

The results of data processing using the SPSS Version 26 program, with the following results:

Tabel 5 Hypothesis Test Results (t-Test) of Store Atmosphere Variable (X1) on Consumer Satisfaction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.794	3.193		6.198	.000
	Store Atmosphere (X1)	.512	.080	.543	6.399	.000

a. Dependent Variabel: Kepuasan Konsumen (Y)

Source: Processed Data from SPSS 26, 2025.

Based on the t test result in the table above, the calculated t value is greater than the t table value, or (6.399 > 1.984). This is further supported by a significance value of <0.050, or (0.000 <0.050). Therefore, Ho1 is rejected and Ha1 is accepted. This indicates a significant partially influence between store atmosphere on customer satisfaction at Domino's Pizza, Bintaro Kesehatan Branch, South Jakarta.

Tabel 6 Hypothesis Test Results (t-Test) of Service Quality Variable (X2) on Consumer Satisfaction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.924	3.929		5.071	.000
	Kualitas Pelayanan (X2)	.508	.099	.462	5.151	.000

a. Dependent Variabel: Kepuasan Konsumen (Y)

Source: Processed Data from SPSS 26, 2025.

Tabel 7 Hypothesis Test Results (F-Test) of Store Atmosphere and Service Quality Variable (X2) on Consumer Satisfaction (Y)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1282.865	2	641.433	28.684	.000^b
	Residual	2169.095	97	22.362		
	Total	3451.960	99			

a. Dependent Variabel: Kepuasan Konsumen (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X2), Store Atmosphere (X1)

Source: Processed Data from SPSS 26, 2025.

Based on the test results in the table above, the calculated F value is greater than the F table value, or (28.684 > 3.090). This is further supported by a significance value of <0.050, or (0.000 <0.050). Therefore, Ho3 is rejected and Ha3 is accepted. This indicates a significant simultaneous influence between store atmosphere and service quality on customer satisfaction at Domino's Pizza, Bintaro Kesehatan Branch, South Jakarta.

The Influence of Store Atmosphere (X1) on Consumer Satisfaction (Y)

Based on the results of the analysis, the regression equation value Y = 19.794 + was obtained 0.512X1, the value of the correlation coefficient obtained is 0.543 which means that the store atmosphere to consumer satisfaction has a moderate level of relationship. Value

determination or contribution of the effect was 0.295 or 29.5% While the remaining 70.5% is influenced by other factors. Hypothesis test obtained the value t of the calculation of the > t table or (6.399 > 1.984) and strengthened by significance 0.000 < 0.05. Thus Ho1 is rejected and Ha1 is accepted This means that there is a significant influence between the store atmosphere on consumer satisfaction at Domino's Pizza Bintaro Kesehatan South Jakarta Branch

The results of the research conducted by the author support the results of the research which has been done by Pambudi (2022) with the title Influence Store. Atmosphere to Consumer Satisfaction at McDonald's Bintaro Branch. In his research, it was concluded that the store atmosphere has a significant effect on consumer satisfaction with the contribution of influence 59.1% and the hypothesis test obtained by SIG. 0.000 < 0.05.

The results of this study are also in accordance with the research conducted by Noegraha (2024) with the title The Influence of Store Atmosphere on Satisfaction Consumers in the Between Cofee & Eatery Spaces, where in their research Producing the conclusion that the store atmosphere has a significant effect on Consumer satisfaction with an influence contribution of 35.4% and hypothesis testing obtained sig. 0.000 < 0.05.

The results of the research conducted by the author are also in accordance with research conducted by Rahmadsyah (2024) with the title Store Influence Atmosphere to customer satisfaction of Le Chateau restaurant customers. Where in his research the conclusion of the store atmosphere has a significant effect on Obtained sig. 0.000 < 0.05. Customer satisfaction with hypothesis testing

The Effect of Service Quality (X2) on Consumer Satisfaction (Y)

Based on the test results, the regression equation value Y = 19.924 was obtained + 0.508X2, the value of the correlation coefficient is 0.462, meaning the quality of service to consumer satisfaction has a moderate level of relationship. Value determination or contribution of the effect was 0.213 or 21.3% While the remaining 78.7% was influenced by other factors. Hypothesis test obtained the value t of the > t table or (5.151 > 1.984) and strengthened by significance 0.000 < 0.05. Thus Ho2 is rejected and Ha2 is accepted.

This means that there is a significant influence between the quality of service to consumer satisfaction at Domino's Pizza Bintaro Kesehatan South Jakarta Branch.

The results of the research conducted by the author support the results of the research which has been carried out by Atmaja (2022) with the title The Influence of Quality Services for TOEFL Participant Satisfaction During the Pandemic at Institutions Language of Pamulang University. In his research, he came to the conclusion that the quality of service has a significant effect on satisfaction with the influence contribution was 74.1% and the hypothesis test was obtained by SIG. 0.000 < 0.05.

The results of this study are also in accordance with the research conducted by Haryoko, Fauziah, and Risnalinda (2020) with the title The Influence of Quality Service to Customer Satisfaction Starbucks Cofee Plaza Kampung Mango. Where in the research results in quality conclusions service has a significant effect on customer satisfaction by contributing

The influence was 88.6% and the hypothesis test obtained a GIS value. 0.000 < 0.05. The results of the research conducted by the author are also in accordance with the research conducted by Susanti, and Syahriab (2019) with the title The Effect of Service Quality on Customer Satisfaction at PT. Bank Syariah Mandiri Pondok Pinang Branch. Where in the research it was concluded that the quality of service had a significant effect on customer satisfaction with an influence contribution of 99.5% and the hypothesis test obtained a t-value calculated > t table (134 > 1,290).

The Influence of Store Atmosphere (X1) and Quality of Service (X2) Towards Consumer Satisfaction (Y)

Based on the results of the study, it shows that the store atmosphere (X1) and service quality (X2) has a significant effect on consumer satisfaction (Y) by obtaining the regression equation Y = 10.982 + 0.406X1 + 0.330X2. Value correlation coefficient or level of relationship between store atmosphere and quality service to consumer satisfaction was obtained at 0.608,

meaning that the store atmosphere and service quality to consumer satisfaction have strong relationships. The value of the determination coefficient or its influence contribution in terms of follow-up by 37.2% while the remaining 62.8% were influenced by other factors. The hypothesis test obtained a value of F calculated > Ftable or (28.684 > 3.090) and strengthened with a significance of 0.000 < 0.05. Thus, Ho3 was rejected and Ha3 is accepted. This means that there is a significant influence simultaneously between store atmosphere and service quality to Domino's customer satisfaction Pizza Bintaro Branch of South Jakarta Health.

The results of the research conducted by the author support the results of the research which has been done by Putri, and Apriliani (2024) with the title Influence Store Atmosphere and Service Quality to Consumer Satisfaction at Sava Pamulang Coffee. In his research, it was concluded that the Atmosphere and service quality have a positive and significant effect on consumer satisfaction with regression equation Y = 4.257 + 0.294X1 + 0.575X2, the determination coefficient was 68.3% and the hypothesis test was obtained F calculated > F table (103,584 > 3.09).

The results of this study are also in accordance with the research conducted by Purba, and Sagala (2025) with the title The Influence of Service and Store Quality Atmosphere Towards Customer Satisfaction (Case Study of Café Kedai Kopi Athar Wake Up). Where in his research it was concluded that service quality and Atmosphere store simultaneously have a positive and significant to customer satisfaction with the hypothesis test obtained by SIG. 0.000 < 0,05.

The results of the research conducted by the author are also in accordance with research conducted by Triatmojo, and Zaini (2023) with the title Influence Store Atmosphere and Service Quality to Consumer Satisfaction in the Era Coffe Malang. Where in the research results in the conclusion of the store Atmosphere and service quality simultaneously have a positive effect and significant to consumer satisfaction with a determination coefficient of 83.7% and hypothesis test obtained by SIG. 0.000 < 0.05.

E. CONCLUSIONS AND SUGGESTIONS

Store atmosphere significantly affects customer satisfaction at Domino's Pizza Bintaro. Service quality significantly affects customer satisfaction. Both variables simultaneously have a positive and significant effect, contributing 37.2% to satisfaction levels.

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