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## The Effect of Service Quality, Atmosphere And Location on Customer Satisfaction

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**Abstract:** The title of the article is The Effect of Service Quality, Atmosphere and Location on Customer Satisfaction. This research aims to determine the effect of service quality, atmosphere, and location on customer satisfaction, using a case study of Resto Arga Ni Holong in Bekasi. This is a quantitative research study, with the sample using non-probability sampling, specifically incidental sampling. The respondents consisted of 110 consumers of Resto Arga Ni Holong. Data was collected using primary and secondary data, particularly questionnaires, and analyzed using multiple linear regression with SPSS 29 for Windows. The results show that partially, the variables of restaurant atmosphere and location proved to have a significant effect on customer satisfaction. However, the service quality variable did not show a significant partial effect. Nevertheless, the three independent variables - service quality, atmosphere, and location - simultaneously influenced customer satisfaction at Resto Arga Ni Holong.

**Keywords:** Customer Satisfaction, Service Quality, Ambience and Location.

### INTRODUCTION

In the era of globalization and increasingly tight business competition, customer satisfaction is a key factor for the success and sustainability of a business. The culinary industry, as one of the most dynamic sectors, faces major challenges in meeting increasing customer expectations. In 2022, the national customer satisfaction index fell 1.2% compared to the previous year, reaching its lowest level in 17 years. Specifically for the restaurant sector, a decline of 1.5% was recorded, indicating a systemic problem in how restaurants meet customer expectations. This phenomenon of declining customer satisfaction is also seen in the local context, especially in the case of Resto Arga Ni Holong, a restaurant famous for its Batak cuisine. Although it has become one of the popular culinary destinations in the area, Arga Ni Holong now faces challenges in maintaining its customer satisfaction levels. Based on an internal survey conducted by Resto Arga Ni Holong management in 2023, several problems were identified related to the quality of service, atmosphere, and location of the restaurant. The survey involved 300 customers who visited the restaurant during a 3-month period (October-December 2023), with data collection methods using questionnaires, online reviews, and suggestion boxes. The survey results show the following data:

**Tabel 1. Survey results Customer satisfaction level**

<b>Dimension</b>	<b>Unsatisfaction Rate (%)</b>	<b>Complaints</b>	<b>Oct 2023</b>	<b>Nov 2023</b>	<b>Dec 2023</b>
<b>Service Quality</b>	35%	Slow service during busy times	38%	36%	33%
		Staff lack of knowledge about the menu	36%	34%	32%
		Inability to handle complaints	35%	31%	30%
<b>Atmosphere</b>	28%	Atmosphere is not authentic	29%	28%	27%
		Too noisy	28%	27%	26%
		Lighting and table layout are not comfortable	20%	27%	25%
<b>Loction</b>	22%	Limited parking space	23%	21%	20%
		Congestion around the restaurant area	23%	22%	21%
		Poor accessibility	24%	22%	21%
<b>Pricing</b>	15%	Prices are too expensive for the portions	16%	15%	14%
		Lack of promotions or discounts offered by the restaurant	15%	15%	14%
		Prices do not match the quality	14%	14%	15%
<b>Food Quality</b>	15%	Food taste is inconsistent	16%	14%	14%
		Some dishes are not fresh	15%	15%	13%
		Food presentation is not attractive	14%	15%	14%
<b>Waiting Time</b>	14%	Waiting time for orders is too long	14%	14%	13%
		Reservations are often not on time	15%	15%	14%
<b>Cleaness</b>	8%	Front page is not clean	9%	8%	7%
		Food and beverage equipment is dirty	8%	8%	7%

Source Resto Arga Ni Holong

Based on the results of the survey, the level of customer satisfaction at the Arga Ni Holong restaurant has decreased from October, November and December, indicating that customers are not satisfied, indicating a decrease in the level of customer satisfaction from October to December 2023.

## Customer Satisfaction

Satisfaction comes from the Latin "satis" (which means good enough) and "facio" (to make or do). Customer Satisfaction is a Customer response to the difference between the expected expectations and the perceived capabilities of a product after consuming the product or service (Tjiptono, 2017). On the other hand (Elliyana et al., 2020) "Customer satisfaction is a condition in which the needs, desires and expectations of customers can be met through the products consumed", while According to (Syafii et al., 2024) Customer Satisfaction is the Customer's perception that their expectations have been met or exceeded by purchasing or using the product.

## Service Quality

Quality is a feature and characteristic of a product or service that depends on its ability to satisfy consumer needs, it can be said that the seller provides quality every time the product or service meets or exceeds customer expectations (Kotler & Keller, 2015). Service quality is all forms of activities carried out by a company to meet consumer expectations. Service is convenience, speed, with the aim of providing attitudes and ways of providing services for consumer satisfaction (Hanifah et al., 2023).

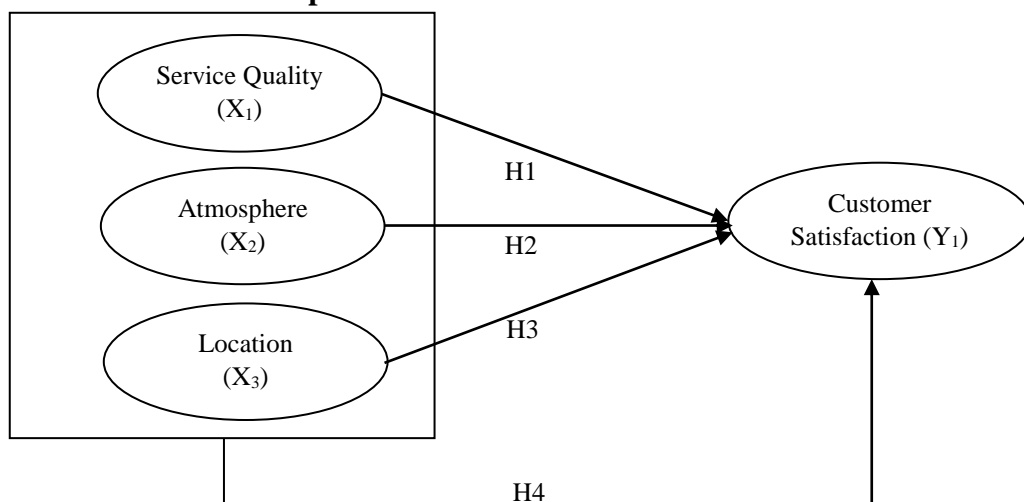
## Atmosphere

Atmosphere is an aspect of the restaurant environment that affects the five senses of the visitor. Whether it is pictures, decoration, seating, artwork, room temperature, cleanliness and more. This atmosphere is cumulatively referred to as servicescape (Sahban, 2016). Restaurant atmosphere is the design of the environment through visual elements, lighting, color, music and aroma to evoke emotional responses and customer perceptions so as to influence purchasing decisions (Arif & Ekasari, 2020).

## Location

Location is a place to serve consumers, it can also be interpreted as a place to market merchandise. Another definition of location is where a company operates or where a company carries out activities to produce goods and services that prioritize the economy (Nagender et al., 2017). Goods and services that prioritize the economy (Putri et al., 2021). Location is a place to do business and is a crucial factor in the success or failure of a business (Yusup et al., 2020).

**The conceptual framework of the research is as follows:**



**Figure 1. Conceptual Framework**

Source: Authors

Based on the conceptual framework it is hypothesized as follows:

H1: There is an effect of service quality on customer satisfaction.

H2: There is an effect of atmosphere on customer satisfaction.

H3: There is an effect of location on customer satisfaction.

H4: There is a simultaneous effect on customer satisfaction

The novelty of this study lies in its focus on a local, culturally specific restaurant (Resto Arga Ni Holong) in Bekasi, Indonesia—a context that has not been widely researched in previous customer satisfaction studies. Besides, It provides empirical evidence that challenges the commonly held assumption that service quality always plays a dominant role in customer satisfaction. Instead, the study finds that atmosphere and location have more influence in this specific case. Furthermore, the use of incidental sampling with actual customers at the point of service adds a real-time, experience-based dimension to the data collection, which is often missing in broader consumer research.

This research is original because it combines three key variables—service quality, atmosphere, and location—in a single model to assess their collective and individual impact on customer satisfaction, which is rare in local Indonesian restaurant contexts. It also highlights a shift in consumer behavior where non-service related factors such as ambience and accessibility may outweigh service quality, particularly for casual dining experiences, which differs from many studies focused on premium or formal dining settings. By using SPSS 29 and multiple linear regression, the study offers a robust quantitative approach that brings statistical clarity to a topic that is often explored using qualitative methods.

Most previous studies on customer satisfaction have been conducted in large chain restaurants, hotels, or fast food outlets, often overlooking small or independently owned local eateries. Few studies have specifically investigated the comparative influence of atmosphere and location versus service quality—especially in a localized Indonesian dining context. There is a lack of research on real-time customer experience feedback using incidental sampling in small, culturally themed restaurants in suburban or semi-urban settings like Bekasi. Additionally, research often assumes service quality as the primary driver of satisfaction. This study challenges that assumption, revealing a gap in understanding the weight of physical and geographic factors in customer preferences.

Understanding what truly influences customer satisfaction can help small and medium-sized restaurant owners in Indonesia focus their investments (e.g., improving ambience and choosing better locations). The findings enrich existing literature by providing real-life evidence that non-service elements can be more impactful than service itself, especially in informal dining experiences. The study offers valuable insights for entrepreneurs, restaurant managers, and urban developers in designing customer-centered dining environments. This case reveals that cultural, emotional, and environmental experiences (like ambience) may matter more in certain contexts, which can influence future restaurant concepts or marketing strategies tailored to Indonesian diners. The research can serve as a practical case study in marketing, hospitality, and business courses, especially when discussing customer behavior in micro and small business settings.

## METHOD

The type of research that I use in my research is quantitative research, the quantitative approach views human behavior as predictable and social reality as objective and measurable. Therefore, the use of quantitative research with valid and reliable instruments and appropriate and precise statistical analysis causes the research results achieved not to deviate from the actual conditions. This is supported by the selection of problems, identification of limitation problems and accurate formulation of problems, and accompanied by the determination of the

correct population and sample (Muri, 2014). The research was conducted at Resto Arga Ni Holong, which is located on Jl. Jatiasih No. 43 - Bekasi, West Java.

Population is the entirety of the units studied. Population is a collection of individuals with predetermined quality characteristics. Population is a group of people, events or anything that has certain characteristics (Kurniawan & Puspitaningtyas, 2016)

A sample is part of the number and characteristics possessed by the population. So that the sample is part of the existing population, so that sampling must use a certain method based on existing considerations (Kurniawan & Puspitaningtyas, 2016). The sampling technique used is the non-probability sampling technique, which is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. One of the non-probability sampling techniques used is incidental sampling, which is a sampling determination technique based on coincidence, meaning that anyone who meets by chance or incidentally can be used as a sample, if it is considered that the person met by chance is suitable as a data source (Kurniawan & Puspitaningtyas, 2016), using the lemeshow formula, as follows:

$$n = \frac{Z^2 \cdot p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04$$

Based on the lemeshow formula, the obtained  $n$  is 96.04 so that in this study, data was taken from a sample of at least 110 people. 110 samples were used to increase sample accuracy referring to the extent to which the characteristics of the sample reflect the characteristics of the larger population (Siregar & Raymond, 2019).

Data analysis is defined as an effort to process data into information, so that the characteristics or properties of the data can be easily understood and used to answer the problem formulation. In quantitative research, data analysis is a stage carried out after all research data has been collected. Activities in data analysis include: (1) grouping data based on variables and types of respondents, (2) tabulating data based on variables from all respondents, (3) presenting data from each variable studied, (4) calculating to answer the problem formulation and (5) calculating to test the hypothesis that has been proposed (Kurniawan & Puspitaningtyas, 2016)

## RESULTS AND DISCUSSION

### Results

The tests performed on the data are the Validity Test, the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and multiple linear regression analysis, F Test and T Test as well as the Coefficient of Determination Test ( $R^2$ ).

### A. Data Testing

Validity test. is done by comparing the calculated  $r$  value with the  $t$  table for a significant level of 5% of the degree of freedom ( $df$ ) =  $n-2$  in this case  $n$  is the number of samples. If the calculated  $r > t$  table then the statement is valid, and vice versa [2]

**Tabel 2. Service Quality Validity Test Results**

Indicators	Calculated $r$	$t$ table	Note
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X <sub>1.1</sub>	0,644	0.1874	Valid
X <sub>1.2</sub>	0,531	0.1874	Valid
X <sub>1.3</sub>	0,655	0.1874	Valid
X <sub>1.4</sub>	0,535	0.1874	Valid
X <sub>1.5</sub>	0,721	0.1874	Valid
X <sub>1.6</sub>	0,655	0.1874	Valid
X <sub>1.7</sub>	0,688	0.1874	Valid
X <sub>1.8</sub>	0,654	0.1874	Valid
X <sub>1.9</sub>	0,727	0.1874	Valid
X <sub>1.10</sub>	0.609	0.1874	Valid

Source: Results of SPSS version 29 data processing

Based on the results of the validity test, it shows that in the Service Quality variable (X1) it can be concluded that the Customer Satisfaction questionnaire is proven to be valid and can be used effectively.

**Tabel 3. Atmosphere Validity Test Results**

Indicators	Calculated r	t table	Note
X <sub>2.1</sub>	0,725	0,1874	Valid
X <sub>2.2</sub>	0.797	0,1874	Valid
X <sub>2.3</sub>	0,735	0,1874	Valid
X <sub>2.4</sub>	0,778	0,1874	Valid
X <sub>2.5</sub>	0,726	0,1874	Valid
X <sub>2.6</sub>	0,691	0,1874	Valid
X <sub>2.7</sub>	0,751	0,1874	Valid
X <sub>2.8</sub>	0,792	0,1874	Valid
X <sub>2.9</sub>	0,766	0,1874	Valid
X <sub>2.10</sub>	0,714	0,1874	Valid

Source: Results of SPSS version 29 data processing

Based on the results of the validity test, it shows that in the Atmosphere variable (X2) it can be concluded that the Customer Satisfaction questionnaire is proven to be valid and can be used effectively.

**Tabel 4. Location Validity Test Results**

Indicators	Calculated r	t table	Note
X <sub>3.1</sub>	0,752	0,1874	Valid
X <sub>3.2</sub>	0,675	0,1874	Valid
X <sub>3.3</sub>	0,733	0,1874	Valid
X <sub>3.4</sub>	0,699	0,1874	Valid
X <sub>3.5</sub>	0,669	0,1874	Valid
X <sub>3.6</sub>	0,687	0,1874	Valid
X <sub>3.7</sub>	0,781	0,1874	Valid
X <sub>3.8</sub>	0,785	0,1874	Valid
X <sub>3.9</sub>	0,801	0,1874	Valid

X <sub>3,10</sub>	0,819	0,1874	Valid
X <sub>3,11</sub>	0,811	0,1874	Valid
X <sub>3,12</sub>	0,803	0,1874	Valid

Source: Results of SPSS version 29 data processing

Based on the results of the validity test, it shows that in the Location variable (X3) it can be concluded that the Customer Satisfaction questionnaire is proven to be valid and can be used effectively.

**Table 5. Customer Satisfaction Validity Test Results**

Indicators	Calculated r	t table	Note
Y <sub>1,1</sub>	0,628	0,1874	Valid
Y <sub>1,2</sub>	0,816	0,1874	Valid
Y <sub>1,3</sub>	0,882	0,1874	Valid
Y <sub>1,4</sub>	0,874	0,1874	Valid
Y <sub>1,5</sub>	0,816	0,1874	Valid
Y <sub>1,6</sub>	0,794	0,1874	Valid

Source: Results of SPSS version 29 data processing

Based on the results of the validity test, it shows that in the customer satisfaction variable (Y), it can be concluded that the service quality questionnaire is proven to be valid and can be used effectively.

The normality test aims to test whether the data is normally distributed or not. So if the data is normally distributed, it can be continued to the next stage. The normality test can be seen from the Asymp. Sig. (2-tailed) > 0.05 value, it can be concluded that the residuals are normally distributed, and vice versa if Asymp. Sig. (2-tailed) < 0.05, the data is not normally distributed.

**Table 1. Normality Test**  
*One-Sample Kolmogorov-Smirnov Test*

		<i>Unstandardized Residual</i>
N		110
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	1,52135910
Most Extreme Differences	Absolute	0,104
	Positive	0,104
	Negative	-0,098
Test Statistic		0,104
Asymp. Sig. (2-tailed) <sup>c</sup>		0,005
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	0,005
	99% Confidence Interval	Lower Bound
		Upper Bound
		0,006

Source: Results of SPSS version 29 data processing



This one-sample Kolmogorov-Smirnov test is used to determine whether a sample comes from a population with a certain distribution, in this case a normal distribution. A small significance result (0.005) indicates that the sample is likely not from a normally distributed population.

**Multicollinearity Test.** The multicollinearity test is applied to multiple regression analysis consisting of two or more independent variables. It is said that there is no multicollinearity if the tolerance value is  $> 0.10$  and  $VIF < 10.00$  (Machali, 2021). The results of the Multicollinearity Test are as follows:

**Table 7. Multicollinearity Test**

<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.403	1.751		4.229	<.001		
	X1	.050	.058	.076	.874	.384	.502	1.994
	X2	.188	.053	.364	3.530	<.001	.354	2.821
	X3	.163	.035	.414	4.632	<.001	.470	2.128

a. Dependent Variable: Y

Source: Data Processed

**Heteroscedasticity Test.** Heteroscedasticity is a condition in which the residual variance is not constant but changes along with changes in the value of the independent variable or the predicted value. If heteroscedasticity occurs, we will usually see certain patterns in the distribution of data points, such as forming a cone, wedge, or other patterns.

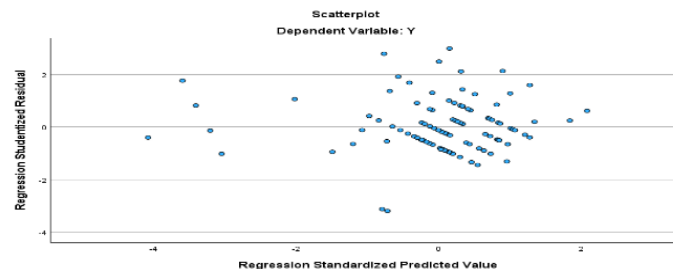


Figure 2. Heteroskedastisitas Test Results

Source: Results of SPSS version 29 data processing

**Multiple Linear Regression Test.** Multiple regression which will be tested empirically to find the functional relationship of two or more independent variables with the dependent variable, or to predict two or more independent variables against the dependent variable. The results of the multiple linear test in this study can be seen in table 4.10.

**Table 8.  
Multiple Linear Regression Analysis Test Results**

<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.403	1.751		4.229	<.001		
	X1	.050	.058	.076	.874	.384	.502	1.994
	X2	.188	.053	.364	3.530	<.001	.354	2.821
	X3	.163	.035	.414	4.632	<.001	.470	2.128

a. Dependent Variable: Y

Source: Results of SPSS version 29 data processing



Based on the results of multiple linear regression analysis using SPSS software application version 29, the constant value is 7.403 and the variable X1 (Customer Satisfaction) obtains a value of 0.500. The variable X2 (Atmosphere) obtains a value of 0.188 and the variable X3 (location) obtains a value of 0.163. From the results of the multiple linear regression test, the following values can be produced.

$$Y = 7,403 + 0,050X_1 + 0,188X_2 + 0,163X_3$$

## B. Hypothesis Testing

T-Test (Partial) to test the significance of the influence of each predictor variable partially on the response variable in the regression and is used to determine whether in the regression model the independent variables (service quality, atmosphere and location) partially and significantly influence the dependent variable (customer satisfaction).

**Table 9. T Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	7.403	1.751	4.229	<.001
	X1	.050	.058	.874	.384
	X2	.188	.053	3.530	<.001
	X3	.163	.035	4.632	<.001

a. Dependent Variable: Y

Source: Results of SPSS version 29 data processing

Based on table 9, it can be concluded that:

Hypothesis 1:

H1: service quality ( $X_1$ ) does not affect customer satisfaction ( $Y_1$ )

Hypothesis 2:

H2: Atmosphere ( $X_2$ ) affects customer satisfaction ( $Y_1$ )

Hypothesis 3

H3: Location ( $X_3$ ) affects customer satisfaction ( $Y_1$ )

Hypothesis 4

H4: service quality ( $X_1$ ), atmosphere ( $X_2$ ) and location ( $X_3$ ) simultaneously affect customer satisfaction ( $Y_1$ ).

The F test was conducted to determine the influence between independent variables on dependent variables simultaneously using a significance level of 0.05.

**Tabel 10. F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	380.707	3	126.902	53.319	<.,001 <sup>b</sup>
	Residual	252.284	106	2.380		
	Total	632.991	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Results of SPSS version 29 data processing

### 1. Koefisien Determinasi (R)

The coefficient of determinant (R) is a coefficient that shows how large the percentage of independent variables is.

Tabel 4. 2.  
Hasil Uji Determinasi

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.776 <sup>a</sup>	.601	.590	1.543	.601	53.319	3	106	<.001

a. Predictors: (Constant), X3, X1, X2

Source: Results of SPSS version 29 data processing

## Discussion

### The effect of service quality (X<sub>1</sub>) on customer satisfaction (Y<sub>1</sub>)

Based on the results of the t-test, a significance value of  $0.394 > 0.05$  and a calculated t value ( $0.076 < t_{table}$  ( $0.1891$ )) for the service quality variable (X<sub>1</sub>) were obtained. This shows that service quality (X<sub>1</sub>) does not have a significant effect on customer satisfaction (Y<sub>1</sub>). In other words, increasing or decreasing service quality does not have a significant impact on customer satisfaction.

Based on field activities, why is service quality not significant on customer satisfaction at Resto Arga Ni Holong, a Batak restaurant, service quality may not have a significant effect on consumer satisfaction, the majority of whom are Batak or fellow Batak, for several reasons, namely:

- Cultural understanding: Consumers who are mostly Batak already understand and are accustomed to the typical Batak interaction style which tends to be direct and not too formal in the context of service. Because based on what was studied, most of them were indifferent.
- Focus on taste: Fellow Bataks who visit this restaurant generally prioritize the authenticity and quality of Batak cuisine over the service aspect.
- Sense of family: the concept of "ni holong" (affection) in the name of the restaurant creates a homey atmosphere for fellow Bataks, so that expectations for formal service are reduced.
- Appreciation for authenticity: Fellow Batak customers tend to value authentic dining experiences, including service that reflects their own Batak culture.
- Community ties: Batak consumers may have higher loyalty because of cultural and community ties, rather than because of service standards.

### The effect of atmosphere (X<sub>2</sub>) on customer satisfaction (Y<sub>1</sub>)

For the atmosphere variable (X<sub>2</sub>), a significance value of  $0.030 < 0.05$  was obtained and the tcount value ( $0.364 > t_{table}$  ( $0.1891$ )). This indicates that the atmosphere (X<sub>2</sub>) has a significant effect on customer satisfaction (Y<sub>1</sub>). This means that a good and attractive atmosphere or business environment can significantly increase customer satisfaction.

Because the atmosphere variable has been proven to have a significant effect on customer satisfaction, Resto Arga Ni Holong must focus on increasing customer satisfaction. The following are things that can be done for the atmosphere variable, Creating an attractive, comfortable interior design that is in accordance with the restaurant concept, lighting, music, aroma and the right room temperature, maintaining the cleanliness and tidiness of the restaurant consistently.

### The effect on Location (X<sub>3</sub>) on customer satisfaction (Y<sub>1</sub>)

The location variable (X<sub>3</sub>) has a significance value  $< 0.05$  and the calculated t value ( $0.414 > t_{table}$  ( $0.1891$ )). This shows that location (X<sub>3</sub>) has a significant effect on customer

satisfaction ( $Y_1$ ). A strategic and easily accessible location can significantly increase customer satisfaction. Because the location variable has been proven to have a significant effect on customer satisfaction, Resto Arga Ni Holong must focus on improving the location. The following things can be done are easily accessible, and have good access, Provide clear directions/road signs to the restaurant, Provide adequate and safe parking areas (Tawakkal et al., 2021) and (Kusumah et al., 2023).

By paying attention to and improving the atmosphere and location aspects, Resto Arga Ni Holong can provide a more enjoyable and satisfying experience for its customers, so that it can significantly increase customer satisfaction (Gunawan et al., 2023) dan (Rahmawati et al., 2023). And by making efforts, Resto Arga Ni Holong can improve its service quality continuously. This will help improve overall customer satisfaction, although at the time the study was conducted, service quality did not have a significant effect on customer satisfaction.

Based on the discussion, it is concluded that of the three independent variables (service quality, atmosphere and location), only the atmosphere and location variables have significant effects on customer satisfaction. Meanwhile, service quality does not have a significant effect on customer satisfaction in this study.

### **The coefficient of determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) value is 0.601 or 60.1%. This shows that 60.1% of the variation in Customer Satisfaction ( $Y$ ) can be explained by variations in Service Quality ( $X_1$ ), Atmosphere ( $X_2$ ), and Location ( $X_3$ ). In other words, 60.1% of changes or variations in Customer Satisfaction ( $Y$ ) can be explained together by the variables of Service Quality ( $X_1$ ), Atmosphere ( $X_2$ ) and Location ( $X_3$ ). The rest, which is 39.9% (100% - 60.1%), is explained by other variables outside the model or variables not examined in this study.

The coefficient of determination ( $R^2$ ) value of 60.1% shows that this research model is quite good at explaining the influence of service quality, atmosphere and location on customer satisfaction. However, there are still other factors that can influence customer satisfaction such as price, promotion, brand image and others that are not included (Machali, 2021)

So, it can be concluded that service quality, atmosphere and location together contribute 60.1% to customer satisfaction, while the remaining 39.9% is influenced by other variables outside the model (Erica et al., 2019).

## **CONCLUSION**

This study aims to determine the effect of service quality, atmosphere, and location on customer satisfaction at Resto Arga ni Holong. Based on the results of the study conducted on a sample of 110 customers of Resto Arga Ni Holong using a multiple linear regression model and data processing using SPSS version 29, the following conclusions can be drawn:

- 1) The service quality variable ( $X_1$ ) does not have a significant effect on customer satisfaction at Resto Arga ni Holong. This is proven by the t-count value (0.076) < t-table (0.1891), which means that service quality does not have a significant effect on customer satisfaction.
- 2) The atmosphere ( $X_2$ ) has a significant effect on customer satisfaction at Resto Arga ni Holong. This is proven by the t-count value (0.364) > t-table (0.1891), which means that the atmosphere has a significant effect on customer satisfaction.
- 3) The location variable ( $X_3$ ) has a significant effect on customer satisfaction at Resto Arga Ni Holong. Proven by the t-value (0.414) > t-table (0.1891), which means that location has a significant effect on customer satisfaction.

- 4) Partially, the atmosphere and location variables have a significant effect on customer satisfaction, while service quality does not have a significant effect.
- 5) The independent variables (service quality, atmosphere, and location) simultaneously affect the dependent variable (customer satisfaction at Resto Arga Ni Holong) (Reski & Melifia, 2021).

The findings of this study provide valuable insights for business owners and managers, particularly in the restaurant industry. At Resto Arga Ni Holong, the restaurant atmosphere and location were found to have a significant effect on customer satisfaction. This highlights the importance of creating a comfortable, appealing, and welcoming ambiance, as well as selecting strategic locations that are accessible and attractive to potential customers. Managers should focus on enhancing the physical environment—such as interior design, cleanliness, lighting, and noise levels—to elevate the overall dining experience.

Although service quality did not show a significant partial effect, this does not mean it should be neglected. It is possible that service quality interacts with other variables or that customers' expectations in this area have shifted. Continuous improvement in customer service, staff training, and customer engagement remains essential to ensuring customer loyalty and satisfaction.

This study opens several opportunities for future research. First, it would be beneficial to explore why service quality did not have a significant partial effect, possibly by employing qualitative methods such as interviews or focus groups to gain deeper insights into customer perceptions and expectations.

Second, future research could include a broader and more diverse sample size, or replicate the study in different types of restaurants or geographic locations to compare results and improve generalizability. Researchers could also examine other influential factors such as food quality, price fairness, brand image, or digital service interactions (e.g., online ordering systems and social media engagement).

Lastly, longitudinal studies could be conducted to observe whether the effects of service quality, atmosphere, and location on customer satisfaction change over time, particularly as consumer behavior continues to evolve in a post-pandemic market environment.

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