Strength of Brand Image and Restaurant Atmosphere in Influencing Decision Making and Customer Satisfaction

Aswin Juniarto[1], Tatik Suryani[2*]

Magister Manajemen, Universitas Hayam Wuruk Perbanas Surabaya

Correspondent author: tatik@perbanas.ac.id

Abstract: The purpose of this research is to analyze the strength of brand image and store atmosphere in influencing consumer decision making and satisfaction. The research was conducted using a quantitative approach with a questionnaire as a research instrument. The samples in this study were 105 customers at the Aiola Eatery Surabaya restaurant. Using the Partial Least Square (PLS) data analysis technique, the results show that both brand image and store atmosphere are proven to influence decision making and consumer satisfaction. The implication is that it is important for restaurant management to develop a brand image and create a comfortable atmosphere that can influence consumers to make buying decisions and be satisfied with the services provided.

Keywords: brand image, decision making, store atmosphere, customer satisfaction.

INTRODUCTION

In efforts to improve marketing performance, especially sales, the company will select and implement the right strategy and marketing mix according to the internal conditions and external challenges it faces. Strategy and marketing mix are consistently designed to support brand image formation. This is important because brand image can encourage consumers to buy and be satisfied with a product. Brand image is the perception that exists in the minds of individuals related to a particular brand (Musfar, 2020). Therefore the company should design a strategy that leads to the formation of a strong brand image.

The existence of an impression on a particular brand in the minds of consumers will be taken into consideration by consumers in making decisions. Decision making as an integration process associated with knowledge in evaluating two or more alternatives, to choose one (Laela & Asdar, 2022). Decision making can be based on information or experience related to the product or service needed. This makes management and managers must pay attention to the business environment, one of which is the store atmosphere.

Store atmosphere is the atmosphere of a shop or place of business that can be enjoyed by the five senses and forms perceptions in the minds of consumers (Thirumalazhagan & Nithya, 2020). A good atmosphere will make consumers feel comfortable and vice versa. In addition, a good store atmosphere is able to create a sense of satisfaction in consumers. Consumer satisfaction is a person's feeling of disappointment or pleasure that is created after comparing performance with expectations (Sitanggang & Sitanggang, 2021).

Studies related to the influence of brand image, decision making, store atmosphere on consumer satisfaction have been carried out by previous researchers. One of them is the research conducted by Maulida and Maya (2020), which obtained the result that there is a significant influence between brand image and decision making.

The study conducted by Dewi and Ekawati (2019) obtained the result that brand image has a significant contribution to decision making. Contrary to a study conducted by Lubis & Hidayat (2017), which obtained the result that brand image did not have a significant contribution to decision making.Contrary to a study conducted by Mujahid (2018), which proves that brand image has no contribution to decision making.

A study conducted by Putri and Manik (2021), which obtained the result that store atmosphere has a significant effect on consumer purchasing decisions. Contrary to the study conducted by Rahayu & Saputra (2019), which proves that store atmosphere does not have a significant contribution to decision making.

A study conducted by Febriani & Fadili (2021), which obtained the result that store atmosphere has a significant effect on consumer satisfaction. Contrary to the study conducted by Budiarto & Suhermin (2018), which proves that store atmosphere does not have a significant contribution to consumer satisfaction.

Another study was conducted by Handayani et al., (2020), who obtained the result that purchasing decisions have a significant influence on consumer satisfaction. Contrary to a study conducted by Budiono (2020), which obtained the result that decision making does not have a significant contribution to consumer satisfaction.

METHODOLOGY

The research was conducted using a survey method with a quantitative approach and a questionnaire as a research instrument. The sampling technique was carried out by accidental sampling, where the number of samples was determined by the number of indicators, namely 21 multiplied by 5. So the number of samples to be used in this study were 105 customers of Aiola Eatery Surabaya. The operational definitions in this study are as follows:

Table 1. Operational Definition and Variable Measurement

Variabel	Definisi	Indikator
Brand image (X_1)	The customer's perception of the brand is a reflection of the consumer's memory of the association with the brand.	1. *Brand identity* 2. *Brand personality* 3. *Brand association* 4. *Brand attitude and behavior* 5. *Brand benefit and competence*. (Iskandar, 2020)
Decision-making (X_2)	Opinions and considerations of consumers to buy a product	1. The stability of buying 2. Strong consideration to buy 3. Tendency to choose 4. The desire to buy in the future. (Amrullah, Siburian, & ZA, 2016; Senggetang, Mandey, & Moniharapon, 2019)
Store atmosphere (X_3)	One's perception of the situation in the restaurant.	1. Cleanliness 2. Music 3. Smell or fragrance 4. Room temperature (temperature) 5. Lighting 6. Color 7. Layouts (Hussain & Ali, 2015)
Consumer	Feelings of customer	1. Product quality

satisfaction (Y)	satisfaction on the performance attributes and strategies of Aiola Eatery restaurants	2. Price 3. Quality of service 4. Emotional factors 5.Convenience(Nasution & Nasution, 2021)

In this study, in analyzing data using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The tool for processing data is using smartPLS 3. According to Ghozali (2020) Structural Equation Modeling-Partial Least Square (SEM-PLS) is a conceptual analysis framework that shifts from testing quality models or theories to component based predictive models.
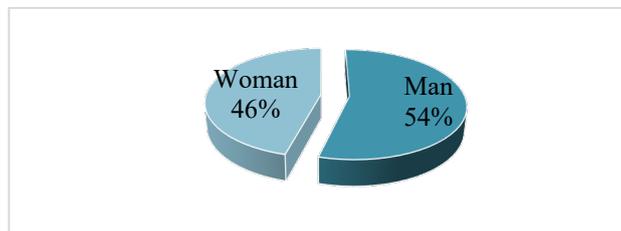
RESULTS AND DISCUSSION

Description of Research Subjects

Figure 1. Characteristics of Respondents by Gender
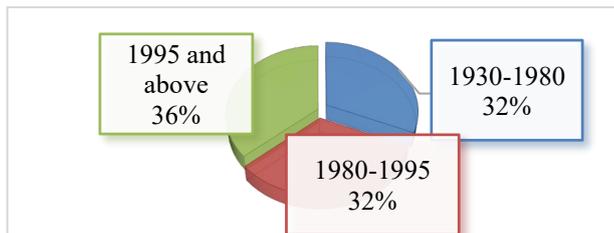
Figure 2. Characteristics of Respondents by Year of Birth
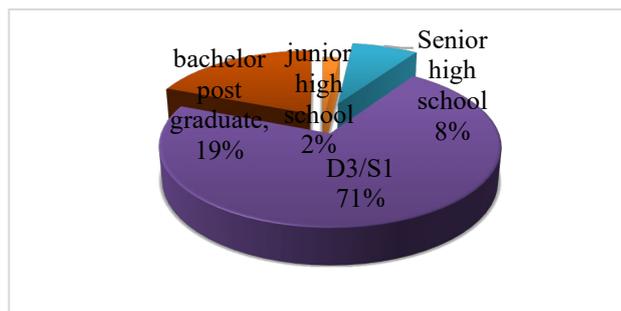
Figure 3. Characteristics of Respondents Based on Last Education

Based on the graph above, it can be seen that most of the respondents in this study were male (figure 1), with years 1995 and above for year of birth (figure 2) and their last education is Diploma/Bachelor (figure 3).

Evaluation of Measurement Model

Convergent validity

The convergent validity of the measurement model with the reflectance index can be seen from the correlation between the item score/indicator and the construct score. Individual reflectance

measurements are said to be high if they have a correlation greater than 0.70 with the structure being measured. However, at the development research stage, a loading scale of 0.50 to 0.60 is still acceptable (Abdillah & Hartono, 2015). Following are the results of convergent validity in this study:
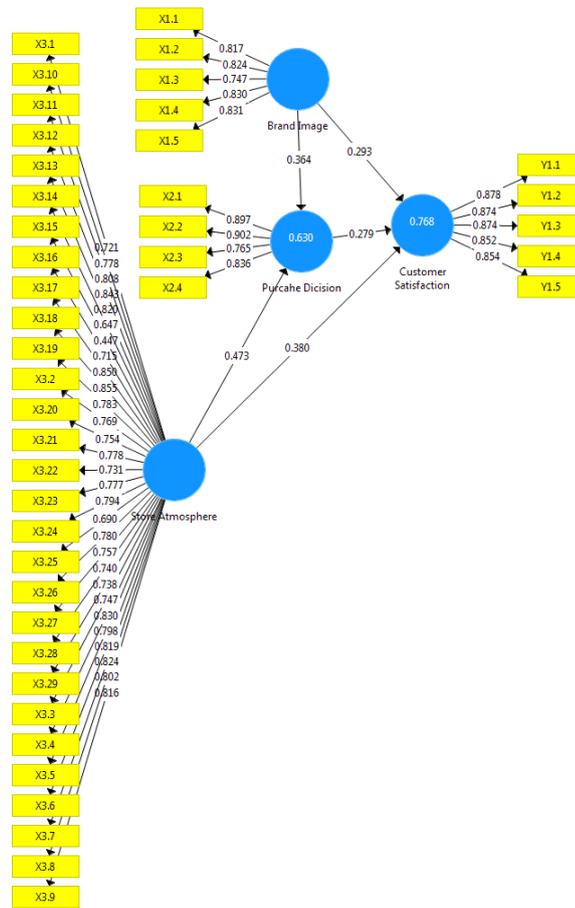
Figure 4. PLs 1 model

Tabel 2. Outer Loading Score at SEM-PLS 1

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X1.1	0,817			
X1.2	0,824			
X1.3	0,747			
X1.4	0,830			
X1.5	0,831			
X2.1		0,897		
X2.2		0,902		
X2.3		0,765		
X2.4		0,836		
X3.1			0,721	
X3.10			0,778	
X3.11			0,808	

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X3.12			0,843	
X3.13			0,820	
X3.14			0,647	
X3.15			0,447	
X3.16			0,715	
X3.17			0,850	
X3.18			0,855	
X3.19			0,783	
X3.2			0,769	
X3.20			0,754	
X3.21			0,778	
X3.22			0,731	
X3.23			0,777	
X3.24			0,794	
X3.25			0,690	
X3.26			0,780	
X3.27			0,757	
X3.28			0,740	
X3.29			0,738	
X3.3			0,747	
X3.4			0,830	
X3.5			0,798	
X3.6			0,819	
X3.7			0,824	
X3.8			0,802	
X3.9			0,816	
Y1.1				0,878
Y1.2				0,874
Y1.3				0,874
Y1.4				0,852
Y1.5				0,854

Source: SmartPLS Outputs (2022)

Based on the model image and table above, it can be seen for the brand image variable that all items obtain a loading value greater than 0.7. The decision-making variable for all items obtains a loading value greater than 0.7. It is known that the stored atmosphere variable for items X3.14, X3.15 and X3.25 has a loading value of less than 0.7. The overall consumer satisfaction variable gets a loading value greater than 0.7. Related to this, items X3.14, X3.15 and X3.25 in this study were eliminated in the model.
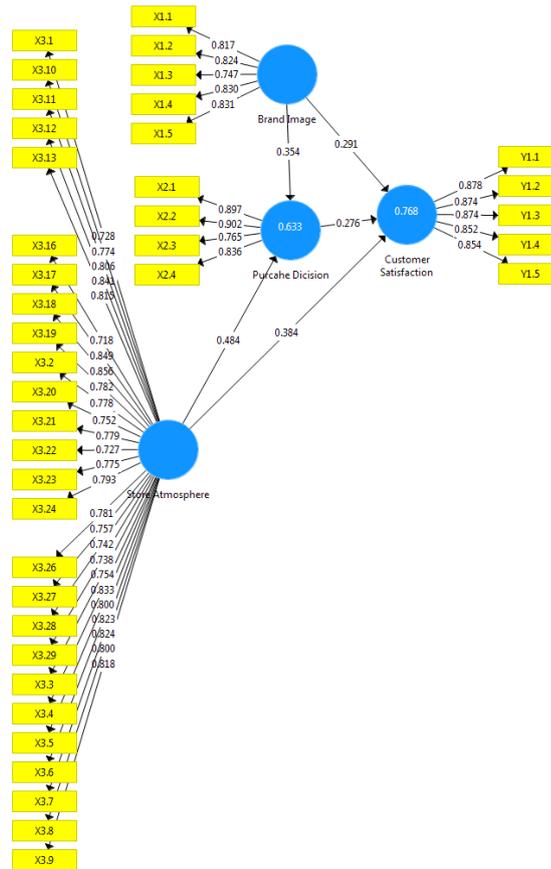
Figure 5. Model PLs 2

Tabel 3. Outer Loading Score at SEM-PLS 2

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X1.1	0,817			
X1.2	0,824			
X1.3	0,747			
X1.4	0,830			
X1.5	0,831			
X2.1		0,897		
X2.2		0,902		
X2.3		0,765		
X2.4		0,836		
X3.1			0,728	
X3.10			0,774	
X3.11			0,806	
X3.12			0,841	
X3.13			0,815	
X3.16			0,718	
X3.17			0,849	
X3.18			0,856	

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X3.19			0,782	
X3.2			0,778	
X3.20			0,752	
X3.21			0,779	
X3.22			0,727	
X3.23			0,775	
X3.24			0,793	
X3.26			0,781	
X3.27			0,757	
X3.28			0,742	
X3.29			0,738	
X3.3			0,754	
X3.4			0,833	
X3.5			0,800	
X3.6			0,823	
X3.7			0,824	
X3.8			0,800	
X3.9			0,818	
Y1.1				0,878
Y1.2				0,874
Y1.3				0,874
Y1.4				0,852
Y1.5				0,854

Source: SmartPLS Outputs (2022)

From the results of data processing with SEM PLS 2, seen in Figure 3 and Table 6 above, it shows that all indicators for each variable have a loading value greater than 0.7. This shows that the level of validity is high, so that the model meets convergent validity. So that the analysis can proceed to discriminant validity testing.

<u>Discriminant Validity</u>

The discriminant validity index can be observed by crossing the index and its structure. The model is said to have a fairly good discriminant value if the original AVE root for each structure is greater than the correlation between that structure and other structures. The model is said to be good if the AVE of each structure is greater than 0.50 (Ghozali, 2014). The following are the results of the discriminant validity test in this study:

Table 4. Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)
Brand Image	0,657
Decision-making	0,726
Store Atmosphere	0,620
Consumer Satisfaction	0,751

Source: SmartPLS Outputs (2022)

Based on graph 5 and table 4, the result is that for the brand image variable it obtains an AVE value of 0.657, the decision-making variable obtains an AVE value of 0.726, the store atmosphere variable obtains an AVE value of 0.620 and the consumer satisfaction variable obtains an AVE value of 0.751. This shows that the AVE value for each construct is more than 0.5 or there are no problems with convergent validity.

Furthermore, a discriminant validity test is carried out, to test whether the indicators of a construct are not highly correlated with indicators from other constructs. Discriminant validity of the measurement model with reflective indicators is assessed based on the cross loading of measurements with constructs. If the correlation of the construct with the measurement item is greater than the size of the other constructs, it indicates that the latent construct predicts the size of the block better than the size of the other blocks.

Table 5. Loading and Cross Loading

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X1.1	**0,817**	0,543	0,614	0,612
X1.2	**0,824**	0,634	0,680	0,676
X1.3	**0,747**	0,594	0,597	0,558
X1.4	**0,830**	0,631	0,628	0,681
X1.5	**0,831**	0,591	0,705	0,707
X2.1	0,645	**0,897**	0,679	0,708
X2.2	0,639	**0,902**	0,638	0,674
X2.3	0,633	**0,765**	0,649	0,608
X2.4	0,602	**0,836**	0,643	0,681
X3.1	0,702	0,628	**0,728**	0,662
X3.10	0,662	0,551	**0,774**	0,623
X3.11	0,647	0,623	**0,806**	0,664
X3.12	0,647	0,632	**0,841**	0,634
X3.13	0,627	0,619	**0,815**	0,642
X3.16	0,595	0,575	**0,718**	0,627
X3.17	0,643	0,632	**0,849**	0,660
X3.18	0,623	0,581	**0,856**	0,694
X3.19	0,606	0,573	**0,782**	0,627
X3.2	0,671	0,646	**0,778**	0,704
X3.20	0,547	0,510	**0,752**	0,582
X3.21	0,536	0,581	**0,779**	0,635
X3.22	0,498	0,534	**0,727**	0,581
X3.23	0,546	0,507	**0,775**	0,568
X3.24	0,548	0,535	**0,793**	0,575
X3.26	0,649	0,705	**0,781**	0,731
X3.27	0,548	0,607	**0,757**	0,710
X3.28	0,509	0,542	**0,742**	0,646
X3.29	0,529	0,489	**0,738**	0,689
X3.3	0,711	0,655	**0,754**	0,689
X3.4	0,744	0,650	**0,833**	0,699
X3.5	0,666	0,549	**0,800**	0,586

	Brand Image	Buying decision	*Store Atmosphere*	Consumer Satisfaction
X3.6	0,660	0,664	**0,823**	0,682
X3.7	0,721	0,654	**0,824**	0,673
X3.8	0,705	0,689	**0,800**	0,614
X3.9	0,690	0,654	**0,818**	0,667
Y1.1	0,694	0,675	0,672	**0,878**
Y1.2	0,641	0,692	0,614	**0,874**
Y1.3	0,691	0,716	0,678	**0,874**
Y1.4	0,742	0,633	0,642	**0,852**
Y1.5	0,698	0,686	0,638	**0,854**

Source: SmartPLS Outputs (2022)

Based on the data presented in table 5 above, it can be seen that each indicator on the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

Reliability

The reliability test was carried out to show the accuracy of the consistency and correctness of the instrument in measuring the construct. To measure the reliability of a construct with a reflectance index can be done in two ways, namely Cronbachs alpha and composite reliability. The structure is declared reliable if the composite reliability and Cronbachs alpha value is greater than 0.70 (Abdillah & Hartono, 2015). The following are the results of reliability testing in this study:

Table 6. Value of Composite Reliability and Crombach Alpha

	Cronbach's Alpha	Composite Reliability
Brand Image	0,869	0,905
Decision-making	0,872	0,913
Store Atmosphere	0,975	0,977
Consumer Satisfaction	0,917	0,938

Source: Output SmartPLS (2022)

From table 6 it can be seen that the research model is considered reliable because the Composite Reliability and Cronbach's Alpha values of all variables are at values above 0.7. Thus, it can be concluded that the four variables have reliable reliability because they meet the Composite Reliability test criteria.

Evaluation of Structural Model

R-Square

Testing on the structural model is carried out by considering the R-square value as a model fit test. Variations in the R-Square value can be used to explain the effect of several exogenous latent variables on endogenous latent variables if they have a significant effect. R-squared values of 0.75, 0.50 and 0.25 indicate that the model is strong, moderate, and weak (Ghozali & Latan, 2020). Following are the results of the R-Square test in this study:

Table 7. Value of R Square

	R Square
Decision-making	0,633
Consumer Satisfaction	0,768

Source: Output SmartPLS (2022)

Based on table 8 above, it can be explained that the decision-making variable can be explained by the brand image variable of 0.633 or 63.3% while the remaining 36.7% is explained by other variables outside the model. The consumer satisfaction variable is explained by brand image, purchase price and store atmosphere variables of 0.768 or 76.8% while the remaining 23.2% is explained by other variables outside the model.

F-Square

In order to know the model quality, the f-square test is needed. F-score value of 0.02, 0.15, and 0.35 can be interpreted as latent variables that have weak, medium and high influence in degree of structural, respectively (Abdillah & Hartono, 2015). The f-square test results as in table 8.

Table 8. F Square Score

	Brand image	Consumer satisfaction	Decision-making	*Store Atmosphere*
Brand image		0,118	0,124	
Consumer satisfaction				
Decision-making		0,120		
Store Atmosphere		**0,188**	**0,233**	

Sourcer: Output SmartPLS (2022)

Based on the table above, the F-Square value can be explained as follows:

1. The influence of the brand image variable on decision making has a small F^2 value of 0.124.
2. The influence of the store atmosphere variable on decision making has an F^2 value of 0.233 medium.
3. The effect of brand image on consumer satisfaction has a small F^2 value of 0.118.
4. The influence of decision making on consumer satisfaction has a small F^2 value of 0.120.
5. The effect of store atmosphere on consumer satisfaction has an F^2 value of 0.188 medium.

Path Coefficient Estimation

Hypothesis testing uses the criterion of 1.96, which is declared influential if it obtains a T-statistic value of more than 1.96 (Abdillah & Hartono, 2015). The following are the results of the partial test in this study:

Table 9. Hypothesis Testing t-count and P-Value

	Influence	Coefficient	T Statistics	P Values	information
H1	Brand image -> Decision-making	0,354	3,162	0,002	Accepted
H2	Brand image -> Consumer satisfaction	0,291	2,860	0,004	Accepted
H3	*Store Atmosphere* -> Decision-making	0,484	5,222	0,000	Accepted
H4	*Store Atmosphere* ->	0,384	4,084	0,000	Accepted

	Consumer satisfaction				
H5	Decision-making -> Consumer satisfaction	0,276	2,300	0,022	Accepted

Source: Output SmartPLS (2022)

Based on the data presented in table 9 above, the following explanation is obtained:

1. The brand image variable on decision making obtains a t-statistic value of 3.162 more than 1.96 with a P value of 0.002 less than 0.05. This means that the brand image variable is proven to have a significant effect on the decision-making variable, so that H1 is accepted.

2. The brand image variable on consumer satisfaction obtains a t-statistic value of 2.860, more than 1.96 with a P value of 0.004, less than 0.05. This means that the brand image variable is proven to have a significant effect on the consumer satisfaction variable, so that H2 is accepted.

3. The store atmosphere variable for decision making obtains a t-statistic value of 5.222 more than 1.96 with a P value of 0.000 less than 0.05. This means that the store atmosphere variable is proven to have a significant effect on the decision-making variable, so that H3 is accepted.

4. The store atmosphere variable on consumer satisfaction obtained a t-statistic value of 4.084 more than 1.96 with a P value of 0.000 less than 0.05. This means that the store atmosphere variable is proven to have a significant effect on consumer satisfaction variables, so that H4 is accepted.

5. The decision-making variable on consumer satisfaction obtains a t-statistic value of 2.300, more than 1.96 with a P value of 0.022, less than 0.05. This means that the decision-making variable is proven to have a significant effect on consumer satisfaction variables, so that H5 is accepted.

Discussion

The Effect of Brand Image on Decision Making

Based on the results of data analysis, the results show that brand image has a significant effect on decision making. This means that the better the brand image that is embedded in the minds of consumers, the consumer's decision making to visit Aiola Eatery Surabaya is increasing. The perception in the minds of the public regarding the Aiola brand is taken into consideration in making decisions.

From the results of the respondents' responses, it is known that the highest strongly agree answers are related to positive consumer attitude and behavior statements when visiting Aiola Eatery Surabaya. This shows that the willingness of consumers to always maintain order and behavior during visits, and still maintain mutual comfort. Consumers always enjoy the menu offered by Aiola Eatery with a sense of comfort. The existence of a positive perception will make consumers more interested in enjoying every menu offered.

In line with the study conducted by Maulida and Maya (2020), which obtained the result that brand image has a contribution to consumer purchasing decisions. The existence of positive perceptions in the minds of consumers related to certain brands will be taken into consideration in making decisions (Kim, 2018). Consistent with the study conducted by Susilawati, Hanfan and Anugrah (2021), which proves that brand image has a significant effect on consumer decisions.

The Effect of Brand Image on Consumer Satisfaction

Based on the results of data analysis, it was found that brand image proved to have a significant effect on consumer satisfaction. This means that the better the brand image embedded in the minds of consumers, the higher the satisfaction level of consumers visiting Aiola Eatery Surabaya. Brand image

will provide a positive value in the behavior and perception of consumers in enjoying every menu offered. A good brand image is the key to customer satisfaction.

Based on the results of the respondents' responses, positive attitudes and behavior while visiting Aiola Eatery Surabaya are a reflection of a good brand image in consumers. Satisfied consumers will always follow any existing developments. Satisfaction will occur if the reality that consumers receive after visiting is greater than what is expected.

This is in line with the study conducted by Dewi and Ekawati (2019), who obtained the result that brand image has a significant contribution to consumer satisfaction. The higher the brand image that is embedded in the minds of consumers, the consumer satisfaction will increase. Consistent with a study conducted by Caniago et al., (2019), which proved that the better the brand image, the higher the consumer satisfaction.

The Effect of Store Atmosphere on Decision Making

Based on the results of data analysis, the result is that the store atmosphere has a significant effect on decision making, so the hypothesis is accepted. This means that Aiola Eatery Surabaya's comfortable and reassuring atmosphere is an attraction for consumers to visit. Aiola Eatery Surabaya's clean conditions, pleasant environment, selection of the right music, availability of internet network will be taken into consideration by consumers in making decisions.

Based on the respondents' responses, it is known that the biggest strongly agree answer is related to the statement item of the store atmosphere variable, namely 35 respondents related to listening to music creating a relaxed atmosphere while enjoying the menu offered by Aiola Eatery. This means that choosing the right music can create a comfortable atmosphere for visitors. Although in general every individual has different tastes in music. However, the selection of music and sound settings that are suitable give a sense of calm within, which can influence a person's attitude and behavior.

 In line with the study conducted by Putri and Manik (2021), which obtained the result that store atmosphere has a significant effect on consumer purchasing decisions. Where the better it will have an impact on consumer decision making (Mao et al., 2020; Sulaiman, Suriadi, Pratama, Veronika, & Agusthera, 2020). This is consistent with a study conducted by Nurjaya et al., (2020), which proves that store atmosphere is proven to be a determining factor in consumer decision making.

The Effect of Store Atmosphere on Consumer Satisfaction

Based on the results of data analysis, it is known that store atmosphere has a significant effect on customer satisfaction, so that H4 is accepted. This means that the better the atmosphere of Aiola Eatery Surabaya, the satisfaction of visiting consumers will increase. An atmosphere that is able to provide comfort to consumers when consuming the dishes offered will provide satisfaction in itself to consumers.

Based on the respondents' responses, playing music at Aiola Eatery Surabaya is an added value for consumers in forming satisfaction. Selection of appropriate and varied music does not make consumers feel bored while enjoying the dishes they buy. Aiola Eatery's management, in an effort to increase consumer interest, also provides live music, although it is not performed every day. On certain days the management provides live music which makes visitors more fun to follow the music and even sing along.

In line with the study conducted by Febriani & Fadili (2021), which obtained the result that store atmosphere has a significant effect on customer satisfaction. A good store atmosphere will create a comfortable atmosphere for consumers, and have an impact on the level of consumer satisfaction (Pratiwi & Ni Nyoman Kerti Yasa, 2019). Consistent with the study conducted by Tamam (2021), which proves that store atmosphere has a significant influence on consumer satisfaction.

The Effect of Decision Making on Consumer Satisfaction

Based on the results of data analysis, the results show that decision making has a significant effect on customer satisfaction, so that H5 is accepted. This means that making the right decision in accordance with the expected needs and desires will have an impact on the level of satisfaction felt by the individual. Good consumer decisions to visit and enjoy the menu offered by Aiola Eatery Surabaya, consumer satisfaction will increase. Satisfaction felt by consumers can be created after visiting and enjoying the menu they ordered.

Based on the respondents' responses, it is known that customer satisfaction can be created because transactions at Aiola Eatery Surabaya are very easy. Management of Aiola Eatery Surabaya provides various conveniences in transactions. Consumers can make cash or non-cash payments. Besides making it easier for consumers, this also reduces direct contact between visitors and employees. Convenience in transactions, especially non-cash, was enthusiastically welcomed by consumers.

This is in line with the study conducted by Handayan et al. (2020), which found that purchasing decisions have a significant influence on customer satisfaction. Where the higher the level of purchase decision making, the consumer satisfaction will increase (Kursan Milaković, 2021; Novianti, 2019; Voramontri & Klieb, 2019). Consistent with the study conducted by Handayani, Deriawan and Hendratni (2020), which proves that the higher the level of consumer purchases, the consumer satisfaction will increase.

CONCLUSION

Based on the results and discussion in the previous chapter, the conclusions in this study are as follows:

1. Brand image is proven to have a significant effect on decision making. This means that the higher the brand image, the decision making will be on Aiola Eatery Surabaya consumers, or H1 is accepted. The implication of this research is that management should be more active in introducing Aiola Eatery to the public, such as by utilizing social media to build positive perceptions about Aiola. Where the brand image that enhances, will contribute to consumer decision making.

2. Brand image is proven to have a significant effect on consumer satisfaction. This means that the higher the brand image, the consumer satisfaction with Aiola Eatery Surabaya will increase, or H2 is accepted. The implication of this research is that management needs to foster good relations with customers, in order to maintain the brand image that is embedded in the minds of consumers. This can be done by creating a member creation strategy or by communicating through social media with Aiola Eatery Surabaya consumers.

3. Store atmosphere is proven to have a significant effect on decision making. This means that the higher the store atmosphere, the higher the decision making for Aiola Eatery Surabaya consumers, or H3 is accepted. The implication of this research is that management must be consistent in maintaining the atmosphere, and actively promote every existing facility and menu, to attract potential customers.

4. Store atmosphere is proven to have a significant effect on customer satisfaction. This means that the higher the store atmosphere, the consumer satisfaction with Aiola Eatery Surabaya will increase, or H4 is accepted. The implication of this research is that management needs to maintain a store atmosphere that is clean, comfortable and supported by adequate equipment. So that the needs of consumers while enjoying a meal at Aiola Eatery can be fulfilled and create satisfaction.

5. Decision making is proven to have a significant effect on consumer satisfaction. This means that the higher the decision making, the consumer satisfaction will increase with Aiola Eatery Surabaya consumers, or H5 is accepted. The implication of this research is that management is more active in making innovations to attract consumer purchases, such as with a new menu.

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