



## Consumer Satisfaction with the Atmosphere of Shelter Restaurant

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### Abstract

*The Shelter restaurant serves Mediterranean and Middle Eastern cuisine with the Bali-typical Joglo concept and has earned several awards for its restaurant atmosphere and service. Product quality, quality of service, price, and customer value are some of the factors that affect customer satisfaction. To make an unforgettable experience, design, decoration, seats, music, and scents are crucial. To determine customer satisfaction, the study used descriptive analysis with elements such as Facility Aesthetic, Ambience, Lighting, Layout, Table Settings, Service Staff. With the majority of respondents aged between 20 and 44, the results showed a good rating of 3.84. However, Shelter Restaurant is advised to continue to make improvements in lighting, staff service and maintain a consistent facility to improve overall consumer satisfaction.*

## Introduction

Due to the diversity of existing businesses, business competition has become commonplace, including in the culinary business (Rosenfeld, 1997). Therefore, every entrepreneur who sells similar products must think about how they can win the market. According to Yulinda (2021), to differentiate one cafe and restaurant from another, the atmosphere of the store can be an alternative. Because from every business there must be similar products with prices that are slightly different or even the same, differences are needed from each culinary industry to become an option for potential consumers (Julianti, 2014). The atmosphere of the store can be an additional reason for customers to be interested and choose a place to buy (Suryana & Tresnawati, 2020).

Align with research from Sartika (2024), when people make a decision to buy something, they not only consider the goods and services available, but they also consider the pleasant environment in which they can make purchases. This makes customers choose the store, restaurant, or cafe they like (Afriyanti & Rasmikayati, 2018). The atmosphere provided by a restaurant or cafe can greatly affect the satisfaction of consumers who come (Sihombing et al., 2022). The layout of the table can also make consumers more comfortable to come and relax for a long time, because not all visitors like seats that are too close together. According to Violin (2022), stated that consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between their impression of the performance (results) of a product and their expectations.

Shelter Restaurant is an ideal research location for the researcher's Final Project because it has an extraordinary reputation on TripAdvisor, with an average score of 4. Having a comfortable atmosphere to relax and enjoy food with a unique place makes it instagrammable (Anditya & Suwandi, 2023), Shelter Restaurant has received many awards and positive reviews from the media and well-known influencers. Even though it has received awards and positive reviews, there are also negative reviews given by consumers to Shelter Restaurant, namely, the

interaction took place openly in the restaurant, and created an uncomfortable atmosphere for the girl involved (Cheang, 2002).

About Consumer Reviews Through Google Review Shelter Restaurant, it is known that one of the most problematic things is that the atmosphere of the restaurant can affect consumer satisfaction (Sulastri & Wiantara, 2024) so a restaurant or cafe really needs to pay attention to the comfort of the atmosphere and also its ambiance so that guests who come to a restaurant have a pleasant and satisfying experience (Santosa, 2019). This research is important because the atmosphere of a restaurant can have a significant influence on consumer satisfaction and their decision to return to the restaurant (Fitriadi, 2022). Therefore, it is important for restaurant owners and managers to understand how Consumer Satisfaction About Atmosphere at Shelter Restaurant in Pererenan, Bali. Hereby, the research was conducted with the main objective to determine the level of consumer satisfaction with the atmosphere at Shelter Restaurant, a restaurant in Pererenan, Bali.

## Methods

This type of research is quantitative descriptive. According to Syahroni (2022), quantitative research can be interpreted as a research method that is heavily demanded to use numbers, starting from data collection, data interpretation, and the presentation of the results. The data source used in this study is Primary Data which according to Ratiabriani & Purbadharmaja (2016) states that primary data is data obtained directly through interviews, questionnaires and observations. With data collection techniques using interviews, documentation and questionnaires distributed to 65 respondents via Google Form which is calculated using the Hair formula, which is then averaged using the Likert Scale method as a reference for assessment in the questionnaire (Yulia & Aeni, 2024). The indicators used in this study are statements that are broken down from 6 elements used by Ryu & Jang, namely Dinescape which contains elements of facility aesthetics, ambiance, lighting, layout, table setting and service staff, from these six elements into 13 indicators to measure consumer satisfaction.

## Results and Discussion

### Data Description

Shelter is an idea from don juanjo, the owner of shelter, and stephen moore, a chef from england. This idea started when don juanjo was having a dinner and decided to invite the chef, stephen moore, to be his chef. Stephen moore used all his skills until finally don juanjo was amazed by stephen moore's expertise. Until finally don juanjo decided to build a restaurant with a mediterranean and middle eastern cuisine theme which is currently called shelter restaurant in 2021. Shelter restaurant carries the concept of a typical balinese joglo that combines recycled stone and wood, and is decorated with various exotic plants. Lit with candles throughout the afternoon, and a comfortable atmosphere towards the evening (rusydi et al., 2022). This research was conducted at shelter restaurant which is located at pantai pererenan no. 133, pererenan. Mengwi district, badung regency, bali. Operating from 12.00-00.00 WITA.

Shelter restaurant provides outdoor and semi-outdoor seating that can accommodate up to 135 people in each seating area, which includes 1 table that can be dismantled and reassembled, and 3 additional chairs. However, not all seating areas have large tables, some of these tables such as the street bar area do not have tables large enough to be used as dining tables and also the main bar area which is more suitable as a place to relax while drinking. And the large back site area that can accommodate at least 80 people at each event. In this study, the data obtained during data collection on consumer satisfaction with the atmosphere at shelter restaurant in pererenan, bali using dinescape indicators include interview data, interview results, and

questionnaire results containing respondent characteristics and questionnaire tabulation (Pickery et al., 2001). Based on the results of the questionnaire from 65 respondents who had filled out the questionnaire with respondent characteristics based on gender, there were 35 male respondents with a percentage of 53.84% and 30 female respondents with a percentage of 46.16%.

For the characteristics of respondents based on age, there were 6 respondents aged 15-19 years with a percentage of 9.23%, there were 49 respondents aged 20-44 years with a percentage of 75.38%, and there were 10 respondents aged >45 years with a percentage of 15.39%. For the characteristics of respondents based on occupation, there were 16 respondents as students with a percentage of 24.62%, there were 24 respondents as entrepreneurs with a percentage of 36.92%, there were 11 respondents as self-employed with a percentage of 16.92%, there were 9 respondents as civil servants with a percentage of 13.85%, and there were 5 other respondents such as housewives, and respondents with a percentage of 7.69%. and for the characteristics of respondents based on the number of visits, there were 24 respondents who came for the first time with a percentage of 36.92%, there were 38 respondents who came more than twice with a percentage of 58.46%, and there were 3 respondents who had come more than five times with a percentage of 4.62%. According to Nur (2021), the next step is to tabulate the questionnaire data which is then summarized to find the mean value of each indicator in the manner that has been explained. The following are the results of the recapitulation of the mean value for each indicator and then entered into the interval class, to obtain quantitative data through the questionnaire (Rahayu & Suprayitno, 2023). Interpretation of the questionnaire results can be seen in the table below:

Table 1. Results of Consumer Satisfaction with the Atmosphere of Shelter Restaurant in Pererenan, Bali

Indicator		Total Mark	Amount Respondents	Total Average		Category
Facility Aesthetic	X1	270	65	4.15	4.11	Good
	X2	265	65	4.07		
Ambience	X3	254	65	3.90	3.49	Good
	X4	251	65	3.86		
	X5	176	65	2.70		
Lighting	X6	170	65	2.61	2.61	Enough
Layout	X7	290	65	4.46	4.48	Very good
	X8	293	65	4.50		
Table Settings	X9	289	65	4.44	4.53	Very good
	X10	301	65	4.63		
Service Staff	X11	218	65	3.35	3.24	Enough
	X12	177	65	2.63		
	X13	244	65	3.75		
<b>Total Average</b>				<b>3.74</b>		<b>Good</b>

Source: Processed Data 2024

### *Facility aesthetic*

For element facility aesthetic get average value of 4.11 with good category. Indicator first about decoration and interior get good interpretation of respondent because of attractive decoration attention because uniqueness from decor melt the candle that towering high in the middle area restaurant with combination of wood and tree interior shade that gives impression comfortable

and more united with nature that can see appendix 7. For indicator second about cleanliness from facility get good interpretation of respondent because of all over facility guarded restaurant, cleaned through general cleaning every two Sunday once it is confirmed all over facility in good condition and also clean (Prayogi, 2020). This is become attention more for shelter restaurant because existence complaint about cleanliness environment and facilities from consumers in the year then that is 2023 and in 2024 already can confirmed facilities and environment in shelter become more-good.

### ***Ambience***

For element ambience get average value of 3.49 with good category. Indicator the third one stated about no the presence of a disturbing odor sense of smell get good interpretation of respondent because shelter restaurant has room very open make circulation good air so that no there is a disturbing smell but there is a slight smokey aroma and the resulting dish from part kitchen that carries theme open kitchen. On the indicator the fourth stated about level noise in the dining area get good interpretation of respondent because of the noise that is still arguably comfortable from melody music that is not too loud, the voices of consumers who are chatting, and voice vehicles that are not noisy although shelter restaurant location is on the edge road and for indicator the fifth one stated about temperature that is not too hot or no too cold get interpretation enough from respondent because of shelter concept that takes theme house traditional joglo with the partition that is not too tall make impression restaurant it is very open, and not has a covered indoor area so moment afternoon day still need fan for a little lower the recent temperature arguably extreme this.

### ***Lighting***

For element lighting get average value of 2.61 with category enough. Indicator the sixth one stated proper lighting get interpretation enough from respondent because shelter restaurant wants to give impression comfortable with lighting dim so that no bother vision consumers. For the lighting that exists at the time evening day naturally still very lacking because shelter restaurant only use candle small placed on the table, lamp light small in the corner restaurant and lighting main from light hanging in the middle restaurant. So also from corner view a number of consumers who can seen from results interviews conducted researcher with shelter restaurant consumer side complain about about very poor lighting until make they difficult for see food served (Bharucha, 2018).

### ***Layout***

For element layout get average value of 4.48 with very good category. For indicator the seventh stated about the designed layout good get very good respondent interpretation, for layout table seen it's very good because own distance that is not too near between one table with table other so that can make consumer comfortable moment come and enjoy dishes. For indicator the eighth stated about placement of furniture and equipment restaurant get very good interpretation of respondents, if seen in the results documentation researcher can seen that no there is equipment or furniture that gets in the way road from part door entrance and also the dining area of shelter restaurant.

### ***Table setting***

For element table settings get average value of 4.53 with very good category. For indicator the ninth one states about equipment eat clean get very good interpretation of respondents, because shelter restaurant always try for guard cleanliness especially for tool eat what they eat will give for consumers to be safe moment used, with tableware that has been through stage good polishing without remaining used water stains or fingerprint finger. For indicator the tenth one

stated about quality equipment eat in accordance with standard get very good interpretation of respondents, from corner view consumer moment come live and see equipment food used shelter restaurant can seen with clear that equipment used own quality that has been good (hill & stamey, 1990).

### ***Service staff***

For element service staff get average value of 3.24 with category enough to indicator the eleventh stated about staff grooming get good interpretation of respondents, all staff already have good grooming with a t-shirt arm short colored white, with colored apron visible cream clean without stain. Bottom trousers cloth colored black that is not too tight, hair tied up neat for staff women and not has a pungent body odor. For indicator second twelve who stated staff always ready help and give solution get interpretation enough from respondents, because still there is a number of shelter staff shortage in communicate and create misunderstanding between consumers and staff so that still required mix hand from party superior for finish a number of complaint consumers (Sunarjaya & Nugraha, 2019). For indicator final namely, which states about treatment same staff with all over visitor without look at background behind the guests get good interpretation of respondents, during researcher come to the shelter and see the way of the staff communicate and assist consumers who come and all visitor treated same, whatever that domestic and foreign guests visitor local (Sonya et al., 2014).

### **Conclusion**

Based on the discussion above, can concluded that consumers who come to visit shelter restaurant feel satisfied with atmosphere given restaurant. can seen in the results satisfaction consumer to indicator dinescape namely get average result 3.74 overall indicator with good category. That matter can supported with assessment on each indicators that show that on the element facility aesthetic to obtain average value of 4.11 with good category, elements ambience to obtain average value of 3.49 with good category, elements lighting gained average value of 2.61 with category enough, elements layout obtained average value of 4.48 with very good category, elements table settings get average value of 4.53 with very good category, and elements service staff earns average value of 3.24 with category enough.

### **Suggestion**

This research has some limitations. First, this research only observes respondents in Yogyakarta and the result cannot be generalized to other location. Future research is expected to examine respondents in other cities. Second, this research does not examine the actual the use of the water in hotels because of data limitation. To improve accuracy, future research is expected to use actual data of the use of the water in hotels.

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