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**THE INFLUENCE OF ATMOSPHERICS AND RESTAURANT REPUTATION
ON REVISIT INTENTION OF WARONG BEBEK PAK WITO CONSUMERS**

Riyadi, Paham Ginting, Fadli

Master of Management Science, University of North Sumatra, Medan, Indonesia

Riyadiria@gmail.com

Abstract

The purpose of conducting this research is to determine the effect of Atmospherics and Restaurant Reputation on Revisit Intention. The benefit of this research is to provide information and knowledge and can broaden insights, especially in the field of management science regarding the influence of the variables in this study. This research is causal by using the SPSS software quantitative method to help process primary data processing from customers of Warong Bebek Pak Wito. In this study, the results showed that the variables that had a significant positive effect on Revisit Intention were Atmospherics and Restaurant Reputation, both partially and simultaneously.

Keywords: Atmospherics; Restaurant Reputation; Revisit Intention.

Introduction

The food business (culinary) is one of the businesses that is currently growing rapidly. The success of a culinary business in winning the competition is determined by the application of the right marketing strategy and the good relations it maintains with consumers. Good relations will be created if a culinary business is able to provide satisfaction to the needs, desires and tastes of consumers.

Warong Bebek Pak Wito, even though this brand is well known and able to open 7 branches, the increasingly intense competition in the culinary business has resulted in increasing consumer demands in terms of service. This needs to be anticipated with the right strategy, including by improving service quality.

Good service quality will provide an impetus to customers to establish a strong bond with the company (in this case W Warong Bebek Pak Wito). This kind of bond in the long term allows companies to understand carefully customer expectations and their needs, thus the company can increase customer satisfaction where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences.

Revisit intention is a form of behavior (behavioral intention) or a customer's desire to come back, positive word-of-mouth from consumers, staying longer than expected, shopping more than expected (Zeithaml et al., 2009). The customer's behavioral intention is influenced by the customer's cognitive, emotional, and physiological response to the physical environment around him.

According to Bintarti and Kurniawan (2017) the concept of revisit intention comes from behavioral intention. Kumar and Oliver (1997) define behavioral intention (among them, repurchase and word-of-mouth intention) as a situation where everything is linked in behavior. From a vacation and leisure perspective, behavioral intention is a visitor's intention to revisit a site within a year and his intention to return to the destination frequently (Baker & Crompton, 2000).

According to Schiffman and Kanuk (2010), intention to revisit is the consumer's interest in making a purchase again after experiencing the experience of consuming a product or service. Purchases made by consumers consist of two types, namely trial purchases and repeat purchases. The purchase inquiry trial stage in which the consumer's buying behavior tries to evaluate the product. If the product is satisfactory, then consumers are willing to repurchase or revisit.

Som et al (2012) stated that revisit intention is an evaluation carried out regarding the travel experience or perceived value and overall visitor satisfaction influencing future behavior in consideration of the desire to return to the same destination and willingness to recommend it to others. The meaning of revisit intention according to Huang et al (2015) is the willingness of consumers to revisit the same destination.

Stylos et al (2016) define revisit intention or intention to revisit as a desire to visit the same destination for the second time within a certain period of time. While the definition of revisit intention according to Baker and Crompton in Chung-Hsien Lin (2012) is the possibility of consumers to repeat activities or revisit a destination in the future.

The atmosphere of the restaurant (dining atmosphere) is one important component of a restaurant or café. As stated by Petzer and Mackay (2014) that the atmosphere of the restaurant (dining atmosphere) is one of the factors that builds customer satisfaction. Restaurant atmosphere (dining atmosphere) is part of the physical environment (physical environment) of a restaurant. The physical environmental factors of restaurants are believed to be able to encourage the formation of customer satisfaction because it is also stated that consumers believe one of the factors in the physical environment, for example, color selection can create a pleasant atmosphere (Han and Ryu, 2009). The word "atmospherics" is usually described as a space designed to create a certain emotional effect in the mind of the customer which is expected to increase their purchase probability. In the culinary business, especially restaurants and cafes, the

atmosphere of the restaurant (dining atmosphere) is considered as one of the important factors in this field.

According to Ha and Jang (2012) the dimensions of the atmosphere are divided into atmosphere, spatial planning and design, as well as social factors. The atmosphere itself is subdivided into several elements such as lighting, temperature, aroma, and music which can primarily affect the non-visual senses of the customer (Mattila and Wirtz, 2001). Layout and design factors include various machines, equipment, furniture, artefacts and furnishings that are arranged and adapted that can explicitly or implicitly communicate or become the identity of the place (Ryu et al., 2012). Meanwhile, social factors stated by Liu and Jang (2009) include all human elements such as how the employee looks to the crowd or crowd at the location that can affect the customer's visual sense.

Low and Lamb (2000) define brand image/reputation as a sensitive and logical insight from customers when they try to relate to a particular brand. In addition, brand image/reputation is a combination of thoughts, beliefs, and impressions that customers have about a place or destination or product (Veasna et al., 2013; Zhang et al., 2014). Therefore, restaurant reputation refers to a combination of beliefs, perceptions, and ideas that customers feel about restaurants (Ryu et al., 2012).

When customers revisit or return to a certain place or destination, it means that the place has a good reputation (Wu, 2014). A good reputation helps build and retain loyal customers (Chen, 2008). In addition, a good image/reputation of any company or brand facilitates customer decision-making processes such as repurchase intention or revisit (Hallmann et al., 2015). Previous studies have shown that brand image/reputation has a significant positive impact on revisit intentions (Hu et al., 2009; Lai et al., 2009). Consequently, one of the most important precursors to restaurant success is the restaurant's reputation (Yim et al., 2014). There is an effect of quality on restaurant reputation and customer satisfaction (Ryu et al., 2012).

Research methods

The type of research used in this study is a type of associative research. Associative understanding according to Siregar, (2014). is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict and control a phenomenon in research. Research that connects two or more variables to see between the variables formulated in the research hypothesis, namely the Effect of Atmospherics, and Restaurant Reputation on Revisit Intention of Warong Bebek Pak Wito Consumers.

According to Sugiyono, (2017). the notion of population is a generalization area consisting

of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. It can be concluded that the population is not just the number of objects or subjects being studied, but includes all the characteristics or properties possessed by the subject or object. The population in this study are consumers/visitors at Warong Bebek Pak Wito. with a total of 1500 people. For 1 month in 1 day, 50 people x 30 days = 1500.

In determining the required sample if the population size is known, the researcher uses the slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1500}{1 + 1500 (0.1)^2}$$

$$n = \frac{1500}{16}$$

$$n = 93.75$$

$$n = 94$$

Information:

n : Size / size of the sample

N : The size / magnitude of the population.

So the sample used in this study is 94 consumers. The sampling technique in this study used accidental sampling. The sampling technique was carried out on the respondents who happened to be in the place (object) to be studied.

RESULTS AND DISCUSSION

Hypothesis Test

T Test

Table. 1 Results of t-test (Partial Test)

| Model | Coefficients ^a | | | | | correlations | | | Collinearity Statistics | |
|--------------|-----------------------------|---------------------------|-------|-------|------|--------------|---------|------|-------------------------|-----|
| | Unstandardized Coefficients | Standardized Coefficients | | | | Zero-order | partial | Part | tolerance | VIF |
| | B | std. Error | Betas | t | Sig. | | | | | |
| 1 (Constant) | 17,306 | 3,984 | | 4,344 | .000 | | | | | |

| | | | | | | | | | | |
|----|------|------|------|-------|------|------|------|------|------|-------|
| x1 | .460 | .138 | .381 | 3,331 | 001 | .749 | .319 | .208 | .298 | 3,358 |
| x2 | .413 | .108 | .439 | 3,842 | .000 | .758 | .362 | .240 | .298 | 3,358 |

a. Dependent Variables: y

Atmospherics (X1) to Revisit Intention (Y)

The results of the t-test show that the tcount for the Atmospherics variable (X1) is 3,331, with a ttable value of 1,984, so it is known that the tcount > ttable. This is because 3,331 is greater than 1, 984. The significant value of t from the Atmospherics variable (X1) is also less than 0.05, which is 0.001, so reject Ho and accept Ha. So it can be concluded that there is a significant effect of Atmospherics (X1) on Revisit Intention (Y).

Restaurant Reputation (X2) to Revisit Intention (Y)

The results of the t-test show that the tcount for the Restaurant Reputation variable (X2) is 3,842, with a ttable value of 1,984, so it is known that the tcount > ttable. This is because 3,842 is bigger than 1,984. The significant t value of the Restaurant Reputation variable (X2) is also less than 0.05, which is 0.000, so reject Ho and accept Ha. So it can be concluded that there is a significant influence of Restaurant Reputation (X2) on Revisit Intention (Y).

F Test

Table. 2 F-Test Results (Simultaneous Test)

| | | ANOVAa | | | | |
|-------|------------|----------------|-----|------------|--------|-------|
| Model | | Sum of Squares | df | MeanSquare | F | Sig. |
| 1 | Regression | 4280087 | 2 | 2140044 | 79,428 | .000b |
| | residual | 2640428 | 98 | 26,943 | | |
| | Total | 6920515 | 100 | | | |

a. Dependent Variables: y

b. Predictors: (Constant), x2, x1

The results of the hypothesis test using the F test with a significance level of 0.05 obtained a p-value of 0.000 < 0.05, so that the hypothesis was accepted that there was a joint effect of Atmospherics and Restaurant Reputation on Revisit Intention on Warong Bebek Pak Wito Consumers.

DISCUSSION

The Effect of Atmosphere on Revisit Intention

Atmosphere has an influence on revisit intention on Warong Bebek Pak Wito consumers. This shows that the better and more interesting atmosphere provided by Warong Bebek Pak Wito makes consumers comfortable so that it can trigger revisit intention. Warong Bebek Pak Wito

provides information by placing signboards using LED strip lights that are clearly visible, menu book information, and directions, providing an interior design that is beautiful to the eye and wall displays that can attract the attention of visitors plus an exterior design made of wood accompanied by with writing colored lights that make consumers feel at home and comfortable.

The results of this study are in line with the results of research conducted by (Melisa, 2012) stating that, a store atmosphere that is able to influence consumer enjoyment while shopping and is able to create a comfortable and enjoyable shopping experience will make consumers spend time and money due to the atmosphere of the store. The results also show that store atmosphere has a significant effect on repurchase. The results of the research which are in line with this research are the research conducted (Sarasuci & Handajani, 2018) which states that the general interior elements have a significant influence on the intention to revisit consumers. And this research is supported by (Abuthahir & Krishnapillai, 2018) with the title How does the ambience of cafe affect the revisit intention among its patrons? As on the cafes in ipoh, silver. Explaining that there are five aspects in the study, namely cafe music, lighting, cleanliness, store layout, decoration and artifacts have a positive influence on the intention to revisit the cafe. Of the five aspects, it is lighting that has the greatest influence. Because lighting greatly influences consumers in choosing a cafe that is suitable for their dinner activities.

Effect of Restaurant Reputation on Revisit Intention

Reputation is defined as a symbol of quality and ethical behavior towards stakeholders. This is a multidimensional concept, because it combines admiration, respect, trust and confidence, consistent performance, and effective communication about the organization (Braun et al., 2018). Based on the results of the analysis, it was found that destination reputation has a positive influence on revisit intention and the hypothesis has been accepted. This means that the better the reputation of Warong Bebek Pak Wito, the more it will increase the revisit intention. The results of this study support the results of Hassan & Soliman (2020) and Wu et al. (2018) who found the reputation of a tourist destination had a positive influence on revisiting behavior during the Covid-19 pandemic. Furthermore, Mariano Artigas et al. (2015) states that tourism destination reputation comes from tourists' evaluative assessment of the actions and performance of destinations from time to time. In accordance with this explanation, Warong Bebek Pak Wito was in fact able to make good judgments and was able to maintain the performance of the restaurant even during a pandemic through various efforts to prevent and deal with covid in the culinary business area. The reputation that has been built as the best and most favorite destination based on tourists is at least able to encourage intentions to revisit Warong Bebek Pak Wito during the Covid-19 pandemic. The findings from this study also support other studies which state that there is an influence between destination reputation and

revisit intention in various sectors, namely sport tourist destinations, halal tourism and cultural tourism. (Yamashita & Takata, 2020) (Sato et al. 2017) (Widjaja et al., 2019) (Park & Chung, 2016).

The good reputation of Warong Bebek Pak Wito can also be seen that respondents strongly agree with the item that Warong Bebek Pak Wito is a safe destination to visit for culinary tours so that it can be concluded that visitors are able to decide their intention to visit again based on a sense of security and service reliability. they got during their visit to Warong Bebek Pak Wito.

CONCLUSION

Based on the results of the research and discussion that has been carried out regarding the effect of store atmosphere and restaurant reputation on revisit intention of Warong Bebek Pak Wito consumers, it can be concluded as follows: (1) Store atmosphere and restaurant reputation variables have a significant effect on revisit intention on Warong Bebek Pak consumers Wito. (2) The store atmosphere variable has a significant effect on revisit intention on Warong Bebek Pak Wito consumers. (3) The Restaurant Reputation variable has a significant effect on revisit intention on Warong Bebek Pak Wito consumers. Based on the results of the research and the conclusions above, the authors provide several suggestions for increasing revisit intention for Warong Bebek Pak Wito consumers including: (1) Warong Bebek Pak Wito is expected to be able to use more than one color with a harmonious blend so that it can attract visitors, so that visitors want to make a repeat visit to Warong Bebek Pak Wito. (2) Warong Bebek Pak Wito is expected to be able to provide training and supervision to employees so that they are reliable in providing quality service, to maintain the reputation of Warong Bebek Pak Wito, so that visitors will make return visits in the future.

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