

## THE EFFECT OF STORE ATMOSPHERE AND QUALITY SERVICE TOWARDS CUSTOMER SATISFACTION: A NARRATIVE LITERATURE REVIEW

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### Abstract

**Keywords:**

Store Atmosphere,  
Service Quality,  
Consumer Satisfaction,  
Food and Beverage,  
Literature Review

*This study aims to examine the relationship between store atmosphere and service quality on customer satisfaction in the Food and Beverage (F&B) industry through a narrative literature review approach. This study analyzes three empirical studies published between 2022 and 2025 and relevant to the research topic. The literature selection process was conducted through a Google Scholar database search, considering the suitability of the research variables, study objects, and quantitative research methods used in each article. The analysis results indicate that most studies found a significant influence between service quality and store atmosphere on customer satisfaction levels. Responsive service and good interactions between employees and customers have been shown to enhance the consumption experience. In addition, physical environmental elements such as room comfort, layout, and restaurant ambiance also contribute to shaping positive customer perceptions. However, one study showed different results, indicating that external factors such as market competition, consumer expectations of the brand, and social conditions can influence customer evaluations. Thus, customer satisfaction is influenced by a combination of service quality, the physical environment, and the surrounding business context.*

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### INTRODUCTION

The development of modern lifestyles has positioned the Food and Beverage (F&B) industry as an integral part of social interaction. Today, consumers not only come to culinary outlets to fulfill their biological needs for food and drink, but also seek experiences and convenience. This phenomenon is clearly visible in various business models, from cafes that serve as a third space for working and socializing, restaurants with a more formal service concept, to global-scale fast food chains like McDonald's.

Store atmosphere and service quality are now two main pillars that determine whether a customer will be satisfied or turn to a competitor.

Store atmosphere is one variable that can influence customer satisfaction. If the restaurant atmosphere meets customer expectations, customer satisfaction will be achieved. However, if the restaurant atmosphere is uncomfortable or does not meet customer expectations, customer satisfaction will not be achieved (Sari & Kusumawijaya, 2022).

Service quality is not a fixed or rigid concept, but rather flexible and subject to change. This change naturally involves improving service quality to further improve it. The process of improving service quality requires several factors to support the process, such as surveys or observations of consumers, including input, opinions, and feedback on the service provided (Robin, Siregar, & Tristan, 2025).

Consumer satisfaction is a very important factor in ensuring the survival of a company. The goal of a company is to create and retain consumers. In order for a company to grow and gain satisfaction from consumers, a company must be able to provide more value to the quality provided to consumers (Simangunsong & Dewi, 2025).

This study aims to analyze and examine the influence of store atmosphere and service quality on customer satisfaction based on relevant literature. Furthermore, it also aims to identify empirical findings supporting the relationship between these variables in the Food and Beverage (F&B) industry.

## RESEARCH METHODS

This study employed a narrative literature review, a research method aimed at reviewing, analyzing, and synthesizing various previous research findings relevant to the influence of store atmosphere and service quality on customer satisfaction in the Food and Beverage (F&B) industry. This approach was chosen to gain a more comprehensive understanding of the relationships between variables based on empirical findings from previous studies.

Article selection was conducted through a search of the Google Scholar scientific database using the keywords "store atmosphere," "service quality," "customer satisfaction," and "restaurant" and "cafe." Selected articles must meet several criteria: be published in a scientific journal, use quantitative research methods, focus on the restaurant or cafe industry, and examine the relationship between store atmosphere and/or service quality and customer satisfaction. Furthermore, selected articles must be published between 2022 and 2025 to ensure relevance to current conditions.

Based on this selection process, this research was limited to just three articles that best align with the study's focus. This limitation was implemented to allow for a more in-depth and focused analysis of each study reviewed.

**Table 1. Reviewed journal articles**

NO	AUTHOR	TITLE	METHOD	SOURCE
1	Sari & Kusumawijaya (2022)	The Influence of Service Quality and Store Atmosphere on Customer Satisfaction at Motel	Quantitative	Scholar

		Mexicola Restaurant Seminyak		
2	Robin, Siregar, & Tristan (2025)	The Influence of Price, Store Atmosphere, and Service Quality on Customer Satisfaction at Titik Temu Cafe, Pos Bloc Medan	Quantitative	Scholar
3	Simangunsong & Dewi (2025)	The Influence of Store Atmosphere, Product Quality, and Service on Consumer Satisfaction at Mc Donald's Marelan Branch	Quantitative	Scholar

The research method used by Sari & Kusumawijaya (2022), this research is included in the type of quantitative research, this type of research is correlational research. The data used in the research is quantitative data where the primary data is interval data derived from the results of distributing questionnaires to respondents, namely consumers of Motel Mexicola Restaurant Seminyak. Data collection techniques in this study are observation, documentation, and questionnaires. The measurement used in this study is using a Likert scale with a value range of 1 to 5. The sampling technique used in this study is nonprobability sampling with a purposive sampling approach. The respondents selected are consumers of Motel Mexicola Restaurant, and the age of respondents is at least 17 years because they are considered able to provide information according to the facts in the field. In this research questionnaire, 13 statement items are used to measure service quality, company image and consumer loyalty. So the number of respondents to be taken is 65 respondents. The data obtained from the research results after data tabulation, then the next steps can be carried out using statistical analysis techniques using the Statistical Package For Social (SPSS) version 24 program as follows: descriptive data analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test.

The research method used by Robin, Siregar, & Tristan (2025), This type of research is quantitative research. The data used in this study are primary and secondary data. The data sources used are external data and internal data. The number of populations in this study is unknown, because the population is unknown and the bias of the number of consumers who make purchases, then according to the determination of the number of samples is determined by the Margin of Error formula. The sample in this study was 100

respondents. The sampling technique used was accidental sampling. The instrument used in this study is intended to produce accurate data, namely by using a Likert scale. Data collection methods used are interviews, field studies, literature studies, and questionnaire distribution. Data analysis techniques used are validity tests, reliability tests, normality tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis tests and coefficient of determination tests. All collected data will be processed using SPSS software.

The research method used by Simangunsong & Dewi (2025), This study uses an associative research type with a quantitative approach. This research was conducted at McDonald's Marelan branch located at Jl. Rengas Pulau, Kec. Medan Marelan, Medan City, North Sumatra 20244. The research was conducted from March 2025 – August 2025. The population in this study were McDonald's Marelan Branch Consumers. This study uses a non-probability sampling technique with a purposive sampling method, namely sample selection based on certain criteria. The respondent criteria in this study are: (1) at least 17 years old, (2) have purchased at McDonald's Marelan Branch, and (3) Sampling techniques where the number of populations is unknown, researchers use the Lameshow formula. So the minimum number of samples needed in this study is 96 respondents which will be rounded up by researchers to 150 respondents. Data collection techniques use questionnaires, literature studies, and observations. The data analysis techniques used are validity and reliability tests, normality tests, heteroscedasticity tests, multicollinearity tests, multiple linear regression tests, partial tests (t-tests), simultaneous tests (f-tests), and determination tests.

## RESULTS AND DISCUSSION

The results of the study from Sari & Kusumawijaya (2022), based on the results of the t test, the t table value was 1.99897. The results of the service quality variable test obtained a t count value = 7.485. This means that the t count value is greater than the t table ( $7.485 > 1.99897$ ), so  $H_0$  is rejected and  $H_1$  is accepted. This means that service quality has a positive effect on customer satisfaction at Motel Mexicola Restaurant Seminyak. The results of the store atmosphere variable test obtained a t count value = 2.215. This means that the t count value is greater than the t table ( $2.215 > 1.99897$ ), so  $H_0$  is rejected and  $H_2$  is accepted. This means that the store atmosphere has a positive effect on customer satisfaction at Motel Mexicola Restaurant Seminyak. The F table value in this study is F table = f (k:nk),  $f = (2:65-2)$ , F table =  $(2:63) = 3.14$  with an error rate of 5%. Based on the test results, it can be seen in the Fcount value of 137.197 with an Ftable value of 3.14 so that the Fcount value  $>$  Ftable or  $137.197 > 3.14$  and a significant level of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_3$  is accepted, it can be concluded that the service quality variables (X1) and store atmosphere (X2) together have a positive and significant effect on consumer satisfaction (Y) at Motel Mexicola Restaurant Seminyak. The magnitude of the influence of service quality (X1) and store atmosphere (X2) on consumer satisfaction (Y) at Motel Mexicola Restaurant Seminyak is 81% while the remaining 19% is explained by other variables not examined in this study.

The results of research from Robin, Siregar, & Tristan (2025), although the study also tested the price variable, this study only focused on the discussion of store atmosphere and service quality according to the scope of the study. Based on the results of the t test, it is known that the store atmosphere variable has a calculated t value of 2.947 with a significance value of  $0.004 < 0.05$ , so it can be concluded that store atmosphere has a positive and significant effect on customer satisfaction. Furthermore, the service quality

variable obtained a calculated t value of 5.921 with a significance value of 0.000 <0.05, which means that service quality has a positive and significant effect on customer satisfaction. Thus, partially store atmosphere and service quality are proven to have a significant effect on customer satisfaction. Based on the results of the F test, the calculated F value was 55.276 with a significance value of 0.000 <0.05. This shows that simultaneously the store atmosphere and service quality variables have a positive and significant effect on customer satisfaction. Thus, it can be concluded that the regression model used in this study is appropriate and able to explain the influence of independent variables on dependent variables together.

The results of research from Simangunsong & Dewi (2025), although the study also tested product quality variables, this study limits the discussion to store atmosphere and service quality variables in accordance with the focus of the study. The results of the t-test on the influence of store atmosphere variables on customer satisfaction presented in the table above obtained a calculated t value of -18.322 > from the t table -1.97635 and a significance value of 0.000. The significance value is smaller than 0.05 ( $\alpha = 0.05$ ) so H0 is rejected and H1 is accepted. This means that store atmosphere has a negative and significant effect on customer satisfaction. The results of the t-test on the influence of service quality variables on customer satisfaction presented in the table above obtained a calculated t value of -2.833 > from the t table -1.97635 and a significance value of 0.005. The significance value is smaller than 0.05 ( $\alpha = 0.05$ ) so H0 is rejected and H3 is accepted. This means that service quality has a negative and significant effect on customer satisfaction. From the test results, the calculated F value was 131.840 with a significance of 0.000. Because the significance value is smaller than 0.05 (0.000 < 0.05), it can be concluded that the hypothesis states "There is an influence of Store Atmosphere (X1) and Service Quality (X3) together on customer satisfaction".

Based on the synthesis of the three studies reviewed, it can be seen that there is a relatively consistent pattern of relationships between service quality, store atmosphere, and customer satisfaction, although there are variations in the direction and strength of the influence. Two studies, namely Sari & Kusumawijaya (2022) and Robin, Siregar, & Tristan (2025), show that store atmosphere and service quality have a positive and significant influence on customer satisfaction. These findings indicate that a comfortable store atmosphere and good service can create a pleasant consumption experience for customers. In the Food and Beverage (F&B) industry, customer satisfaction is determined not only by the product consumed, but also by the experience formed from the physical environment and service interactions.

However, the research results of Simangunsong & Dewi (2025) showed a different finding, namely a negative influence of store atmosphere and service quality on customer satisfaction. This difference in findings is an interesting aspect to analyze critically. Theoretically, store atmosphere and service quality should increase customer satisfaction, so the negative direction of the relationship may indicate the presence of other factors influencing consumer perceptions. Possible factors include high consumer expectations of global brands like McDonald's, intense competition, or customer experiences that do not meet their expectations.

Furthermore, the differences in research results may also be due to differences in the context of the research objects. Restaurants like Motel Mexicola and Titik Temu Cafe have concepts that emphasize the atmospheric and social experience for consumers. In contrast, fast food restaurants like McDonald's tend to focus on speed of service and

efficiency. Therefore, the role of store atmosphere in influencing customer satisfaction may not be as strong in restaurants with an experiential dining concept.

The findings showing the negative influence of store atmosphere and service quality on customer satisfaction in the study by Simangunsong & Dewi (2025) can be understood by looking at the context explained in the introduction to the study. McDonald's Marelan branch reportedly experienced a decline in the number of visitors in the 2022–2024 period due to several external and internal factors. From the external side, increasing competition with other fast food restaurants such as KFC and Burger King has given consumers more alternative choices in fulfilling their consumption needs. In addition, the emergence of socio-political issues in the form of a boycott movement against products deemed related to Israel, which has gone viral since 2023, also has the potential to influence consumer perceptions and attitudes towards the McDonald's brand. These factors can shape negative consumer perceptions even before they directly evaluate aspects of the service or restaurant atmosphere.

On the other hand, internal factors such as inconsistent product quality, suboptimal service, and a less-than-comfortable restaurant atmosphere can also reinforce these negative perceptions. Under these conditions, consumers tend to have high expectations of global brands like McDonald's. If the experience doesn't meet these expectations, the level of satisfaction will decrease. This situation may explain why the study found a negative relationship between store atmosphere and service quality on customer satisfaction. Thus, the results of this study indicate that customer satisfaction is influenced not only by direct service attributes, but also by the competitive context, brand perception, and social conditions that influence consumer attitudes toward a company.

Methodologically, all studies employed a quantitative approach with multiple linear regression analysis and non-probability sampling techniques. Although this method is commonly used in marketing research, limitations in generalizability of the results should be considered, as the samples used are not fully representative of the population. Furthermore, the different sample sizes in each study can also affect the stability of the statistical analysis results.

Overall, this comparative analysis indicates that service quality tends to have a more dominant influence on customer satisfaction than store atmosphere. This is evident from the larger t-test statistic values for the service quality variable in the first two studies. This finding reinforces the view that direct interaction between employees and customers remains a key factor in creating customer satisfaction, although physical environmental factors also play a significant role in shaping the customer experience.

Therefore, the results of this literature synthesis show that store atmosphere and service quality have an important role in shaping consumer satisfaction, but their influence can differ depending on the business context, consumer characteristics, and external conditions that influence customer perceptions of a brand.

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the results of the three studies analyzed, it can be concluded that consumer satisfaction in the Food and Beverage industry is influenced not only by product quality but also by the consumer's experience during the consumption process. Two studies show that a comfortable atmosphere and responsive service can increase positive customer perceptions, thus contributing to higher levels of satisfaction. This suggests that the physical experience and service interactions are important components in creating

value for consumers.

However, findings showing a negative relationship between store atmosphere and service quality on customer satisfaction indicate that the influence of these two variables is not always linear. External conditions such as market competition, brand perceptions, and emerging social issues can influence how consumers evaluate their experiences. In other words, customer satisfaction is the result of an interaction between internal company factors and the broader business environment.

Furthermore, a comparison of research findings shows that service quality tends to have a stronger impact on customer satisfaction than the atmosphere of a place. This suggests that direct interaction between employees and customers remains a key factor in determining how consumers evaluate their experience at a restaurant or cafe.

### **Suggestion**

Based on the results of the study that has been conducted, there are several suggestions that can be considered:

1. For businesses in the food and beverage industry, improving service quality should be a top priority because employee-customer interactions significantly impact the customer experience. Employee training, improving service speed, and the ability to handle customer complaints can help sustainably improve customer satisfaction.
2. Restaurant or cafe managers also need to pay attention to store atmosphere aspects, such as layout, lighting, cleanliness, and environmental comfort. While not always a dominant influence, ambiance still plays a role in creating a pleasant dining experience for customers.
3. For future researchers, it is recommended to expand the literature or research objects so that the analysis results can provide a more comprehensive picture of the relationship between store atmosphere, service quality, and customer satisfaction. Furthermore, future research could also consider other variables such as price, product quality, brand image, or customer loyalty.
4. Future research methods can also be developed by using a mixed methods approach or expanding sampling techniques so that research results have a stronger level of generalization.

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