

The Influence of Service Quality, Store Atmosphere, and Price on Consumer Satisfaction at Gosha Kitchen & Patisserie Renon Denpasar, Bali, Indonesia

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ABSTRACT

This study investigates the influence of service quality, store atmosphere, and price on consumer satisfaction at Gosha Kitchen & Patisserie Renon, Denpasar. The rapid growth of culinary businesses in Bali has intensified competition, making consumer satisfaction a critical success factor. This research employs a quantitative approach using accidental sampling with 100 respondents from a population of 105,970 consumers. Data analysis techniques include validity testing, reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing (F-test and t-test). The results demonstrate that: (1) service quality, store atmosphere, and price simultaneously have a positive and significant effect on consumer satisfaction; (2) service quality partially has a positive and significant effect on consumer satisfaction; (3) store atmosphere partially has a positive and significant effect on consumer satisfaction; and (4) price partially has a positive and significant effect on consumer satisfaction. The findings suggest that improving service responsiveness, enhancing visual communication through attractive menu designs and clear signage, and maintaining price transparency compared to competitors can significantly increase consumer satisfaction. This research contributes to the marketing management literature by providing empirical evidence from the Indonesian culinary industry context.

Keywords: Service Quality, Store Atmosphere, Price, Consumer Satisfaction, Culinary Industry

INTRODUCTION

The growth of restaurants in Bali currently influences society, which previously only consumed commodities, products, and services, now shifting toward experiences. Communities visiting restaurants actively upload photos to social media platforms, particularly Instagram. These uploaded photos showcase diverse food varieties and aesthetically pleasing restaurant atmospheres. Through Instagram, families, friends, and relatives begin discovering the existence of restaurants. This phenomenon creates opportunities for culinary companies, especially in Denpasar city, to establish restaurants or cafes. However, this opportunity also intensifies competition in Denpasar. Culinary entrepreneurs in Denpasar must anticipate this competitive landscape. One strategic approach is providing satisfaction to consumers. Consumer satisfaction is considered a determinant of post-purchase attitudes, reflecting positive or negative outcomes derived from consumers' personal experiences (Zhao et al., 2024). Consumer satisfaction is defined as a function of how well the buyer's expectations of a product align with the perceived performance of that product (Madinga et al., 2024).

In an era of intense business competition, numerous brands and products—both goods and services—compete in the market, offering consumers diverse choices and alternatives, particularly in the service sector. Lupiyoadi (2013:120) elaborates that service companies function to create new, memorable experiences for consumers. This objective presents a unique challenge for service companies (Nuryanto et al., 2024). Service quality is determined by consumers as service users. Therefore, service quality can be created by first identifying consumer perceptions of the services they need and desire, then aligning them with the services that restaurants or cafes will provide. Consequently, restaurants or cafes continuously strive to provide services that align with consumer needs and expectations to achieve consumer satisfaction (Bapat & Kannadhasan, 2022).

Previous research by Shaw et al., (2022) examined the influence of service quality and price on consumer satisfaction at D'sruput Lapai Padang, focusing on 98 respondents. Their analysis revealed that service quality and price, both simultaneously and partially, significantly influence consumer satisfaction. Similarly, Park et al., (2023) investigated the effect of price and cafe atmosphere on customer satisfaction at Cafe Layar Gading in Sorong City, finding that both variables positively influence customer satisfaction both partially and simultaneously.

Sara and Saputra (2021) states that consumers form expectations about a service based on past experiences, word-of-mouth influence, and advertising information. Fundamentally, consumers compare "prepared service" or "perceived service" (outcome) with "expected service." When perceived service falls below expectations, consumers become disappointed. Conversely, when perceived service matches or exceeds expectations, consumers tend to be satisfied and may return for future services. Therefore, companies strive to enhance their offerings to not only satisfy consumers but also surprise them, creating delight.

According to Narindra et al., (2023), price determination is crucial in assessing how much consumers value services and building brand image. Price also creates specific perceptions regarding quality. When restaurants or cafes fulfill consumer desires and needs, consumers feel satisfied. Consumer satisfaction is a state where consumer desires, expectations, and needs are fulfilled. Satisfied customers are those whose expectations are met through consumption. Product providers must ensure affordable prices and quality services, enabling consumers to experience satisfaction after visiting restaurants or cafes (Predana et al., 2020).

Gosha Kitchen & Patisserie Renon is one restaurant in Denpasar, established since 2010, with additional branches in Gatot Subroto Barat, Trans Studio Mall, and Living World Bali. The restaurant offers diverse menus ranging from classic Indonesian cuisine to Western food. Initially a small stall selling *tipat cantok* (traditional Balinese dish), Gosha Kitchen & Patisserie evolved into a larger restaurant with expanded menu varieties as consumers increased. The consumer base ranges from students, university students, office workers, to families. The cozy minimalist concept with indoor and outdoor spaces creates comfort for visiting consumers. The minimalist cafe design emphasizes simplicity, functionality, and aesthetic clarity. Menu offerings align with similar cafes, with prices ranging from IDR 15,000 to 200,000.

Based on interviews with consumers visiting Gosha Kitchen & Patisserie Renon, several issues emerged regarding service quality: insufficiently warm greetings from waiters/waitresses, delayed orders, incorrect food deliveries, complaints about hot rooms due to malfunctioning air conditioning, absence of wireless calling on the lower floor, limited parking (especially for cars), and outdoor seating not recommended during daytime due to lack of canopies. Some consumers also perceived prices as relatively high. Management has begun addressing these concerns to prevent recurring consumer complaints. Business success heavily depends on consumers, as repeat purchases ensure business continuity (Sara et al., 2021). The term "customer-driven company" implies that business survival is controlled by consumers. Difficulties arise when consumers feel dissatisfied due to unmet wants and needs. Therefore, maintaining consumer satisfaction must be executed effectively. Companies can improve service quality and provide satisfaction by studying consumer behavior (Sara & Saputra, 2021b).

Store atmosphere is considered important because when the restaurant atmosphere aligns with consumer expectations, satisfaction is created (K. A. K. S. Saputra & Jayawarsa, 2023). Conversely, if the atmosphere fails to provide comfort or match expectations, satisfaction remains unattained. Price also plays a crucial role in consumer consideration. Price is defined as the amount of money charged for a product or service, or the sum of values exchanged by consumers for benefits derived from using the product or service. Based on the background above, the research problems are formulated as follows:

1. How do service quality, store atmosphere, and price simultaneously influence consumer satisfaction at Gosha Kitchen & Patisserie Renon?
2. How does service quality partially influence consumer satisfaction at Gosha Kitchen & Patisserie Renon?

3. How does store atmosphere partially influence consumer satisfaction at Gosha Kitchen & Patisserie Renon?
4. How does price partially influence consumer satisfaction at Gosha Kitchen & Patisserie Renon?

This research aims to provide information to potential consumers to increase purchasing interest at Gosha Kitchen & Patisserie Renon. The research findings will be published in an international journal, the European Journal of Business and Management, in 2026. The urgency of this research stems from findings that service quality at Gosha Kitchen & Patisserie Renon requires improvement. Consumers reported insufficient warm greetings, delayed orders, incorrect food deliveries, complaints about hot rooms due to malfunctioning air conditioning, absence of wireless calling on the lower floor, limited parking (especially for cars), and outdoor seating not recommended during daytime due to lack of canopies. Some consumers also perceived prices as relatively high. Management has begun addressing these concerns to prevent recurring consumer complaints (Sancaya et al., 2025; Sancaya & Saputra, 2024).

Business success heavily depends on consumers, as repeat purchases ensure business continuity. The term "customer-driven company" implies that business survival is controlled by consumers. Difficulties arise when consumers feel dissatisfied due to unmet wants and needs. Therefore, maintaining consumer satisfaction must be executed effectively. Companies can improve service quality and provide satisfaction by studying consumer behavior (Jayawarsa et al., 2025). Store atmosphere is considered important because when the restaurant atmosphere aligns with consumer expectations, satisfaction is created. Conversely, if the atmosphere fails to provide comfort or match expectations, satisfaction remains unattained. Price also plays a crucial role in consumer consideration. Price is defined as the amount of money charged for a product or service, or the sum of values exchanged by consumers for benefits derived from using the product or service.

LITERATURE REVIEW

Marketing Management

Marketing management is an activity involving analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target markets to achieve organizational goals in the long term. Darmawan et al., (2023) defines marketing management as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. According to K. A. K. Saputra et al., (2024), marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals and meet organizational goals.

Consumer Satisfaction

Torre et al. (2020) define satisfaction as the alignment between product and service performance received and the performance expected by consumers. In today's competitive business environment, consumer satisfaction is paramount. Consumers are considered kings who must be served, though this does not imply surrendering everything to them. Efforts to satisfy consumer needs must be conducted profitably or in a win-win situation where both parties feel satisfied without detriment. According to (Wen et al., 2019), satisfaction theory posits that satisfaction is influenced by positive and negative feelings consumers associate with purchased and consumed products. Tran & Nguyen (2022) define customer satisfaction as the feeling of pleasure or disappointment resulting from comparing perceived product performance (or outcomes) with customer expectations. When performance aligns with expectations, customers feel satisfied; conversely, when performance falls short, customers feel disappointed. Oklevik et al., (2022) states that satisfaction is a post-purchase evaluation where the chosen alternative at least meets or exceeds consumer expectations, while dissatisfaction arises when outcomes fail to meet expectations. According to Liang, (2022), several factors influence consumer satisfaction:

1. **Product:** Products that meet consumer preferences and expectations create satisfaction.

2. **Price:** Price reflects product or service quality.
3. **Promotion:** Promotional activities communicate product and service benefits to target consumers.
4. **Location:** Location is a crucial attribute for attracting consumers.
5. **Service:** Services provided by employees to fulfill consumer satisfaction.
6. **Facilities:** Facilities support operational activities related to consumers.
7. **Atmosphere:** Atmosphere creates a distinct impression contributing to consumer satisfaction.
8. **Display:** Product arrangement attracts consumer interest.

According to Zameer et al., (2018), four methods for measuring customer satisfaction include:

1. **Complaint and Suggestion Systems:** Companies facilitate consumer feedback through suggestion boxes and comment cards, providing valuable improvement ideas.
2. **Consumer Satisfaction Surveys:** Companies directly measure satisfaction through periodic surveys, asking customers about their satisfaction levels and opinions on competitor performance.
3. **Lost Customer Analysis:** Companies contact former customers to understand reasons for switching, identifying areas for improvement.
4. **Customer Satisfaction Measurement:** Essential for providing better, more efficient, and effective services.

Service Quality

Tyler et al., (2021) define service quality as the extent of discrepancy between customers' expectations or desires and their perceptions. Almutawa et al., (2018) states that quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. Quality closely relates to customer satisfaction, providing encouragement for customers to build strong bonds with the company. Williams et al., (2019) defines service quality as the expected level of excellence and control over that excellence to meet customer desires. Fitzsimmons (2006:21) identifies four service characteristics:

1. **Simultaneity:** Services are created and consumed simultaneously, preventing storage.
2. **Perishability:** Services are consumed immediately, resulting in lost opportunities when capacity is unused.
3. **Intangibility:** Services are ideas and concepts, making innovation difficult to patent.
4. **Heterogeneity:** Service variety arises from intangible nature and customer participation.

According to Lee & Cheng, (2018), five service quality dimensions include:

1. **Reliability:** Ability to perform promised services dependably and accurately.
2. **Responsiveness:** Willingness to help customers and provide prompt service.
3. **Assurance:** Employee knowledge, courtesy, and ability to inspire trust and confidence.
4. **Empathy:** Caring, individualized attention provided to customers.

5. **Tangibles:** Physical facilities, equipment, personnel, and materials appearance.

Store Atmosphere

Atmosphere or ambiance is a facility provided within stores or department stores. Restaurant atmosphere plays a crucial role in attracting consumer interest by facilitating convenience and offering unique displays, making consumers feel comfortable. Restaurant atmosphere combines planned physical messages, described as alterations to purchasing environment design producing specific emotional effects leading to purchasing behavior. Saifudin et al., (2021) state that store atmosphere is another important element in the reseller's product. Alkayed & Omar, (2023) describe café atmosphere as including various interior displays, exterior design, layout, internal traffic, comfort, air quality, service, music, uniforms, merchandise displays, etc., creating consumer appeal and purchasing desire. Lamb (2012:105) identifies store atmosphere objectives:

1. **Store Image:** Appearance helps determine store image and positioning in consumer minds.
2. **Effective Layout:** Ensures comfort, convenience, and influences customer traffic patterns and shopping behavior.

Factors influencing restaurant atmosphere according to (Kerdpitak, 2022):

1. **Employees:** General employee characteristics (neat, friendly, knowledgeable, service-oriented).
2. **Fixtures:** Could be elegant, trendy, consistent with desired atmosphere.
3. **Music:** Pleasant or annoying sounds, influences consumer stay duration.
4. **Aroma:** Stimulates or disrupts sales, positively influences product evaluation and mood.
5. **Visual Factors:** Colors create moods or focus attention; warm colors indicate desired closeness; cool colors create elegance and cleanliness.

According to Lin & Chen, (2017), store atmosphere elements include exterior, interior, store layout, and interior display:

1. **Visual Communication:** Uniqueness and appeal of interior design, attractive signage, clear layout arrangement.
2. **Lighting:** Appropriate interior lighting.
3. **Colors:** Attractive interior and exterior colors, wall colors.
4. **Music:** Clear volume and appropriate background music.
5. **Aroma/Fragrance:** Comfortable temperature and pleasant aroma.

Price

Price is the value of goods/services expressed in monetary terms. Guo et al., (2022) defines price as the amount of money paid by consumers to purchase a product. Prasetyorini & Fitri (2013) states price is the value of goods or services measured by money, based on which individuals or companies are willing to release goods or services to others. Wang & Shi (2024) defines price as the amount of money (possibly plus some goods) required to obtain a product and accompanying services. Prasetyorini & Fitri (2013) state that price should reflect the value consumers are willing to pay rather than merely production costs. Wang & Shi, (2024) identify four price indicators:

1. **Price Affects Consumer Purchasing Power:** Set prices influence consumer purchasing

decisions.

2. **Price Affects Competitive Advantage:** Consumers compare prices with alternatives.
3. **Price-Quality Consistency:** Price serves as a quality indicator; higher prices often imply better quality.
4. **Price-Benefit Consistency:** Consumers purchase if perceived benefits exceed or equal costs incurred.
5. **Price Influences Repurchase Decisions:** Inappropriate prices lead to negative decisions; appropriate prices lead to positive repurchase decisions.

Hypotheses

Based on the conceptual framework, the following hypotheses are proposed:

H1: Service quality, store atmosphere, and price positively and significantly influence consumer satisfaction at Gosha Kitchen & Patisserie Renon simultaneously.

H2: Service quality positively and significantly influences consumer satisfaction at Gosha Kitchen & Patisserie Renon partially.

H3: Store atmosphere positively and significantly influences consumer satisfaction at Gosha Kitchen & Patisserie Renon partially.

H4: Price positively and significantly influences consumer satisfaction at Gosha Kitchen & Patisserie Renon partially.

RESEARCH METHODOLOGY

The population comprises all consumers visiting Gosha Kitchen & Patisserie Renon, totaling 105,970 consumers in 2025. Sample size was calculated using Slovin's formula:

$$n = N / (1 + N(e)^2)$$

Where:

- n = Sample size
- N = Population size
- e = Margin of error (10%)

$$n = 105,970 / (1 + 105,970(0.1)^2)$$

$$n = 105,970 / (1 + 1,059.7)$$

$$n = 105,970 / 1,060.7$$

$$n = 99.9 \approx 100 \text{ respondents}$$

Non-probability sampling with accidental sampling technique was employed, selecting consumers encountered at Gosha Kitchen & Patisserie Renon.

Variable Identification

Dependent Variable (Y):

- Consumer Satisfaction

Independent Variables (X):

- Service Quality (X1)
- Store Atmosphere (X2)
- Price (X3)

Operational Definitions

Consumer Satisfaction (Y)

Consumer satisfaction is the level of pleasure or disappointment felt by consumers after comparing perceived performance with expectations. Indicators:

1. Performance
2. Perceived Quality
3. Expectations
4. Perceived Value
5. Willingness to Recommend

Service Quality (X1)

Service quality is the effort to fulfill consumer needs and expectations accurately. Indicators:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibles

Store Atmosphere (X2)

Store atmosphere is designing the purchasing environment through physical facilities and merchandise arrangement. Indicators:

1. Visual Communication
2. Lighting
3. Colors
4. Music
5. Aroma/Fragrance

Price (X3)

Price is the amount charged for a product, representing the sole revenue-generating element. Indicators:

1. Price affects purchasing decisions
2. Competitive pricing
3. Price-quality consistency
4. Price-benefit consistency
5. Affordability

Data Collection Methods

1. **Observation:** Direct observation and note-taking related to research problems.
2. **Interviews:** Direct interviews with management and relevant parties.
3. **Documentation Study:** Review of official company documents.
4. **Questionnaires:** Written statements distributed to respondents using Likert scale scoring:
 - Strongly Agree: 5
 - Agree: 4
 - Neutral: 3
 - Disagree: 2
 - Strongly Disagree: 1

Instrument Testing

Validity Test

Validates questionnaire items by correlating item scores with total scores. Criteria: $r \geq 0.30$ indicates validity (Sugiyono, 2017:126).

Reliability Test

Measures instrument reliability using Cronbach's Alpha. Criteria: $\alpha \geq 0.60$ indicates reliability (Sugiyono, 2017:134).

Data Analysis Techniques

Tests whether residuals have normal distribution using Kolmogorov-Smirnov test. If K-S value > 0.05 , data are normally distributed. Tests correlation among independent variables. Criteria: Tolerance > 0.10 or VIF < 10 indicates no multicollinearity. Tests whether variance residuals differ across observations using Glejser test. If significance > 0.05 , heteroscedasticity is absent.

Multiple Linear Regression Analysis

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

- Y = Consumer Satisfaction
- a = Constant
- X_1 = Service Quality
- X_2 = Store Atmosphere
- X_3 = Price
- b_1, b_2, b_3 = Regression coefficients

F-Test (Simultaneous Test)

Tests whether all independent variables simultaneously influence the dependent variable. Criteria: If F-count > F-table or p-value < 0.05, reject H_0 .

t-Test (Partial Test)

Tests whether each independent variable partially influences the dependent variable. Criteria: If t-count > t-table or p-value < 0.05, reject H_0 .

RESULTS AND DISCUSSION

Respondent Demographics

Table 1: Respondent Demographic Profile

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	42	42%
	Female	58	58%
Age	17-25 years	38	38%
	26-35 years	32	32%
	36-45 years	20	20%
	>45 years	10	10%
Occupation	Student	28	28%
	Office Worker	35	35%

	Entrepreneur	20	20%
	Others	17	17%
Visit Frequency	First time	25	25%
	2-3 times	40	40%
	>3 times	35	35%

Table 1 presents the demographic characteristics of the 100 respondents. The majority were female (58%), aged 17-35 years (70%), and office workers (35%) or students (28%). This profile suggests that Gosha Kitchen & Patisserie Renon primarily attracts young to middle-aged consumers, with a slightly higher female patronage. The visit frequency data indicates that 75% of respondents are repeat customers, reflecting a loyal consumer base. This demographic composition aligns with the restaurant's target market of students, young professionals, and families.

Instrument Testing Results

Validity Test Results

Table 2: Validity Test Results

No	Variable	Item Statement	Correlation Item Total	r-table (N=30)	Status
1	Consumer Satisfaction (Y)	Y1	0.820	0.30	Valid
2		Y2	0.855	0.30	Valid
3		Y3	0.687	0.30	Valid
4		Y4	0.775	0.30	Valid
5		Y5	0.850	0.30	Valid
6	Service Quality (X1)	X1.1	0.854	0.30	Valid
7		X1.2	0.808	0.30	Valid
8		X1.3	0.819	0.30	Valid
9		X1.4	0.898	0.30	Valid

10		X1.5	0.941	0.30	Valid
11	Store Atmosphere (X2)	X2.1	0.692	0.30	Valid
12		X2.2	0.875	0.30	Valid
13		X2.3	0.796	0.30	Valid
14		X2.4	0.776	0.30	Valid
15		X2.5	0.924	0.30	Valid
16	Price (X3)	X3.1	0.610	0.30	Valid
17		X3.2	0.820	0.30	Valid
18		X3.3	0.923	0.30	Valid
19		X3.4	0.795	0.30	Valid
20		X3.5	0.824	0.30	Valid

Table 2 shows the validity test results conducted with 30 respondents. All item correlations exceeded the r-table threshold of 0.30, ranging from 0.610 to 0.941. The highest correlation was observed for service quality item X1.5 (Tangibles: 0.941), while the lowest was for price item X3.1 (Affects purchasing decisions: 0.610). These results confirm that all 20 questionnaire items across the four variables are valid and suitable for measuring their respective constructs. The strong correlations indicate that the instrument effectively captures the intended dimensions of service quality, store atmosphere, price, and consumer satisfaction.

Reliability Test Results

Table 3: Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Threshold ($\alpha > 0.60$)	Status
Consumer Satisfaction (Y)	0.844	5	0.60	Reliable
Service Quality (X1)	0.909	5	0.60	Reliable
Store Atmosphere (X2)	0.872	5	0.60	Reliable
Price (X3)	0.850	5	0.60	Reliable

Table 3 presents the reliability test results using Cronbach's Alpha coefficients. All variables exceeded the minimum threshold of 0.60, with service quality showing the highest reliability (0.909), followed by store atmosphere (0.872), price (0.850), and consumer satisfaction (0.844). Cronbach's Alpha values above 0.80 indicate excellent internal consistency, demonstrating that all questionnaire items consistently measure their respective constructs. The reliability results confirm that the instrument produces consistent and stable measurements, making it suitable for further statistical analysis.

Classical Assumption Tests

Normality Test

Table 4: Normality Test Results (Kolmogorov-Smirnov)

Test Statistic	Value	Significance	Decision
Kolmogorov-Smirnov Z	0.071	0.200*	Normal Distribution
N	100		

*This is a lower bound of the true significance.

Table 4 displays the normality test results using the Kolmogorov-Smirnov (K-S) test. The K-S value of 0.071 with a significance level of 0.200 (> 0.05) indicates that the residual data is normally distributed. This finding satisfies the normality assumption required for multiple linear regression analysis. The normal distribution of residuals ensures that the statistical tests (F-test and t-test) are valid and reliable for hypothesis testing.

Multicollinearity Test

Table 5: Multicollinearity Test Results

Variable	Tolerance	VIF	Decision
Service Quality (X1)	0.249	4.012	No multicollinearity
Store Atmosphere (X2)	0.421	2.374	No multicollinearity
Price (X3)	0.341	2.932	No multicollinearity

Table 5 presents the multicollinearity test results. All tolerance values exceed the threshold of 0.10 (ranging from 0.249 to 0.421), and all VIF values are below 10 (ranging from 2.374 to 4.012).

Service quality has the highest VIF (4.012), indicating moderate correlation with other independent variables, while store atmosphere has the lowest VIF (2.374), suggesting minimal correlation.

The results confirm that multicollinearity is not present in the regression model, meaning the independent variables are not highly correlated with each other, allowing for reliable estimation of individual coefficients.

Heteroscedasticity Test

Table 6: Heteroscedasticity Test Results (Glejser Test)

Variable	Unstandardized Coefficients	t	Sig.	Decision
Constant	1.433	2.188	0.031	
Service Quality (X1)	0.015	0.279	0.781	No heteroscedasticity
Store Atmosphere (X2)	-0.006	-0.127	0.899	No heteroscedasticity
Price (X3)	-0.033	-0.660	0.511	No heteroscedasticity
Dependent Variable: ABS_RES				

Table 6 shows the heteroscedasticity test results using the Glejser method. All independent variables have significance values greater than 0.05: Service Quality (0.781), Store Atmosphere (0.899), and Price (0.511). The constant term has a significance of 0.031 (< 0.05), indicating that the baseline heteroscedasticity pattern may exist but is not systematically related to the independent variables. The results confirm that the regression model is free from heteroscedasticity, satisfying the assumption of equal variance across residuals. This ensures that the regression coefficients are efficient and unbiased.

Multiple Linear Regression Analysis

Table 7: Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.496	1.076		3.249	0.002		
Service Quality (X1)	0.371	0.088	0.435	4.224	0.000	0.249	4.012
Store Atmosphere (X2)	0.171	0.074	0.184	2.322	0.022	0.421	2.374

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF
Price (X3)	0.296	0.082	0.318	3.608	0.000	0.341	2.932

Table 7 presents the multiple linear regression analysis results. The regression equation derived is:

$$Y = 3.496 + 0.371X_1 + 0.171X_2 + 0.296X_3$$

The constant value of 3.496 indicates that when all independent variables (service quality, store atmosphere, and price) are zero, consumer satisfaction would be 3.496 on the Likert scale. This baseline value suggests that even without the three factors, consumers would still have a moderate level of satisfaction, potentially due to other unmeasured variables such as product quality or location. The standardized coefficients (Beta) reveal the relative importance of each variable:

- **Service Quality ($\beta = 0.435$):** The strongest predictor of consumer satisfaction. Each one-unit improvement in service quality increases consumer satisfaction by 0.371 units when other variables are held constant.
- **Price ($\beta = 0.318$):** The second strongest predictor. Each one-unit improvement in price perception increases consumer satisfaction by 0.296 units.
- **Store Atmosphere ($\beta = 0.184$):** The weakest but still significant predictor. Each one-unit improvement in store atmosphere increases consumer satisfaction by 0.171 units.

The t-test results show that all three variables are statistically significant ($p < 0.05$), with service quality having the highest t-value (4.224), followed by price (3.608), and store atmosphere (2.322). These findings indicate that service quality is the most critical factor influencing consumer satisfaction at Gosha Kitchen & Patisserie Renon, consistent with the SERVQUAL framework emphasizing the importance of employee performance in service delivery. The standardized coefficients further reveal that service quality contributes nearly 2.4 times more to consumer satisfaction than store atmosphere (0.435 vs. 0.184). This suggests that consumers prioritize efficient, reliable service over aesthetic elements, although both are important. The price effect is moderate, indicating that consumers are willing to accept higher prices if service quality is perceived as excellent.

F-Test Results (Simultaneous Testing)

Table 8: F-Test Results (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	438.078	3	146.026	93.937	<0.001
Residual	149.232	96	1.555		
Total	587.310	99			

$$F\text{-table } (\alpha=0.05; df=3,96) = 2.70$$

Table 8 displays the F-test results for testing the simultaneous effect of all independent variables on consumer satisfaction. The F-count value of 93.937 significantly exceeds the F-table value of 2.70, with a p-value < 0.001 . This indicates that the regression model is statistically significant and that service quality, store atmosphere, and price collectively have a significant positive effect on consumer satisfaction.

The R^2 value (R Square) from the model summary (not shown in table) was calculated as $R^2 = 438.078/587.310 = 0.746$, indicating that the three independent variables explain 74.6% of the variance in consumer satisfaction. This relatively high explanatory power confirms the strong combined influence of these factors on consumer satisfaction. Service quality, store atmosphere, and price simultaneously have a positive and significant effect on consumer satisfaction at Gosha Kitchen & Patisserie Renon. The simultaneous effect is substantial, explaining nearly 75% of consumer satisfaction variance. This finding aligns with previous research by Sari and Marlius (2023) who found that service quality and price jointly affect consumer satisfaction. The result supports the theoretical framework that these three marketing mix elements collectively drive consumer satisfaction in the restaurant industry. The high R^2 value suggests that these variables adequately capture the key drivers of satisfaction at Gosha Kitchen & Patisserie Renon.

t-Test Results (Partial Testing)

Table 9: t-Test Results (Partial Test)

Variable	t-count	t-table	Sig.	Decision
Service Quality (X1)	4.224	1.661	0.000	H ₀ Rejected
Store Atmosphere (X2)	2.322	1.661	0.022	H ₀ Rejected
Price (X3)	3.608	1.661	0.000	H ₀ Rejected

Table 9 presents the t-test results for testing the partial effects of each independent variable on consumer satisfaction. The t-table value at $\alpha = 0.05$, $df = 96$ is 1.661. All three variables have t-count values exceeding this threshold and significance levels below 0.05.

Service quality emerges as the strongest predictor of consumer satisfaction ($\beta = 0.435$, $t = 4.224$). The coefficient of 0.371 indicates that improving service quality by one unit increases consumer satisfaction by 0.371 units. This finding aligns with the SERVQUAL theory (Zeithaml et al., 1990) emphasizing reliability, responsiveness, assurance, empathy, and tangibles as key quality dimensions. At Gosha Kitchen & Patisserie Renon, responsiveness (prompt service delivery, accurate orders) appears to be the most critical service dimension requiring attention. The significant effect underscores that consumers primarily value efficient, reliable, and courteous service over other factors (Cazazian, 2022). When employees provide quick, friendly, and informative service, and meet expectations regarding order accuracy and comfortable atmosphere, consumers feel more satisfied (Ruffini, 2024). Adequate facilities not only meet basic needs but also contribute to overall positive experiences. Excellent service quality, including adequate facilities, is key to increasing customer satisfaction at Gosha Kitchen & Patisserie Renon.

Store atmosphere has a significant but relatively smaller effect on consumer satisfaction ($\beta = 0.184$, $t = 2.322$, coefficient = 0.171). The physical environment influences consumer emotions and purchasing behavior. Elements such as layout, lighting, music, aroma, and cleanliness contribute to overall consumer experience. A well-designed visual communication through attractive menus, clear signage, and comfortable ambiance creates positive impressions (Budi et al., 2021). When consumers feel comfortable in the environment, they are more likely to enjoy their experience and return. However, compared to service quality ($\beta = 0.435$) and price ($\beta = 0.318$), store atmosphere has the smallest effect. This suggests that while the physical environment is important,

it is not the strongest driver of satisfaction at this establishment. Consumers may prioritize service efficiency and value perception over atmosphere. This finding differs from Bapat & Kannadhasan (2022), who found atmosphere to be equally important as price in their study of Cafe Layar Gading in Sorong. The difference may reflect varying consumer expectations across different regions or restaurant concepts (Budi et al., 2021).

Price has a significant effect on consumer satisfaction with a coefficient of 0.296 and standardized beta of 0.318. This indicates that when prices are perceived as fair relative to service quality offered, consumers tend to feel satisfied. The significant effect suggests that additional elements such as atmosphere and good service can make prices feel more reasonable, enhancing overall satisfaction. The combination of reasonable prices and adequate service quality positively contributes to customer experience (Xue et al., 2020). The moderate effect ($\beta = 0.318$, between service quality and store atmosphere) indicates that price is a significant consideration but not the dominant factor. This aligns with the value-based pricing perspective where consumers evaluate whether the perceived benefits justify the costs. At Gosha Kitchen & Patisserie Renon, consumers appear to accept the price range (IDR 15,000-200,000) as reasonable given the restaurant's quality positioning. Price sensitivity may vary among consumer segments (students, office workers, families). Students and younger consumers may be more price-sensitive, while office workers and families may prioritize convenience and quality (Ahmed et al., 2025). This suggests potential for targeted pricing strategies or value-added offerings for different segments.

Table 10: Summary of Variable Effects on Consumer Satisfaction

Variable	Unstandardized Coefficient (B)	Standardized Coefficient (β)	t-count	Significance	Rank
Service Quality (X1)	0.371	0.435	4.224	0.000	1
Price (X3)	0.296	0.318	3.608	0.000	2
Store Atmosphere (X2)	0.171	0.184	2.322	0.022	3

Table 10 summarizes the relative effects of each independent variable on consumer satisfaction. The standardized coefficients (Beta) provide a direct comparison of the variables' relative importance. Service quality dominates ($\beta = 0.435$), followed by price ($\beta = 0.318$), and store atmosphere ($\beta = 0.184$). The substantial gap between service quality and store atmosphere (0.251 difference) indicates that service quality is nearly 2.4 times more influential than store atmosphere in driving consumer satisfaction. This pattern suggests that consumers at Gosha Kitchen & Patisserie Renon are primarily quality- and value-seeking, prioritizing efficient, reliable service over environmental aesthetics. The results support a service-dominant logic perspective where the interaction between employees and consumers is more critical than the physical surroundings (Xue et al., 2020).

The research findings provide valuable insights for Gosha Kitchen & Patisserie Renon management to understand the influence of service quality, store atmosphere, and price on consumer satisfaction. The results will be published in the European Journal of Business and Management in 2026, contributing to the international academic community's understanding of consumer satisfaction in the Indonesian culinary industry context (Jayawarsa & Saputra, 2025). The research outcomes include:

1. **Theoretical Contribution:** Empirical evidence on the significance of service quality, store atmosphere, and price in determining consumer satisfaction within the culinary sector, confirming and extending previous research findings.

2. **Practical Implications:** Actionable recommendations for restaurant management to enhance consumer satisfaction through improved service responsiveness, visual communication, and price transparency.
3. **Publication:** International journal publication disseminating findings to a global audience, contributing to the growing body of literature on consumer behavior in emerging markets.
4. **Policy Recommendations:** Specific strategies for improving service quality, atmosphere, and pricing that can be applied to the broader hospitality industry.

CONCLUSION

This research examined the influence of service quality, store atmosphere, and price on consumer satisfaction at Gosha Kitchen & Patisserie Renon Denpasar. Based on quantitative analysis of 100 respondents using multiple linear regression, the findings reveal that all three variables simultaneously have a positive and significant effect on consumer satisfaction, explaining 74.6% of the variance in satisfaction levels. Partially, service quality emerged as the strongest predictor with the highest standardized coefficient ($\beta = 0.435$), followed by price ($\beta = 0.318$), and store atmosphere ($\beta = 0.184$), all demonstrating statistically significant positive effects at $p < 0.05$. These results confirm that consumers prioritize reliable, responsive, and empathetic service delivery over environmental aesthetics, though the physical ambiance remains a meaningful contributor to overall satisfaction. The significant price effect indicates that consumers perceive fair value when pricing aligns with service quality and atmospheric experiences. The findings suggest that management should prioritize service quality improvements, particularly responsiveness to consumer needs, while simultaneously maintaining competitive pricing and enhancing visual communication through attractive menu designs and comfortable physical environments. This research contributes empirical evidence to the marketing management literature within the Indonesian culinary industry context and provides actionable insights for restaurant operators seeking to enhance consumer satisfaction through strategic improvements in service delivery, atmospheric design, and pricing transparency. Future research should expand the sample scope, incorporate additional variables such as product quality and promotion, and employ longitudinal designs to capture dynamic consumer satisfaction patterns across different demographic segments and geographical locations.

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