

The Influence of Atmosphere on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Case Study at KFC Indonesia Jakarta Area)

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Abstracts:- The research is aimed to explain the influence of direct and not direct Atmosphere on the Customers Loyalty and the influence of the Atmosphere on the Customer Satisfaction as well as the satisfaction of customers as a variable intervening against Loyalty Customers in the Restaurant Kentucky Fried Chicken (KFC) Area Jakarta.. Samples were taken using the Nonprobability sampling method and purposive sampling with the first 127 samples. The population in this study is the customers of KFC Indonesia in the Jakarta area who have made purchases more than 2 (two) times. The data used in this study consisted of primary data (the results of questionnaire processing) and secondary data (related literature). The type of research that is used is Kenis quantitative. The author uses Structural Equation Modeling (SEM) with AMOS device software.

Keywords:- Atmosphere, Customer Satisfaction, Customer Loyalty.

I. INTRODUCTION

The conditions of competition in the business world require every entrepreneur to compete and survive against competitors. The number of competing companies to get consumers makes the conditions of competition between companies increasingly tight. Competition is the very strict demands of the employers to determine the strategy right in the competition, which is in fulfilling the needs of consumers who are always varied.

Such as with business, restaurant food is one of the businesses of most competitive. According to Gorski (2015), Spanish is a business that is growing at a very rapid. In the end, the development makes the consumers have a wide range of choices of food that suit their tastes. The perpetrators of the business were also necessary to compete and look for ideas new to develop its business, one of the ideas that are to maintain consumer long compared with the search for consumers new.

In the January - June 2019 period, this franchise business in the food and beverage sector ranked sixth in foreign investment in Indonesia with an investment value of USD 706.7 million, and domestic or local investment ranked fourth in the food and beverage sector with a value of Rp. 21.26 trillion (www.liputan6.com, 2019).

Furthermore, the case is also seen evidence from the number of restaurants that are very much in Indonesia, especially in cities large as Jakarta. According to BPS (2018), the Statistics provision of food and beverages in 2018 stated that Jakarta is the province with the number of restaurants highest in Indonesia, namely as many as 3,021 restaurants (39%), rest as much as 4,659 restaurants scattered in 24 provinces in Indonesia. Meanwhile, according to Laucereno (2019), based on BPS data and information, it is stated that Indonesia's economic growth in 2018, which was recorded at 5.17%, was driven by the consumption sector by 56%, where the contribution of restaurant business growth was the main support.

On the chart are listed at the bottom, in the year 2000 the number of companies industry food and drinks only for 4,661 businesses and increased rapidly became 6,875 in 2015.

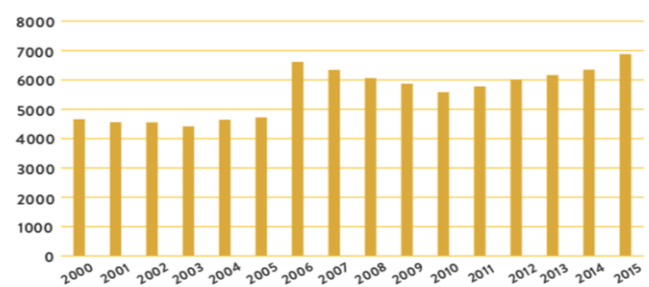


Fig. 1 .Number of Large Industrial Companies in the Food and Beverage Industry Category

Source: BPS Year 2017

Data Empirical other was found by the Ministry of Industry growth industries of food and beverage in 2017 reached 9.23 percent increase from the year 2016 reached 8.46 percent. In 2017, the food and drinks industry contributed to the GDP of non -oil amounted to 34.33 percent.

One of the ways to win the competition is to create something different. The Atmosphere could be an alternative to distinguish the Restaurant from the other and become a reason for consumers to be interested and choose where they will visit and buy. It is like that proposed by Levy and Weitz (2001: 556) " Customer purchasing behavior IS ALSO influenced by the Atmosphere. " In the decision of purchase, the consumer is not only to give a response to the goods and services that are offered but also provide a response to the

environment purchases are fun for consumers. It is made of consumers are choosing restaurants that are preferred and do the purchase.

According to Levy and Weitz (2001: 530), "Atmospherics refer to the design of an environment through visual communications, lighting, colors, music, and scent that stimulate costumers perceptual and emotional responses and Ultimately Affect Reviews their purchase behavior" which means "Atmosphere which refers on the design of the environment through communication visual, lighting, color, music, and scents that stimulate customers are perceptually and emotionally as well as in the end affect the behavior of buying them." It can be assumed that consumer ratings or responses to the Atmosphere will affect consumer purchases. The Atmosphere affects customer satisfaction. Ryu and Han (2010) in Heung and Gu (2012) state that "Although all determinants of customer satisfaction deserve attention in research and practice, atmospherics may, to a large extent, determine the overall degree of such satisfaction in the restaurant industry." Although all the determinants of customer satisfaction need to be considered in research and practice, to a large extent, the Atmosphere may determine the overall level of satisfaction in the restaurant industry.

The Atmosphere is a combination of things - emotional things. According to Mowen and Minor (2012), the Atmosphere affects the emotional state of shoppers, which then encourages them to increase or decrease spending. The impact of the Atmosphere can create an impression that makes buyers will increase their purchases or simply buy taste and possibilities do not intend to go back again to buy in places such.

This research object is KFC Indonesia. Based on empirical facts, KFC is the first Fast Food Restaurant in Indonesia (1979). The experience of success and continuous growth for more than 40 years has undoubtedly made the KFC brand a leader in Indonesia's fast food restaurant market.

KFC Indonesia is also one of the companies that build a very strong brand image. People know it as a fast-food restaurant. It is proven that KFC is the Top Brand Image of Fast food Restaurant 2016 - 2018, beating Mc Donalds, Pizza Hut, Hoka Hoka Bento, and Burger King.

Below it will show the data in the form of a table that contains the data by the Choice image of companies are best in Indonesia later can be viewed on the value of the index image of the company or referred to as Corporate Image Index (CII), among others:

No	Perusahaan	2016	2017	2018	2019	2020
1	PT. Fastfood Indonesia (KFC)	1.511	1.531	1.558	1.575	1.580
2	PT. Reko Nasional Food (Mc Donald)	1.387	1.312	1.218	1.779	1.903
3	PT. Sari Melati Kencana (Pizza Hut)	1.051	1.092	1.019	0.857	0.739
4	PT. Eka Boga Inti (Hoka bento)	0.661	0.701	0.791	0.555	0.527
5	PT. Sari Burger Indonesia (Burger King)	0.3991	0.364	0.415	0.233	0.250

Table 1: - Data awards image of the company in Indonesia in the category Fast food is international in the year 2016 - 2020
Source: www.imacaward.com (2020)

In the table above can be seen that the restaurants KFC occupy the rank first with a gain of Corporate Index Image highest with a value in the year 2016 amounted to 1,511, the year 2017 amounted to 1,531, the year 2018 amounted to 1,558, but in the year 2019 and 2020 KFC occupy the second position was replaced by the position of Mc Donalds.

Loyalty models in the restaurant and cafe industry have been studied through various factors such as satisfaction (Dhisasmito et al., 2020; Keshavarz et al., 2016;), Atmosphere (Miswanto and Angelia, 2017; Lee et al., 2018).

The relationship between Atmosphere and satisfaction, and Loyalty has been shown to have a positive and significant effect. It has been studied by Zakky (2019), Ing (2019), Lee (2018), Furoida (2018), Miswanto & Angelia, (2017), Listiono & Sugiarto, (2015), Sajadi, RE & Rizuto (2013)

While the linkage variable latency satisfaction of customers and Loyalty of customers proven to impact positively and significantly by Dhisasmito (2020), Wahyu (2019), Ing (2019), Ganiyu (2017), Indra (2017), Kelvin (2015), Listiono & Sugiarto, (2015), Kurniawati (2014); Indra (2017), Sajadi, RE & Rizuto (2013)

The results of the study differ disclosed Bufquin (2017), Andaleeb & Conway (2006), Babin et al. (2005) that the design and appearance of the physical Atmosphere do not affect the real Customer satisfaction and Customer Loyalty.

Based on the background described and the inconsistency between researchers with the same variables, the researchers are interested in researching the Effect of Atmosphere on Customer Loyalty with Customer Satisfaction as an Intervening: A Case Study at a Kentucky Fried Chicken (KFC) Restaurant Jakarta

II. LITERATURE REVIEW

A. Atmosphere

Physical facilities are one of the determining factors in dominating the market share desired by the company. Specifically, several important elements that highlight a store are good architecture, attractive exterior, interior designs, adequate human resources, a good supply of goods. Store symbols play an important role because most of these elements are related to the company displayed physically. According to Levy and Weitz (2012), the Atmosphere is designing an environment through communication visual, lighting, color, music, and smell to stimulate the perceptions and emotions of customers and, in the end, affect the behavior of spending them. Berman and Evans (2001: 602) argue that for a store that is a basic retailer or retailer, the Atmosphere of the store environment is based on physical characteristics that are usually used to build an impression and attract customers.

According to Mowen & Minor (2012), the Atmosphere is one of the components of the store's image. There is a combination of products being sold, service, customers, the store as a place to enjoy the pleasures of life, and store promotion activities. The Atmosphere is "the arrangement of

indoor (instore) and outdoor (out store) spaces that can create comfort for customers.

Research Arifin et al. (2011) revealed conditions of atmospheric home eating like color, design, layout lighting, and system layout affect the real against the behavior of consumers. The same thing was revealed by Ryu and Han (2010) that the physical environment had a significant effect on consumer satisfaction. Even the results of research Pecotić, Bazdan, and Samardzija (2014) revealed that consumers are willing to pay more expensive to obtain condition design interior is good.

Elements of the Atmosphere can be operationalized in Spanish as the object of the research is. Mowen and Minor (2012) consist of :

1. *Layout*

Layout (layout) is an arrangement in physical and placement of items of merchandise, supplies remain. It aims to give motion to the consumer, showing goods, merchandise, or services, which can attract and maximize sales. A layout can work and achieve the goal meant when a message - visitors can understand a message that will be delivered.

2. *Voice*

The sound of entire music that is presented, the presence of music for businesses cafe is very important because it can give an increase in the quality of service in presenting the experience of shopping or enjoy a product that is fun for the visitors that were able to influence the emotions of visitors to perform the purchase. According to this explanation, it can be concluded that music is an important part of completing the comfort of visitors.

3. *Smell*

Many purchasing decisions are based on emotions, and smells have a huge impact on consumers' emotions. The smell is more than any other sense as a determinant of feelings of joy, hunger, reluctance to consume, and nostalgia.

4. *Texture*

The texture is a visual element that shows the feeling of the surface material, which is intentionally made and presented in an arrangement to achieve a visual form, as an effort to give a certain feeling to the surface of the plane, to the appearance of the form, to the work of art in real or fictitious terms. With good texture or material processing, the outer layout will produce a more attractive impression and quality of space and influence visitors to visit and make purchases.

5. *Building Design*

Design is always associated with art or beauty, where the exterior is the initial mirror of visitors or tenants in their activities in a shopping center. The design has a very important role in giving rise to the impression of comfortable, either to tenants or visitors in the move.

B. *Customer Satisfaction*

In the era of competition like when it strengthens customers' satisfaction is seen as an issue of strategic primary for the organization. According to Sabir et al. (2014), customer satisfaction is the most significant aspect of business because customer satisfaction significantly affects the business's benefit. According to Tjiptono (2002:146), satisfaction or dissatisfaction is the Customer's responsibility to evaluate the perceived discrepancy or disconfirmation between previous expectations (or other performance norms) and its perceived performance after its use.

According to Kotler (2003), customer satisfaction is feeling happy or disappointed someone who comes from a comparison between his impression of the performance (or result) of a product and hope .

Several definitions were suggested for the satisfaction of customers in the literature previously. For example, Hui and Zheng (2010) describe satisfaction as an overall evaluation or assessment of customers of the quality of the product or service offered by the service provider. Hansemark and Albinsson (2004) also refer to customers' satisfaction on ratings overall Customer of the products or services of a brand and reaction to emotional they are about to brand it in fulfilling most of the needs and desires them. Kotler (2000) thinking about satisfaction as " feeling happy or disappointed someone that is generated from comparing the performance of the perceived (or result) of products concerning the expectations. " Rahman et al. (2012) show that customer satisfaction can be explained based on feelings of happiness, acceptance, relief, pleasure, and pleasure. The author adds that customer satisfaction is likely to be formed after evaluating a brand's products and services in meeting certain needs and wants.

C. *Customer Loyalty*

According to Kotler (2005: 18), Loyalty is a purchase repeated by a customer for a commitment to a brand or company. According to Bell et al. (2005) and Dean (2007), customer loyalty is defined differently. First, Loyalty is an attitude. Feeling that creates whole entanglement individuals with product, service, or organization. These feelings determine the level of individual Loyalty (pure cognitive). The second definition of Loyalty is behavior. Kotler et al. (1999) assert that the cost to attract new customers maybe five times as much cost to maintain customers' satisfaction. Kotler and Keller (2005) also say that the top 20% of customers can create 80% of profits for the company.

Griffin (2005) says that customer loyalty is a commitment to defend in depth to buy back the products or services that have been selected are consistent in the future, although the influence of the situation and marketing efforts can cause a behavior change. This customer loyalty can be described as a customer: repeat purchases, purchases between product and service lines, referrals to others, and immunity to competitors.

D. Atmosphere Relationship to Customer Satisfaction and Customer Loyalty

Levy and Weitz (2001: 491) states that Atmosphere is aimed to attract the attention of consumers to visit, easier for them to look for items that are needed, sustain them to linger -used were in the cafe, to motivate them to make the planning as suddenly, influencing them to do purchases, and provide satisfaction in shopping. Levy and Weitz (2001; 556) also argued that the "customer purchasing behavior IS ALSO influenced by the store atmosphere," which means that the consumer's behavior is also influenced by the Atmosphere. An attractive and unique atmosphere will provoke a desire to visit from a consumer to do purchase.

The comfortable Atmosphere will lead to the Customer's satisfaction to make the Customer feel at home linger -used in the cafe. Of satisfaction that will attract the interest of consumers to come back and do the purchase reset. Suppose a customer is already buying and expectations are met. In that case, it will create the satisfaction of consumers, such as that described by Kotler and Andreasen (1995: 50), the satisfaction of customers is the level of feeling someone after comparing the performance of the products that he felt with his expectations. Services optimized through the comfortable atmosphere cafe will give satisfaction to the consumer. If consumers feel the satisfied possibility of great will come back to buy, and of the things that creates the satisfaction of customers who buy more than one time.

E. Research Concept Framework

Based on the description above, the conceptual research framework is :

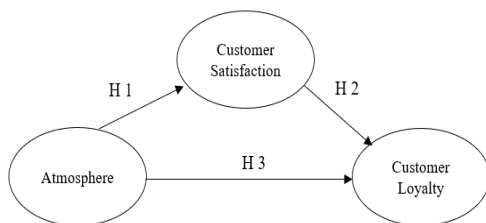


Figure 2: Thinking Framework

F. Hypothesis

The hypotheses in this study are as follows :

- H1: Atmosphere affects customer satisfaction
- H2: Customer Satisfaction Affects Customer Loyalty
- H3: Atmosphere affects Customer Loyalty

III. Methodology

The type of research used in research is explanatory research (research explanation), used to test a theory or hypothesis to strengthen or even reject the theory or hypothesis results of research that already exist. The technique that is used in research is Non-Probability Sampling by taking samples purposive. The number of samples in the study has 127 respondents in KFC Jakarta, Indonesia.

Techniques of analysis that used are :

1. Descriptive Analysis

The analysis is used to describe the identity of respondents are gender, age, education, income, how many times a visit. After the data is collected, then the next is processing the data, then distribute it into the table, and then discuss the data that is processed it is descriptive.

2. Analysis Path (Path Analysis)

Analysis lane or path analysis is a technique for analyzing the relationship because as a result of which occurred in the regression of multiple if variable, independent influencing variables depend not only on direct but also not directly (Robert D. Retherford 1993 in Sarwono, 2007: 1).

The study is designed to examine the effect of Atmosphere on customers' Loyalty through customers' satisfaction at KFC in the Jakarta area. In connection with it, approach the study of quantitative used to collect data that is relevant. Parameters used in the study are using 21 variables, and In particular, the instrument surveys are used to obtain feedback from customers restaurant fast -food KFC in Jakarta, Indonesia. A total of 127 questionnaires were distributed to respondents by using the technique of convenience sampling. In addition, the selected sample size complies with the AMOS requirements used for data analysis in this study. Items are also measured using a scale Likert ten points which ranges between 1 = " very not agree "and 10 = " very agree. " Data were analyzed using SEM (Structural Equation Modeling) applications device software den gan AMOS program.

III. RESULTS AND DISCUSSION

A. Data analysis using SEM test

Based on the framework and theories that exist, the diagram workflow model is mediated to explain the causal variable and construction. Structural model of the equation using variable mediation, which consists of one variable exogenous and two-variable endogenous. Of the three variables, 21 compiled manifest variables serve as research indicators.

B. SEM Assumption Test

In the process of modeling equations structural, which first performed is to evaluate whether the data that is used to meet the assumptions of SEM as follows :

• Sample Test

This study uses 127 samples, which means that they have met the minimum requirements determined by the estimation model using the Maximum Likelihood of 100 samples. Researchers distributed questionnaires during the period 01-21 February 2021.

• Normality Test

From value of skewness critical ratio, all indicators show informal distribution because of its value in under 2.58. For example, while the test for normality multivariate provides value cr 1,327 far in under 2.58, it is multivariate shows the distribution of normal.

• *Outliers Test*

The results output within Mahalanobis of AMOS program 26.0 shows that all the value is not in the top 1 98.921, can be concluded that there are no outliers in the data.

C. *Unidimensionality Test of Each Construction with CFA (Confirmatory Factor Analysis)*

• *Confirmatory Test for Exogenous Construction of Atmosphere*

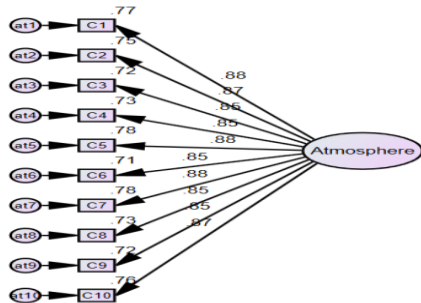


Figure 3: Exogenous Atmosphere Construction

	Estimate	S.E.	C.R.	P	Label
C1 < Atmosphere	1.000				
C2 < Atmosphere	.992	.072	13.815	**	par_1
C3 < Atmosphere	.960	.072	13.309	**	par_2
C4 < Atmosphere	.972	.073	13.372	**	par_3
C5 < Atmosphere	1.016	.071	14.386	**	par_4
C6 < Atmosphere	.955	.072	13.216	**	par_5
C7 < Atmosphere	1.044	.073	14.317	**	par_6
C8 < Atmosphere	.979	.073	13.444	**	par_7
C9 < Atmosphere	.929	.070	13.313	**	par_8
C10 < Atmosphere	1.017	.072	14.127	**	par_9

	Estimate
C1 <--- Atmosphere	.878
C2 <--- Atmosphere	.865
C3 <--- Atmosphere	.850
C4 <--- Atmosphere	.852
C5 <--- Atmosphere	.884
C6 <--- Atmosphere	.845
C7 <--- Atmosphere	.881
C8 <--- Atmosphere	.854
C9 <--- Atmosphere	.851
C10 <--- Atmosphere	.875

Table 2: Confirmatory test results for the Exogenous Atmosphere construction

From the table above, all validity values are above 0.5, and it can be concluded that all indicators are valid. The construct of the most affecting Atmosphere is an indicator C7 with a value of 1, 044 at a level of significance of 0.001. While the indicator C9 has the smallest effect with a value of 0.929.

• *Confirmatory Test for Exogenous Construction of Customer Satisfaction*

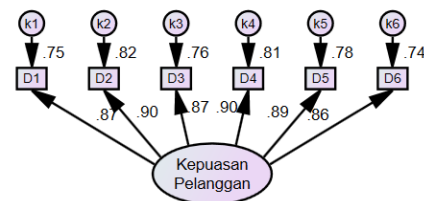


Figure 4: Exogenous Construction of Customer Satisfaction

	Estimate	S.E.	C.R.	P	Label
D1 <--- Kepuasan Pelanggan	1.000				
D2 <--- Kepuasan Pelanggan	1.088	.075	14.510	**	par_1
D3 <--- Kepuasan Pelanggan	1.031	.076	13.625	**	par_2
D4 <--- Kepuasan Pelanggan	1.125	.078	14.448	**	par_3
D5 <--- Kepuasan Pelanggan	1.018	.072	14.040	**	par_4
D6 <--- Kepuasan Pelanggan	1.023	.078	13.180	**	par_5

	Estimate
D1 <--- Kepuasan_Pelanggan	.867
D2 <--- Kepuasan_Pelanggan	.903
D3 <--- Kepuasan_Pelanggan	.874
D4 <--- Kepuasan_Pelanggan	.902
D5 <--- Kepuasan_Pelanggan	.886
D6 <--- Kepuasan_Pelanggan	.861

Table 3: Confirmatory test results for exogenous construction Customer Satisfaction

From the table above, all validity values are above 0.5, and it can be concluded that all indicators are valid. The construct that most influences customer satisfaction is the D4 indicator with a value of 1.1 25 at a significance level of 0.001. In comparison, the D1 indicator has the smallest effect with a value of 1,000.

• *Confirmatory Test for Exogenous Construction of Customer Loyalty*

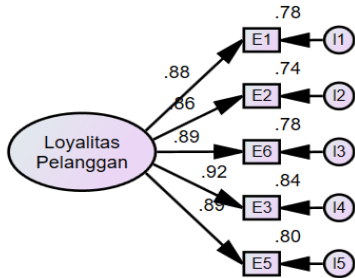


Figure 5: Exogenous Construction of Customer Loyalty

	Estimate	S.E.	C.R.	P	Label
E1 <--- Loyalitas	1.000				
E2 <--- Loyalitas	.951	.071	13.458	***	par_1
E6 <--- Loyalitas	.941	.065	14.540	***	par_2
E3 <--- Loyalitas	.927	.060	15.536	***	par_3
E5 <--- Loyalitas	.942	.063	14.928	***	par_4

	Estimate
E1 <--- Loyalitas_Pelanggan	.884
E2 <--- Loyalitas_Pelanggan	.858
E6 <--- Loyalitas_Pelanggan	.886
E3 <--- Loyalitas_Pelanggan	.918
E5 <--- Loyalitas_Pelanggan	.894

Table 4: Confirmatory test results for the exogenous construction of Customer Loyalty

From the table above, all validity values are above 0.5, and it can be concluded that all indicators are valid. The construct that most influences customer loyalty is the E1 indicator with a value of 1,000 at a significance level of 0.001. In comparison, the E3 indicator has the smallest effect with a value of 0.927.

• *Confirmatory Test for Variable Exogenous Constructions with CFA*

	Estimate	S.E.	C.R.	P	Label
Kepuasan <--- Atmosphere	.678	.085	7.953	***	par_19
Loyalitas <--- Atmosphere	.404	.083	4.864	***	par_20
Loyalitas <--- Kepuasan	.704	.092	7.689	***	par_21
C1 <--- Atmosphere	1.000				
C2 <--- Atmosphere	.993	.072	13.816	***	par_1
C3 <--- Atmosphere	.961	.072	13.326	***	par_2
C4 <--- Atmosphere	.977	.072	13.478	***	par_3
C5 <--- Atmosphere	1.017	.071	14.406	***	par_4
C6 <--- Atmosphere	.954	.072	13.167	***	par_5
C7 <--- Atmosphere	1.042	.073	14.246	***	par_6

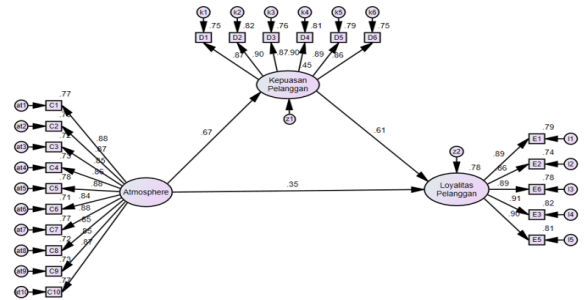


Figure 6: Exogenous Construction of Customer Loyalty with the Determinant CFA of the sample covariance matrix = 0.021

There is no problem with multicollinearity or singularity because the value of the Determinant of the sample covariance matrix is greater than 0 absolute so hat the data in this study is feasible to use. The value is absolute 0, and there is a singularity problem, a warning will appear in the Amos software, and the data cannot be run, while the data in this study can be run in Amos, which means the data has met the requirements to pass the singularity and multicollinearity tests.

• *Confirmatory test for all variables with CFA Full Model*

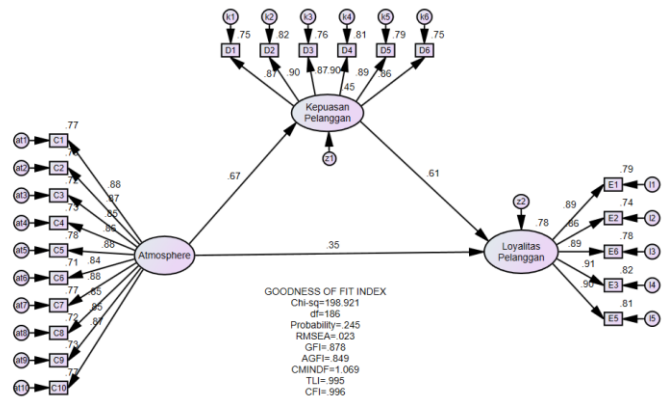


Figure 7: CFA Full Model

The following picture above CFA Full Model is good because all the goodness of fit index criteria is included in the good fit category, especially the RMSEA value, which is already smaller than 0.08, so there is no need to improve the fit category model. So it can be concluded that all data in the CFA Full model diagram are valid.

			Estimate	S.E.	C.R.	P	Label
C8	<---	Atmosphere	.975	.073	13.334	***	par_7
C9	<---	Atmosphere	.933	.070	13.414	***	par_8
C10	<---	Atmosphere	1.018	.072	14.131	***	par_9
D1	<---	Kepuasan	1.000				
D2	<---	Kepuasan	1.091	.075	14.588	***	par_10
D3	<---	Kepuasan	1.030	.076	13.571	***	par_11
D4	<---	Kepuasan	1.125	.078	14.432	***	par_12
D5	<---	Kepuasan	1.020	.073	14.058	***	par_13
D6	<---	Kepuasan	1.028	.077	13.279	***	par_14
E1	<---	Loyalitas	1.000				
E2	<---	Loyalitas	.950	.069	13.857	***	par_15
E6	<---	Loyalitas	.935	.063	14.813	***	par_16
E3	<---	Loyalitas	.909	.059	15.507	***	par_17
E5	<---	Loyalitas	.942	.061	15.437	***	par_18

			Estimate
Kepuasan_Pelanggan	<---	Atmosphere	.670
Loyalitas_Pelanggan	<---	Atmosphere	.348
Loyalitas_Pelanggan	<---	Kepuasan_Pelanggan	.613
C1	<---	Atmosphere	.877
C2	<---	Atmosphere	.865
C3	<---	Atmosphere	.851
C4	<---	Atmosphere	.855
C5	<---	Atmosphere	.884
C6	<---	Atmosphere	.844
C7	<---	Atmosphere	.879
C8	<---	Atmosphere	.851
C9	<---	Atmosphere	.854
C10	<---	Atmosphere	.875
D1	<---	Kepuasan_Pelanggan	.866
D2	<---	Kepuasan_Pelanggan	.905
D3	<---	Kepuasan_Pelanggan	.871
D4	<---	Kepuasan_Pelanggan	.900
D5	<---	Kepuasan_Pelanggan	.886
D6	<---	Kepuasan_Pelanggan	.864
E1	<---	Loyalitas_Pelanggan	.890
E2	<---	Loyalitas_Pelanggan	.862
E6	<---	Loyalitas_Pelanggan	.885
E3	<---	Loyalitas_Pelanggan	.905
E5	<---	Loyalitas_Pelanggan	.900

Table 5: construction of all variables

C. Goodness of Fit Test

Goodness of Fit Indeks	Cut off Value	Hasil	Evaluasi Model
Chi – Square	≤ 218,820	198,921	Good Fit
Probability	≥ 0,05	0,245	Good Fit
RMSEA	≤ 0,08	0,023	Good Fit
GFI	≥ 0,90	0,878	Marginal Fit
AGFI	≥ 0,90	0,849	Marginal Fit
CMIN/DF	≤ 2,00	1,069	Good Fit
TLI	≥ 0,95	0,995	Good Fit
CFI	≥ 0,95	0,996	Good Fit

Table 6: Goodness of Fit (GOF) test results

The result of Chi-Square in the study is totaled 198.921 with probabilities 0, 245. All indices show the evaluation of a suitable model and meet the value.

E. Hypothesis Test

Hypothesis testing can be accepted if the criterion ratio is more than 2.58 at the significant level of 0.001 or more than 1.96 at the 0.05 level of significance.

• *Calculation results Estimation parameters*

			Estimate	S.E.	C.R.	P	Label
Kepuasan_	<-	Atmosphere	.678	.085	7.953	**	parameter_19
Loyalitas_	<-	Atmosphere	.404	.083	4.864	**	parameter_20
Loyalitas_	<-	Kepuasan_	.704	.092	7.689	**	parameter_21
C1	<-	Atmosphere	1.000				
C2	<-	Atmosphere	.993	.072	13.816	**	parameter_1
C3	<-	Atmosphere	.961	.072	13.326	**	parameter_2
C4	<-	Atmosphere	.977	.072	13.478	**	parameter_3
C5	<-	Atmosphere	1.017	.071	14.406	**	parameter_4
C6	<-	Atmosphere	.954	.072	13.167	**	parameter_5
C7	<-	Atmosphere	1.042	.073	14.246	**	parameter_6
C8	<-	Atmosphere	.975	.073	13.334	**	parameter_7
C9	<-	Atmosphere	.933	.070	13.414	**	parameter_8
C10	<-	Atmosphere	1.018	.072	14.131	**	parameter_9
D1	<-	Kepuasan_	1.000				
D2	<-	Kepuasan_	1.091	.075	14.588	**	parameter_10
D3	<-	Kepuasan_	1.030	.076	13.571	**	parameter_11
D4	<-	Kepuasan_	1.125	.078	14.432	**	parameter_12
D5	<-	Kepuasan_	1.020	.073	14.058	**	parameter_13
D6	<-	Kepuasan_	1.028	.077	13.279	**	parameter_14
E1	<-	Loyalitas_	1.000				
E2	<-	Loyalitas_	.950	.069	13.857	**	parameter_15
E6	<-	Loyalitas_	.935	.063	14.813	**	parameter_16

			Estimate	S.E.	C.R.	P	Label
E3	<-	Loyalitas_	.909	.059	15.507	**	parameter_17
E5	<-	Loyalitas_	.942	.061	15.437	**	parameter_18

Table 7: Calculation of Estimation Parameters

The causality relationship between Atmosphere and customer satisfaction has met the requirements because it has a CR value of 7.953 at a significant level of 0.001 (***), so it can be accepted (CR > 2.58 at a significant rate of p = 0.01). Relations causal Atmosphere and Loyalty of customers can be accepted because it has a value of CR amounted to 4.864 at the level of significant 0,001 that meets the requirements. Relations causal satisfaction of customers and Loyalty Customer apart accepted as having value CR of 7.689 at the level of significant 0.001 that meets the requirements.

• *The Atmosphere of Customer Satisfaction*

The results in table 7 show the CR value of 7.953 at a significant level of 0.001 (***), so it can be concluded that the Atmosphere variable affects customer satisfaction.

• *Satisfaction Customers toward Customer Loyalty*

The results in table 7 show the CR value of 7.689 at a significant level of 0.001 (***), so that it can be concluded that the Customer Satisfaction variable affects Customer Loyalty.

• *The Atmosphere of Customer Loyalty*

The results in table 7 show the CR value of 4.864 at a significant level of 0.001 (***), so that it can be concluded that the Atmosphere variable affects Customer Loyalty.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Following are the conclusions from the overall data:

- The atmosphere effect is significant to the Customer's satisfaction. Construct the most influential is the C7 intangibles in value 1,042 It has shown customers KFC love with facility space and the sound of KFC to make comfortable the Customer.
- Customers' satisfaction effect is positively and significantly to the Customer Loyalty. Construct the most influential is the D4 that is tangible to the value of 1.125. It is showing KFC customers satisfied with the convenient place
- The atmosphere effect is significant to Customer Loyalty. Construct the most influential is E.1 are tangible in the value of 0.950. It is showing the Customer has eaten KFC more than one.

B. Suggestion

Based on the results and conclusions of the study :

- Research is limited to restaurants KFC area of Jakarta, to research is further expected to expand the object of research on the company that is engaged in the field of the other and regions differently.

- For further research, it is hoped that other variables that affect the customer loyalty variable can be added.
- The lowest Value indicator at variable Atmosphere is C9 with the value of 0.933, which contains KFC makes Drive-Thru modern facility. Authors suggest the facility Drive-thru KFC made modern and easy to use and their instructions as socialization.
- The lowest Indicator at variable Satisfaction Customer is D1 with a value of 1.000, which contains Costs were incurred for the purchase of products at KFC has been under the obtained. The authors suggest adding facility support for all ages and maintain the quality so that customers feel satisfied with costs are incurred.
- The lowest indicator value on the Customer Loyalty variable is E3 with a value of 0.909, which contains recommendation to eat at KFC. The author suggests needing their programs and promotions that draw from KFC so that customers can recommend to relatives and friends to eat at KFC.

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