Creative Economy: The Influence of Service Quality, Product Quality, Store Atmosphere, and Social Media on Culinary Consumer Satisfaction in Garut Raya

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ABSTRACT

Food and beverage consumption is the largest component of household consumption in Garut. This condition is an opportunity for culinary businesses to create competitive advantage, product quality, and store atmosphere as an effort to increase consumer satisfaction. Technological developments encourage people to use social media to socialize and seek information. Social media influencers are the most effective way to promote a culinary business. This study aims to determine and analyze the effect of service quality, product quality, and store atmosphere on consumer satisfaction through social media influencers in the culinary subsector in Garut Raya. This type of research uses cause and effect. The research population is not known with certainty, the sampling technique uses the Chocran formula with a total sample of 97 respondents. The data source is primary data with data collection techniques using questionnaires. Data analysis using Structural Equation Model Partial Least Square (SEM-PLS). The results of this study indicate service quality, product quality, and social media influencers have a significant positive effect on customer satisfaction, while store atmosphere has no effect. Service quality and product quality have no significant effect on social media influencers, while store atmosphere has an effect. Service quality and product quality have no effect, while store atmosphere has an effect on consumer satisfaction through social media influencers.

Keywords: Product, Atmosphere, Influencer, Creative Economy

INTRODUCTION

A business that is promising and has a very large market share in Indonesia today is the culinary industry (Agustinawati, 2016). This business is growing along with increasing community activities outside the home and lifestyle changes. Today's society makes culinary places a destination for increasing efficiency, just refreshing, meeting business partners, holding special events, and so on. One area with quite high culinary business development is Garut Regency. Expenditure data for household consumption of food and beverages reaches 54.18% in 2022 (BPS, 2022).

Garut Regency is an area that has cool water, beautiful scenery, and is nicknamed Swiss van Java. Therefore, many tourists choose Garut as a tourist destination because of its beautiful natural charm and is famous for its creative economic sector in the culinary field. Since 2016 Garut has offered around 300 types of processed food produced by 14,355 business actors (BPS, 2022). This culinary business has always experienced development from year to year both in terms of the quantity, type and taste of its products. This condition is a great opportunity for business actors to develop their culinary business, even with increasingly fierce competition. To win competition in the culinary industry, culinary entrepreneurs must be able to provide satisfaction to their customers as shown by the performance felt by consumers (Suryandriyo, 2018). In addition, the ability to create competitive advantage over product quality and store atmosphere must be carried out as an effort to satisfy consumers (Rony, 2018). Efforts made by business people through improving service quality, product quality, creating a store atmosphere that is in line with consumer expectations, as well as conducting promotions through social media marketing.

Consumer satisfaction can be measured from feelings of pleasure or disappointment because they compare the product's perceived performance against their expectations (Kotler & Keller, 2018). The determinants of consumer satisfaction can be determined from good or bad experiences with product quality (Rony, 2018). To grow the level of customer satisfaction, businesses must be able to create a store atmosphere expected by consumers. Store atmosphere that is in accordance with consumer desires can influence perceptions of service quality and product quality to achieve consumer satisfaction (Binaraesa et al., 2021). In addition, effective efforts to increase consumer satisfaction can now be done through the use of social media marketing. Effective marketing programs through social media will create profitable relationships with consumers, especially increasing satisfaction (Fajri & Ma'ruf, 2019).

Digital marketing techniques using social media influencers are the most effective way to promote a culinary business. This trend occurs because society is now integrated with social media as a medium for socializing and seeking information. This condition is very profitable for businesses to carry out digital marketing at a relatively low cost. Influencer social media is the main choice for promotion because businesses promote their products through people who are well-known and have many followers so that it will have a faster impact in increasing sales. Maulana et al., (2020) revealed that people's consumption patterns and current lifestyles are mostly influenced by social media influencers, meaning that people are carried away by contemporary styles popularized by social media influencers.

LITERATURE REVIEW

Consumer Satisfaction

The level of consumer satisfaction as measured by the performance of cafes, restaurants and shops consists of three levels namely (1) performance below consumer expectations will lead to consumer disappointment; (2) performance that meets expectations, consumers feel satisfied and happy; and (3) performance that exceeds expectations, consumers will feel very satisfied and happy (Wulandari et al., 2019). Furthermore, Satrya & Telagawathi (2021) explain that if the services provided are in accordance with what consumers expect, they will create feelings of pleasure, satisfaction, and can provide a positive response to the company. Tembeleng et al. (2019) revealed that consumer satisfaction is a state of consumers who feel satisfied or dissatisfied after achieving their desires and expectations for the menu, price, facilities and services provided. Efforts to meet the needs and desires of consumers can be carried out by business owners by providing optimal service and an atmosphere in outlets that is in accordance with the wishes of consumers.

Social Media Influencer

Today's social media influencer users are not only dominated by large-scale food and beverage companies. Restaurants and cafes also take advantage of social media influencers to grow brand awareness, purchase intention, and other effects. Promoting products through appropriate and appropriate social media influencers will have an impact on increasing the profits of cafes and restaurants. Social media influencers are the newest form of celebrity in cyberspace (Andreani et al., 2021). Maulana et al. (2020) states that the phenomenon of social media influencers that is currently rife will have a major influence on people's consumption patterns. The emergence of engagement between followers and influencers occurs due to communication that is built consistently by influencers so that reputation will match the products offered through photo, video and other media. Influencers are people who have great influence and are followed by many people on social media (Yoga et al., 2021). In the context of digital media, influencers have a tremendous impact on decision-making and buying behavior.

Service Quality

Service quality is an action taken by the seller to meet the needs of the buyer (Lieyanto & Pahar, 2021). Service quality is the company's efforts to fulfill consumer desires and how appropriate the level of service provided is with consumer expectations (Hanny & Krisyana, 2022). Service quality is closely related to customer satisfaction because service quality is able to provide special encouragement to consumers to establish profitable relationships in the long term. This allows companies to understand consumers specific expectations and needs (Putra & Wimba, 2021). Good quality service is able to retain old customers to continue to purchase the products offered by the company, as well as being able to influence potential new customers. Service as a form of certain systems, procedures or methods given to others (Putra & Seminary, 2019).

Culinary business actors must provide quality service that is in line with consumer expectations, so that the existence of the business will be maintained and be able to lead consumers to reach the point of satisfaction that is in accordance with expectations.

Product Quality

Product quality is an overall evaluation process to consumers for improving the performance of a product (Putra & Seminary, 2019). Products with good quality and reliability will be embedded in the minds of consumers, they are willing to pay some money to buy these products. Product quality includes functional, physical, and product properties that can meet consumer needs in the form of tastes and expectations for the product compared to the value of money spent to obtain the product. Companies will have a competitive advantage if they are able to provide product quality that meets consumer expectations (Fauzi & Mandala, 2019). Cafe and restaurant businesses will grow rapidly if they have good quality products (Utomo & Maskur, 2022).

Store Atmosphere

Store atmosphere is an effort to create a store atmosphere through visuals, furniture arrangement, light intensity, music, and distinctive aromas that can create a comfortable buying environment that can influence consumer perceptions and emotions to make purchases (Safitri et al., 2017). Cafe and restaurant businesses can determine store atmosphere with concepts such as traditional, modern, modern classic, vintage, minimalist, casual dining, and fast food restaurants. Store atmosphere can be used as a means of communication that can give a positive, profitable impression and increase opportunities between companies and consumers. A comfortable store atmosphere will be a separate consideration for consumers before deciding to come and enjoy the services provided by a cafe or restaurant (Gunawan et al., 2023). In addition, the store atmosphere will show the social class of the services provided to consumers.

Hypotheses of The Research

Consumers want service that meets expectations when making purchases at cafes or restaurants (Lieyanto & Pahar, 2021). Service quality that can provide a sense of satisfaction will make consumers become loyal customers (Sativa & Moechammad, 2019). In addition to service quality, culinary entrepreneurs must also pay attention to the quality of the products offered. Product quality must be paid special attention to by culinary entrepreneurs because product quality is closely related to consumer satisfaction (Gunawan et al., 2023). The current shift in consumer behavior has a major impact on other factors that must be considered by culinary business actors besides service quality and product quality, namely store atmosphere. The atmosphere of cafes and restaurants must be considered in terms of interior and exterior (Nur & Ali, 2022). A comfortable store atmosphere will influence perceptions of service quality and food quality to achieve consumer satisfaction (Binaraesa et al., 2021). Consumer satisfaction is a representation of purchasing decisions made by consumers.

Today's lifestyle and consumption patterns are heavily influenced by social media. Social media that started as a means of socializing and entertainment has transformed into a phenomenal marketing medium because it is widely used by business actors to carry out promotions. The most popular and used marketing media is social media influencers (Maulana et al., 2020). Social media influencer is the process of promoting and selling products or services through people who have influence and are able to influence others to make purchases. Faisal et al., (2018) explains that consumer perceptions are heavily influenced by social media influencers. One of the media used as a reference for cafe and restaurant information is Instagram and Tiktok. This is the reason why business owners use social media as a promotional medium (Andreani et al., 2021).

Based on the background, theoretical support, and empirical studies, the development of the hypothesis in this study is as follows.

H1: Service quality has a significant effect on customer satisfaction

H2: Product quality has a significant effect on consumer satisfaction

H3: Store atmosphere has a significant effect on customer satisfaction

H4: Social media influencers have a significant positive effect on consumer satisfaction

H5: Service quality has a significant effect on customer satisfaction through social media influencers

H6: Product quality has a significant effect on customer satisfaction through social media influencers

H7: Store atmosphere has a significant effect on customer satisfaction through social media influencers

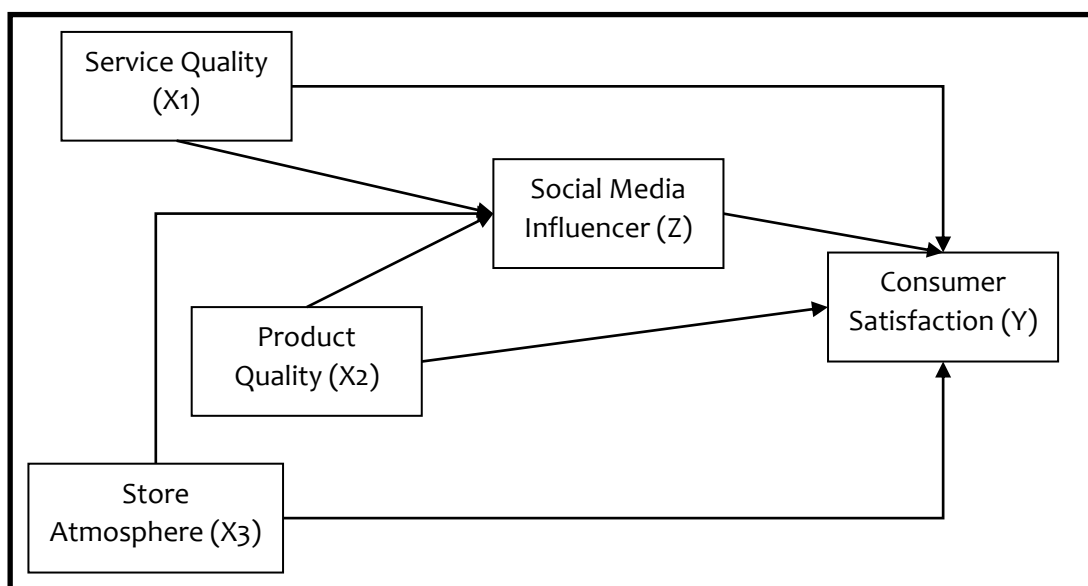The detailed research conceptual framework is explained in Figure 1.

Figure 1. Research Conceptual Framework

METHODOLOGY

This type of research is a cause and effect research, namely a causal relationship. The research location is in Garut district. The research population is consumers who have purchased creative economy culinary products in Garut district including cafes, restaurants, gift shops, and night culinary tours. The population size is not known with certainty, so the sampling technique uses the chocran formula (Sugiyono, 2019), and a research sample of 97 respondents is obtained. The data source in this study is primary data and data collection techniques using a questionnaire with a Likert scale measurement method of 5 scales.

Data analysis used in this study included descriptive analysis, instrument testing, Partial Least Square (PLS) analysis, and hypothesis testing. Descriptive analysis aims to describe service quality, product quality, store atmosphere, social media influencers, and consumer satisfaction. The instrument test includes validity and reliability tests. The partial least square analysis includes the structure of the model evaluation (inner model) and the goodness of fit model. And to test the hypothesis consists of direct hypothesis testing and indirect hypothesis testing.

RESULTS

Descriptive Analysis

The description of the characteristics of the respondents in the study was seen from age, type of work, amount of income, and frequency of purchases. From the age characteristics of the respondents, culinary consumers in Garut district are dominated by the age range of 23 to 28 years by 46.4% with job characteristics dominated by private employees at 60.8%. The monthly income of the respondents was in the range of 3 million to 5 million, which was 43.3% and the frequency of purchases made more than once was 77.3%.

The results of the descriptive analysis show that the quality of service perceived by consumers is classified as very satisfied with an average value of 4.51. The quality of the products offered is of very good quality with an average value of 4.39. The store atmosphere was responded very well by respondents, meaning that the culinary store atmosphere was classified as very good and met consumer expectations with an average value of 4.39. The use of social media influencers as a promotional medium is felt to be very effective because it is able to influence consumers well, seen from the responses of respondents with an average value of 4.12. Consumers as research respondents feel satisfaction very well. This is shown from consumer responses with an average value of 4.21.

Instrument Test

In this study, two validity test methods were used, namely convergent validity and discriminant validity. Convergent validity is measured using the outer loadings

parameter. The loading factor value recommended by (Hair et al., 2019) is above 0.7. According to Chin (Ghozali, 2018), an outer loading value between 0.5-0.6 is considered sufficient to meet the requirements of convergent validity. The results show that convergent validity has been fulfilled with the value of outer loadings greater than 0.6. Discriminant validity is seen based on the cross loading of the construct measurement. The results of the analysis show that all indicators load on the construct is greater than the cross loading, meaning that this model meets the requirements of discriminant validity.

Reliability Test

The reliability test in this study used two methods, namely composite reliability and Cronbach's alpha. The rule of thumb for alpha or composite reliability must be greater than 0.7 (Hair et al., 2019). Composite reliability test results and Cronbach's alpha are presented in the Table 1.

Table 1. Composite Reliability and Cronbach's Alpha Test Results

Variable	Composite Reliability	Cronbach's Alpha
Consumer Satisfaction (Y)	0.949	0.941
Social Media Influencers (Z)	0.939	0.929
Service Quality (X1)	0.963	0.958
Product Quality (X2)	0.958	0.953
Store Atmosphare (X3)	0.957	0.950

Source: Primary data processed in 2023

Table 1 shows the composite reliability and Cronbach's alpha values for all constructs above the value of 0.7. This shows that all constructs have high reliability and are well within the required minimum value limits.

Partial Least Square (PLS) Analysis

Evaluation of the inner model is used to find out how much the endogenous variables are capable of explaining the diversity of exogenous variables. This structural model serves to evaluate the goodness of fit model in a research conceptual framework. The path model in this study is presented in the Figure 2.
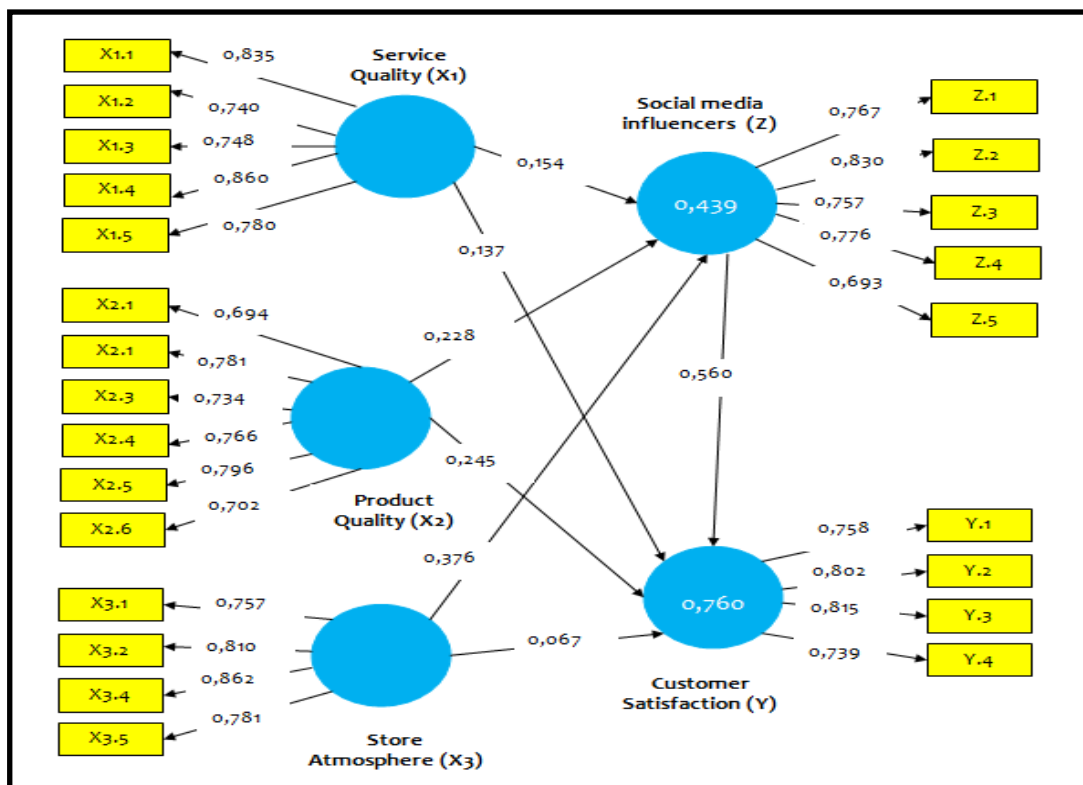
Figure 2. Path Model

Figure 2 shows that service quality affects social media influencers by 15.4%, product quality affects social media influencers by 22.8%, store atmosphere affects social media influencers by 37.6%. Consumer satisfaction is influenced by service quality by 13.7%, product quality by 24.5%, store atmosphere by 6.7%, and social media influencers by 56%. It can be concluded that all exogenous variables in this study have a positive influence on the endogenous variables.

The goodness of fit model is a way to find out how much exogenous variables are able to explain the diversity of endogenous variables. To find goodness of fit through Q-square predictive relevance (Q2). Q2 is an indicator used to measure the predictive relevance of the model. The calculation of Q2 in this study is:

$$Q^2 = 1 - (1 - 0.439)(1 - 0.760)$$
$$Q^2 = 1 - (0.561)(0.240)$$
$$Q^2 = 1 - (0.135)$$
$$Q^2 = 0.865 \text{ or } 86.5\%$$

Q^2 has a value of 0.865 or 86.5%, meaning that social media influencers and consumer satisfaction are able to contribute to the diversity of service quality variables, product quality, store atmosphere can be explained by the overall model of 86.5%. The remaining percentage of 13.5% is another contribution that is not part of the study.

Hypothesis testing

Hypothesis testing is carried out to determine whether or not there is influence between the variables developed in the model. The results of testing the direct and indirect effects are presented in the Table 2.

Table 2. Hypothesis Test Results for Direct and Indirect Effects

Variable	Original Means	t-Statistics	P Values	Results
X1 -> Y	0.137	2.062	0.040	Accepted
X1 -> Z	0.154	1.451	0.147	Rejected
X2 -> Y	0.245	2.603	0.010	Accepted
X2 -> Z	0.228	1.923	0.055	Rejected
X3 -> Y	0.067	1.059	0.290	Rejected
X3 -> Z	0.376	4.170	0.000	Accepted
Z -> Y	0.560	7.610	0.000	Accepted
X1 -> Z -> Y	0.086	1.398	0.163	Rejected
X2 -> Z -> Y	0.128	1.886	0.060	Rejected
X3 -> Z -> Y	0.211	3.751	0.000	Accepted

Source: Primary data processed in 2023

Based on Table 2 the results of the direct influence hypothesis test show service quality, product quality, and social media influencers have a significant positive effect on customer satisfaction. Store atmosphere has no significant effect on customer satisfaction, but has a significant effect on social media influencers. Service quality and product quality have no significant effect on social media influencers.

The results of the indirect influence hypothesis test show that service quality and product quality have no effect on customer satisfaction through social media influencers. Meanwhile, store atmosphere has a significant effect on consumer satisfaction through social media influencers.

DISCUSSION

The Effect of Service Quality on Consumer Satisfaction

The results of the analysis show that the variable of service quality has a significant positive effect on the variable of customer satisfaction. This is shown by the quality of service provided by culinary entrepreneurs in Garut district to their consumers, which is appropriate and better than their expectations. Consumers feel very satisfied with the service they get when purchasing products at cafes, restaurants and food souvenir shops. They get easy access, information, payment systems, and other things that make it easier for them to make purchases. Quality service plays an important role in shaping consumer satisfaction and turning consumers into loyal customers (Sativa & Moechammad, 2019). The results of this study are supported by (Putra & Seminary, 2019); (Umami et al., 2019); (Satrya & Telagawati, 2021); (Tombeng et al., 2019); and

(Susanto, 2021) which states that service quality has a significant positive effect on consumer satisfaction.

Effect of Product Quality on Consumer Satisfaction

The results of the analysis show that product quality variables have a significant positive effect on consumer satisfaction variables. Research respondents responded positively and argued that they were satisfied with the products they bought at cafes, restaurants and shops in Garut district. The quality of the products offered by culinary entrepreneurs in Garut is no doubt because they are well known and have reliability. Product quality is a way for companies to provide satisfaction to consumers by fulfilling the desires and wishes of consumers (Gunawan et al., 2023). This research is in line with (Suhartina & Putra, 2022); (Prayascita & Suci, 2022); (Wulandari et al., 2019); and (Rony, 2018) which states that product quality has a significant positive effect on consumer satisfaction.

The Effect of Store Atmosphere on Consumer Satisfaction

Store atmosphere has no significant effect on consumer satisfaction variables. The store atmosphere offered by all culinary businesses in Garut has almost the same thing, so that each business unit does not yet have a certain uniqueness. This is what makes consumers unable to feel a different satisfaction when associated with a store atmosphere, cafe, restaurant or gift shop. This condition must receive special attention from culinary business actors because store atmosphere is an important factor for creating consumer satisfaction through a planned atmosphere in terms of interior and exterior (Nur & Ali, 2022). In addition, a store atmosphere that is comfortable and in accordance with market segmentation will be a special attraction for consumers and shape perceptions of consumer satisfaction (Binaraesa et al., 2021). Research supported by (Wulandari et al., 2019); and (Nur & Ali, 2022) states that store atmosphere has no significant effect on consumer satisfaction.

The Influence of Social Media Influencers on Consumer Satisfaction

Social media influencer variables directly have a significant positive effect on consumer satisfaction variables. Currently, almost all companies use marketing media, namely social media influencers (Maulana et al., 2020). Social media influencers are an effective marketing system and it is very possible for companies to create profitable relationships with consumers to increase customer satisfaction. Social media influencers as brand spokespersons can build direct relationships with audiences who are potential consumers for the company. Good communication between social media influencers can strengthen good relations with consumers. The results of this study are in line with the research of Faisal et al., (2018) which states that social media influencers have a large influence on perceptions of consumer satisfaction.

The Effect of Service Quality on Consumer Satisfaction Through Social Media Influencers

Service quality is closely related to customer satisfaction because service quality is able to provide special encouragement to consumers to establish profitable relationships in the long term. This allows companies to understand consumers' specific expectations

and needs (Putra & Wimba, 2021). Companies can improve service quality through social media influencers to meet consumer satisfaction (Andreani et al., 2021). This study shows that social media influencers are not able to mediate service quality on customer satisfaction because social media influencers do not directly influence service quality. Even though influencer social media marketing with the promotion of service quality on Instagram social media is interesting, it has not been able to make customers fully interested and trust it. The role of social media influencers is ideally able to provide information and answer various complaints and questions from consumers. In the long term, companies should be able to use the services of social media influencers to improve services and foster positive relationships with consumers, because in the context of digital media, influencers have an extraordinary impact on decision making and buying behavior (Yoga et al., 2021). This research is not in line with research (Satrya & Telagawati, 2021); (Tombeng et al., 2019); and (Faisal et al., 2018) which states that there is an influence between service quality on consumer satisfaction through social media influencers.

The Influence of Product Quality on Consumer Satisfaction Through Social Media Influencers

In the long run, culinary business actors must pay special attention to product quality, because product quality is closely related to consumer satisfaction (Gunawan et al., 2023). Companies can provide information about product quality through social media influencers (Andreani et al., 2021). This study shows that social media influencers do not mediate product quality on consumer satisfaction. This is not in line with research conducted by (Maulana et al., 2020); (Prayascita & Suci, 2022); (Wulandari et al., 2019); and (Rony, 2018) which states that social media influencers have a tendency to influence many people and are able to become a mediating variable to see the effect of product quality on consumer satisfaction. Marketing through influencer social media has not been able to form consumer confidence in the quality of the product being promoted. Consumer purchasing decisions will occur due to the influence of social media influencers, but consumer satisfaction occurs after consumers use or consume these products and even make repeat purchases. The effect of the influence of media influencers in the short term only encourages consumers to make purchasing decisions to prove the quality of the product being promoted and has not been able to measure consumer satisfaction with the quality of the product. Even though the quality of the products offered by culinary entrepreneurs in Garut is undoubtedly of high quality, promotions through social media influencers on a broader scale and in the short term are only able to influence consumers to make purchasing decisions.

The Effect of Store Atmosphere on Consumer Satisfaction Through Social Media Influencers

Store atmosphere has a significant effect on consumer satisfaction through social media influencers. This is in line with research conducted by Jaya et al., (2022) which states that social media influencers are able to mediate the effect of store atmosphere on

consumer satisfaction. Store atmosphere is an important factor for creating consumer satisfaction through a planned atmosphere in terms of interior and exterior (Nur & Ali, 2022). In addition, a store atmosphere that is comfortable and in accordance with market segmentation will be a special attraction for consumers and shape perceptions of consumer satisfaction (Binaraesa et al., 2021). Store atmosphere will be known and recognized by the public or potential customers through social media influencers. This information will provide references to interesting places to visit, then encourage consumers to prove that the store atmosphere matches what they see on their social media platforms. Reviews submitted by influencers that match the perceptions of consumers will make consumers feel satisfied.

CONCLUSIONS

The influence of service quality, product quality, and social media influencers on consumer satisfaction is in accordance with previous research. Consumer satisfaction with culinary products will be created from service quality that meets consumer expectations, product quality that is well known and has reliability, then an effective marketing system will be able to create profitable relationships through social media influencers. Social media influencers are not able to mediate the effect of service quality and product quality on purchasing decisions, and the research results are not in line with previous studies. The results of this study indicate that social media influencers as a marketing medium are not able to involve the influence of service quality directly and cannot form consumer confidence in the quality of the product being promoted. Store atmosphere has no effect on consumer satisfaction, but social media influencers are able to mediate the effect of store atmosphere on consumer satisfaction. The results of this study are in accordance with previous studies, where store atmospheres that have similarities with similar businesses and do not have certain uniqueness are not able to make consumers satisfied. The level of consumer satisfaction will grow from promotions carried out through social media influencers in the form of store atmosphere reviews by an influencer that matches consumer perceptions.

Limitations and Recommendations

In this study, researchers only measure consumer satisfaction through service quality, product quality, store atmosphere, and social media influencers on products and culinary business actors. For further researchers, they can measure consumer satisfaction through the same variable with different objects or using other variables such as price, emotional, convenience, personal experience, other people's experiences, community, marketing strategy, and so on.

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