



The Influence of Service Scape on Word of Mouth And Revisiting Intention at Solaria Roxy Square Mall Jember

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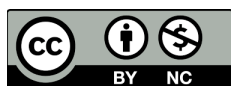
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ABSTRACT

This research is an explanatory research study that aims to discuss the influence of service scape on word of mouth and revisit intention at Solaria Roxy Square Mall Jember. This research uses a non-probability sampling technique with a purposive sampling method. The number of samples used in the study was 140 respondents. The primary data source used in this research was obtained by filling out offline questionnaires for respondents who bought and consumed at Solaria Roxy Square Mall in Jember. The data analysis method uses multivariate statistical analysis (Structural Equation Modeling - SEM) with the Smart PLS program. The research results show that ambient conditions have a significant effect on word of mouth. Space, Layout, and function have a significant effect on word of mouth. Symbols, signs, and artifacts have a significant effect on word of mouth. Ambient conditions have a significant effect on revisiting intention. Space, Layout, and function have a significant effect on revisiting intention. Symbols, signs, and artifacts have a significant effect on revisiting intention. Word of Mouth has a significant effect on revisiting intention.

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1. INTRODUCTION

As time progresses, customer behavior will also experience more selective changes. This has an impact on people's more modern lifestyles, making people's mobility high, which causes them to prefer to spend their

time outside the home. Families who are financially well-off prefer to eat outside the home with many menu choices and a comfortable atmosphere, such as cafes and restaurants. High public interest and intense competition encourage restaurants to provide satisfying experiences to customers. The

atmosphere provided also influences someone's interest in visiting the restaurant. In an era of increasingly fierce competition, designing a strategy for product quality and service quality is still considered insufficient. So, business people in the current era must be more innovative to maintain the existence of a business. One of them is WOM (Word of mouth), which is an attractive restaurant atmosphere.

Solaria already has around 200 branches throughout Indonesia. Currently, Solaria is spread across various provinces and cities throughout Indonesia (<https://solariaresto.co.id/>). Solaria currently opens three branches in Jember, namely Lippo Plaza Mall, Transmart, and Roxy Square Jember. Solaria at Roxy Square Jember officially opened on August 25, 2020 (Instagram Roxy Square Mall Jember). In the Top Brand Index data from 2018-2022, the Solaria fast food restaurant category shows a low and decreasing percentage and is no longer in the Top Brand Index in 2020 until now; this is because Solaria is unable to compete with other fast food restaurants because Solaria is no longer available. Being in the Top Brand Index makes its image decline, but judging from the current phenomenon, interest in visiting Solaria is still busy because Solaria is able to offer discount promos every week, so there is a possibility of visiting again.

The rating on Google Review of Solaria at Roxy Square Mall Jember reached the highest star, namely 4.4, compared to 2 other places, such as Solaria Lippo Plaza, which received a rating of 4.0, and Solaria Transmart received a rating of 4.3, so the ranking of the Solaria restaurant in Jember shows Solaria Roxy Square Mall Jember has the highest rating among other Solaria restaurants in Jember. These results can be said to mean that the rating given gives more satisfaction than Solaria in other places, even though overall the service SOP, prices, and menu offered are the same at each outlet, but judging from the rating, Solaria Roxy Square Mall is superior to the others. Solaria is also one of the restaurants that provide special vegetarian, low salt, and other menu services, which makes researchers interested in researching Solaria Roxy Square Mall Jember

so that Solaria Roxy Square Mall Jember can continue to maintain stability or improve the existing service scape.

According to Bitner (1992) [3], service escape is a physical environment that includes services at interior or exterior facilities. The term service scape refers to the style and appearance of the physical environment of the restaurant and includes other elements that shape the consumer's purchasing experience. Research conducted by Therok et al. (2021) [29], Cahyuni and Ritonga (2023) [5], Situmorang & Sembiring (2020) [24], Omar & Hasani (2021) [19], Hanifah et al. (2022) [11], Raynaldi and Widodo (2017) [12], stated that ambient conditions, space, Layout and function, signs, symbols, and artifacts have a positive and significant effect on revisiting intention. Meanwhile, Cahyuni and Ritonga (2023) [5] stated that ambient conditions and Layout have a positive and significant effect on revisiting intention.

According to Priansa (2017:339) [20], Word of Mouth is a marketing activity that provides information about a product or service from one customer to another with the aim of discussing, promoting, and wanting to sell a brand to other people. Research conducted by Nikiki and Sari (2009) [17] and Rahman (2023) [21] states that word of mouth has a positive effect on Revisiting Intention.

Revisiting Intention is a form of customer loyalty to the products or services that have served them (Oh & Oh, 2018) [18]. According to Zeithaml et al. (2013) [32], revisit intention is a form of consumer behavior or desire to come back to the same place by giving positive word of mouth and shopping more than expected. After someone has had a previous interaction with a restaurant service, there are two possibilities, namely whether they want to visit again or not (Abuthahir & Krishnapilai, 2018) [1]. This is in line with Ayunisa's (2018) [2] statement that implementing a good service escape strategy can increase the intention to visit again. Research conducted by Sulartiningrum et al. (2020) [25] showed that servicescape has a strong influence on revisit intention.

2. LITERATURE REVIEW

Ambient Conditions

Ambient Conditions are environmental conditions that are directly related to the five intangible senses of an environment (Bitner, 1992) [3]. Customers can directly respond and feel the services available in that place. Unconsciously, environmental conditions can influence a person's emotions, perceptions, and behavioral attitudes. Subdimensions of ambient conditions include:

- a. Music
- b. Color
- c. Lighting
- d. Aroma
- e. Temperature
- f. Air

Noise (noise)

Space, Layout, and Function

Space, Layout, and function include floor design, size and shape of furniture, counters, machines, and other equipment, which have all been arranged. An appropriate and attractive layout aims to fulfill facilities for hedonic needs or consumer pleasure. The Layout referred to here relates to the shape and size of objects such as tables, chairs, etc. The functional aspect here refers to the usefulness of objects displayed or placed to facilitate the performance of service transactions. Paying attention to the Layout of objects and their functions makes it easier for consumers to receive services.

Symbols, Signs and Artifacts

According to Lovelock and Wirt (2011: 12)[14], Symbols, clues, and artifacts are things that can be captured by the consumer's senses with the aim of communicating symbolic messages to create an overall aesthetic impression. Signs and symbols are provided explicitly to direct consumers to take action and show information and directions for where consumers should go.

Word of Mouth

According to Schiffman & Wisenblit (2015: 234) [28], Word of Mouth is a communication activity from satisfied customers and telling other people how much they like a business, product, or service. However, sometimes, word of mouth can be negative. Meanwhile, according to (Priansa, 2017:339) [20], Word of Mouth is a marketing activity that provides information about a product or service from one customer to another with the aim of discussing, promoting, and wanting to sell a brand to other people. According to Babin, Barry (2014: 133) [4], there are three indicators of word of mouth as follows:

- a. Consumers are willing to talk about positive things related to the quality of services and products to other people.
- b. Recommend products or services to others.
- c. Encourage and persuade friends or relations to purchase products or services offered by the company.
- d. The environment is the surrounding environment that supports the products or services offered, for example, in line with competing restaurants.
- e. Competition (competitor location), competition between adjacent competitors.

Revisiting Intervention

According to Zeithaml et al. (2013) [32], revisit intention is a form of consumer behavior or desire to come back to the same place by giving positive word of mouth and shopping more than expected. Meanwhile, according to Kotler and Armstrong (2013) [12], revisit intention is the activity of repeatedly buying a product or brand even though consumers have no emotional connection. Indicators, according to Mattila (2001) [16], are:

- a. Suitability of the place to be revisited.
- b. Popularity of the place.
- c. Comparison with other restaurants.
- d. Intend to visit again.
- e. Intention to revisit continuously.

3. METHODOLOGY

The population in this study are consumers who consume directly on the spot (dine-in) at Solaria Jember. The data collection method uses nonprobability sampling with a purposive sampling technique, with the criteria being that respondents are at least 18 years of age and over and have visited and consumed dine-in as well as made purchases at least two times in the last six months. During the research, data collection was obtained by distributing questionnaires offline to respondents who consumed at Solaria Roxy Square Mall Jember. The analysis method in this research uses a multivariate statistical analysis method (Structural Equation Modeling - SEM) with the Smart PLS program. The sample used was 140 respondents.

4. RESULTS

Hypothesis Testing

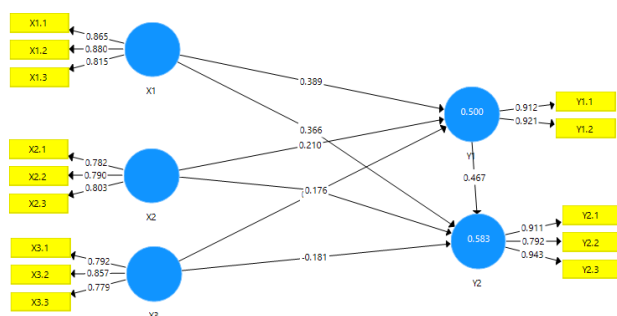


Fig. 1. Path Diagram.

Hypothesis testing uses SmartPLS 3 to determine the significance of the influence of exogenous variables on endogenous variables using the bootstrap resampling method. This research uses the rule of thumb for a hypothesis that has a p-value of less than 5% or 0.05. The hypothesis results in this study show that the influence of the ambient condition variable on the word-of-mouth variable obtained a p-value of $0.000 < 0.05$. The path coefficient value, namely 0.389, is positive, reflecting that the ambient conditions provided will increase word of mouth. So H1 is accepted, and H0 is rejected, meaning that ambient conditions have a significant effect on word of mouth. The

influence of the space, Layout & function variables on the word-of-mouth variable obtained a p-value of $0.021 < 0.05$. The path coefficient value is 0.210, reflecting that the space, Layout & function provided will increase word of mouth. So H2 is accepted, and H0 is rejected, meaning that space, Layout & function have a significant effect on word of mouth. The influence of the signs, symbols & artifacts variable on the word-of-mouth variable obtained a p-value of $0.034 < 0.05$. The path coefficient value, namely 0.204, is positive, reflecting that the signs, symbols & artifacts provided will increase word of mouth, so H3 is accepted, and H0 is rejected, meaning signs, symbols & artifacts have a significant effect on word of mouth. The influence of the ambient condition variable on the revisit intention variable obtained a p-value of $0.000 < 0.05$. The path coefficient value, namely 0.366, is positive, reflecting that the ambient conditions provided will increase revisiting intention, so H4 is accepted, and H0 is rejected, meaning that ambient conditions have a significant effect on revisiting intention. The influence of the space, Layout & function variables on the word-of-mouth variable obtained a p-value of $0.032 < 0.05$. The path coefficient value, namely 0.176, is positive; the coefficient reflects that the space, Layout & function provided will increase revisiting intention, so H5 is accepted, and H0 is rejected, meaning that space, Layout & function have a significant effect on revisiting intention. The influence of the variable's signs, symbols & artifacts on the variable revisit intention obtained a p-value of $0.032 < 0.05$. The path coefficient value, namely 0.181, is positive, reflecting that the signs, symbols & artifacts provided will increase revisiting intention, so H6 is accepted, and H0 is rejected, meaning signs, symbols & artifacts have a significant effect on revisiting intention. The influence of the word-of-mouth variable on the revisit intention variable obtained a p-value of $0.000 < 0.05$. The path coefficient value is 0.467, indicating the coefficient is positive. The positive sign on the coefficient reflects that word of mouth given will increase revisiting intention, so H7 is accepted, and H0 is rejected, meaning that word of mouth has a significant effect on revisiting intention.

5. DISCUSSIONS

The calculation results prove that ambient conditions have a significant effect on word of mouth. Based on the outer loading value, the indicator that best describes the ambient condition variable is lighting. The lighting chosen in a restaurant also influences Susana and the mood of customers. Choosing the right light, as Solaria does, namely dim light, which creates intimacy and a relaxed, calm, and romantic impression, is very suitable for a restaurant. Customers will feel comfortable when visiting Solaria to buy and consume at it and give positive reviews to other people; therefore, lighting in ambient conditions has a big influence on word of mouth. This is also supported by research by Reynaldi and Widodo (2017) [22], which shows that servicescape has a positive effect on word of mouth. Based on the calculation results, it is proven that space, Layout, and function have a significant effect on word of mouth. Based on the outer loading value, the indicator that best describes the space, Layout, and function variables is function. The function of objects displayed or placed in restaurants is to facilitate consumers in terms of service and also function as beauty that can be perceived by the eyes of the senses. Several display media placed by Solaria, such as barcodes on each table, function to view the various menus offered by Solaria, as well as lamp displays hanging with adequate light, which also function for customer comfort. The many display objects placed by Solaria are solely meant to please and provide comfort while inside, and this has also given rise to positive reviews of Solaria. This is supported by research by Carissa (2017) [5], which states that Layout, space, and function influence word of mouth. Based on the calculation results, it proves that symbols, signs & artifacts have a significant effect on word of mouth. Based on the outer loading value of the indicator that best describes the symbol, signs & artifact variables is the symbol. The symbols presented are like directions for installation and subsequent actions. Solaria provides symbols for orders at the front counter and symbols for smoking rooms, which aims to make it easier for visitors when visiting Solaria. This is supported by research by Reynaldi and Widodo (2017) [22] that signs, symbols, and artifacts have a positive

influence on word of mouth. Based on the calculation results, it is proven that ambient conditions have a significant effect on revisiting intention. Based on the outer loading value, the indicator that best describes the ambient condition variable is lighting. The lighting chosen in a restaurant also influences Susana and the mood of customers. Choosing the right light, as done by Solaria, namely dim light, which creates intimacy and a relaxed, calm, and romantic impression, is very suitable for a restaurant that still maintains the light settings in this restaurant can create a sense of comfort and sustainable satisfaction because with satisfaction lighting can create a positive feeling that can lead to return visitors in the future, which is also supported by research by Reynaldi and Widodo (2017) [22] showing that service scape has a positive effect on word of mouth. The calculation results prove that space, Layout, and function have a significant effect on revisit intention. Based on the outer loading value, the indicator that best describes the space, Layout, and function variables is function. The function of objects displayed or placed in restaurants is to make service easier for consumers and function as beauty that can be perceived by the eyes of the senses. Several display media placed by Solaria, such as barcodes on each table, function to view the various menus offered by Solaria, and hang lamp displays with adequate light, which also function for customer comfort. The many display objects placed by Solaria are solely to please and provide comfort while in it, which gives rise to positive reviews of Solaria and can create a feeling of returning visitors, which is supported by research by Carissa (2017) [5] that Layout, space, and function influence word of mouth. Based on the calculation results, it proves that symbols, signs & artifacts have a significant effect on revisit intention. Based on the outer loading value, the indicator that best describes the symbol, sign & artifact variables is the symbol. The symbols presented are like directions for installation and subsequent actions. Solaria provides symbols for orders at the front counter and symbols for smoking rooms; this aims to make it easier for visitors when visiting Solaria. Visitors sometimes always pay attention to symbols that are clearly visible, such as Solaria, which has its own characteristic symbol with iconic writing. the symbols given in the restaurant also make it easier for customers to create a comfortable impression and return

visitors, which is supported by Reynaldi and Widodo's research. (2017) [22] that signs, symbols, and artifacts positively influence revisit intention. Based on the results obtained, word of mouth has a significant effect on revisit intention. Based on the outer loading value of the indicator that best describes the word-of-mouth variable, it means Recommend. Recommending has an important role in influencing word of mouth, so to get good revisit intention, there needs to be an increase in positive things such as service or restaurant atmosphere so that customers are not reluctant to recommend Solaria restaurant. Recommending a product well arises because someone feels satisfied with the service or atmosphere at the restaurant. Solaria must maintain the positive things it provides to customers so that they will have a desire to visit again. When word of mouth is successful, there is a desire for consumers to visit or return. This research is the same as research (Liu & Lee, 2016) [15], which states that word of mouth can encourage consumers to increase their willingness to visit or repurchase a product or service, and this research supports research by Rahman & Desembrianita (2023) [21] that word of mouth has an influence positive towards revisit intention.

6. CONCLUSIONS

Ambient Condition has a significant effect on word of mouth. Space, Layout, & Function have a significant effect on word of mouth. Signs, Symbols, and Artifacts have a significant influence on word of mouth. Ambient Condition has a significant effect on revisit intention. Space, Layout, & Function have a significant effect on revisit intention. Signs, Symbols, and Artifacts have a significant effect on revisit intention. Word of Mouth has a substantial effect on revisit intention.

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