



## Customer Satisfaction in the Era of Competition 5.0

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### Abstract

This study aims to examine the effect of store atmosphere, customer experience, facilities, and price on customer satisfaction at Papa Ron's Pizza Kudus restaurant. This research uses quantitative research methods. Collecting data in this study using a questionnaire. The population in this study were customers of the Papa Ron's Pizza Kudus restaurant. Sampling was carried out using a non-probability sampling technique with a total sample of 100 customers by taking the number of samples using the Lemeshow method. The test tool uses are the Statistical Program for Social Sciences (SPSS) Version 23. The results show that the store atmosphere, customer experience, facilities, and price variables simultaneously influence customer satisfaction. Furthermore, the store atmosphere variable has a positive and significant effect, then the customer experience variable has a positive and significant, the facilities variable has a positive and insignificant effect, then the price variable has a positive and significant effect on customer satisfaction.

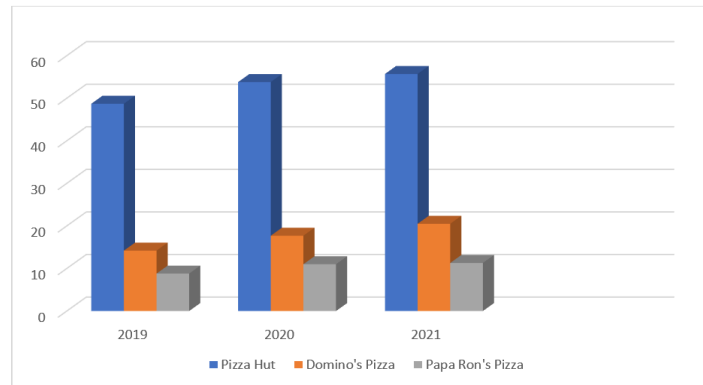
**Keywords:** Store Atmosphere, Customer Experience, Facilities, Price, Customer Satisfaction

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## 1. INTRODUCTION

The rapid changes and developments in technology have made the lifestyle of the Indonesian people prefer practical things. This is shown by the phenomenon that is happening right now with the emergence of a lot of business competition in Indonesia, of course business people have to compete strictly with their competitors in order to meet the needs that consumers want (Buchori et al, 2020). The development of the food industry in Indonesia has encouraged the presence of many fast food restaurants, there are several reasons why fast food restaurants can develop quickly and become a trend nowadays, including fast and easy to serve, affordable prices, many variants and easy to obtain (Safira , 2018).

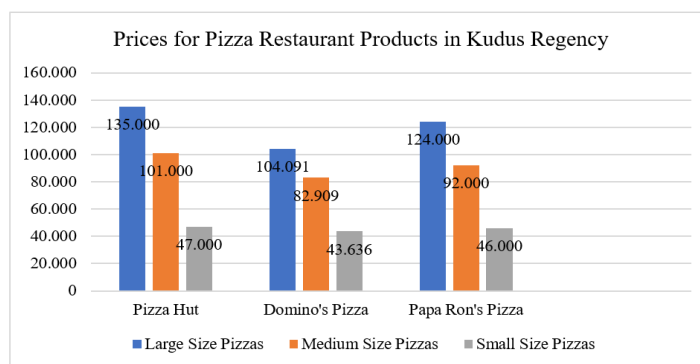
Papa Ron's Pizza is one of the largest fast food restaurants in Indonesia which was founded in 2002 and is a national restaurant that can compete with international restaurants such as Pizza Hut and Domino's (Buchori et al., 2020). Papa Ron's Pizza has opened 43 outlets in big cities, including in Kudus Regency. PT Wahyu Nugraha Hartono Papa Ron's Pizza is one of the reporting franchise businesses in Kudus which was founded by Mr. Hartono in 2006 in collaboration with PT. Eatertainment Tbk Internasional as the original owner of the name Paparon's Pizza in Jakarta. The results of the [www.topbrand-award.com](http://www.topbrand-award.com) survey show the rating results for pizza restaurants that are included in the top brand index in 2019-2021. As shown in Figure 1 below:



Source: <https://www.topbrand-award.com> (2022)

Figure 1. The Top Brand Index Pizza Restaurant Rating For 2019-2021

Based on figure 1, the movement of the Top Brand Index chart in 2019 Papa Ron's Pizza received a rating of 8.8%, then in 2020 Papa Ron's Pizza experienced an increase of 11.0%, then in 2021 Papa Ron's Pizza experienced an increase of 11.3%. Based on this analysis in the Top Brand Index, researchers assess that Papa Ron's Pizza Kudus has not been able to become a market leader in Indonesia's pizza market share and has not been able to build trust in customers from year to year.



Source: <https://www.pizzahut.co.id>, <https://www.dominos.co.id>, [www.paparonspizza.com](http://www.paparonspizza.com)

Figure 2. Price Comparison Data for Restaurant Products in Kudus Regency

Based on Figure 2, the product prices offered by Pizza Hut, Domino's Pizza and Papa Ron's Pizza. Pizza Hut prices start from IDR 47,000-IDR 135,000 with different pizza sizes, then Domino's Pizza IDR 43,000-IDR 104,000 with different pizza sizes, then Papa Ron's Pizza starts from IDR 46,000-IDR 124,000 with different pizza sizes. Based on the results of this analysis, what Papa Ron's Pizza must pay attention to in competing with other competitors in the fast food sector is the price factor that influences customers in the product purchasing process. Researchers assess that there are indications that the obstacles faced by Papa Ron's Pizza are expensive prices compared to their competitors, namely Pizza Hut and Domino's Pizza, which have delicious pizza images and lots of promos among customers.

Table 1. Rating And Complaints Store Atmosphere Restaurant Papa Ron's Pizza in Kudus

No	Name	Complaints	Rating
1.	Nurul Faizah	The room is not cool enough, many lights are off and the lighting is lacking	★★★★★
2.	Affan Abdiellah	The place is quite small and the room is not cool enough	★★★★★
3.	Zhouly Anto	Long wait for orders, can't eat on the spot	★★★★
4.	Rino Yulis	Not tidy, dirty table not cleaned immediately	★★★★
5.	Khumaidah Dejon	The room is not spacious enough if you come with your family, too quiet and no music	★★★

Source: Google Map Papa Ron's Pizza Kudus, 2023

Based on table 1, it shows that reviews of complaints and ratings from customers of the Papa Ron's Pizza Kudus restaurant on the Google Map indicate that the obstacles faced by the Papa Ron's Pizza Kudus restaurant have not been able to meet the needs and desires of customers and efforts to understand customer behavior. Store atmosphere must always be designed so that it is not boring, customers remain loyal, and overcome competitors, if customers are bored with the store atmosphere, it is likely that customers will switch to other restaurants. Store atmosphere is a combination of physical messages that have been designed, store atmosphere can be described as a change to the purchasing environment planning that produces special emotional effects that can cause consumers to take purchasing actions (Gilbert, 2013: 129).

**Table 2. Rating And Complaints Customer Experience Restaurant Papa Ron's Pizza in Kudus**

No	Name	Complaints	Rating
1.	Catur Ibnu Saputro	Ordered a cheese burger the waitress was confused because it wasn't on the menu, ordered a double box with a cheese rim and no cheese sauce, the beef fettuccine smoked beef was very salty. Bad sorry	★
2.	Alreadyfine	Unpleasant experience ordering through the application in the hope of speed. Even waiting longer for reasons forgotten	★
3.	Muji Syukur	The order was wrapped from 11.30 WIB, when I took it at 12.20 WIB the waiter was even confused and had to wait and a new order was made. The waiter didn't apologize, the waiter was ignorant, unprofessional, not polite	★
4.	Gabrielle	Eat at a place when the restaurant is busy, there are empty tables but they are not allowed because they are special for take away, even though there are still many empty tables, why doesn't the waiter provide a solution but is immediately rejected?	★
5.	Ros Lianah	The service at the restaurant was very long, until my appetite disappeared and I waited for almost 1 hour even though it was quiet	★

Source: Google Map Papa Ron's Pizza Kudus, 2023

Based on Table 2, it shows that reviews of complaints and ratings from Papa Ron's Pizza Kudus restaurant customers on the Google Map, the researchers identified that the obstacles faced by Papa Ron's Pizza Kudus had not been able to meet the needs and desires of customers regarding customer experience. Experience gives its own memories to customers, if it provides a positive experience then they will feel satisfied and will share their experiences with others, so that it is interesting to consume the product or service. Customer experience aims to form royal customers by touching customer emotions by creating positive experiences and giving positive feelings about a company's products or services (Kotler & Kertajaya, 2016: 51).

**Table 3. Rating And Complaints Facilities Restaurant Papa Ron's Pizza in Kudus**

No	Name	Complaints	Rating
1.	Meynar Puspita Sari	The place is good, but there are not toilet facilities and Wi-Fi inside the restaurant	★★★
2.	Anezaprilia Kurnia	Uncomfortable to eat in place, table and chairs are very limited, the place is small, hopefully it can be expanded like other restaurants	★★★
3.	Edy Sulistya	The place is clean and comfortable, there are less seats to wait for orders and quite a long wait	★★★
4.	Kharis Widhi	Eating in less good places, due to limited tables and chairs	★★★★
5.	Panji Julianto	Delivery orders are not available, delivery is out of range, it's better to order another pizza	★★★★★

Source: Google Map Papa Ron's Pizza Kudus, 2023

Based on table 3, it shows that reviews of complaints and ratings from Papa Ron's Pizza Kudus restaurant customers on the Google Map, there are indications of obstacles faced by Papa Ron's Pizza Kudus. The facilities provided are incomplete, there are still many facilities that are lacking or incomplete, so that customer satisfaction also depends facilities provided by Papa Ron's Pizza Kudus. If the customer is dissatisfied with the facilities provided, the customer will leave and will not return to visit the restaurant. Facilities are part of the physical evidence provided by the company in serving customers, this physical evidence covers all physical aspects that exist within the company, facilities aim to satisfy customers with regard to comfort, security, convenience, and satisfaction from customers (Yazid, 2015: 136). The novelty of this research lies in the focus of Era Society 5.0, with the consideration that the number of studies that discuss this era is still limited. In addition, the problems that

occur in the field, the selected research location has not been studied by previous studies, bringing the uniqueness of this study.

## 2. LITERATURE REVIEW

### **Customer Satisfaction**

The definition of customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing product performance or perceived results with expectations (Amstronng & Kotler, 2015: 153). If the performance or experience falls short of expectations, the customer is dissatisfied. If it matches expectations then the customer is satisfied. If it exceeds expectations, the customer is very satisfied or happy. Customer satisfaction is an after-purchase evaluation, where the perception of the performance of the alternative product or service chosen meets or exceeds expectations before purchase (Tjiptono, 2018: 45). Customer satisfaction is an important element in improving marketing performance in a company, the satisfaction felt by customers can increase the intensity of purchases from these customers (Nugroho, 2015: 162).

### **Store Atmosphere**

Store atmosphere is a store characteristic that is used to build impressions and to attract customers (Berman & Evans, 2018:464). The definition of store atmosphere is an atmosphere that refers to the setting in an environment that is stimulated by the five senses (Levy et al. 2018: 507). The definition of store atmosphere is a combination of physical messages that have been planned (Gilbert, 2013: 129). The store atmosphere can be described as a change in the planning of the buying environment that produces special emotional effects that can cause consumers to make purchases. Each store has a physical layout that makes it easy and difficult for buyers to walk around in it, has the appearance and shape and atmosphere designed according to its target market and which can attract customers to buy it (Kotler and Keller, 2016: 177).

### **Customer Experience**

Customer experience is a rational and emotional bond that occurs because of the response to certain stimuli by optimizing sense experience (five senses), feel experience (feelings), think experience (way of thinking), action experience (action), and relate experience (relationships) in marketing efforts before and after purchase, exchange of information and emotional ties (Hasan, 2013:8). The definition of customer experience is a marketing concept that aims to form royal customers by touching customer emotions by creating positive experiences and giving a positive feeling about products or services (Kotler and Kertajaya, 2016: 50). Customer experience is the result of a combination of emotional or rational customer perceptions during direct or indirect interactions in business (Zare and Mahmoudi, 2020: 209).

### **Facilities**

The definition of facilities is dynamic physical conditions related to products, services, human resources, processes, and the environment that meet or exceed in such a way that the form of goods that function to add value to a product or service is more attractive (Tjiptono, 2018: 152). The definition of facilities is part of the physical form provided by the company in serving customers, this physical evidence includes all physical aspects that exist within the company (Yazid, 2015: 136). Facilities are useful for satisfying customer feelings related to comfort, safety, convenience, and satisfaction from customers. Facilities are everything that is physical equipment and is provided by the service seller to support customer convenience (Kotler & Armstrong, 2016: 58).

### **Prices**

The definition of price is the amount of money that must be paid by the buyer for the purchase of a product or service to use the benefits or use the product or service (Armstrong & Kotler, 2015: 315). Price is the only marketing mix that brings in income or income for the company (Tjiptono, 2016: 218). The definition of price is one of the main factors that must be considered in relation to customer satisfaction in applying goods or services. Companies must always pay attention to the level of customer expectations for the benefits of goods or services received by customers (Lupiyoadi, 2013: 101). Price is an amount of money that functions as a medium of exchange to obtain a product or service, price can be interpreted as a determinant of the value of a product in the minds of customers (Herdiana, 2015: 109).

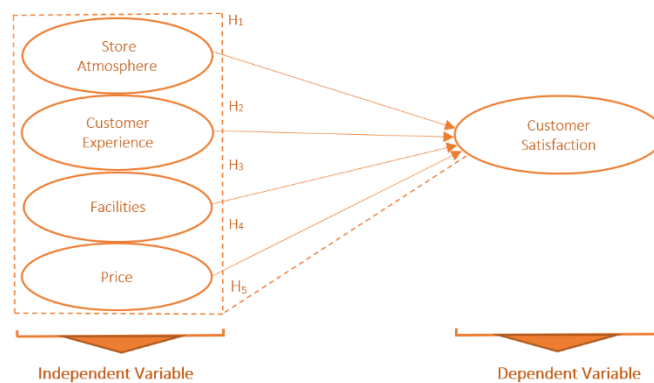
### **Hypothesis**

A research hypothesis is a temporary formulation of something that is made to explain it and can also guide or direct further investigation (Husain, 2014: 104). Hypothesis testing is one way in statistics to test population

"parameters" based on sample statistics, to be accepted or rejected at a certain significant level (Andi, 2013: 293). Based on the framework above regarding theories about variable X (store atmosphere, customer experience, facilities, and price), variable Y (customer satisfaction), the authors make the hypothesis as follows:

- H1: Store atmosphere has a positive and significant effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.  
 H2: Customer experience has a positive and significant effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.  
 H3: Facilities have a positive and significant effect on customer satisfaction at the Papa Ron's Pizza Kudus restaurant.  
 H4: Price has a positive and significant effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.  
 H5: Store atmosphere, customer experience, facilities, and prices simultaneously have a positive and significant effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.

### The Theoretical Framework



Source: processed by researchers, 2023

Figure 3. Effect of Store Atmosphere, Customer Experience, Facilities, and Prices on Customer Satisfaction

## 3.0 METHODOLOGY

### Types and Sources of Data

This research uses a quantitative descriptive with an explanatory research design. Quantitative descriptive research is a type of research in which the data is obtained from a sample of the research population and analyzed according to the statistical method used and then interpreted. The definition of explanatory research is to test hypotheses between hypothesized variables (Sani & Maharani, 2013: 180). This research has a hypothesis that will be tested for truth, a hypothesis is an estimate or reference that is formulated and accepted temporarily which can explain the observed facts or conditions observed and used as a guide for further research steps (Nazir, 2014: 151). The data that has been collected is processed in the form of numbers and analyzed quantitatively by testing the hypothesis using the multiple regression analysis model which was carried out using the Statistical Package for the Social Sciences (SPSS) version 23. In this study, primary data was collected by distributing questionnaires. This secondary data is obtained from the rating of the Papa Ron's Pizza Kudus restaurant in the Top Brand Index for 2019-2021, price comparison data for Pizza restaurant products in Kudus Regency, Papa Ron's Pizza Kudus restaurant revenue data for January-June 2022, ratings and complaints about the store atmosphere of Papa's restaurant. Ron's Pizza Kudus, ratings and customer experience complaints for Papa Ron's Pizza Kudus restaurant, ratings and complaints for Papa Ron's Pizza Kudus restaurant facilities.

### Research Variables and Operational Definitions

The variables used in this study are as follows:

#### 1. Variable Dependent

##### a. Customer satisfaction

Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing product performance or perceived results with expectations (Amstrong & Kotler, 2015: 153). The definition of customer satisfaction is an evaluation of purchases where perceptions of the performance of alternative products or services selected meet or exceed expectations before purchase (Tjiptono, 2018: 48).

- 1) Quality of service produced
- 2) The quality of the products produced
- 3) Willingness to recommend

- 4) Buy more
- 5) Complaint and suggestion system
- 2. Variable Independent
  - a. Store Atmosphere
 

The definition of store atmosphere is that the atmosphere refers to the physical characteristics of the store that are used to build impressions and to attract customers (Berman & Evans, 2018: 464). The definition of store atmosphere is the atmosphere refers to the design of an environment that is stimulated by the five senses (Levy et al., 2018: 507).

    - 1) Attractiveness of the store logo
    - 2) Lighting level
    - 3) The smell in the room
    - 4) Appropriateness of music
    - 5) Air temperature
  - b. Customer Experience
 

The definition Customer experience is a rational and emotional bond that occurs due to certain stimuli by optimizing sense experience (five senses), feel experience (feelings), think experience (way of thinking), action experience (habits), and relate experience (relationships) in business - marketing efforts before and after purchases, exchange of information and emotional ties (Hasan, 2013: 8). The definition of customer experience is a marketing concept that aims to form loyal customers by touching customer emotions by creating positive experiences and giving a positive feeling about their product or service (Kotler & Kertajaya, 2016: 50).

    - 1) Food taste image
    - 2) Feelings of pleasure
    - 3) Convenience
    - 4) Create a sense of belonging
    - 5) Customer recognition
  - c. Facility
 

The definition of facilities is the physical form or atmosphere formed by the exterior and interior provided by the company in building a sense of security and comfort for customers (Tjiptono & Chandra, 2016: 184). The definition of facilities is part of the physical evidence provided by the company in serving customers, this physical evidence includes all physical aspects that exist within the company (Yazid, 2015: 136).

    - 1) Complete facilities
    - 2) Ease of using the facility
    - 3) Waiting sofa equipment
    - 4) Physical condition
    - 5) Cleanliness of the facility
  - d. Price
 

The definition of price is the amount of money that must be paid by the buyer for the purchase of a product or service to use the benefits or use the product or service (Armstrong & Kotler, 2015: 315). The definition of price is the only element of the marketing mix that brings income or income to the company (Tjiptono, 2016: 218).

    - 1) Affordability of prices
    - 2) Conformity of price with product quality
    - 3) Price competitiveness
    - 4) Discounted rates
    - 5) Price suitability with product benefits

### **Population and Sample**

In this study, the population used was the customers of the Papa Ron's Pizza Kudus restaurant located at the ADA Supermarket Jalan Raya Kudus-Jepara Kilometer 1, Purwosari, Kota Kudus District, Kudus Regency, Central Java 59316. Based on calculations with the Lemeshow formula, it was obtained for a minimum sample using 96 respondent sample. In this study, researchers used a purposive sampling technique, namely the technique of obtaining samples by selecting samples from among the population according to what the researcher wanted (objectives/problems in the study), so that the sample represented the characteristics of the population that had been desired previously (Handayani, 2020: 84).

### **Method of Collecting Data**

The data collection technique used in this study is the questionnaire method. The questionnaire method is a method of collecting data by using a list of questions that have been asked to respondents to be answered by giving a questionnaire (Danang, 2016: 22).

## 4.0 RESULTS AND DISCUSSION

### Validity Test

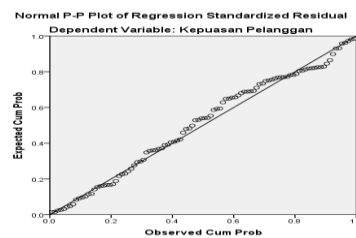
Based on the results of validity testing based on the Pearson Correlation value, it is known that all indicators of each research variable have a value of  $r$  count  $>$   $r$  table. This show that all indicators are said to be valid so that this research model can be used for further analysis.

### Reliability Test

Based on the results of reliability testing showed that all variables have a high reliability value indicated by the Cronbach's Alpha value  $>$  0,07. This shows that each variable is feasible to be used as a measuring instrument for research questionnaires.

### Normality Test

#### a. P-Plot

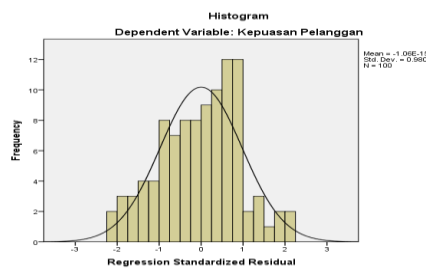


Source: SPSS 23.0, processed data (2023)

Figure 4. P-Plot Normality Test

Based on figure 4 it can be seen that the points spread around the line and follow the diagonal line. The results show that the regression model meets the assumption of normality

#### b. Histogram



Source: SPSS 23.0, processed data (2023)

Figure 5. Histogram Normality Test

Based on figure 5 it can be seen that the histogram graph given a normal distribution. This shows that the more the bell-shaped histogram, the data is said to be normal.

#### c. One-Sample Kolmogorov-Smirnov

Table 4. One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.96103141
Most Extreme Differences	Absolute	.082
	Positive	.067
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.096 <sup>c</sup>

Source: SPSS 23.0, processed data (2023)

Based on table 4 above the one sample Kolmogorov Smirnov statistical test the value is 0,082 and the results of the normality test show that the variable is significantly greater than  $\alpha$  ( $\alpha=0,05$ ) namely  $0,096 > 0,05$ . This shows that the residuals are normally distributed.

### Multicollinearity Test

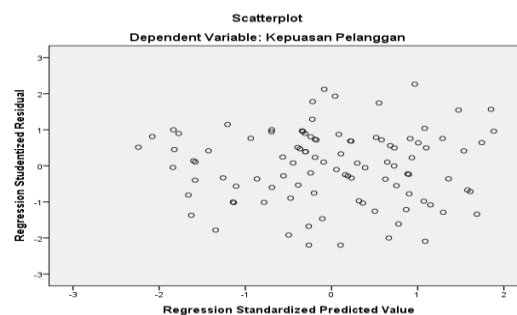
Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	VIF	
1 (Constant)		
Store Atmosphere		1.733
Customer Experience		1.609
Facilities		1.444
Price		1.768

Source: SPSS 23.0, processed data (2023)

Based on table 5 above the results of the analysis of Collinearity Statistics that the regression model does not occur multicollinearity, it can be seen from the value of each tolerance for each variable  $> 0,01$  (10%) and the VIF of each variable  $< 10$ . This shows that the variable is free from the classic assumption of multicollinearity because the result is less than 10.

### Heteroscedasticity Test



Source: SPSS 23.0, processed (2023)

Figure 4. Heteroscedasticity Test

Based on figure 4 above, it can be seen that the dots spread above and below the number 0 on the Y axis and the dots from a clear pattern. It can be concluded that the point there is a symptom of heteroscedasticity.

### t Test

Table 6. t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.365	1.425		-0.958	0.341
Store Atmosphere	0.197	0.083	0.189	2.375	0.020
Customer Experience	0.263	0.081	0.249	3.256	0.002
Facilities	0.136	0.072	0.137	1.889	0.062
Price	0.440	0.084	0.420	5.236	0.000

Source: SPSS 23.0, processed data (2023)

#### a. Equation Function

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

$$Y = -1,365 + 0,197X_1 + 0,263X_2 + 0,136X_3 + 0,440X_4$$

#### b. Results and Discussion

Based on table 6, it shows that the store atmosphere variable has a positive and significant effect on customer satisfaction with a t count of  $2.375 > t$  table of 1.985 with a significance level of  $0.020 < 0.05$ , then the customer experience variable has a positive and significant effect on customer satisfaction with a t count of  $3.256 > t$



table of 1.985 with significance level of 0.002 <0.05, then the facility variable has a positive but not significant effect on customer satisfaction with a t count value of 1.889 <t table 1.985 with a significance level of 0.062> 0.05, then the price variable has a positive and significant effect on customer satisfaction with a t count value of 5.236 > t table 1.985 with a significance level of 0.000 <0.05.

## F Test

**Table 7. F Test  
ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	720.031	4	180.008	44.917	.000 <sup>b</sup>
	Residual	380.719	95	4.008		
	Total	1100.750	99			

Source: SPSS 23.0, processed data (2023)

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Facilities, Customer Experience, Store Atmosphere

Based on table 7 above, it is known that the significant value for the influence of X1, X2, X3, and X4 simultaneously on Y is 0.000 <0.05 and the F count value is 44.917 > F table 2.47 so that Ha is accepted and H0 is rejected. This shows that the store atmosphere, customer experience, facilities, and prices have a simultaneous effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.

## Test of The Coefficient Determination (R<sup>2</sup>)

**Table 8. Test of The Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	0.654	0.640	2.00189

Source: SPSS 23.0, processed data (2023)

a. Predictors: (Constant), Price, Facilities, Customer Experience, Store Atmosphere

b. Dependent Variable: Customer Satisfaction

Based on table 8, it is known that the value of Adjusted Square (R<sup>2</sup>) is 0.654. This shows that the contribution of the independent variables, namely store atmosphere, customer experience, facilities, and price to the dependent variable, namely customer satisfaction, is 65.4%, while the remaining 34.6% is influenced by other variables not examined in this study.

## 5.0 CONCLUSION

### Conclusion

Based on the results and discussion of the research, the conclusions from this study are:

1. Store atmosphere has a positive and significant effect on customer satisfaction. The better the store atmosphere, the more satisfied the customer will be.
2. Customer experience has a positive and significant effect on customer satisfaction. The better the customer experience, the more satisfied the customer will be.
3. Facilities have a positive but not significant effect on customer satisfaction. The better the facilities, the more satisfied the customer will be.
4. Price has a positive and significant effect on customer satisfaction. The better the facilities, the more satisfied the customer will be.
5. Store atmosphere, customer experience, facilities, and prices simultaneously have a positive and significant effect on customer satisfaction at Papa Ron's Pizza Kudus restaurant.

### Suggestions

Based on the results of the discussion above regarding the influence of store atmosphere, customer experience, facilities, and prices on customer satisfaction at Papa Ron's Pizza Kudus restaurant, the researchers provide the following suggestions:

1. For the Papa Ron's Pizza Kudus restaurant

- a. Leaders seek to improve service quality, such as restaurant managers, chefs, baristas, and restaurant waiters so that service quality is in line with customer expectations.
  - b. The leader strives for age-appropriate music for visiting customers.
  - c. The leader seeks to improve the taste of food and the uniqueness of the food is maintained.
  - d. Leaders strive to improve the cleanliness of facilities as well as the responsiveness of employees.
  - e. Leaders strive for affordable product prices offered to various groups of customers.
2. For further researchers:
- a. Based on the results of this study, it only involved a small number of respondents and only the scope of one company. The author hopes that further research will increase the number of respondents and increase the number of research objects, or the research will not be carried out only in one company.
  - b. The results of the study show that customer satisfaction is not only influenced by store atmosphere, customer experience, facilities and prices, but there are several factors that can influence customer satisfaction. These factors include: promotion factors, location, brand image etc. (Suhardi et al., 2022). Therefore, future research is expected to involve other factors in research.

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