

The Influence of *Service Excellence* and *Store Atmosphere* on Consumer Satisfaction At McDonald's Pondok Indah in South Jakarta

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Abstract

The purpose of this study is to determine the influence of *service excellence* and *store atmosphere* on consumer satisfaction at McDonald's Pondok Indah in South Jakarta both partially and simultaneously. The method used is quantitative. The sampling technique used the slovin formula and a sample of 100 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The results of this study are that *excellent service* has a significant effect on consumer satisfaction by obtaining a regression equation $Y = 14.240 + 0.631X_1$, a correlation coefficient value of 0.676 or having a strong relationship level with a determination coefficient of 45.5% and a hypothesis test obtained t count of $> t$ table or $(8.855 > 1.984)$. *Store atmosphere* had a significant effect on consumer satisfaction by obtaining a regression equation $Y = 15.879 + 0.594X_2$, a correlation coefficient value of 0.637 or having a strong relationship level with a determination coefficient of 40.6% and a hypothesis test obtained t count $> t$ table or $(8.022 > 1.984)$. *Service excellence* and *store atmosphere* simultaneously have a significant effect on consumer satisfaction with the regression equation $Y = 6.627 + 0.452X_1 + 0.386X_2$. The correlation coefficient value was 0.768 or had a strong relationship level with a determination coefficient of 58.9% while the remaining 41.1% was influenced by other factors and the hypothesis test obtained a value of $F_{calculated} > F_{table}$ or $(66.660 > 2.700)$.

Keywords: *Service Excellent*, *Store Atmosphere*, Consumer Satisfaction.

INTRODUCTION

Industrial competition in the current era of globalization is getting tighter and a company must be able to offer products and services in order to be able to compete at the global level. Along with the many advances in the field of technology, it also colors the competition, therefore in facing this competition, the company must continue to develop its business for the sustainability of the company. Likewise, competition in the manufacturing industry and the food and beverage industry in the country is also getting tighter. Indonesia as a country that is quite seen in the Southeast Asian region must be able to improve its ability to become the base of the industry in a leading position. This increase in capabilities is needed to be globally

competitive.

Competition in the food and beverage industry (*food and beverage*) in an increasingly competitive environment certainly has challenges for companies to always be able to innovate in order to meet the *needs* and *desires* of diverse consumers in order to be able to attract consumers and maintain a competitive position.

The presence of McDonald's in a country has an influence, one of which is the adoption of American-style fast food branding. McDonald's, which first appeared in Indonesia in 1991, has developed into one of the most well-known fast food businesses. Until now, McDonald's is still showing its presence in the economic development of a country.

McDonald's has always faced



competition factors in the fast food market, which is why they developed strategies to counter internal and external forces. Fast food *restaurants* are often the mainstay of today's young generation, not only for eating but often *fast food* restaurants are also places to relax and gather with colleagues, fellow students and other needs such as birthday parties. All of this requires reliable employees in meeting the wants and needs of consumers, because employees are one of the most valuable assets of an organization, because with the human resources they have, they are expected to be able to answer all existing challenges, both from inside and outside the organization to achieve the expected organizational goals. Good quality human resources are needed who are able to support the company in achieving its vision and mission well.

McDonald's Pondok Indah, is one of the McDonald's branch restaurants where the restaurant is a fast food restaurant opened in Indonesia. Located in a strategic location in South Jakarta, McDonald's outlets are here to add dining options for the public with various facilities and comforts provided.

Some of the factors that can affect consumer satisfaction are *excellent service*. As is known, *excellent service* is the performance of one person to another which can be in the form of intangible actions and does not lead to the ownership of an item or to anyone. *Service excellence*, aimed at a dynamic state that is closely related to products, services, and human resources.

McDonald's realized that they had to continue to differentiate themselves from competitors, especially in a competitive industry like food. McDonald's still needs to be able to achieve success by focusing on all segments and refining every element of their strategy, from the product to the

experience offered to everyone who interacts with McDonald's products. One of its most popular products is not just a marketing tactic; it fulfills a real need to satisfy what its consumers are looking for. With *Happy Meal*, McDonald's must be able to satisfy consumers. In addition, they are expanding their offerings with a variety of programs that appeal to consumers.

Service excellent or excellent service must be able to provide support for consumers to continue to have a strong relationship with the company considering that service quality is a measurement to find out the extent to which an excellent service provided can meet consumer expectations. Quality food that consumers order must also be able to meet consumer expectations, so that the food or products provided are expected to create value for consumers and generate profits for the company.

The phenomenon related to excellent service at McDonald's Pondok Indah has several indicators that are felt to need to be improved. Based on the author's observations, there are still several phenomena that are still not perfect that occur at McDonald's Pondok Indah, South Jakarta. In the "Ability" *indicator*, there is a lack of employees in mastering the type of menu provided by the restaurant, so sometimes consumers have to read the menu list on the table. Or sometimes consumers have something unique by ordering certain types of food.

Furthermore, in the indicator "Attitude" such as there are still employees whose attitude is rude to consumers which can cause consumers to be lazy to come back. Next on the "Attention" *indicator* such as employees who are less dexterous in providing services to consumers so that consumers often have to wait a long time for the food they order. In the indicator "Action and *accountability*"

such as employees who are less responsive to complaints submitted by consumers. The following is the data on complaints about the service excellent store McDonald's Pondok Indah South Jakarta in 2022-2024, namely:

Table 1: Excellent Service Complaint Data at McDonald's Pondok Indah South Jakarta

Indicator	Consumer Complaints	Number of Complaints / Year		
		2022	2023	2024
1. Ability	Employees do not have adequate abilities regarding the menu provided	132	156	163
2. Attitude	Employees lack a consumer-friendly attitude	98	112	122
3. Appearance	Employees lack a polite appearance towards consumers	116	128	135
4. Attention	Employees lack	145	158	160

Indicator	Consumer Complaints	Number of Complaints / Year		
		2022	2023	2024
	attention to consumer needs and needs			
5. Action and accountability	Employees lack quick and responsive action in responding to consumer complaints	88	94	103
Total Consumer Complaints		2601	2671	2707

Source: McDonald's Pondok Indah South Jakarta, 2025 (processed)

Based on the data in the table above related to *excellent service* at McDonald's Pondok Indah South Jakarta, there are still some that must be improved such as in the indicators of Ability, Attitude, Appearance, Attention, Action and Responsibility (action and accountability) Where in 2022 the number of complaints there was 2,601 complaints. Furthermore, in 2023, the number of consumer complaints has increased from the previous year, which was 2,671 complaints. Then in 2024 the number of consumer complaints will again increase to 2,707 complaints.

Consumers have many ways to make complaints, but companies must

be of the view that the *complaints* that come in are unpleasant experiences experienced by consumers, therefore it is important for the company to be valuable input and take corrective steps so that it does not happen again so that the service is improved. The decrease in the number of consumers as described above, the author suspects that the result of a *store atmosphere* that is not comfortable enough. The atmosphere at McDonald's Pondok Indah. *Store Atmosphere* is a very important physical characteristic, this plays a role in creating a comfortable atmosphere according to consumer desires and makes consumers want to linger in the restaurant for a long time and indirectly stimulates consumers to buy products. The following are the real conditions related to the *store atmosphere* at McDonald's Pondok Indah which are grouped into indicators related to the ideal conditions that should be carried out and the real conditions that occur in the field.

Visual	Ideal Conditions	Real Condition
Picture of the front of the restaurant (<i>exterior</i>) 	Showing sturdy, fostering consumer interest, Signage is clearly visible, spacious building, spacious parking facilities and safety is guaranteed	The building is not spacious and the parking area is limited so that if it is on holidays the parking lot does not fit

Visual	Ideal Conditions	Real Condition
Interior drawings 	Attractive restaurant wall color, adequate room light, soft music, neat goods rack arrangement, friendly staff, clean restaurant, fragrant restaurant aroma and good indoor air circulation	The atmosphere here created seems monotonous and too formal with too few themes conveyed and the room is not spacious. In addition, there is no music to be played.
Image <i>Store layout</i> 	Types and arrangement of tables and chairs are neat, restaurant facilities, product groups are well	The arrangement of tables and chairs is too tight so that traffic to the cashier is disrupted, the selection

Visual	Ideal Conditions	Real Condition
	arranged, traffic is convenient	n of tables inside is too large so that the room looks even narrower.
Display image 	Displays are posters, location signs, special event pictures that have been carried out.	The lack of displays available does not foster the curiosity of visitors

Source: McDonald's Pondok Indah, 2025.

Figure 1: Picture of the McDonald's Pondok Indah Store Atmosphere

Based on the information through the visual image above, it shows that McDonald's Pondok Indah has not been maximized in planning to create a comfortable restaurant atmosphere for consumers. The parking area that is integrated with the buyer's table outside the restaurant, the atmosphere and theme of the restaurant is too monotonous and there is no music to listen to to consumers. In addition, the arrangement of chairs and tables also hinders traffic in restaurants, there are also often queues, especially on holidays where at that time many consumers often come. Based on presurvey data, it shows that

there are several aspects that have not been able to meet consumer expectations which are summarized in the following table:

Table 2: Presurvey Store Atmosphere Data at McDonald's Pondok Indah

Indicator	Statement	Presurvey	Answering is good		Answering Poorly	
			People	%	People	%
1. Exterior	The condition of the restaurant is quite magnificent and has good comfort	30	14	46,7 %	16	53,3 %
2. General Interior	The use of visual merchandising, as well as the café theme is quite interesting	30	19	63,3 %	11	36,7 %
3. Store Layout	Comfortable	30	21	70,0 %	9	30,0 %

ut	table and chair arrangement and traffic			%		%
4. Display	The available displays are attractive and complete	30	19	63,3 %	11	36,7 %
5. Associations	The McDonald's Pondok Indah store is equipped with complete children's toys	30	18	60,0 %	12	40,0 %

Source: McDonald's Pondok Indah, 2025. (processed)

Based on the data above, it can be seen that there are still consumers who are not comfortable with the restaurant atmosphere created by McDonald's Pondok Indah from the data above who answered poorly on the *exterior* indicator as much as 53.3%, on the *interior* aspect as much as 36.7%, on the *layout* indicator as much as

30.0%, on the *display* indicator as much as 36.7%, and on the aspect of *accessories* as much as 40.0%.

Consumer satisfaction is a condition in which consumers' needs, wants, and expectations are fulfilled through the products they consume. Consumer satisfaction can be interpreted as a person's feeling of happiness or disappointment after comparing the performance or results obtained from the product. This involves various indicators that affect consumers' attitudes towards the products or services they obtain and use.

By paying attention to consumers, companies will be able to maintain the existence of their consumers. Maintaining consumer satisfaction is very important in the business world because consumer satisfaction refers to the level of satisfaction felt by consumers after buying or consuming it. By doing this, the Company can build long-term relationships with consumers and achieve Long-term success.

There has been a phenomenon in the last 5 (five) years where the number of sales turnover achievements has decreased. Consumers became "very selective" about their spending after companies previously benefited from consumers "switching" to fast-food chains from other eateries. The following is sales data at McDonald's Pondok Indah for the 2020-2024 period as follows:

Table 3: Sales Data at McDonald's Pondok Indah in 2020-2024

Year	Target (Rp)	Realisasi (Rp)	Introduce yourself	Remarks
2020	5,895,500,000	4,955,252,500	84.1%	Not Achieved

2021	5,904,343,250	5,182,753,260	87.8%	Not Achieved
2022	5,913,199,765	5,224,854,200	88.4%	Not Achieved
2023	5,922,069,565	5,053,527,700	85.3%	Not Achieved
2024	5,930,952,669	4,882,554,800	82.3%	Not Achieved

Source : McDonald's Pondok Indah Data, 2025

Based on the data in the table above, for the 2020-2024 period, McDonald's Pondok Indah sales have experienced fluctuating developments. In 2020, the sales conditions obtained were able to reach Rp 4,955,252,500 or reach 84.1% of the target that has been set.

Then in 2021 sales conditions increased from the previous year which was able to be achieved at IDR 5,182,753,260 or reached 87.8% set. Furthermore, in 2022, the resale condition has increased from the previous year which was able to reach IDR 5,224,854,200 or reach 88.4% set. However, in 2023, sales conditions have decreased from the previous year which can only be achieved by IDR 5,053,527,700 or only reach the set 85.3%. Then again in 2024, sales conditions have decreased from the previous year which can only be achieved at IDR 4,882,554,800 or only reach 82.3% set.

Efforts to attract consumers and retain existing customers are important for companies to do. Consumer loyalty is an important asset for a company. Therefore, there needs to be trust. However, along with the decline in the number of sales, it is also accompanied

by a decrease in the number of consumers. The following is data on the number of consumers at McDonald's Pondok Indah during the 2020-2024 period, as follows:

Table 4: Data on the Number of McDonald's Pondok Indah Consumers for the 2020-2024 Period

Year	Number of Consumers			Remarks
	Target	Realization	Percentage	
2020	26.650	23.520	88,3%	Not Achieved
2021	27.050	23.765	87,9%	Not Achieved
2022	27.455	24.525	89,3%	Not Achieved
2023	27.867	24.316	87,3%	Not Achieved
2024	28.285	24.250	85,7%	Not Achieved

Source: McDonald's Pondok Indah, 2025.

Based on the data in the table above, the number of consumers or buyers for 5 (five) years (2020-2024) has experienced fluctuating developments. The target number of consumers set every year as a whole shows an unattainable number. In 2020, the number of consumers reached 23,520 people or 88.3% of the set target. Then in 2021 it experienced a decrease that was only able to reach 23,765 consumers or 87.9%. Then in 2022 the number of consumers has increased to 24,316 consumers or 89.3%. However, in 2023, the number of consumers decreased from the previous year which was only able to reach 24,316 consumers or 87.3%. Then in 2024 it will again experience a

decline that can only reach 24,250 consumers or 85.7%.

Consumer behavior refers to the actions, decisions, and purchasing patterns made by individuals or groups in the process of fulfilling their needs and desires and this consumer behavior is very complex and influenced by several factors. Understanding consumer behavior is essential for the Company to develop an effective marketing strategy, fulfill long-term relationships with consumers and by understanding the factors that affect consumer satisfaction behavior and responding to them well can help the Company achieve its business goals. In addition to the data on the number of consumers, the researcher also completed with presurvey data related to customer satisfaction which resulted in the following:

Table 5: Pre-Survey Results Regarding Consumer Satisfaction at McDonald's Pondok Indah

Indicator	Statement	Number of Pre-Surveys	Number of Answers			
			Agree		Disagree	
			People	%	People	%
1. Feeling satisfied	Consumers satisfied with the professionalism of employees at	30	16	53,3 %	14	46,7 %

Indicator	Statement	Number of Pre-Surveys	Number of Answers			
			Agree		Disagree	
			People	%	People	%
	McDonald's Pondok Indah					
2. Always want to buy products /services	Consumers will always be members at McDonald's Pondok Indah	30	20	66,7 %	10	33,3 %
3. Delegating to others	Consumers will voluntarily give McDonald's Pondok Indah recommendations to others	30	22	73,3 %	8	26,7 %
4. Expectation	Consumers feel	30	20	66,7 %	10	33,3 %

Indica tor	State ment	N u m b e r o f P r e- S u r v e y s	Number of Answers			
			Agree		Disag ree	
			P e o p l e	%	P e o p l e	%
ns are fulfil led	that McDo nald's Pond ok Indah is able to meet consu mer expec tation s well			7 %		3 %
5. L ack of atte ntio n to com petit ors' prod ucts	Consu mers are less intere sted in practi cing sports other than at McDo nald's Pond ok Indah	30	19	6 3, 3 %	11	3 6, 7 %
Average			19	6 4, 7 %	11	3 5, 3 %

Source: Presurvey, 2025.

Based on the data in the table above, based on the results of a pre-survey of 30 consumers conducted randomly and the number of questionnaires as many as 5 (five) items, it can be concluded that overall from several indicators it is good, but even though it is good, there are still some respondents who give bad answers.

For the indicator of "feeling satisfied" with the questionnaire item "Consumers are satisfied with the professionalism shown by all employees at McDonald's Pondok Indah" which gave good responses as many as 16 people or 53.3% but as many as 14 people or 46.7% gave bad responses.

Furthermore, in the indicator "Always want to use the chosen product" with the questionnaire item "Consumers will always be members at McDonald's Pondok Indah" which gave good responses as many as 20 people or 66.7% but as many as 10 people or 33.3% gave bad responses. Then on the indicator "Will recommend to others" with the questionnaire item "Consumers will voluntarily give McDonald's Pondok Indah recommendations to others" which gave good responses as many as 22 people or 73.3% but as many as 8 people or 26.7% gave bad responses. Furthermore, in the indicator "Fulfillment of consumer expectations after buying products" with the questionnaire item "Consumers feel that McDonald's Pondok Indah is able to meet consumer expectations well" which gave good responses as many as 22 people or 73.3% but as many as 10 people or 33.3% gave bad responses. Furthermore, in the indicator "Less attention to competitor products" with the questionnaire item "Consumers are less interested in practicing sports other than at McDonald's Pondok Indah" which gave good responses as many as

19 people or 63.3% but as many as 110 people or 36.7% others gave bad responses.

The condition of the data above clearly needs to be corrected immediately considering that consumers who are dissatisfied with the tendency to switch to buying from competitors. The declining number of consumers clearly must be overcome immediately, the author indicates that there are several aspects that cause the number of consumers not to reach the target such as an *uncomfortable restaurant store atmosphere* and less than optimal service.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between *service excellent* and *store atmosphere* variables on consumer satisfaction at McDonald's Pondok Indah in South Jakarta. The population and sample in this study amounted to 100 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- If the calculated value $>$ the table, then the statement item is said to be valid.
- If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of *service excellence*, *store atmosphere* and consumer satisfaction with the following details:

Validity Testing of Service Excellent Variables (X1)

Based on the results of the validity test, the following results were obtained:

Table 6: Validity Testing of Service Excellent Statement Instruments (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,384	0,197	Valid
KX1-2	0,551	0,197	Valid
KX1-3	0,456	0,197	Valid
KX1-4	0,567	0,197	Valid
KX1-5	0,686	0,197	Valid
KX1-6	0,506	0,197	Valid
KX1-7	0,730	0,197	Valid
KX1-8	0,719	0,197	Valid
KX1-9	0,712	0,197	Valid
KX1-10	0,418	0,197	Valid

Source: Data Processing, 2025.

Based on the table above, if $r_{\text{counts}} > r_{\text{table}}$, it is declared valid and vice versa, if $r_{\text{counts}} < r_{\text{table}}$, it is declared invalid. In this study, the number of samples (n) to be tested was 100 respondents with a bidirectional significance level of 0.050 with the

provision that $df = n - 2$, then $df = 100 - 2 = 98$, then the r table was obtained at 0.197. From the table above, it shows that the statement on *the service excellent* variable can be said to be valid because all statements have a calculated r value of > 0.197 .

Store Atmosphere Variable Validity Testing (X2)

Based on the results of the validity test, the following results were obtained:

Table 7: Testing the Validity of the Store Atmosphere Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0,449	0,197	Valid
KX2-2	0,479	0,197	Valid
KX2-3	0,362	0,197	Valid
KX2-4	0,500	0,197	Valid
KX2-5	0,664	0,197	Valid
KX2-6	0,567	0,197	Valid
KX2-7	0,748	0,197	Valid
KX2-8	0,645	0,197	Valid
KX2-9	0,536	0,197	Valid
KX2-10	0,641	0,197	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements in the *store atmosphere variable* are declared valid, this is evidenced by the value of r calculated $> r$ of the table, $(n - 2) = 100 - 2 = 98$ which is 0.197. Thus, the data is suitable to be forwarded as research data.

Testing the Validity of Consumer Satisfaction Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 8: Testing the Validity of the Consumer Satisfaction Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0,393	0,197	Valid
KY-2	0,450	0,197	Valid

KY-3	0,658	0,197	Valid
KY-4	0,432	0,197	Valid
KY-5	0,681	0,197	Valid
KY-6	0,490	0,197	Valid
KY-7	0,703	0,197	Valid
KY-8	0,533	0,197	Valid
KY-9	0,636	0,197	Valid
KY-10	0,455	0,197	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statement items in the consumer satisfaction variable are declared valid, this is evidenced by the value of r calculated $> r$ of the table, $(n - 2) = 100 - 2 = 98$ which is 0.197. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. A valid instrument is generally definitely reliable, but a reliability tester needs to be done. The following is a table of instrument reliability results:

Service Excellent Variable Reliability Test (X1)

Based on the results of the reliability test, the following results were obtained:

Table 9: Service Excellent (X1) Variable Reliability Test Reliability Statistics

Cronbach's Alpha	N of Items
,758	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *service excellent* variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.758 > 0.600$.

Store Atmosphere Variable Reliability Test (X2)

Table 10: Store Atmosphere Variable Reliability Test (X2) Reliability Statistics

Cronbach's Alpha	N of Items
,745	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *store atmosphere* variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is 0.745 > 0.600.

Reliability Test of Consumer Satisfaction Variable (Y)

Table 11: Reliability Test of Consumer Satisfaction Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,719	10

Source: SPSS 26 data processing

From the table above, it can be seen that the consumer satisfaction variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is 0.719 > 0.600.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05, the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally

distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 12: Normality Test Results

		Unstandardized Residual
N		96
Normal	Red	.0000000
Parameters ^a	Std. Deviation ^b	2.60491360
Most	Absolute	.079
Extreme	Positive	.079
Differences	Negative	-.055
Test Statistic		.079
Asymp. Sig. (2-tailed)		.160c

a. Test distribution is Normal.

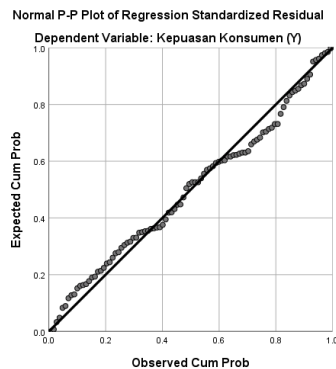
b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processing, 2025.

From the table above, a significant value (2-tailed) of 0.160 can be obtained. Because the significance is more than 0.050 or (0.160 > 0.050), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



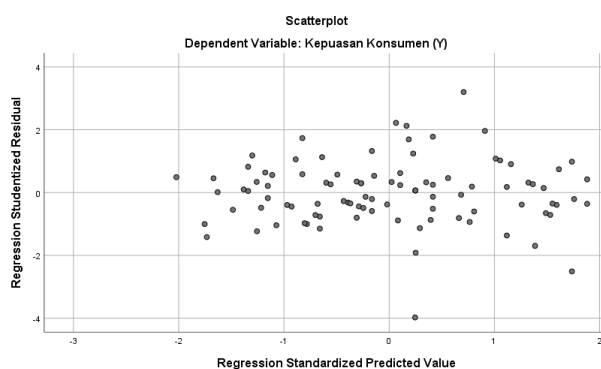
Source: Data Processing, 2025.

Figure 2: Normality Test P-Plot

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data of *the service excellent* (X1), *store atmosphere* (X2) and consumer satisfaction (Y) variables studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2025.

Figure 3: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot* image, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no

heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the effect between *service excellent* (X1) and *store atmosphere* (X2) on consumer satisfaction (Y), it can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} < t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Service Excellent Variable (X1)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant effect between *Excellent service* to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

H_{a1} : There is a significant influence between *Excellent service* to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 13: Partial Hypothesis Test Results Between Service Excellent (X1) Towards Consumer Satisfaction (Y)

		Coefficient	
		Unstandardized Coefficients	
Models		B	Std. Error
1	(Constant)	14.240	2.707
	Excellent Service (X1)	.631	.071

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the *value of $t_{calculated} > t_{of\ the\ table}$* or $(8.855 > 1.984)$ was obtained, this was also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between *service excellence* on customer satisfaction at McDonald's Pondok Indah in South Jakarta.

Partial Hypothesis Test for Store Atmosphere Variable (X2)

The hypotheses that will be tested in this section are:

H02: There was no significant effect between *Store atmosphere* to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

Ha2: There is a significant influence between *Store atmosphere* to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 14: Partial Hypothesis Test Results Between Store Atmospheres (X2) Towards Consumer Satisfaction (Y)

Models	Coefficient		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
1 (Constant)	15.879			5.706	.000
Atmosphere Store (X2)	.594	.074	.637	8.022	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the *value of $t_{calculated} > t_{of\ the\ table}$* or $(8.022 > 1.984)$ was obtained, this was also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between *store atmosphere* on consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all its independent variables (*service excellence* and *store atmosphere*) against its dependent variables (consumer satisfaction). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant effect between *Excellent service* and *Store atmosphere* simultaneously to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

Ha3: There is a significant influence between *Excellent service* and *Store atmosphere* simultaneously to consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

As a comparison to see the significant effect, a significant level of 5% (0.05) was used and compared the F-calculation with the F-table with the following criteria:

- 1) If $F_{calculated} < F_{table}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{calculated} > F_{table}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 100 - 3 = 97$$

So with a significance of 5% or 0.05, F_{table} of 97 = 2.700 is obtained from the statistical table. Here are the results of the ANOVA test or the F test:

Table 15: Simultaneous test results (F test) between Service Excellent (X1) and Store Atmosphere (X2) Towards Consumer Satisfaction (Y)

		NEW ERA	
Models		Sum of Squares	df
1	Regression	924.110	2
	Residual	644.630	93
	Total	1568.740	95

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Store Atmosphere (X2), Service Excellent (X1)

Source: Data Processing, 2025.

Based on the test results in the ANOVA table above, the value of F was obtained to calculate $> F$ of the table or ($66.660 > 2.700$) and strengthened with a significance of < 0.05 or ($0.000 < 0.05$). So it can be concluded that *service excellence* and *store atmosphere* together have a significant effect on consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good *service excellence* and *store atmosphere* are to consumer satisfaction. Furthermore, the results of this study will be discussed as follows:

The Effect of Service Excellent (X1) on Consumer Satisfaction (Y)

Service excellence has an

important role in creating consumer satisfaction. Consumer perception of the *excellent service* provided by the company depends on the suitability and desire of the service obtained, especially for service provider companies, service is a benchmark for consumer satisfaction. If the *perceived excellent service* is smaller than expected, consumers will feel disappointed and dissatisfied and even have other negative impacts on the company

Based on the results of the analysis, the service *excellent research variable* has a significant effect on consumer satisfaction as evidenced by

the results of the t-test calculation = 8.855 while $t_{table} = 1.984$ ($t_{sig} > t_{table}$) with a significant level of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. The

results of this study are also in accordance with research conducted by

Widia Nurdianti (2022). The Effect of *Service Excellence* on Mokska Coffee's Customer Satisfaction). In his research, it resulted in the conclusion that *excellent service* has a significant effect on customer satisfaction with a hypothesis test obtained sig. $0.000 < 0.05$.

The Influence of Store Atmosphere (X2) on Consumer Satisfaction (Y)

Store Atmosphere is a very important physical characteristic, this plays a role in creating a comfortable atmosphere according to the consumer's desires and makes consumers want to linger in a *café, retourant or store* and indirectly feel comfortable and satisfied so that later they will make a repurchase.

Based on the results of the analysis, the *store atmosphere* variable has a significant effect on consumer satisfaction as evidenced by the results of the tcal test = 8.022 while $t_{table} = 1.984$ ($t_{cal} > t_{table}$) with a significant

level of $0.000 < 0.05$, then H_{02} is rejected and H_{a2} is accepted. The results of the research conducted by the author support the results of research that has been conducted by Rizky Pambudi 2022). The Effect of *Store Atmosphere* on Consumer Satisfaction at McDonald's Bintaro Branch. In his research, it was concluded that *store atmosphere* has a significant effect on consumer satisfaction with an influence contribution of 59.1% and the hypothesis test obtained sig. $0.000 < 0.05$.

The Simultaneous Effect of Service Excellent (X_1) and Store Atmosphere (X_2) on Consumer Satisfaction (Y)

Based on the results of the Anova test, the value of $F_{cal} > F_{table}$ or ($66.660 > 2.700$) was obtained and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$), then H_{03} was rejected and H_{a3} was accepted. So it can be concluded that *service excellence* and *store atmosphere* together have a significant effect on consumer satisfaction at McDonald's Pondok Indah in South Jakarta. The results of this study are also in accordance with the research conducted by Andini Putri, Siti Apriliani (2024). The Influence of *Store Atmosphere* and Service Quality on Consumer Satisfaction at Sava Kopi Pamulang. In his research, it was concluded that *store atmosphere* and service quality had a significant effect on consumer satisfaction with a hypothesis test obtained sig. $0.000 < 0.05$

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of *service excellence* (X_1) and *store atmosphere* (X_2) on consumer satisfaction (Y), it is

as follows:

1. Partially, *excellent service* has a significant effect on consumer satisfaction, this is evidenced by the results of the hypothesis test obtained by t count of $t > t$ table ($8.855 > 1.984$) and also strengthened with a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that the *excellent service* variable has a significant effect on consumer satisfaction at McDonald's Pondok Indah in South Jakarta.
2. Partially, *the store atmosphere* has a significant effect on consumer satisfaction, as evidenced by the results of the hypothesis test obtained by t count of $> t$ table ($8.022 > 1.984$) and also strengthened with a significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the *store atmosphere* variable has a significant effect on consumer satisfaction at McDonald's Pondok Indah in South Jakarta.
3. *Service excellence* and *store atmosphere* simultaneously affect consumer satisfaction, this is evidenced by the results of the hypothesis test obtained F count $> F$ table or ($66,660 > 2,700$) and also strengthened with a significance of $0.000 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that the variables of *service excellent* and *store atmosphere* simultaneously have a significant effect on consumer satisfaction at McDonald's Pondok Indah in South Jakarta.

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