

The Influence of Interior Design and Service Quality on Interest in Revisiting Café Arabica, Central Park Mall

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Received on 17 July 2024	Revised on 28 September 2024	Accepted on 30 September 2024
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ABSTRACT

Purpose : this research aims to determine the influence of interior design and service quality on interest in returning to Cafe Arabica Central Park Mall.

Research Methods : this research is a type of quantitative research and uses a questionnaire as a data collection technique. The sample used was 80 people selected using purposive sampling technique. The analytical method used is Multiple Linear Regression Analysis, T Test, and F Test.

Results and discussion : The results of this study show that there is a significant partial or individual influence between interior design variables and service quality on interest in returning visits. Apart from that, it can also be seen that there is a significant influence between interior design variables and service quality simultaneously on interest in returning to visit. Interior design is related to creating a room or shop atmosphere that can influence and create an image in the mind of a visitor that influences the buyer's emotions, and generates or influences interest in visiting. In addition, the level of visitor satisfaction depends on the quality of service. Service companies really depend on service quality because it will influence visiting interest.

Implication : It is hoped that the contents of this research for the Arabica Central Park Mall Cafe can become a reference for assessing consumers' interest in returning to the cafe and also become an input for improving the quality of service and implementing better types of design as time goes by in order to increase the level of interest in returning to visit. towards Arabica Cafe Central Park Mall.

Keywords : Interior Design, Service Quality, Interest in Returning

INTRODUCTION

In recent years, the number of coffee shop outlets has continued to increase along with the emergence of new trends and technology, including in the big city of Jakarta, especially West Jakarta, which is the location of the research object in this study. The number of coffee shop outlets in DKI Jakarta province has the highest number compared to other provinces (Indonesia Data, 2019), this of course creates competition where each place must have its own uniqueness and advantages. This can be implemented in this place using various methods.

Research (Selfia & Adri, 2023) shows that the reason for visiting cafes is apart from being a place to gather with friends or family, consumers want to enjoy the atmosphere of the cafe, take photos to upload them to social media and follow trends. According to (Juliana et al., 2020) when visiting a place, the first thing visitors will see is the interior design. However, this is not only influenced by external factors, but

visitors' direct experience with the company and industry is also important.

(Nuraeni, 2014) suggests that interest in returning to visit can be influenced by several factors such as service quality, promotion and attractiveness. According to (Hermawan, 2018) service quality is a collection of unique products or services that can meet people's needs and desires. Quality service can increase visitor satisfaction, so that interest in returning to visit can increase further when the service runs well (Pilo, 2023) .

The purpose of this research is to determine the influence of interior design and service quality on the Arabica Cafe at Central Park Mall. Based on research conducted by (Putri et al., 2023), the results of the research stated that service quality has a significant influence on interest in returning. Apart from that, (Juliana et al., 2020) also stated in their research results that interior design has a positive and significant influence on interior design on visitor interest. So that in general the results obtained are quite positive and have an influence. So the hypothesis obtained is that interior design and service quality partially or not have an influence on interest in returning to visit, and interior design and service quality have a simultaneous or non-simultaneous influence on interest in returning to visit.

RESEARCH METHODS

This research uses quantitative research methods, which means the data is presented in the form of numbers and statistical analysis is carried out. Statistical analysis for this research was carried out using the IBM SPSS Statistics 27 application.

In this research, the population used refers to the number of product sales at the research object in a day. The sampling method used was nonprobability sampling, namely purposive sampling to determine the sample. (Sugiyono, 2020) stated that the purposive sampling technique is a method for determining samples that takes special considerations. The use of this technique is due to the fact that this method is suitable for quantitative research or research that does not carry out generalizations. A special consideration for the purposive sampling used is the filtering criteria for respondents, namely visitors who have already visited the research object.

The variable measurement used in this research is using a questionnaire with a Likert Scale from data expressed in number form (scoring). The Likert scale is a scale or data that is based on the summation of respondents' attitudes towards statements related to the concept indicators and variables being measured (Sanusi, 2017).

Data will be obtained through two sources in this research, namely primary data, namely a questionnaire which will be distributed using the Google Form application to respondents or visitors who have experience in visiting the Arabica Cafe Central Park Mall and secondary data, which consists of theories that can help research, opinions from books and previous research journals related to research variables.

Before being researched, the results of the questionnaire will be tested using validity and reliability tests first. A validity test is needed to show how accurate the data collected by the researcher is, by looking at the Corrected Item-Total Correlation, namely if the calculated r value is greater than the table r value then the statement is declared valid (Prambudi & Imantoro, 2021). Reliability testing shows the ability of an instrument to provide consistent measurement results after repeated measurements. To test reliability in this research, the Cronbach's Alpha Formula method is used, namely if the alpha value is greater than 0.60 then it is declared reliable (Prambudi & Imantoro, 2021).

The data results will then be analyzed using the classic assumption test which

aims to see whether there are deviations in the data or not, which consists of a normality test, multicollinearity test and heteroscedasticity test. Next, analysis will be carried out on the data, namely multiple linear regression analysis and determinant coefficient analysis. The multiple linear regression analysis method is a method that aims to see how much influence variable X has on variable Y, while determinant coefficient analysis is a method to find out how much contribution variable (Sugiyono, 2020).

Hypothesis testing used in this research is the T test and F test. The T test aims to show the partial level of influence of variable X on variable Y (Ghozali, 2021). This test will be calculated with IBM SPSS Statistics 27 software using the sig value. $\alpha = 5\%$ (0.05) and will be concluded using the criteria, namely if the calculated t value is greater than the t table value then H_a is accepted and H_o is rejected. The F test, also known as Analysis of Variance (ANOVA), is a method of testing regression model data to see whether or not there is a simultaneous influence between variable X and variable Y (Ghozali, 2021). For this test, the F distribution table is used with $\alpha = 5\%$ (0.05), so the basic criteria for the feasibility test are if the calculated f value is greater than the f table value then H_a is accepted and H_o is rejected.

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, there are several characteristics of respondents that are required, namely gender, age, highest level of education, occupation, and expenses for food and drink per month. The following is an explanation of the results of the respondent characteristics data in the table:

Table 1. Data on Respondent Characteristics

No		Frequency	Percentage
1	Gender	19	23,8%
	Male	61	76,3%
	Female		
2	Age	77	96,3%
	17-27 years old	2	2,5%
	28-43 years old	1	1,3%
	44-59 years old		
3	Education background	47	58,8%
	High school	13	16,3%
	Diploma	20	25%
4	Bachelor		
	Occupancy	53	66,3%
	Student	17	21,3%
	Employee	6	7,5%
	Entrepreneur	4	5%
5	Others		
	Food cost per month	33	41,3%
	< 1 million rupiah	41	51,2%
	1-3 million rupiah	5	6,3%
	3-5 million rupiah	1	1,3%
	> 5 million rupiah		

[Source: SPSS Data Processing, 2024]

Based on the table above, it is found that the largest number of respondents' gender was female, amounting to 61 people (76.3%), the age of the largest number of respondents was 17-27 years, totaling 77 people (96.3%), the most respondents' last education was high school or equivalent. totaling 47 people (58.8%), the occupation of the largest number of respondents was students, totaling 53 people (66.3%), and the highest number of respondents' food & drink expenditure per month was 1-3 million, totaling 41 people (51.2 %). The majority of respondents are women who prefer unique things and are also interested in trying new things, especially instagrammable places. Dominated by generation Z and has more curiosity, they also have more knowledge about social media technology, which can increase the number of visitors to the Arabica Cafe Central Park Mall and also still want to try many things. The aesthetics and service of a cafe are important things for them, and they can explore to find places they like. In general, respondents' spending on food and drink is 1-3 million, which means middle and upper class, so it matches the price range of the Arabica Cafe Central Park Mall menu.

Validity and Reliability Test

Data can be said to be valid if the statement can represent indicators of a variable and convey something that is measured in a questionnaire. To see the level of validity, use Corrected Item-Total Correlation, namely comparing the calculated r value with the r table. If the calculated r value is greater than the table r value then the statement is declared valid (Sugiyono, 2021).

Table 2. Validity Test Results for Interior Design Variables

Variable Statement X1	r value	r table	Result	
Q1	0.642	0.2199	VALID	
Q2	0.353	0.2199	VALID	
Q3	0.558	0.2199	VALID	
Q4	0.441	0.2199	VALID	
Interior Design	Q5	0.552	0.2199	VALID
	Q6	0.630	0.2199	VALID
	Q7	0.544	0.2199	VALID
	Q8	0.500	0.2199	VALID
	Q9	0.511	0.2199	VALID
	Q10	0.581	0.2199	VALID

[Source: SPSS Data Processing, 2024]

Based on the validity test results above, it can be seen that all calculated r values > r table, then all interior design variable statements are declared valid.

Table 3. Validity Test Results for Service Quality Variables

Variable Statement X2	r value	r table	Result	
Q1	0.582	0.2199	VALID	
Q2	0.430	0.2199	VALID	
Q3	0.645	0.2199	VALID	
Q4	0.557	0.2199	VALID	
Service Quality	Q5	0.704	0.2199	VALID
	Q6	0.521	0.2199	VALID
	Q7	0.713	0.2199	VALID
	Q8	0.688	0.2199	VALID
	Q9	0.765	0.2199	VALID
	Q10	0.642	0.2199	VALID

[Source: SPSS Data Processing, 2024]

Based on the validity test results above, it can be seen that all calculated r values > r table, then all service quality variable statements are declared valid.

Table 4. Validity Test Results for the Interest in Returning Variable

Variable Statement Y	r value	r table	Result	
Q1	0.418	0.2199	VALID	
Q2	0.657	0.2199	VALID	
Q3	0.739	0.2199	VALID	
Interested in Returning	Q4	0.826	0.2199	VALID
	Q5	0.767	0.2199	VALID
	Q6	0.658	0.2199	VALID
	Q7	0.756	0.2199	VALID
	Q8	0.706	0.2199	VALID

[Source: SPSS Data Processing, 2024]

Based on the validity test results above, it can be seen that all calculated r values $>$ r table, then all service quality variable statements are declared valid

Reliability testing shows the ability of an instrument to provide consistent measurement results after repeated measurements, and the level of consistency of respondents when answering questionnaires. Testing was carried out using the IBM SPSS Statistics 27 application with the Cronbach's Alpha test where the data results were declared reliable if the Cronbach Alpha level was greater than 0.60.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Result
Interior Design	0,704	Reliable
Service Quality	0,828	Reliable
Interested in Returning	0,847	Reliable

[Source: SPSS Data Processing, 2024]

Based on the table above, it is found that each variable has a Cronbach's Alpha value of more than 0.06, so it can be stated that each variable has reliable data.

Normality test

The normality test aims to test whether the data distribution of each variable obtained is normal or not and then proceed to the next stage. A good regression model has data distribution that is normally distributed. The following is a histogram graph of the normality test results:

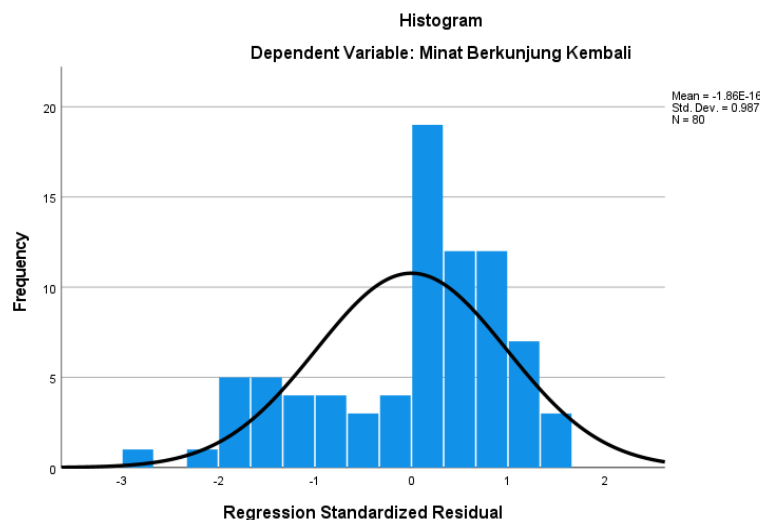


Figure 1. Normality Test Histogram Graph
 [Source: SPSS Data Processing, 2024]

Based on the histogram graphic image above, it can be seen that the data has a normal distribution with a histogram shape that is like a bell. So it can be stated that the data is normally distributed and the regression model is good.

Multicollinearity Test

This is done to show whether the regression model is good or not, by testing whether or not there is a correlation between the independent variables, which is called intercorrelation. In seeing whether there is multicollinearity or not, it can be seen through the tolerance value. If the tolerance value is greater than 0.10 and the VIF value is smaller than 10, then multicollinearity does not occur.

Table 6. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Interior Design	0.636	1.573
Service Quality	0.636	1.573

a. Dependent Variable: Interested in Returning
 [Source: SPSS Data Processing, 2024]

Based on the table above, it can be seen that the tolerance value obtained is 0.636 and is greater than 0.10. Meanwhile, the VIF value obtained is 1.573 and is smaller than 10. So it can be concluded that there is no multicollinearity between the two independent variables.

Heteroscedasticity Test

This test is used to determine whether there is inequality in the residual variance from one observation to another in the regression model. If there are the same variances then heteroscedasticity occurs. To see whether heteroscedasticity occurs or not, you will use the Scatterplots pattern. Following are the results of the heteroscedasticity test

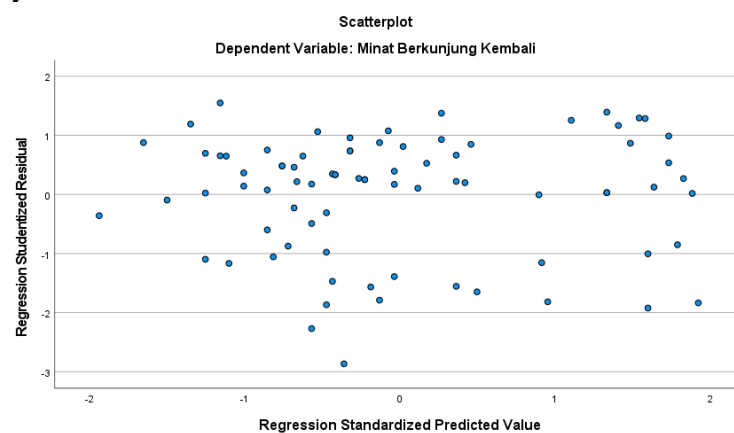


Figure 2. Heteroscedasticity Test
 [Source: SPSS Data Processing, 2024]

Based on the image above, which is a scatterplot graph, it can be seen that the dots are spread out irregularly and do not form a clear pattern or shape. So it can be concluded that the regression model does not have heteroscedasticity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.574	8.036		.320	.750
	Interior Design	.183	.215	.112	.851	.397
	Service Quality	.475	.197	.317	2.412	.018

a. Dependent Variable: Interested in Returning
 [Source: SPSS Data Processing, 2024]

From the table above, the value of a is 2.574, which is a constant value or condition when the variable interest in returning to visit (Y) has not been influenced by the interior design variable (X1) and the service quality variable (X2).

The interior design regression coefficient value (X1) is 0.183, which means that if interior design increases by 1% it will influence the variable interest in revisiting and experience a change of 0.183 with the assumption that other variables have a value of 0 (zero) or are not examined in this research. With a positive value of the interior design regression coefficient, interior design has a positive influence on interest in returning.

The regression coefficient value for service quality (X2) is 0.475, which means that if service quality increases by 1% it will influence the variable interest in returning to visit and experience a change of 0.475 with the assumption that other variables have a value of 0 (zero) or are not examined in this research. With a positive value of the service quality regression coefficient, service quality has a positive influence on interest in returning to visit.

Determinant Coefficient Analysis

Table 8. Analysis of Determinant Coefficients

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.394 ^a	.156	.134	4.537

a. Predictors: (Constant), Service Quality, Interior Design
 [Source: SPSS Data Processing, 2024]

Based on the table above, the R² (R Square) value is 0.156 or 15.6%. So it can be concluded that the influence of interior design variables and service quality on intention to visit again simultaneously is 15.6%. So interest in returning to visit can simultaneously be influenced by interior design and service quality worth 15.6% and 84.4% influenced by other variables not examined in this research.

Partial Hypothesis Test (T Test)

Table 9. T Test for Variable X1 Against Variable Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.755	7.692		1.268	.208
	Interior Design	.496	.177	.303	2.808	.006

a. Dependent Variable: Interested in Returning

[Source: SPSS Data Processing, 2024]

Based on the table above, it is found that the calculated t value is 2.808 with a significant value of 0.006. With the t table value obtained through calculating degrees of freedom (db) of $80 - 2 = 78$ using a significance level of 5%, the result is 1.990. Thus, the calculated t value of 2.808 is greater than the t table of 1.990 and the significant value of 0.006 is smaller than 0.05, so H_a is accepted and H_o is rejected. This means that interior design has a significant influence on interest in returning to visit.

Interior design is a science that processes a space according to the purpose and concept of that space. Interior design is related to creating the atmosphere of a room or shop. In (Fitriani & Nurdin, 2020) stated that the atmosphere of a shop can influence and create an image in the mind of a visitor that influences the buyer's emotions, and generates or influences interest in visiting. A design using a futuristic and minimalist interior to express the bright future of this rapidly developing country. This cafe is an innovation among the many cafes that continue to increase in DKI Jakarta. The design model used by Cafe Arabica is one of the things that attracts visitors because the appearance of the cafe from the outside tends to look minimalist and bright, as well as displaying coffee sacks placed on display. In a circular glass shelf starting at the top of the cafe and descending slightly. This cafe is very close to the main lobby of Central Park Mall, making it easier for visitors to find or immediately see the cafe when entering the mall area. The following is a picture of the interior design of this research object ;



Figure 3. Design Interior of Café Arabica Central Park Mall
 [Source: Researcher documentation, 2024]

Table 10. T Test for Variable X2 Against Variable Y

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.098	6.875		.887	.378
	Service quality	.576	.157	.384	3.676	.000

a. Dependent Variable: Interested in Returning

[Source: SPSS Data Processing, 2024]

Based on the table above, it is found that the calculated t value is 3.676 with a significant value of 0.00. With the t table value obtained through calculating degrees of freedom (db) of $80 - 2 = 78$ using a significance level of 5%, the result is 1.990. Thus, the calculated t value of 3.676 is greater than the t table of 1.990 and the significant value of 0.00 is smaller than 0.05, so H_a is accepted and H_o is rejected. This means that service quality has a significant effect on interest in returning to visit.

Based on the results of the T test, it can be seen that according to the characteristics of respondents, they generally agree that there is an influence of interior design and service quality, because the majority of respondents' characteristics are aged 17-27 years and female, where these two variables are important for the respondents. and also quite high expenditure on food and drinks within a month. (Bakri, 2022) suggests that the level of visitor satisfaction depends on the quality of service. In this case, a business can be assessed if it can fulfill visitors' desires by providing goods or services. Service companies really depend on service quality because it will influence visiting interest. The answers from the respondents had an average answer value of 4, which means that overall the service quality of the Cafe Arabica Central Park Mall is considered good. The statement that has the highest average with a value

of 4.45 is "The waiters from the Arabica Cafe have a neat and clean appearance." This means that respondents generally agree with the quality of service provided by Arabica Central Park Mall Cafe, because the service provided is quite good starting from the outer appearance of the baristas because they wear white and brown clothes which also match the colors used in the cafe. The following is a picture of the waiter ;



Figure 4. The Waiters of Café Arabica Central Park Mall

[Source: <https://arabica.coffee/en/location/arabica-jakarta-central-park/>, 2024]

F Test (Anova)

Table 11. F Test (Anova)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.982	2	145.991	7.093	.001 ^b
	Residual	1584.818	77	20.582		
	Total	1876.800	79			

a. Dependent Variable: Interested in Returning

b. Predictors: (Constant), Service Quality, Design Interior

[Source: SPSS Data Processing, 2024]

Based on the table above, it is found that the calculated f value is 7.093 with a significant value of 0.001. With the table f value, which is obtained by calculating the degrees of freedom (db) of $80 - 2 - 1 = 77$ using a significance level of 5%, so it is 3.12. Thus, the calculated f value of 7.093 is greater than the f table of 3.12 and the significant value of 0.001 is smaller than 0.05, so H_a is accepted and H_o is rejected. This means that interior design and service quality have a significant influence simultaneously on interest in returning to visit.

This discussion is supported by research conducted by (Megasari & Latif, 2022), (Putri et al., 2023) and also (Bin Abdur Rohman, 2020) where the results of the research state that there is a positive influence between interior design and service quality of interest in visiting again. So the better the interior design and quality of service provided, the more it will attract interest in returning.

CONCLUSION

The results of this study show that there is a significant partial or individual influence between interior design variables and service quality on interest in returning visits. Apart from that, it can also be seen that there is a significant influence between interior design variables and service quality simultaneously on interest in returning.

The limitation in this research is that the time for preparing the final assignment is quite short, so information regarding the research object is also limited due to this time. It is hoped that the contents of this research can become a reference for assessing interest in returning to visit and also become an input for improving the quality of service and implementing better types of design as time goes by in order to increase the level of interest in revisiting the research object, and it is also hoped that the content of This research can be useful for anyone who reads it and can expand information for further research both regarding the same research object and for other research objects, especially regarding the influence of interior design and service quality on interest in returning visits.

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