

Service Quality as an Antecedent in Improving Small and Medium Micro Enterprises in Ternate City

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ABSTRACT : *Many restaurants and beverage in Ternate City have stopped their business because they are unable to compete. This research was conducted in Ternate City from February to June 2023. The research population was 152 restaurants and beverage with samples taken using purposive sampling with the formula $n = Z^2/4(Moe)^2$. The total sample was 97 restaurants and beverage consisting of 8 North Ternate sub-districts, 57 in Central Ternate subdistrict, and 32 in South Ternate subdistrict. Each restaurants and beverage restaurant represents one respondent. The aim of this research is to analyze and explain the influence of service quality and the atmosphere of restaurants and beverage on purchasing decisions, and the restaurant and beverage atmosphere as a moderating variable. The analytical method used is Moderated Regression Analysis (MRA) with Statistical Package for the Social Science (SPSS) software version 26. It was found that before the atmospheric variable was positioned as moderation, service quality and the atmosphere of restaurants and beverage influenced purchasing decisions. After the atmospheric variable is positioned as a moderating variable, so service quality and the atmosphere of restaurants and beverage do not influence purchasing decisions, Likewise, atmospheric variables are not moderating variables.*

KEYWORDS: service quality, atmosphere, purchasing decisions

INTRODUCTION

Micro, small and medium enterprises (MSMEs) have an important and strategic role in the economic growth of a nation or state, both developing countries and industrial countries (Abdul Rahman et al., 2022; Husen & Rahman Jannang, 2022; Ratih Sulistyastuti, 2014; Rahman Jannang & Hadi Sirat, 2022) stated that various developed countries and newly industrialized countries, MSMEs can provide support for increasing exports and as part of subcontractors who can provide various types of input for large-scale businesses and also as a source of innovation. The progress of MSME businesses

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in Indonesia is apparently dominated by restaurants and beverage businesses. Business growth in the restaurants and beverage sector has experienced quite significant growth.

The restaurant and beverage business is still believed to be a form of business that has very good prospects, even in a state of economic crisis. In the city of Ternate, the growth of the restaurant and beverage business is quite high, from 103 restaurants and beverages in 2018, increasing to 152 restaurants and beverages in 2019 with growth of 47.57% (Kota Ternate Dalam Angka 2020). This shows that the criteria for entering MSMEs are relatively easier for the community to implement when compared to the criteria for large businesses, thereby opening up opportunities for people to do restaurants and beverage business in order to improve their welfare (Herrukmi, 2019). However, several periods later, many restaurants and beverage in Ternate City went out of business, because he was unable to increase his business (Kota Ternate Dalam Angka 2022).

It is hoped that better service quality in the MSME sector will influence purchasing decisions (Hasibuan et al., 2020). Then the variable atmosphere of restaurants and beverage, apart from being positioned as an independent variable, it is also positioned as a moderating variable (Nyoman et al., 2021). So the aim of this research is to analyze and explain the influence of service quality on consumer purchasing decisions which is moderated by the atmosphere of restaurants and beverage.

LITERATURE REVIEW

Micro, Small and Medium Enterprises (MSMEs)

Halim (2020) has defined small business as a business activity that has small initial capital (small total wealth) and a small workforce. Has around 5 – 20 employees and has total assets of less than IDR 200,000,000. Nalini (2021) explained that a small business is a business that is owned and can be managed professionally and cannot monopolize the market with a number of workers between 5 and 9 people. Primadhita & Budiningsih (2020) has also defined a small business as a business that has a number of employees ranging from 5 – 19 people, meanwhile, a business that has a workforce of between 20 – 99 people is considered a medium-sized business.

In Indonesia, the criteria for a small and medium business still differ from various expert opinions. The criteria for a small business according to (Undang-Undang Republik Indonesia Nomor 9 Tahun 1995) article 5 states: 1) A business that has total net assets of at most Rp. 200,000,000, and does not include land and buildings as business premises; 2) A business has annual sales of no more than Rp. 1,000,000,000; 3) A business whose owner is an Indonesian citizen; 4) A business that can stand alone, and not as a subsidiary or branch of another company that is owned, controlled, or the result of collaboration either directly or indirectly with a medium or large business; 5) In the form of an individual business, a business entity that does not have a legal entity, or a business entity that has a legal entity, including cooperatives.

Medium businesses refer to (Undang-Undang Republik Indonesia nomor 9 Tahun 1995) article 1 point 2 that medium businesses are one of the economic activities that have criteria for net worth or annual sales results that are greater than the net assets and annual sales results of small businesses. Thus, it can be interpreted that a medium-sized business has total net assets greater than IDR 200,000,000, with annual sales of at least IDR. 1,000,000,000.

Service Quality

Kotler & Keller (2016); (Soebandhi et al., 2020); (Hasibuan et al., 2022.); (Abdul Rahman et al., 2022.) explains that there are several dimensions or attributes of service quality that need attention because they are closely related to each other, namely: a). Reliability is the ability of employees to provide promised services quickly, accurately and satisfactorily. b). Responsiveness is the willingness and willingness of employees to be able to help customers and provide responsive service. c). Empathy includes the ease of employees in establishing effective communication relationships, personal attention and understanding of customer needs. d). Assurance is includes the knowledge, ability, politeness and trustworthy nature of employees, free from danger, risk and doubt. e). Tangibles include physical facilities, equipment, employees and communication facilities.

(Lovelock & Wirtz, 2011) defines service quality as a long-term cognitive evaluation for customers regarding the delivery of services by the company. (Setiawan & Rastini, 2021) suggests that the quality of a physical product is a product that is free of defects, not damaged or in other words the product complies with standards (targets, goals or requirements that can be defined, observed and measured). Meanwhile, the quality of a service reflects all dimensions of product offerings that produce benefits for customers. While obeying (Mulya Firdausy & Idawati, 2017) provides a definition of service quality as the result of consumer responses to the services consumed or perceived. This consumer assessment is called consumer perceived service quality which includes several dimensions.

Purchase decision

(Kotler & Keller, 2016); (Hawkins & Mothersbaugh, 2016) explains that there are five stages that consumers go through in the decision process to purchase a product, namely: 1) Problem recognition, the Purchase process begins when the buyer realizes that a problem is needed. The buyer realizes that there is a difference between the actual condition and the expected condition. Marketers can find out the conditions that consumers need by collecting various information and then using it to influence consumers so that potential purchases receive serious attention from the company; 2) Searching for various information, a consumer who begins to develop an interest in Purchase will be encouraged to look for more information. If the consumer's interest in searching for information is strong and the product they need is nearby, the consumer will purchase the product. On the other hand, if consumer interest is not strong, then

consumers will keep these needs in mind or search for other information related to their needs; 3) Alternative evaluation, consumers use information to evaluate various alternative brands in a series of product choices. (Peter & Olson, 2010); (Solomon et al., 2013) express basic concepts in understanding the evaluation process; First, consumers try to fulfill a need. Second, consumers look for certain benefits from a product. Third, consumers see products as a group of attributes with various abilities to deliver the benefits needed to meet consumer needs. (Leon G. Schiffman, 2012) believes that consumers will pay great attention to product attributes that deliver benefits that meet consumer needs; 4) Purchasing decisions, at the evaluation stage, consumers form preferences for various brands found in various choices. There are 5 (five) sub-decisions in making purchasing decisions, namely brand, supplier, quantity, time and payment method; 5) Consumer behavior after purchase, after purchasing a product, consumers will experience some level of satisfaction or dissatisfaction. These consumers will also be involved in various actions after purchasing and using the product. The marketer's task does not end when the product is purchased by the consumer, but continues through the post-purchase period, post-purchase actions and use of the purchased product.

Consumers do not always go through all five stages of purchasing. They may have missed one or more stages. In making purchasing decisions by consumers, there are various purchasing behaviors. (Rudi et al, 2021) distinguish four types of consumer purchasing behavior based on the degree of buyer involvement and the degree of differentiation between various brands. The four types of purchasing behavior are: complex purchasing behavior, purchasing behavior that reduces nonconformity, variety-seeking purchasing behavior, and habitual purchasing behavior.

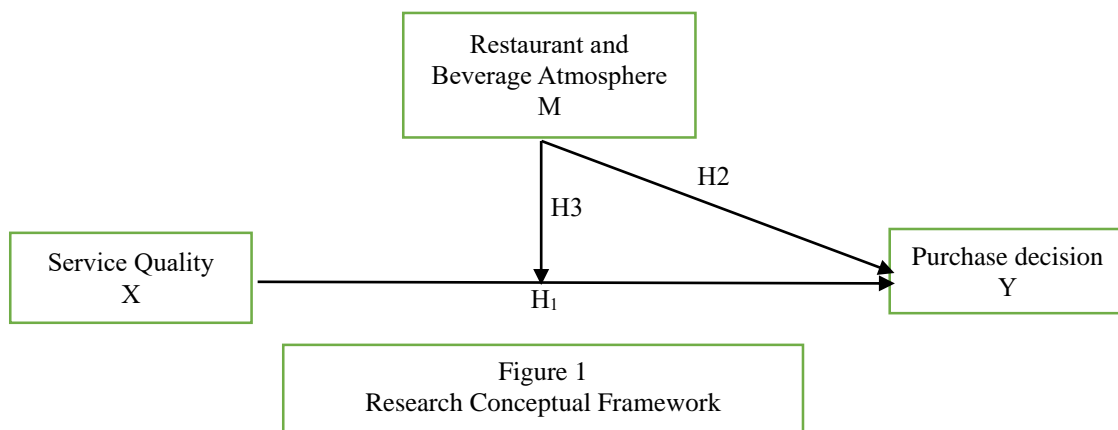
Restaurant and Beverage Atmosphere

The atmosphere of a restaurant and beverage is a restaurant environment that can be a strength and competitive advantage if done well. The atmosphere is and the beverage is designed to be an environment or atmosphere that stimulates the five senses of consumers while they are in the room (Syafitri, 2016). Usually retailers stimulate consumers' perceptions and emotions through lighting, color, music and aroma (Taqwim et al., 2021). The atmosphere of the restaurant and beverage is a factor that can make customers interested and feel at home in it. (Nyoman et al., 2021) explains that the atmosphere of restaurants and beverage influences customer shopping behavior. The atmosphere of a restaurant and beverage is a factor that can make customers interested and feel at home in a restaurant, by always considering customer comfort. Therefore, interior layout is given priority to pay attention to, such as completeness of product categories, positioning of display shelves, ease of retrieving items, bright lighting, audio, aroma, comfortable parking, clean room, cool room temperature, boards. instructions and speed of payment at the cashier (Nandika & Pradana, 2019).

Research Conceptual Framework

The conceptual framework in this research was created based on empirical studies that show service quality has a positive effect on purchasing decisions (Mulya Firdausy &

Idawati, 2017); (Soebandhi et al., 2020); (Hasibuan et al., 2022). However, it is different from the results of research from (Rasyiddin et al., 2022) found that service quality had no effect on purchasing decisions. So the atmosphere of restaurants and beverage is positioned as a moderating variable to strengthen the relationship between service quality and purchasing decisions. This is done based on the results of research conducted (Resila Quraisy Gonibala & Tumewu, 2018); (Nur Aisah, 2018); (Nandika & Pradana, 2019); (Henny dan Muhammad, 2019); (Rahmidani, 2020); (Hanim & Utari, 2020); (Arkam, 2020); (Taqwim et al., 2021); (Solihin & Setiawan, 2021) that store atmosphere has a positive effect on consumer purchasing decisions. Meanwhile, according to (Nyoman et al., 2021) that the store atmosphere is not a moderating variable. The research conceptual framework is as shown in Figure 1 below:



Based on Figure 1, the research conceptual framework, research hypotheses can be formulated:

1. Service quality influences purchasing decisions
2. The atmosphere of restaurants and beverage influences purchasing decisions
3. Restaurant and beverage atmosphere as a moderating variable

METHODOLOGY

Place, Time, Population and Sample

This research was conducted in Ternate City, North Maluku on Micro, Small and Medium Enterprises (MSMEs) specifically in restaurant and beverage businesses with research time starting from February to June 2023. The population of this study was 152 restaurants and beverage in Ternate City (Kota Ternate Dalam Angka, 2022), by taking samples using purposive sampling. Determining the number of samples uses the formula $n: Z^2/4(Moe)^2$ (Reven et al., 2017). Description n : number of samples, Z : normal distribution with significance 5% (1,96). Moe: Margin of Error Max (10%). So the sample size is obtained $n: (1,96)^2/4(0,10)^2: 97$ restaurants and beverage consisting of 8 North Ternate Districts, 57 in Central Ternate District, and 32 in South Ternate District. Each restaurant and beverage house represents one consumer as a respondent.

Variable Measurement

Service Quality Indicators (Hasibuan et al., 2022); (Soebandhi et al., 2020); (Nadi dan Emy, 2022) consist of reliability, tangible, responsiveness, assurance, empathy. Then the restaurant atmosphere indicator (Taqwim et al., 2021); (Solihin & Setiawan, 2021) namely the availability of various menus, neatly arranged rooms, lighting, aroma, room temperature, cleanliness, availability of parking spaces. Purchasing decision indicators (Leon G. Schiffman, 2012); (Hawkins & Mothersbaugh, 2016); (Solomon et al., 2013) namely according to taste, quality restaurants, affordable prices, open during meal times, direct payment, payment via credit card.

Data Analysis

The analytical method used is Moderated Regression Analysis (MRA) with Statistical Package for the Social Science (SPSS) version 26. All indicators used in this research have a total Pearson correlation value > 0.3 and a Cronbach's alpha value > 0.6 , thus the instrument is declared valid and reliable. Then the classical statistical assumption test was also carried out (Mulya Firdausy & Idawati, 2017); (Hafni Sahir, 2021) with the results of the Kolmogorov-Smirnov test on the Asymp Sig value. (2-tailed) all variables have a value > 0.05 , so the data distribution is normal. The results of the multicollinearity test show that the VIF value for variables X and M < 10 , thus there is no multicollinearity. The results of the Heteroscedasticity test show that the Scatterplot does not form a pattern, so that Heteroscedasticity does not occur. The Durbin-Watson test results show that the value is 1,822. Thus $1,65 < 1,822 < 2,35$ means the data is free from autocorrelation.

Results and Discussion

The characteristics of restaurant and beverage consumer respondents in Ternate City are shown in Table 1.

Table 1. Respondent Characteristics

	Information	Respondents	Percentage (%)
Gender	1. Female	65	67
	2. Male	32	33
Amount		97	100

Table 1. Respondent Characteristics (Continued)

	Information	Respondents	Percentage (%)
Age	1. 19-24	51	52,58
	2. 25-30	11	11,34
	3. 31-36	7	7,22
	4. 37-42	15	15,46
	5. 43-48	10	10,31
	6. 49-54	3	3,09
Amount		97	100

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Type of work	1. Government Employees	35	36,08
	2. Private Employee	27	27,84
	3. Student	35	36,08
Amount		97	100
Number of repurchase	>6	61	62,89
	5	10	10,31
	4	12	12,37
	3	9	9,27
	2	5	5,15
Amount		97	100

Based on Table 1, it shows that the majority of consumers in restaurants and beverage establishments in Ternate City are 67% female compared to 33% male. This shows that the main segment is women in their teens with government employees and student employment status. The intensity of visits can be said to be relatively high because the majority have visited more than 6 times.

Variable Description

A description of respondents' responses to each statement in the questionnaire can be seen in Table 2

Table 2. Variable Description

Service Quality Variable (X)				
Item	Minimum	Maximum	Mean	Std. Deviasi
Reliability (X1)	2,00	5,00	3,94	0,76
Tangibles (X2)	2,00	5,00	4,01	0,64
Responsiveness (X3)	1,00	5,00	3,93	0,83
Assurance (X4)	2,00	5,00	3,70	0,94
Empathy (X5)	2,00	5,00	3,76	0,77
Mean	1,80	5,00	3,87	0,79
Restaurant and Beverage House Atmosphere Variables (M)				
Item	Minimum	Maximum	Mean	Std. Deviasi
Menu variety (M1)	2,00	5,00	3,82	0,92
Dining table setting (M2)	2,00	5,00	4,19	0,68
Lighting (M3)	2,00	5,00	4,08	0,67
Room aroma (M4)	2,00	5,00	3,84	0,69
Room temperature (M5)	1,00	5,00	3,47	0,83
Room cleanliness M6)	2,00	5,00	3,78	0,79
Parking lot (M7)	1,00	5,00	3,20	1,11
Mean	1,71	5,00	3,77	0,81

Table 2. Variable Description (Continued)

Purchase Decision Variable (Y)					
Item	Minimum	Maximum	Mean	Std. Deviasi	
Suit one's taste (Y1)	2,00	5,00	4,13	0,69	
Quality restaurants (Y2)	2,00	5,00	3,94	0,79	
Affordable prices (Y3)	2,00	5,00	4,23	0,70	
Open during meal times (Y4)	2,00	5,00	4,24	0,73	
Direct payment (Y5)	2,00	5,00	4,33	0,67	
Payment via credit card (Y6)	1,00	5,00	2,28	1,06	
Mean	1,83	5,00	3,86	0,77	

The results from Table 2 show that the mean value for the service quality variable is, restaurant and beverage atmosphere variables, as well as purchasing decision variables each have a mean value of 3.87; 3.77 and 3.86 means that the respondent perceives service quality, the atmosphere of the restaurant and beverages and purchasing decisions as good or agree. However, there are still items that consumers perceive as unfavorable, namely item Y6, meaning consumers cannot make payments via credit card.

HYPOTHESIS TEST

Hypothesis Testing Before Moderation

Testing the first hypothesis (H1) regarding the influence of service quality (X) on purchasing satisfaction (Y), and the second hypothesis (H2) regarding the influence of restaurant and beverage atmosphere (M) on purchasing decisions (Y) is shown in Table 3

Table 3. Hypothesis Testing Before Moderation

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	8,555	2,205		3,880	0,000
Service Quality (X)	0,236	0,097	0,214	2,424	0,017
Atmosphere (M)	0,380	0,070	0,478	5,406	0,000

a. Dependent Variable: Purchase decision (Y)

Based on the results of multiple regression analysis before interaction, Table 3 shows that for the constant tcount value: tcount (3.880) > ttable (1.66) and the sig. (0.000) < α (0.05) which means the constant value is significant. Next, the tcount value of Service Quality (X) is tcount (2.424) > t table (1.66) and the sig value. (0.017) < α (0.05), meaning that the first hypothesis (H1): service quality (X) has an effect on purchasing decisions (Y) is proven. Then the tcount value for the atmosphere of restaurants and beverage (M) is tcount (5,406) > ttable (1,66) and the sig value. (0,000) < α (0,05), meaning that the second hypothesis (H2): the atmosphere of restaurants and beverage

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has an influence on purchasing decisions (Y) is proven. The multiple regression equation is shown below:

$$Y: 8,555 + 0,236X + 0,380M + 2,40303e \dots\dots\dots (1)$$

Equation (I) above shows that a constant value of 8,555 means that if the variable service quality and atmosphere of restaurants and beverage are considered constant then the value of consumer purchasing decisions is 8,555 units. The X regression coefficient of 0.236 means that every increase in service quality is 1000 times, it will increase consumer purchasing decisions by 236 times. The regression coefficient M of 0.380 means that every additional restaurant and beverage atmosphere is added 1000 times, it will increase consumer purchasing decisions by 380 times.

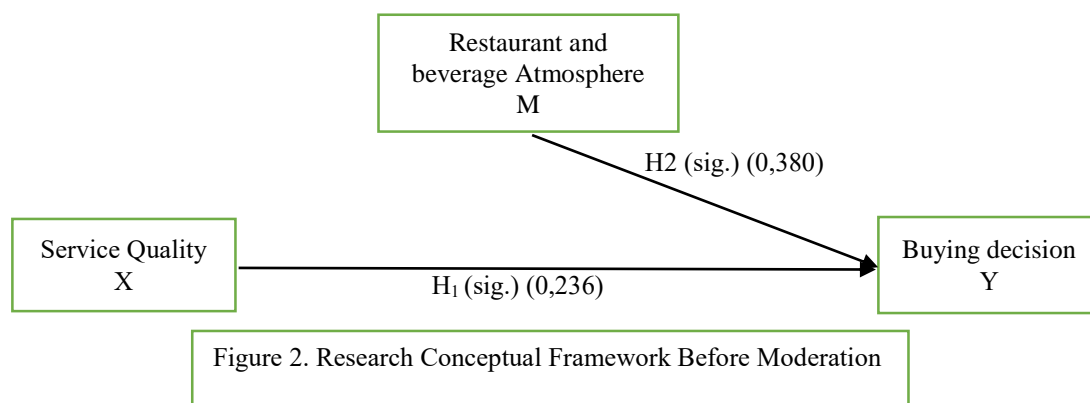
The coefficient of determination (R²) shows the magnitude of the relationship or influence between the independent variables on the independent variable. If the coefficient of determination in the regression model is close to zero (0), it means that the influence of the independent variable on the independent variable is very small, but if the value is close to 100%, it means that the independent variable has a very large influence on the independent variable (Syafri, 2021). The coefficient of determination (R²) is displayed in Table 4

Table 4. Model Summary of the Effect of Service Quality (X) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,581 ^a	0,338	0,324	2,40303

a. Predictors: (Constant), M, X

The coefficient of determination (R²) or suitability of the model formed can be displayed at a value of R Square = 0.338, which means that the model formed can be explained by 33.80% of the predictor variables, and the remaining 66.20% can be explained other than the service quality variable. The correlation between the dependent variable and the predictor variable can be said to be quite strong with a value of 58.10% (Amruddin, 2022). The research conceptual framework before moderation is as shown in Figure 2 below:



Hypothesis Testing After Moderation

The results of the moderation regression analysis after interacting the moderating variables are shown in Table 5

Table 5. Regression Results After Interaction

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,826	12,382		0,228	0,820
	Service Quality (X)	0,534	0,640	0,484	0,834	0,407
	Atmosphere (M)	0,594	0,461	0,747	1,289	0,201
	Moderate (X)*(M)	-0,011	0,024	-0,439	-0,470	0,639

a. Dependent Variable: Purchasing decisions (Y)

Based on the results of the Moderated Regression Analysis (MRA) analysis after conducting moderate variable interactions shown in Table 5, it shows that the tcount value is constant: tcount (0.228) < ttable (1.66) and the sig. (0.820) > α (0.05) means the constant value is not significant. Next, the service quality (X) value is tcount (0.834) < t table (1.68) and the sig value. (0.407) > α (0.05) which means the first hypothesis (H1) service quality (X) influences purchasing decisions (Y) is not proven or rejected. The tcount value for the atmosphere of restaurants and beverage (M) is tcount (1.289) < ttable (1.66) and the sig value. (0.201) > α (0.05) which means the second hypothesis (H2) the atmosphere of restaurants and beverage influences purchasing decisions (Y) is not proven or rejected, then the tcount value of the interaction is moderate, namely tcount (-0.470) < t table (1.66) and the sig value. (0.639) > α (0.05) which means the third hypothesis (H3) service quality (X) influences purchasing decisions (Y) which is moderated by the atmosphere of the restaurant and beverage (M) not proven or rejected.

The regression equation model formed after moderation is carried out, namely:

$$Y: 2,826 + 0,534X + 0,594M - 0,011Moderate + 2,41305e \dots\dots\dots (2)$$

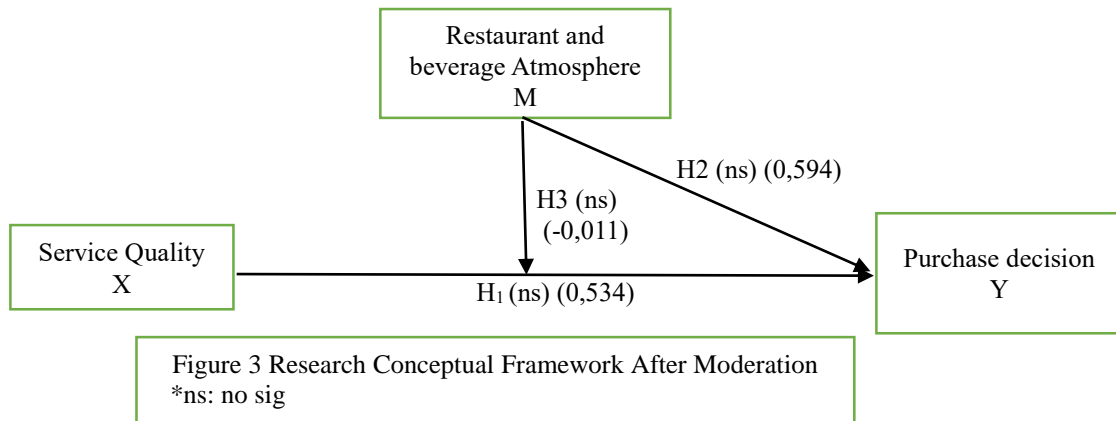
The magnitude of the relationship between the independent variables and the independent variables or the suitability of the model formed is shown in Table 6

Table 6. Model Summary After Interaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,583 ^a	0,340	0,318	2,41305

a. Predictors: (Constant), Moderate, M, X

The suitability of the model formed is shown in Table 6 which shows that the R Square value: 0,340 which means that the model formed can be explained by 34% of the predictor variables, and the remaining 66% can be explained apart from the service quality and restaurant atmosphere variables. The correlation between the dependent variable and the predictor variable can be said to be quite strong with a value of 58,30% (Amruddin, 2022). The research conceptual framework after moderation is as shown in Figure 3 below:



DISCUSSION

The results of the regression analysis before moderation show that the first hypothesis states that service quality has an influence on purchasing decisions, which is proven or accepted. This means that better service quality can encourage consumers to make purchasing decisions at restaurants and beverage in Ternate City. Consumers perceive service quality in restaurants and beverage as good, especially tangibles, reliability and responsiveness. Employees can provide good, friendly, fast service, pay great attention to their customers and can build good communication with their customers, and restaurants and beverage have adequate physical facilities. Apart from that, employees also always dress neatly and are attractive to consumers.

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The results of this study are in accordance with what was found (Mulya Firdausy & Idawati, 2017); (Santosa, 2019); (Hasibuan et al., 2022); (Soebandhi et al., 2020); Rahmidani, 2020) that service quality has a positive effect on purchasing decisions. Service quality influences purchasing decisions not only in restaurants and beverage, but also in modern markets such as supermarkets, minimarkets, department stores and others, and also applies to cafe businesses.

The second hypothesis states that the atmosphere of restaurants and beverage has an influence on purchasing decisions. This means that the better the atmosphere in restaurants and beverage, the more consumers can make purchasing decisions at restaurants and beverage in Ternate City. The atmosphere of restaurants and beverage is also perceived by consumers to be good, which is related to the variety of menus served, the dining tables are neatly arranged, the lighting is bright, the restaurant smells good, the room temperature is cool to consumers, the restaurant room is clean to look at, and the vehicle parking area. consumers are quite adequate.

The majority of consumers who make purchasing decisions at restaurants and beverage are female, still in their teens, government employees and also as students, with an average of making more than six purchases. This shows that the atmosphere of the restaurant and beverage is in accordance with the character of the consumer.

The results of this study are consistent with the results of research conducted (Resila Quraisy Gonibala & Tumewu, 2018); (Nur Aisah, 2018); (Kasus et al., 2019); (Arkam, 2020); (Soebandhi et al., 2020); (Rahmidani, 2020); (Hanim & Utari, 2020); (Pratama & Dwi Agusthera, 2020); (Solihin & Setiawan, 2021); (Taqwim et al., 2021) found that cafe atmosphere had a positive effect on returning visits. One thing that restaurant and beverage entrepreneurs can do to attract the attention of consumers to visit again is by creating a comfortable restaurant and beverage atmosphere and a unique room design.

The results of the regression analysis after the restaurant and beverage atmosphere variable was positioned as a moderating variable showed that the first hypothesis was that service quality had an influence on purchasing decisions, which was not proven or rejected. This means that good service quality does not contribute to improving purchasing decisions. The results of this study are the same as those found by (Rasyiddin et al., 2022).

The second hypothesis that the atmosphere of restaurants and beverage has an influence on purchasing decisions is not proven. This means that the better the atmosphere in a restaurant and beverage does not mean it can increase consumer decisions to make purchases. The results of this research are in accordance with those carried out by (Santosa, 2019) that store atmosphere has no effect on consumer purchasing decisions.

The third hypothesis is that service quality influences purchasing decisions which are moderated by the atmosphere of restaurants and beverage, which is not proven or

rejected. This means that the atmosphere of restaurants and beverage weakens the influence of service quality on purchasing decisions. This is because the quality of restaurant and beverage services has good service quality which can provide comfort to consumers, thus the store atmosphere has no effect as a moderating variable.

If we relate to Table 2 the description of these variables, the restaurant and beverage atmosphere variable tends to be dominated by the employee's ability to set the dining table neatly and have bright lighting. Meanwhile, the service quality variable is dominated by the friendliness of employees in serving consumers. Then the purchasing decision variables are dominated by the menu provided which is very in line with consumer tastes, the prices of restaurants and beverage are very affordable, and the restaurant and beverage are always open at meal times, and payment can be made directly at the cashier. The better the arrangement of the dining and beverage tables and the brighter the lighting in the room, does not mean that restaurant and beverage employees can provide friendly service, provide a variety of menus that are in line with consumer expectations, and does not mean that restaurant and beverage entrepreneurs can provide prices in accordance with consumer expectations. restaurants quality, and opening restaurants and beverage during meal times, and payment cannot always be made at the cashier.

The restaurant and beverage atmosphere variable is a moderate homologizer variable (Rianto Rahadi & Mifta Farid, 2021) states that there is a significant influence of variable M on variable Y in the first estimate (before moderation, then the interaction effect of X*M in the second estimation resulted in none of them having a significant effect. This means that variable M does not interact with the independent variable and does not have a significant influence on the dependent variable.

The results of this study support research (Nyoman et al., 2021) found that store atmosphere is not a moderating variable in the influence of service quality on consumer purchasing decisions. However, the store atmosphere variable is an independent variable that has a positive influence on purchasing decisions.

CONCLUSION

The results of this research can provide several conclusions: 1) The results of hypothesis testing before the restaurant and beverage atmosphere was positioned as a moderating variable found that service quality had a positive effect on purchasing decisions. Then, the atmosphere of restaurants and beverage has a positive influence on purchasing decisions. 2) The results of hypothesis testing after the restaurant and beverage atmosphere was positioned as a moderating variable found that service quality had no effect on purchasing decisions. Likewise, the atmosphere of restaurants and beverage does not influence purchasing decisions, and the atmosphere of restaurants and beverage are not moderating variables in the relationship between service quality and purchasing decisions. This is because the service quality at restaurants and beverage is considered

good by consumers, so it cannot be influenced by the atmosphere of restaurants and beverage.

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