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# THE RELATIONSHIP BETWEEN WOOD 1820 RESTAURANT ATMOSPHERE AND SERVICE QUALITY ON GUEST SATISFACTION AT HIGH SEASON YUAN GARDEN HOTEL

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## Abstract

The purpose of this study was to examine how restaurant ambiance and service quality influence customer satisfaction at Wood 1820 Restaurant, Yuan Garden Hotel, Pasar Baru, during peak season. The increasing number of customers during the busiest time of the year, which makes the restaurant busier and can impact customer experience, was the driving force behind this study. One hundred respondents who came during the peak season were given a questionnaire as part of the quantitative research process. IBM SPSS version 29 was used to evaluate the data using multiple linear regression, validity, reliability, classical assumptions, t-test, F-test, and coefficient of determination. The results showed that customer satisfaction was positively and significantly influenced by restaurant decor and service quality. Compared to restaurant ambiance, service quality was the factor with the greatest impact. According to the coefficient of determination value, 47.8% of customer satisfaction can be explained by these two variables, with the remainder influenced by variables not included in this study. These results suggest that to maintain customer satisfaction during peak season, service management and restaurant ambiance must be considered.

**Keywords:** Restaurant Ambience, Service Quality, Guest Satisfaction, High Season, Hotel Restaurant

## 1. INTRODUCTION

In recent years, tourism has continued to develop as one of the sectors contributing significantly to economic growth in Indonesia. The increasing movement of tourists has encouraged the expansion of various supporting industries, including accommodation, transportation, and food and beverage services. These sectors collectively contribute to visitors' overall perceptions during their travels. According to the Kementerian Pariwisata Republik Indonesia (2026), the tourism sector contributed 4.01% to the national Gross Domestic Product (GDP) in the third quarter of 2024, indicating continuous growth compared to previous years.

Among the supporting sectors in tourism, the food and beverage industry plays an important role in shaping visitors' impressions. Restaurants are not only considered places to dine, but also environments where tourists interact, relax, and spend time during

their visits. Culinary activities may enrich visitors' perceptions and increase tourist interest in a destination (Yudian & Demolingo, 2022). This condition indicates that dining activities have become part of tourism activities rather than merely fulfilling consumption needs.

The growth of tourism activities has also contributed to the development of the hospitality industry, particularly hotels that provide accommodation and supporting facilities for travelers. In addition to lodging services, hotels also offer restaurant facilities that may influence guests' comfort and perceptions during their stay. In hotel restaurants, guests evaluate not only the quality of food and beverages, but also the interactions and services provided by employees. Responsive communication, attentiveness, and service accuracy become important aspects influencing guest perceptions during dining activities (Wirtz & Lovelock, 2022). Mulyapradana et al. (2020) also explain that service quality contributes to forming positive guest perceptions in hospitality businesses.

Changes in consumer behavior have also increased visitors' attention toward restaurant atmosphere and environmental comfort. Customers tend to assess not only the products they consume, but also the conditions and interactions they encounter while visiting a restaurant. According to Bitner et al. (1992), the physical environment within a service area plays an important role in shaping customer responses and behaviors. In restaurant settings, environmental conditions such as cleanliness, crowd density, noise levels, spatial arrangement, and overall comfort may influence visitors' dining perceptions. Recent studies by Han & Hyun (2017) and Ryu & Shawn Jang (2008) also indicate that restaurant atmosphere and environmental comfort contribute to customer evaluations and satisfaction within hospitality services.

Besides environmental conditions, service quality remains one of the main factors influencing guest satisfaction in restaurant operations. In hospitality businesses, guests expect services that are responsive, reliable, and professionally delivered. Service quality becomes increasingly important because interactions between staff and guests occur directly throughout the dining process. Pratama & Dellyana (2024) that service quality in restaurant businesses is closely associated with customer perceptions during service encounters. Similarly, Tjiptono & Chandra (2007) state that service quality influences customer evaluations through the company's ability to fulfill customer expectations consistently.

In restaurant and hospitality operations, there is a period commonly known as the high season, which refers to conditions where visitor numbers increase significantly compared to normal periods. This situation generally occurs during holidays or festive seasons that encourage higher tourism activities. Previous studies have indicated that increased customer density during busy periods may create challenges in maintaining customer comfort and service quality. Ha et al. (2023) noted that perceived crowding in restaurant environments can affect customer satisfaction and behavioral intentions.

This phenomenon can also be observed at Wood 1820 Restaurant, located at Yuan Garden Hotel Pasar Baru, Jakarta. As part of the hotel's food and beverage department, the restaurant plays an important role in serving hotel guests and external visitors. Wood 1820 Restaurant has a seating capacity of 120 guests, while Yuan Garden Hotel itself provides 315 rooms that potentially contribute to high guest traffic during certain periods. Based on the restaurant's internal data, the total number of guest visits in 2025 reached 200,358 visitors, with an average of approximately 16,697 visitors per month. Several months showed a substantial increase in visitor numbers, indicating peak operational conditions.

Based on observations conducted during the internship period, Wood 1820 Restaurant experienced manpower shortages during busy operational periods. As a result, several back-office employees were assigned to assist restaurant service activities such as greeting guests, cleaning tables, and handling restaurant preparations. However, some supporting staff members did not possess specific competencies in food and beverage service operations. This condition created several operational challenges, including slower service coordination, limited product knowledge, and difficulties in responding to guest requests. In addition, crowded restaurant conditions potentially affected environmental comfort through increased noise levels, limited movement space, and decreased dining convenience.

Previous studies have widely discussed restaurant atmosphere, service quality, and guest satisfaction in hospitality businesses. However, most studies were conducted under normal operational conditions and primarily focused on general restaurant environments. Limited research has specifically examined restaurant operations during high-demand periods such as the high season, where operational intensity, crowd density, and employee workload increase significantly. In addition, studies discussing the involvement of non-service staff in restaurant operations during crowded periods remain limited, particularly in hotel restaurant settings. These conditions may create different operational challenges that potentially influence guests' perceptions and satisfaction levels. Therefore, this study offers novelty by examining the relationship between restaurant atmosphere and service quality toward guest satisfaction under high-intensity operational conditions at a hotel restaurant.

Based on these conditions, this study was conducted to analyze the relationship between restaurant atmosphere, service quality, and guest satisfaction during the high season period at Wood 1820 Restaurant, Yuan Garden Hotel Pasar Baru.

## **2. LITERATURE REVIEW**

### **2.1 Restaurant Atmosphere**

Restaurant atmosphere is recognized as an important factor influencing customers' perceptions and evaluations within hospitality businesses. Customers generally assess not only the products provided by a restaurant but also the physical and social environment experienced during their visit. Environmental conditions may influence comfort, emotional responses, and overall impressions of service encounters, which subsequently contribute to customer evaluations of the restaurant (Al-Kilani & El Hedhli, 2021; Han & Hyun, 2017).

The concept of restaurant atmosphere is closely associated with the Servicescape Theory proposed by Bitner et al. (1992), which explains that customer responses can be influenced by the physical environment where services are delivered. According to this theory, servicescape consists of three main dimensions: ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. Ambient conditions include environmental elements such as lighting, temperature, cleanliness, aroma, and noise levels. Spatial layout and functionality refer to the arrangement of physical facilities, furniture placement, and the effectiveness of the environment in supporting customer activities. Meanwhile, signs, symbols, and artifacts relate to visual elements such as decoration, interior design, signage, and other physical cues that help customers interpret the service environment (Bitner et al., 1992).

Recent studies have confirmed the continued relevance of environmental conditions in shaping customer perceptions within hospitality settings. Al-Kilani & El

Hedhli (2021) found that restaurant atmospherics contribute to customers' emotional responses and evaluations during dining activities. Similarly, Batat (2022) emphasized that a well-designed physical environment enhances customer comfort and supports positive consumption experiences. Furthermore, Ryu & Shawn Jang (2008) reported that factors such as crowd density and noise levels may influence customers' perceptions during restaurant visits.

In addition to physical conditions, social interactions within the service environment also contribute to restaurant atmosphere. Increased visitor density, staff activities, and customer interactions may influence how customers perceive comfort and service conditions. Research conducted by Ramadhani, Digdowiseiso, and Demolingo (2022) showed that customer perceptions may be affected by the intensity of activities occurring within hospitality environments. Likewise, Wachyuni, Demolingo and Wiweka (2021) explained that environmental and social conditions play an important role in shaping customer experiences during service encounters.

In this study, restaurant atmosphere refers to customers' perceptions of the physical and social environment experienced during dining activities at Wood 1820 Restaurant. Based on the Servicescape Theory proposed by Bitner et al. (1992) and the restaurant atmospherics concept developed by Al-Kilani & El Hedhli (2021), restaurant atmosphere in this study is measured through indicators of visitor density, noise level, spatial comfort, layout organization, and restaurant cleanliness.

## **2.2 Quality of Service**

Service quality is considered one of the important factors influencing customer evaluations in hospitality businesses. In restaurant operations, guests generally expect services that are responsive, reliable, and delivered professionally. Customer perceptions toward service quality are formed through direct interactions between employees and guests during the service process. Therefore, service quality plays an important role in shaping customer impressions and evaluations within hospitality services (Wirtz & Lovelock, 2022).

The concept of service quality is closely associated with the servqual theory introduced by Parasuraman et al. (1988). Servqual explains that service quality can be evaluated through the comparison between customer expectations and the actual services received. According to Parasuraman et al. (1988), service quality consists of five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to physical evidence such as employee appearance, equipment, and facility conditions supporting service activities. Reliability relates to the company's ability to provide services accurately and consistently. Responsiveness reflects employees' willingness to assist customers and provide prompt services. Assurance refers to employees' knowledge, courtesy, and ability to build customer trust. Meanwhile, empathy relates to attention, understanding, and individualized care provided to customers.

In hospitality businesses, service quality becomes increasingly important because customers interact directly with employees during service encounters. Wirtz & Lovelock (2022) explain that service quality contributes to customer evaluations because guests tend to assess not only service outcomes, but also the service delivery process. Similarly, Pratama & Dellyana (2024) emphasize that service quality in restaurant operations can be evaluated through servqual dimensions, including reliability and responsiveness, which represent important aspects of customers' assessments of service performance.

Several previous studies have also demonstrated that service quality contributes to customer satisfaction in hospitality businesses. Tjiptono & Chandra (2007) explain that customers generally evaluate service quality through consistency, responsiveness, and the company's ability to fulfill expectations. In addition, Mbulu et al. (2023) found that positive interactions between guests and service providers enhance customer satisfaction, which subsequently encourages favorable behavioral responses in hospitality settings.

In this study, service quality refers to customers' evaluations regarding the services provided by employees during dining activities at Wood 1820 Restaurant. The indicators used in this study consist of tangibles, reliability, responsiveness, assurance, and empathy during high-intensity operational periods (Parasuraman et al., 1988).

### **2.3 Guest Satisfaction**

Guest satisfaction is considered one of the important indicators in evaluating service performance within hospitality businesses. Customer satisfaction generally arises when the services and conditions received meet or exceed customer expectations. In restaurant operations, guest satisfaction may influence customer perceptions, revisit intentions, and recommendations toward hospitality services. Therefore, guest satisfaction becomes an important aspect in maintaining operational performance and long-term customer relationships within hospitality businesses (Kotler, Keller and Chernev, 2022).

The concept of customer satisfaction is closely related to the Expectation Confirmation Theory (ECT) introduced by Oliver (2014). This theory explains that satisfaction is formed through a comparison between customer expectations before receiving services and the actual performance perceived after the service process. Customers tend to feel satisfied when the services received are consistent with or exceed their expectations, while dissatisfaction may occur when perceived performance is lower than expected Oliver (2014).

In hospitality businesses, customer satisfaction may be influenced by various operational factors, including environmental comfort and service quality. Wirtz & Lovelock (2022) explain that customer satisfaction is associated with customers' evaluations toward the overall service process within hospitality services. Similarly, Kotler, Keller and Chernev (2022) state that customer satisfaction reflects customers' feelings after comparing expectations with the performance received from products or services.

Several previous studies have also demonstrated that restaurant atmosphere and service quality contribute to customer satisfaction in hospitality businesses. Han & Hyun (2017) explain that environmental comfort and dining conditions may influence customer evaluations during hospitality service activities. In addition, Amat Manal et al. (2024) found that high-quality service significantly enhances customer satisfaction and strengthens customers' intentions to revisit hospitality establishments.

In this study, guest satisfaction refers to customers' evaluations regarding their dining experiences at Wood 1820 Restaurant during the high season period. The indicators used in this study include expectation conformity, overall satisfaction, revisit intention, and willingness to recommend the restaurant to others (Indrasari, 2019).

## **3. RESEARCH METHODS**

This study employed a quantitative research approach to examine the influence of restaurant atmosphere and service quality on guest satisfaction at Wood 1820 Restaurant,

Yuan Garden Hotel Pasar Baru. A quantitative approach was considered appropriate because the study focused on measuring relationships among variables using numerical data and statistical analysis. Data were collected during periods of high visitor intensity, when restaurant operations experienced increased customer traffic and service activities.

The population of this study consisted of all guests who dined at Wood 1820 Restaurant during the research period. Because the exact number of restaurant visitors could not be determined and continuously changed throughout the observation period, the sample size was calculated using the Slovin formula with a 10% margin of error. The use of a 10% error tolerance was considered acceptable for exploratory studies conducted in operational service environments where population characteristics are dynamic and difficult to identify precisely. Based on the calculation results, a total of 100 respondents were selected as research participants.

Respondents were selected using incidental sampling, a non-probability sampling technique in which participants are chosen based on their availability and willingness to participate when encountered by the researcher. This technique was considered suitable because restaurant guests arrived at different times and the researcher did not have prior access to a complete sampling frame. Similar approaches have frequently been applied in hospitality and service-related studies where customer populations are mobile and difficult to predict. Data were collected using a structured questionnaire consisting of statements related to restaurant atmosphere, service quality, and guest satisfaction. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The use of the Likert scale enabled respondents to express their perceptions and evaluations systematically while facilitating quantitative analysis.

The restaurant atmosphere variable was measured using indicators of visitor density, noise level, spatial comfort, layout organization, and restaurant cleanliness. Service quality was measured based on the servqual dimensions proposed by Parasuraman et al. (1988), including tangibles, reliability, responsiveness, assurance, and empathy. Guest satisfaction was measured through indicators reflecting customers' evaluations of their dining experience, service performance, and overall satisfaction after receiving the restaurant services.

Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests. Validity testing was conducted using Pearson Product-Moment correlation analysis to determine whether each questionnaire item accurately measured the intended construct. Reliability testing was performed using Cronbach's Alpha coefficient, with values above 0.70 indicating acceptable internal consistency.

Furthermore, classical assumption tests were conducted to ensure that the regression model met statistical requirements. The normality test was performed using the Kolmogorov-Smirnov method to determine whether the data were normally distributed. Multicollinearity was assessed through tolerance and Variance Inflation Factor (VIF) values to identify potential correlations among independent variables. Heteroscedasticity testing was also conducted to examine whether the variance of residuals remained constant across observations. Data analysis was performed using IBM SPSS Statistics version 29. The analytical procedures included descriptive statistics, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination analysis, t-tests, and F-tests. These analyses were conducted to evaluate both the individual and simultaneous effects of restaurant atmosphere and service quality on guest satisfaction.

#### 4. FINDINGS AND DISCUSSION

One hundred respondents who visited Wood 1820 Restaurant at Yuan Garden Hotel Pasar Baru during the busiest time of the year participated in this survey. Restaurant atmosphere (variable X1), service quality (variable X2), and customer satisfaction (variable Y) are the variables used in this study.

##### 4.1 Validity Test

To ensure that each statement accurately reflects the research variables, validity testing was conducted. The following table displays the validity testing findings for the variables restaurant atmosphere, service quality, and guest satisfaction.

**Table 1.** Validity Test Results

Variables	Number of Items	R Range Count	R Table	Sig.	Information
Restaurant Atmosphere	12	0.450–0.678	0.196	< 0.001	Valid
Quality of Service	10	0.497–0.637	0.196	< 0.001	Valid
Guest Satisfaction	4	0.744–0.816	0.196	< 0.001	Valid

Source: Researchers (2026)

Based on the test results, each statement item has a calculated r value above the table r value of 0.196 with a significance level below 0.05. According to these findings, each item in the restaurant atmosphere, service quality, and guest satisfaction variables met the validity criteria and therefore can be used as a research tool.

##### 4.2 Reliability Test

Reliability testing is the next step after the instrument is deemed valid to determine how consistently respondents answer the statement items in each research variable.

**Table 2.** Reliability Test Results

Variables	Cronbach's Alpha	Standard	Number of Items	Information
Restaurant Atmosphere	0.799	0.70	12	Reliable
Quality of Service	0.766	0.70	10	Reliable
Guest Satisfaction	0.775	0.70	4	Reliable

Source: Researchers (2026)

The reliability test results indicate that all variables achieved Cronbach's Alpha values above the recommended threshold of 0.70. Therefore, all constructs demonstrated acceptable internal consistency and were considered reliable for further analysis.

##### 4.3 Classical Assumption Test

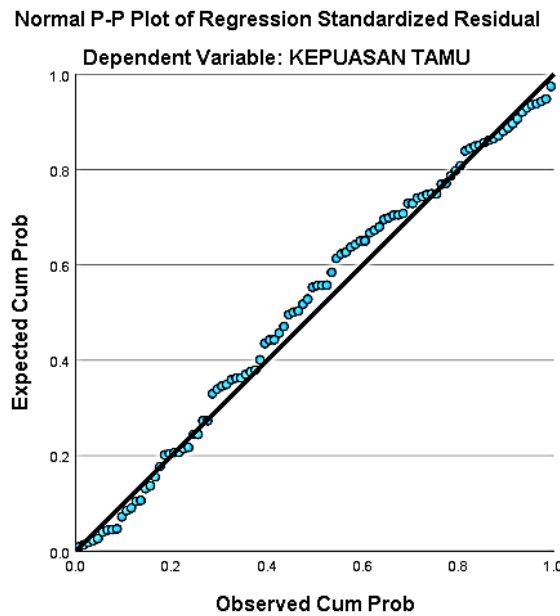
###### a. Normality Test

**Table 3.** Results of the Kolmogorov-Smirnov Normality Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	2.12005997
Most Extreme Differences	Absolute	.075
	Positive	.045
	Negative	-.075
Test Statistics		.075

Asymp. Sig. (2-tailed) c		.187
Sig.		.181
Monte Carlo Sig. (2-tailed) d	99% Confidence Interval	
	Lower Bound	.171
	Upper Bound	.191

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.
- Source: Researchers (2026)



**Figure 1.** Normal P–P Plot Normality Test Graph  
 Source: Researchers (2026)

The Kolmogorov-Smirnov test yielded a significance level of approximately 0.187, which is higher than 0.05. This indicates that the residual is normally distributed. This condition indicates that the multiple linear regression model can use data collected from respondents at the Wood 1820 Restaurant during the high season of the year. Furthermore, the Normal PP Plot graph shows that the residual points are spread along the diagonal line, meeting the normality assumption of the study.

**b. Multicollinearity Test**

To determine whether the independent variables in the research model are too strongly related, a multicollinearity test is performed. The following table displays the results of the multicollinearity test.

**Table 4.** Multicollinearity Test Results  
 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.548	1,662		.330	.742		
Restaurant Atmosphere	.096	.035	.231	2,740	.007	.760	1,316
Quality Of Service	.270	.041	.548	6,514	<.001	.760	1,316

a. Dependent Variable: Guest Satisfaction  
 Source: Researchers (2026)

According to the research findings, the restaurant quality and service factors have a tolerance of 0.760 and a VIF of 1.316. Tolerance values exceeded 0.10 and VIF values were below 10, here is no indication of multicollinearity between the two independent variables in question.

These findings indicate that restaurant atmosphere and service quality have distinct measurement characteristics in explaining customer satisfaction at Wood 1820 Restaurant. Therefore, the research regression model can combine both variables.

c. Heteroscedasticity Test

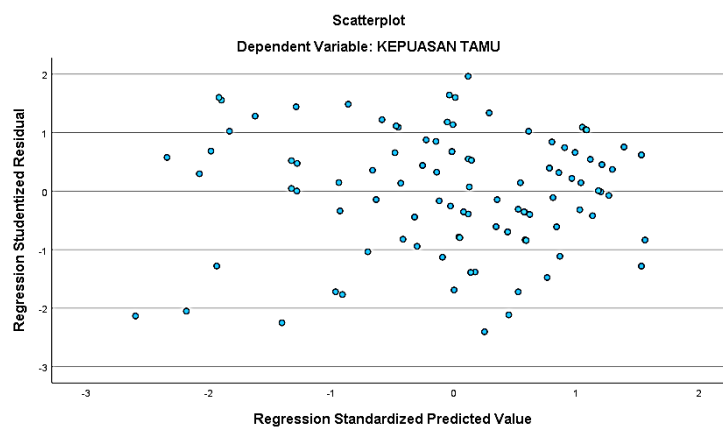
The stability of residual variance in the research regression model was evaluated using a heteroscedasticity test. The Glejser test was used for this test, and the accompanying table displays the results.

**Table 5.** Glejser Heteroscedasticity Test

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	T	Sig.	
	Unstandardized Coefficients					
	B	Std. Error				
1	(Constant)	4,369	.914		4,781	<,001
	Restaurant Atmosphere	-.028	.019	-.162	-1,446	.151
	Quality Of Service	-.034	.023	-.167	-1,498	.138

a. Dependent Variable: Abs\_Res

Source: Researchers (2026)



**Figure 2.** Scatterplot Graph of Heteroscedasticity Test

Source: Researchers (2026)

The significance values for the restaurant environment and service quality variables were 0.151 and 0.138, respectively. These values indicate that the residual variance in the research model tends to be stable, thus no indication of heteroscedasticity was found.

These findings indicate that the residual variance of the regression model is generally stable. The residuals in the research model can be considered randomly distributed because the distribution of points on the scatterplot graph does not appear to be clustered or develop a specific pattern. Therefore, the regression model used is considered appropriate to investigate the impact of service quality and restaurant atmosphere on customer satisfaction at the Wood 1820 Restaurant during the high season period.

#### 4.4 Multiple Linear Regression Analysis

In a study at the Wood 1820 Restaurant, Yuan Garden Hotel, Pasar Baru, multiple linear regression analysis was used to determine the extent to which restaurant atmosphere and service quality contribute to customer satisfaction during the high season. After all research data met the classical assumptions, this test was conducted to allow the research model to be used for further analysis. The following table regression analysis findings.

**Table 6.** Results of Multiple Linear Regression Analysis Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	.548	1,662		.330	.742
Restaurant Atmosphere	.096	.035	.231	2,740	.007
Quality Of Service	.270	.041	.548	6,514	<,001

a. Dependent Variable: Guest Satisfaction

Source: Researchers (2026)

The regression analysis indicates that both restaurant atmosphere and service quality positively contribute to guest satisfaction. However, service quality demonstrates a stronger influence, as reflected by its higher standardized coefficient value compared with restaurant atmosphere. This finding suggests that during periods of increased customer volume, guests place greater emphasis on how services are delivered than on environmental conditions alone.

This result is consistent with the servqual framework proposed by A. Parasuraman and colleagues, which emphasizes that reliability, responsiveness, assurance, empathy, and tangible aspects of service play a crucial role in shaping customer evaluations. In high-demand service settings, customers continue to expect prompt, accurate, and courteous service despite operational pressures. Therefore, maintaining service consistency becomes essential for sustaining positive perceptions.

The positive influence of restaurant atmosphere also supports the Servicescape Theory proposed by Mary Jo Bitner. A comfortable dining environment, appropriate spatial arrangement, manageable noise levels, and cleanliness contribute to customers' evaluations of their dining experience. This finding further supports recent studies by Al-Kilani & El Hedhli (2021), which suggest that environmental and social conditions influence customer perceptions during restaurant visits.

#### 4.5 Hypothesis Testing

a. T-Test

In the test, a t-test was used to determine the partial impact of each independent variable on customer satisfaction during the high season at Wood 1820 Restaurant, Yuan Garden Hotel Pasar. The following table results of the test.

**Table 7.** T-Test Results Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	.548	1,662		.330	.742
Restaurant Atmosphere	.096	.035	.231	2,740	.007
Quality Of Service	.270	.041	.548	6,514	<,001

a. Dependent Variable: Guest Satisfaction

Source: Researchers (2026)

The t-test results revealed that both restaurant atmosphere and service quality had a positive and significant effect on guest satisfaction. Restaurant atmosphere obtained a t-value of 2.740 with a significance level of 0.007, while service quality produced a t-value of 6.514 with a significance level below 0.001. These findings indicate that both variables contribute to guest satisfaction, although service quality exerts a stronger influence.

The significance of restaurant atmosphere suggests that dining experiences are shaped not only by food and service delivery but also by the environment in which consumption takes place. Elements such as cleanliness, spatial comfort, crowd density, and restaurant layout can affect how guests evaluate their overall experience. This outcome supports the Servicescape Theory proposed by Bitner et al. (1992), which emphasizes the role of the physical environment in shaping customer perceptions and behavioral responses. A similar conclusion was reported by Al-Kilani & El Hedhli (2021), who found that restaurant atmospherics play an important role in enhancing customer experiences and overall evaluations.

Service quality demonstrated a greater influence than restaurant atmosphere. This finding implies that interactions between employees and guests remain a critical factor in determining satisfaction levels. Prompt assistance, professional conduct, and reliable service delivery help create favorable impressions and strengthen customer evaluations of the restaurant. The result is consistent with the servqual model proposed by Parasuraman et al. (1988) and supports the findings of Zygiaris et al. (2022), who highlighted service quality as a key determinant of customer satisfaction.

b. F-Test

This study used an f-test to determine the simultaneous effect of service quality and restaurant atmosphere on customer satisfaction. The following table displays the test findings.

**Table 8.** F-Test Results

Model	Sum of Squares	Anova		F	Sig.
		df	Mean Square		
1 Regression	407,219	2	203,610	44,385	<,001b
Residual	444,971	97	4,587		
Total	852,190	99			

a. Dependent Variable: Guest Satisfaction

b. Predictors: (Constant), Service Quality, Restaurant Atmosphere

Source: Researchers (2026)

The f-test generated an f-value of 44.385 with a significance level below 0.001, confirming that restaurant atmosphere and service quality jointly influence guest satisfaction.

This result indicates that customer evaluations are formed through the combined effects of environmental and service-related factors. A comfortable dining environment can enhance the overall experience, while high-quality service helps ensure that customer expectations are fulfilled. Therefore, achieving higher levels of satisfaction requires not only an attractive atmosphere but also consistent and professional service delivery. These findings are in line with the study conducted by (Adato Goeltom et al., 2024), which reported that dining atmosphere and service quality simultaneously contribute to customer satisfaction within the restaurant.

c. Coefficient of Determination

In this study, the influence of restaurant atmosphere characteristics and service quality on customer satisfaction was assessed using the coefficient of determination. The magnitude of the research variables' contribution to guest satisfaction is shown in the coefficient of determination results in the following table.

**Table 9.** Results of The Determination Coefficient Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.548	1,662		.330	.742
Restaurant Atmosphere	.096	.035	.231	2,740	.007
Quality Of Service	.270	.041	.548	6,514	<.001

Source: Researchers (2026)

The coefficient of determination analysis produced an R<sup>2</sup> value of 0.478. This result indicates that 47.8% of the variation in guest satisfaction can be explained by restaurant atmosphere and service quality, while the remaining 52.2% is attributable to factors outside the research model.

The proportion explained by the model suggests that both variables play a substantial role in shaping guests' evaluations of their dining experience. Nevertheless, satisfaction in the hospitality industry is often influenced by a wider range of factors. Food and beverage quality, price perceptions, menu variety, supporting facilities, and pre-visit expectations may also contribute to how guests assess the services they receive. This interpretation is consistent with Wirtz & Lovelock (2022), who argue that customer satisfaction reflects a comprehensive evaluation of the overall service experience rather than a response to only one or two service attributes.

**4.6 Descriptive Statistics**

During the peak season at Wood 1820 Restaurant, Yuan Garden Hotel, Pasar Baru, respondents' evaluations of research variables—such as restaurant ambiance, service quality, and guest satisfaction—were summarized using descriptive statistics. The following table displays the findings from these descriptive statistics.

**Table 10.** Descriptive Statistics Results

Variables	N	Minimum	Maximum	Mean	Standard Deviation
Restaurant Atmosphere	100	23.00	58.00	47,0700	7,05141
Quality of Service	100	23.00	49.00	39,0200	5,96451
Guest Satisfaction	100	6.00	20.00	15,5900	2.93394

Source: Researchers (2026)

The results of descriptive data processing show that the restaurant atmosphere variable obtained an average score of 47.0700 with a standard deviation value of 7.05141. This score indicates that most guests gave a relatively good assessment of the condition of the Wood 1820 Restaurant during the high season period. Although restaurant activity increased due to the high number of visitors, respondents still considered the restaurant area quite comfortable, well-organized, and supportive of dining activities.

For the service quality variable, the average score was 39.0200 with a standard deviation of 5.96451. This value indicates that the service provided to guests during the high season period was still considered quite optimal. Even in busier restaurant conditions compared to normal days, the staff's ability to maintain responsive service, accuracy of presentation, and interaction with customers remained important factors for guests when assessing their experience at the restaurant.

The guest satisfaction variable obtained an average score of 15.5900 with a standard deviation of 2.93394. These results indicate that the majority of respondents felt their experience during their visit to Wood 1820 Restaurant was satisfactory. This assessment was influenced not only by the service received but also by the restaurant's environmental conditions during the high season.

Overall, the study findings indicate that the ambiance and service quality of Wood 1820 Restaurant influence customer satisfaction. Restaurant operations become more dynamic during peak season due to increased customer numbers, making customer perceptions more sensitive to the quality of service interactions and the ambiance of the establishment. In this study, restaurant ambiance appears to have a smaller impact on customer satisfaction than service quality. As long as service remains smooth and meets customer expectations, this suggests that customers are generally able to tolerate a busy restaurant atmosphere.

## 5. CONCLUSION

This study shows that restaurant ambiance and service quality have a positive and significant influence on guest satisfaction during the high season at Wood 1820 Restaurant, Yuan Garden Hotel Pasar Baru. A comfortable, organized, clean, and manageable restaurant atmosphere under busy conditions can support a positive dining experience for guests. Service quality is the most dominant variable in influencing guest satisfaction. This indicates that staff friendliness, speed of service, accuracy in meeting guest needs, and staff ability to respond to requests are important aspects that need to be maintained, especially when the number of guests increases during the high season. Together, restaurant atmosphere and service quality accounted for 47.8% of guest satisfaction, with the remainder influenced by factors outside of this study. Therefore, Wood 1820 Restaurant needs to maintain service quality while managing the restaurant's atmosphere to ensure guest satisfaction, even when the restaurant is busy.

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