



---

**THE EFFECT OF STORE ATMOSPHERE AND ELECTRONIC WORD OF MOUTH (E-WOM) ON CUSTOMER SATISFACTION AT SATE APALEH GEURUGOK BIREUEN WITH EXCELLENT SERVICE AS A MEDIATION VARIABLE**

**Zulia Rahmah<sup>1</sup>**

**Universitas Pelita Bangsa, Bekasi, Indonesia**

[Zurrahmah@gmail.com](mailto:Zurrahmah@gmail.com)

**Retno Purwani Setyaningrum<sup>2</sup>**

**Universitas Pelita Bangsa, Bekasi, Indonesia**

[Retno.purwani.setyaningrum@pelitabangsa.ac.id](mailto:Retno.purwani.setyaningrum@pelitabangsa.ac.id)

---

**Abstract**

Customer satisfaction is one of the keys to business success, including in the rapidly growing culinary sector. Sate Apaleh Geurugok Bireuen is a popular local culinary business, but it still faces challenges in maintaining customer satisfaction. The purpose of this study is to analyze The Influence of Store Atmosphere and Electronic Word of Mouth (eWOM) on Customer Satisfaction at Sate Apaleh Geurugok Bireuen with Excellent Service as a variable mediation. This study uses a quantitative method, sampling using the lemeshow formula, because the population size is unknown and a sample of 100 respondents was obtained. Data were collected through a questionnaire distributed using Google Forms. Data processing was carried out using Partial Least Squares (PLS) through the Structural Equation Model (SEM) technique with the help of the SmartPLS program version 4.1.1. The results of the analysis obtained are: Store atmosphere has a significant effect on customer satisfaction at Sate Apaleh Geurugok Bireuen. Electronic word of mouth does not have a significant effect on customer satisfaction on sate apaleh geurugok bireuen. Excellent service has a significant influence on customer satisfaction on sate apaleh geurugok bireuen. Store atmosphere has a significant influence on Excellent service on satay or Geurugok Bireuen. Electronic of mouth has a significant influence on Excellent service on satay or Geurugok Bireuen. Store atmosphere has a significant influence on customer satisfaction on sate apaleh geurugok bireuen with

**The Effect of Store Atmosphere and Electronic Word...**



excellent service as a mediating variable. Electronic Word of Mouth has a significant influence on customer satisfaction on sate apaleh geurugok bireuen with excellent service as a mediating variable.

**Keywords:** Store Atmosphere, Electronic Word of Mouth, Customer Satisfaction, Excellent Service



## INTRODUCTION

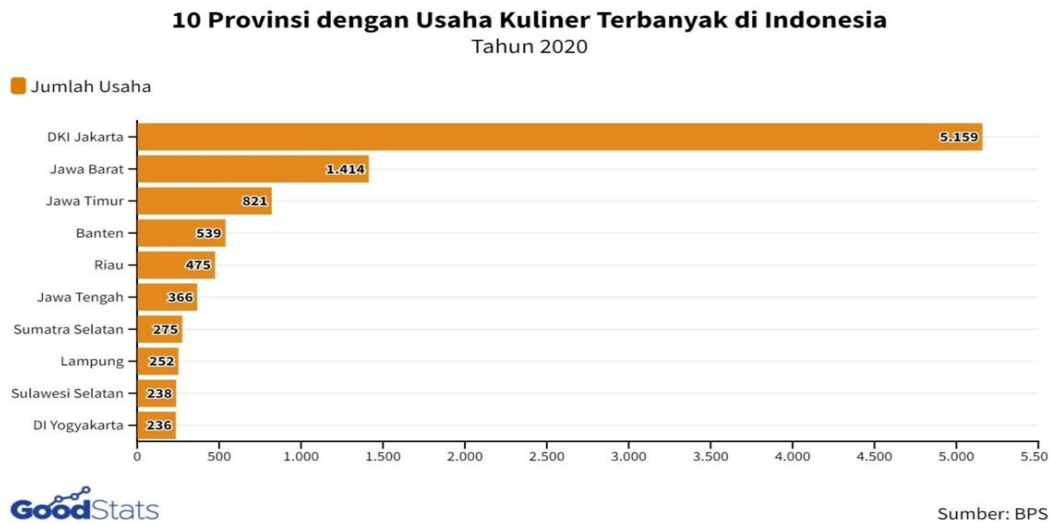
Customer satisfaction is one of the keys to a company's long-term success, not only creating loyal customers but also influencing the company's image. Customer satisfaction is also often positively correlated with the quality of service provided by a company. This is because friendly, responsive, and efficient service can meet or even exceed customer expectations. Customer satisfaction can be assessed as a special feature of a form or product or service that provides a sense of comfort due to the fulfillment of a need that exceeds consumer expectations. Based on the definitions of several experts, it is concluded that customer satisfaction is the fulfillment of appropriate customer expectations resulting from a sense of satisfaction with the products and services provided (Kumrotin & Susanti, 2021).

Customer satisfaction isn't just a concern for large companies. Small businesses, including culinary businesses, must also evaluate customer satisfaction. Nowadays, many entrepreneurs sell various types of culinary delights, and each region has its own unique culinary delights that are well-known to the public and will always be the object of purchase if they have passed through these areas, and consumers always make purchasing decisions based on the culinary delights they like and suit their needs. So Geurugok Bireuen is one of the regions or areas that has always been a culinary delight, one of which is satay served with peanut sauce and soto sauce.

The culinary delight of satay, beloved by everyone, will never go out of style. Moreover, its popular store atmosphere and tantalizing flavors consistently encourage consumers to choose satay as a snack, a main meal, or even a souvenir for their families upon returning home. The high demand for culinary businesses



has led to an increase in the number of similar businesses in every region. Based on data (GoodStats, 2022), the number of culinary businesses based on the 10 provinces with the most, including:



**Figure 1.**  
**10 Provinces with the Most Culinary Businesses in Indonesia in 2020**  
Data source: BPS Indonesia (2020)

Based on the image above, it can be seen that Jakarta has the largest number of culinary businesses in Indonesia, while Yogyakarta Regency has a smaller number. Aceh province itself has a significant number of culinary businesses, as shown in the table below:

**Table 1.**  
**Number of Restaurants by Business Type in 2022**

No	Statement Items	Amount
1	Restaurant	22
2	Catering	1
3	Other PMM	1
Amount		24

Source: Directorate of Tourism Service Providers 2023



Based on the table above, it can be seen that there are 24 restaurant businesses entered in the directorate data, especially in Aceh province, and one of the restaurants is a culinary satay that is very popular with the people of Keude Geureugok, namely Apaleh satay, which is an abbreviation of the name of the owner, Tgk. Saleh. This culinary has been able to establish 12 shophouses that are used as satay restaurants, considering the many enthusiasts who queue in these areas and have even become a place visited by tourists or passengers passing through the Medan-Banda Aceh Road or vice versa. For now, Apaleh Satay Culinary is open 24 hours, as its name, Apaleh Day Night Satay. The selling price of satay is only Rp. 35,000 / portion, consisting of satay, soto sauce, peanut sauce, and rice.

In a study conducted at Sate Apaleh Geureugok, customer satisfaction still needs to be improved. Several issues, such as store atmosphere and electronic word of mouth, as well as supporting factors, need to be considered. The attached table shows the initial research results for Sate Apaleh in 2025:

**Table 2.**  
**Initial Customer Satisfaction Research Results**

No	Reasons for Customer Satisfaction	Results Yes	Results No	Amount
1	The condition of the sate apaleh place is very clean and tidy	12	18	30
2	Every dining table and furniture in the sate apaleh restaurant is arranged neatly so that it feels like you	10	20	30



	are in your own home.			
3	I am very happy to be at Sate Apaleh because the outside of the shop provides a large parking area and looks clean.	7	23	30
4	I saw that the service and condition of the satay were in accordance with the promotion on Instagram.	11	19	30
5	I feel that the reviews given are in accordance with what I felt at Sate Apaleh	15	15	30
6	The information on the Sate Apaleh website is quite clear.	12	18	30
7	The appearance of employees in serving consumers is quite neat and polite.	20	10	30
8	The attitude of the waiter is very friendly and polite in serving every customer who comes.	9	21	30
9	I will repurchase sate apaleh because of the good service	11	19	30

Source: Processed Data, 2025



The table above shows that the "agree" response was high when faced with questions about purchasing behavior without feeling needed, but not for questions about the location of Sate Apaleh, where "disagree" was the dominant response. Therefore, it can be understood that customer satisfaction is influenced by store atmosphere and electronic word of mouth.

The high level of desire of buyers who decide to buy Apaleh satay cannot be separated from the store atmosphere that Apaleh satay has, because in theory the store atmosphere influences the emotional state of buyers which causes or influences purchases.(Laili & Cangih, 2021). And this was clearly expressed by one of the consumers, Mrs. Nuraini, who stated that the condition of the Sate Apaleh restaurant seemed spacious, and the tables were arranged neatly, there was no fishy smell or anything else, moreover the parking area was quite spacious so it was more comfortable if stopping for a long time.

Likewise, the existence of Electronic Word of Mouth (e-WOM) has become a very important place for consumers to give their opinions and is considered more effective than WOM because its level of accessibility and reach is wider than WOM which uses offline media.(Nyoko & Samuel, 2021). The growing phenomenon of e-WOM will have a positive impact on the development of product marketing. E-WOM communication allows consumers not only to obtain information about related products from people they know, but also from groups of people in different geographical areas who have experience with the product in question. Sate Apaleh Geureugok uses e-WOM on Instagram, FB, YouTube, TikTok and the Sate Apaleh website and electronic news media such as Kompas, Serambi and Prohaba.



This research is one of the researches that has been done previously, where the results of previous research gave different results, such as in the research (Satrya & Telagawathi, 2021) which states that store atmosphere has a significant positive effect on customer satisfaction, as well as (Waha et al., 2023a) which states that store atmosphere has a positive impact on increasing customer satisfaction. However, this differs from research (Putri, 2023) and (Rijali & Rahmawati, 2022) which states that store atmosphere does not affect customer satisfaction. Meanwhile, e-WOM has a significant positive influence on customer satisfaction, as per the research results. (Az Zahra, 2024) and (Pratama & Yulianthini 2021). This is different from the research results (Pangastuti & Tjahjaningsih, 2023) which states that e-wom does not affect customer satisfaction.

Based on the research gap above, a mediating variable is needed to determine whether store atmosphere and electronic word of mouth influence customer satisfaction. In this study, the researchers used the mediating variable Excellent Service is the best service provided. It's called excellent service because it meets the service standards set by other companies. However, simply providing satisfaction and attention to customers isn't enough. It's more about how a person responds to customer needs, thus creating a positive impression (Zulfiana & Latie, 2023).

The reason researchers use Service Excellent is because customer satisfaction is closely related to the service provided in accordance with existing procedures and this is proven by several studies that have been found, namely (Alhanani & Santoso, 2023), (Supriyanto, 2019), and (Suparwata & Maria, 2024) which states that Excellent Service influences customer satisfaction.



## LITERATURE REVIEW

### Customer Satisfaction

Customer satisfaction is the level of feeling a person has after comparing their perceived performance or results with their expectations. Customers can experience one of three general levels of satisfaction: if performance falls below expectations, they will feel disappointed; if performance meets expectations, they will feel satisfied; and if performance exceeds expectations, they will feel very satisfied, happy, or delighted. (Pitoy et al., 2021). Customer satisfaction is the fulfillment of customer expectations resulting from a sense of satisfaction with the products and services provided. (Kumrotin & Susanti, 2021).

Customer satisfaction is a post-purchase evaluation, where the chosen alternative at least matches or exceeds customer expectations, while dissatisfaction arises when the outcome does not meet expectations. Customer satisfaction is the level of a person's feelings after comparing the performance or results they experience with their expectations. (Saputra et al., 2020).

According to (Widanti et al., 2022), there are 5 indicators of customer satisfaction, namely:

1. Repurchase

Consumers buy goods sold there again without any coercion but of their own free will, because they feel they provide satisfaction.

2. Creating word of mouth

Customers provide positive information about the food or drinks sold to other people, family, or relatives with the aim of making other people aware of the information about the food or drinks sold at that location, thus creating word of mouth.



3. Creating a brand image

The presence of a large number of consumers provides a certain level of satisfaction, so that a brand image of a place emerges due to the taste or impression of coming to that location, so that consumers will pay less attention to similar places from other competitors.

4. Creating purchasing decisions in the same company.

Consumers will be happy to use all types of products served at the purchase location, both drinks and food, as long as the product is originally made in the same place, so that repeat purchases arise.

5. Buying other products from the same company

Consumers always make purchases on similar products and are provided in the same location.

### **Store Atmosphere**

Store atmosphere is a combination of designing a store's physical and emotional environment and attributes to attract shoppers. Atmosphere refers to how managers manipulate building design, interior spaces, aisle layouts, carpet and wall textures, smells, colors, shapes, and sounds experienced by customers, all aimed at achieving a specific effect (Santi et al., 2024). According to Arianty (2020), Store atmosphere is one of the components of image, which contains a combination of products sold, services, and customers as a place to enjoy.

Store atmosphere influences shoppers' emotions, which in turn influence purchases. Emotional states create two dominant feelings: pleasure and desire. In general, store atmosphere reflects the overall atmosphere of a store, created by physical elements (exterior, interior, layout, displays) and psychological elements (comfort, service, cleanliness, product availability, creativity, promotions, and



technology) (Erviani & Arifin, 2023).

As for the Store Atmosphere indicator according to (Agus & Ritonga, 2023) that is:

1. Store exterior is the front of a store that can reflect the strength and solidity of the company's spirit and the nature of the activities within it.
2. Store Exterior consists of the storefront, entrance, signage, and surrounding environment.
3. General Interior is the interior of a shop in general, which consists of air temperature, lighting, cleanliness, music, and the type of flooring used.
4. Store layout is the layout arrangement found in a shop.
5. Store layout consists of layout, selling space, and traffic flow pattern.
6. Interior display is a sign that is found in a shop with the hope of providing guidance for consumers who are visiting, which consists of a signboard and themed setting display.

### **Electronic Word of Mouth**

Electronic word of mouth is a type of marketing communication in which consumers or former consumers provide positive or negative reviews regarding a product or brand that can be accessed by many people via the internet (Belan & Husda, 2024) Electronic word of mouth (e-WOM) is social communication conducted on the internet where internet users exchange information related to products online (Luthfi et al., 2022).

E-WOM is a statement made by potential consumers, real consumers, or former consumers about products or services consumed using the internet or online media as a communication medium to share information between consumers who know each other, do not know each other, and have met before



(Soinbala & Bessie, 2020).

According to (Sakha et al., 2024), there are 4 indicators of electronic word of mouth, namely:

1. Positive reviews related to a specific product or brand. Information related to the assessments received from consumers who have used or purchased the product or service.
2. Recommendations for specific products or brands. Certain product or service options are superior to those of their competitors, allowing consumers who have purchased them to recommend them based on their experience.
3. Frequently read online reviews about other people's impressions of a product. Information obtained from previous consumers regarding complaints and advantages of a product or service.
4. Be confident in purchasing a product when you see positive online reviews from others.

### **Excellent Service**

(Maulyan et al., 2022) Excellent service is a translation of the term "excellent service," which literally means the best or very good service. It is called excellent or the best because it meets the applicable service standards or those of the service provider. Excellent service is about caring. to customers by providing best service to facilitate ease in fulfilling needs customers and achieve their satisfaction so that they are always loyal to the organization or company(Fatmasari, 2022).

Service excellence is an important element that is closely related to the company's success in retaining consumers by serving until consumers reach a level of satisfaction and become loyal to the company. company(Sakti et al., 2021).

According to (Siregar et al., 2020), there are 6 indicators of service



excellence, namely:

1. Ability.

Ability is certain knowledge and skills that are absolutely necessary to support excellent service programs, which include ability in the field of work being pursued, carrying out effective communication, developing motivation, using public relations as an instrument in building relationships within and outside the organization/company.

2. Attitude.

Attitude is the behavior or character that must be emphasized when dealing with customers.

3. Appearance.

Appearance is a person's appearance, whether physical or non-physical, which is able to reflect the self-confidence and credibility of other parties.

4. Attention

Attention is full concern for customers, both in terms of attention to customer needs and desires and understanding their suggestions and criticisms.

5. Action.

Actions are various real activities that must be carried out in providing services to customers.

6. Accountability

Accountability is an attitude of siding with customers as a form of concern to avoid or minimize customer losses or dissatisfaction.



## **Hypothesis Development**

### **Influence the store atmosphere towards customer satisfaction**

According to previous research that has discussed the influence of store atmosphere on customer satisfaction, including the results of research conducted by (Waha et al., 2023b) stated that store atmosphere has a positive and significant influence on customer satisfaction. According to (Bagas et al., 2024) stated that store atmosphere has a positive and significant influence on customer satisfaction. This research is inversely related to research (Rijali & Rahmawati, 2022) stated that store atmosphere does not have a significant influence on customer satisfaction. Based on this description, the following hypothesis can be formulated:

**H1:** It is suspected that the store atmosphere influences customer satisfaction.

### **Influence electronic word of mouth towards customer satisfaction**

According to previous research that has discussed the influence of electronic word of mouth on customer satisfaction, including the results of research conducted by (Naomi & Telagawathi, 2024), e-WOM and service quality have a significant influence on customer satisfaction. According to (Rohman & Susanti, 2024) stated that electronic word of mouth has a significant influence on customer satisfaction. This research is inversely proportional to the research (Pangastuti & Tjahjaningsih, 2023) states that (e-WOM) does not affect customer satisfaction. Based on this description, the hypothesis can be formulated as follows:

**H2:** It is suspected that electronic word of mouth influences customer satisfaction.

### **Influence excellent service towards customer satisfaction**

According to previous research that has discussed the influence of excellent service on customer satisfaction is included in the results of research



conducted by (Alhanani & Santoso, 2022) states that service excellence has a significant influence on customer satisfaction. According to (Syafira et al., 2023) states that excellent services have a positive and significant influence on customer satisfaction.

**H3:** It is suspected that excellent service has an impact on consumer satisfaction.

### **The Influence of Store Atmosphere on Excellent Service**

According to previous research that has discussed the influence of store atmosphere on excellent service is included in the research conducted by (Febrian et al., 2022 ) States that store atmosphere has a significant influence on excellent service. According to (Febrian et al., 2022), States store atmosphere has a significant influence on excellent service.

**H4:** It is suspected that the store atmosphere has an effect on excellent service.

### **The influence of electronic word of mouth on excellent service**

According to previous research that has discussed the influence of electronic of mouth on excellent service is included in the research conducted by (Prasetyo & Tovtora Dex, 2025) States that the influence of electronic word of mouth has a significant influence on excellent service. According to (Dewi et al., 2021)States the influence of electronic mouth has a significant influence on excellent service.

**H5:** It is suspected that electronic mouth influences excellent service.

### **Influence store atmosphere on customer satisfaction with excellent service as a mediating variable**

According to previous research that discussed the influence of store atmosphere on customer satisfaction with excellent service as a mediating variable, including in the results of the research conducted(Fauzi & Amri, 2024)

stated that store atmosphere has a positive effect on customer satisfaction. Researchers (I. Nengah Suparwata & Maria TH, 2024) state that excellent service has a positive effect on customer satisfaction. Based on this description, the following hypothesis can be formulated:

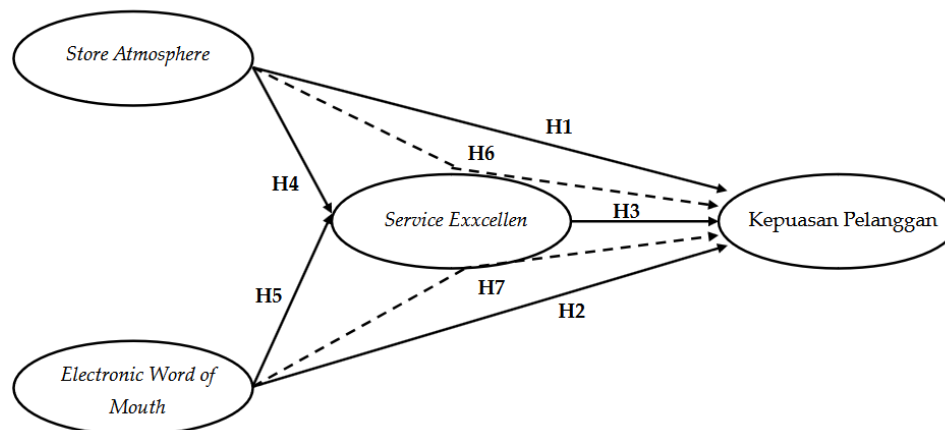
**H6:** It is suspected that store atmosphere has an effect on customer satisfaction with excellent service as a mediating variable.

**The influence of electronic word of mouth on customer satisfaction with excellent service as a mediating variable**

According to (Rohman & Susanti, 2024) stated that electronic word of mouth has a significant influence on customer satisfaction. Researchers (I. Nengah Suparwata & Maria TH, 2024) state that excellent service has a positive effect on customer satisfaction. Based on this description, the following hypothesis can be formulated:

**H7:** It is suspected that electronic word of mouth has an influence on customer satisfaction with excellent service as a mediating variable.

The framework of thought in this research is as described below:



**Figure 2.**  
**Research Framework**  
Source: Researcher



## RESEARCH METHOD

This research uses a quantitative method, using explanatory research. Explanatory research aims to describe the position of the variables being studied and explain the causal relationships between them. (Hairunnisa & Hartati, 2022). The population in this study is customers who make purchases at Sate Apaleh, the number of which is unknown and can be said to be in the unlimited category (Infinite Population). In determining the sample size, the author used the Lemeshow Formula. This Lemeshow formula was used because the population size is unknown or infinite (infinite population). With a 10% accuracy level, there is a sample size of 100, so the number of respondents used is 100.

There are two types of data collection techniques: primary data sources and secondary data sources. This research data comes from primary data obtained through questionnaires completed by respondents. The questionnaires were measured using a Likert scale ranging from 1 to 5.

This study uses a structural analysis method with a Partial Least Squares (PLS) approach through the Structural Equation Model (SEM) technique, namely the outer model containing validity analysis, outer loading, reliability, and hypothesis test results. This study used the assistance of the SmartPLS program version 4.1.1.

## RESULTS AND DISCUSSION

### Validity Test

The measurement model describes the relationship between latent constructs and the indicators that represent them. To ensure the validity of the questionnaire instrument, a convergent validity test was conducted, where an

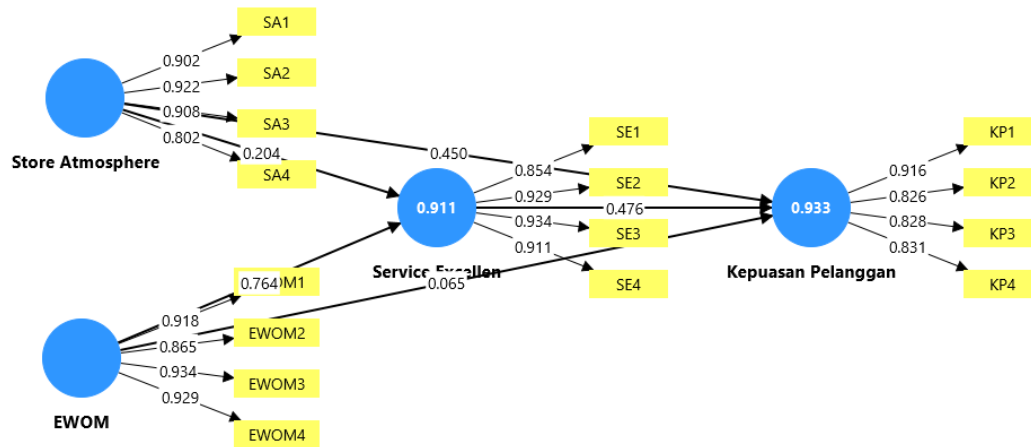


indicator is considered valid if it has an outer loading value above 0.7 and an Average Variance Extracted (AVE) value exceeding 0.5.(Rahayu & Syahbudin, 2025).

**Table 3.**  
**Outer Loading**

<b>Variables</b>	<b>r indicator</b>	<b>Outer Loading</b>	<b>Validity</b>
Store Atmosphere (X1)	SA1	0.902	Valid
	SA2	0.922	Valid
	SA3	0.902	Valid
	SA4	0.802	Valid
Electronic Word of Mouth (X2)	EWOM1	0.918	Valid
	EWOM2	0.865	Valid
	EWOM3	0.934	Valid
	EWOM4	0.929	Valid
Excellent Service (Z)	SE1	0.854	Valid
	SE2	0.929	Valid
	SE3	0.934	Valid
	SE4	0.911	Valid
Customer Satisfaction (Y)	KP1	0.916	Valid
	KP2	0.826	Valid
	KP3	0.828	Valid
	KP4	0.831	Valid

Source: Research data processed by SmartPLS, 2025



**Figure 3.**  
**Outer Loading**

Source: Research data processed by SmartPLS, 2025

Based on the outer loading values, all indicators scored above 0.7, indicating they met the specified criteria. Thus, it can be concluded that each construct meets the recommended validity standards and is considered valid.

### Reliability Test

Reliability testing aims to assess whether measurement results remain stable and consistent when the same instrument is used repeatedly. An indicator in a questionnaire can be considered reliable if the alpha coefficient value obtained exceeds 0.7 (Sakha et al., 2024).

**Table 4.**  
**Reliability Test**

Variables	Cronbach's Alpha	rho_A	Composite	Description
Store Atmosphere (X1)	0.906	0.914	0.782	Reliable
Electronic Word of Mouth (X2)	0.932	0.935	0.952	Reliable
Excellent Service (Z)	0.928	0.932	0.824	Reliable
Customer Satisfaction (Y)	0.872	0.877	0.724	Reliable

Source: Research data processed by SmartPLS, 2025



Based on Table 4, all variables obtained values above 0.70, indicating that the trial had a good level of reliability and validity. This further confirms the trial's success, based on the analysis.

**Hypothesis Testing**

Hypothesis testing is performed by calculating the path coefficient and R<sup>2</sup> values. The relationship between constructs is considered significant if the t-statistic value obtained from the path coefficient calculation using the Bootstrapping output in SmartPLS shows a specific result. The influence between constructs, including the moderating effect, is measured based on the path coefficient value. A relationship is considered significant if the t-statistic value is ≥ 1.96 or the p-value is ≤ 0.05 (Ardiansyach et al., 2022).

**Table 5.**  
**Hypothesis Test Results**

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Store Atmosphere→Customer satisfaction	0.450	0.447	0.074	6,084	0.000
Electronic Word of Mouth→Customer satisfaction	0.065	0.086	0.111	0.587	0.557
Excellent Service→Customer satisfaction	0.476	0.458	0.104	4,598	0.000
Store Atmosphere→Excellent Service	0.204	0.201	0.077	2,630	0.009
Electronic Word of Mouth→Excellent Service	0.764	0.768	0.074	10,379	0.000



Store Atmosphere→Excellent Service→Customer satisfaction	0.097	0.092	0.042	2.324	0.020
Electronic Word of Mouth→Excellent Service→Customer satisfaction	0.364	0.352	0.087	4.206	0.000

Source: Research data processed by SmartPLS, 2025

**Store Atmosphere Towards Customer Satisfaction**

The results of the first hypothesis test, the influence of store atmosphere on customer satisfaction, produced a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the store atmosphere variable has a significant effect on customer satisfaction. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

This is relevant to the findings (Waha et al., 2023b) stated that store atmosphere has a positive and significant effect on customer satisfaction. This result is also relevant to the findings(Bagas et al., 2024)stated that the store atmosphere has a positive and significant influence on customer satisfaction.

**Electronic Word of Mouth Towards Customer Satisfaction**

On the results of the second hypothesis test, the influence of electronic word of mouth on customer satisfaction yielded a P value of 0.557. This result is greater than 0.05 ( $0.557 > 0.05$ ), meaning it does not have a significant effect. In conclusion, the variable electronic word of mouth does not have a significant effect on customer satisfaction.

This seal is relevant to the findings(Pangastuti & Tjahjaningsih, 2023) stated that (e-WOM) does not affect customer satisfaction. This result is also



relevant to the findings (Ulhaq et al., 2024) stated that electronic word of mouth does not affect customer satisfaction.

### **Excellent Service Towards Customer Satisfaction**

On the results of the third hypothesis test, the influence of excellent service on customer satisfaction produces a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the variable Excellent service has a significant effect on customer satisfaction. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to the findings (Alhanani & Santoso, 2022) States that Service excellence has a significant influence on customer satisfaction. This result is also relevant to the findings (Syafira et al., 2023) states that excellent services have a positive and significant influence on customer satisfaction.

### **Store Atmosphere Against Excellent Service**

In the results of the fourth hypothesis test, the influence of store atmosphere on service excellence yields a P value of 0.009. This result is smaller than 0.05 ( $0.009 < 0.05$ ), meaning it has a significant effect. In conclusion, the variable store atmosphere has a significant influence on service excellence. So,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to the findings (Febrian et al., 2022), which state that store atmosphere has a significant influence on excellent service. These results are also relevant to the findings (Febrian et al., 2022), which state that store atmosphere has a significant influence on excellent service.

### **Electronic of Mouth Against Excellent Service**

In the results of the fifth hypothesis, the influence of electronic mouth on service excellence produces a P value of 0.000. This result is smaller than 0.05



( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the variable electronic of mouth has a significant influence on excellent service. In conclusion, the variable store atmosphere has a significant influence on service excellence. So,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to the findings (Prasetyo & Tovtora Dex, 2025), which state that the influence of electronic of mouth has a significant influence on excellent service. These results are also relevant to the findings (Dewi et al., 2021), which state that the influence of electronic of mouth has a significant influence on excellent service.

### **Store Atmosphere on Customer Satisfaction with Excellent Service as a Mediating Variable**

On the results of the sixth hypothesis test, the influence of store atmosphere on customer satisfaction with excellent service as a mediating variable produces a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the variable store atmosphere has a significant influence on customer satisfaction with excellent service as a mediating variable. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

This is relevant to the findings (Fauzi & Amri, 2024) stated that store atmosphere has a positive effect on customer satisfaction. This result is also relevant to the findings (I. Nengah Suparwata & Maria TH, 2024) stated that excellent service has a positive effect on customer satisfaction.

### **Electronic Word of Mouth on Customer Satisfaction with Excellent Service as a Mediating Variable**

On the results of the sixth hypothesis test, the influence of electronic word of mouth on customer satisfaction with excellent service as a mediating variable



produces a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the variable electronic word of mouth has a significant influence on customer satisfaction with excellent service as a mediating variable. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

This is relevant to the findings (Rohman & Susanti, 2024) stated that electronic word of mouth has a significant influence on customer satisfaction. This result is also relevant to the findings (I. Nengah Suparwata & Maria TH, 2024) stated that excellent service has a positive effect on customer satisfaction.

## CONCLUSION

Based on the description and discussion of the research results regarding the Influence of Store Atmosphere and Electronic Word of Mouth (Ewon) on Customer Satisfaction at Sate Apaleh Geurugok Bireuen with Excellent Service as Variables Mediation, then researchers can conclude as follows: Store atmosphere has a significant effect on customer satisfaction at Sate Apaleh Geurugok Bireuen. Electronic word of mouth does not have a significant effect on customer satisfaction on sate apaleh geurugok bireuen. Excellent service has a significant influence on customer satisfaction on sate apaleh geurugok bireuen. The store atmosphere has a significant influence on Excellent service on satay or Geurugok Bireuen. Electronic of mouth has a significant influence on excellent service on satay or Geurugok Bireuen. Store atmosphere has a significant influence on customer satisfaction on sate apaleh geurugok bireuen with excellent service as a mediating variable. Electronic Word of Mouth has a significant influence on customer satisfaction in Sate Apaleh Geurugok Bireuen, with excellent service as a mediating variable. Suggestions for further research include expanding the



scope of the research object, not limited only to Sate Apaleh Geurugok Bireuen, but also encompassing other culinary businesses in various regions to obtain more generalized results. In addition, it is recommended to add other variables such as product quality, price, or customer loyalty to make the analysis of customer satisfaction more comprehensive.

## REFERENCES

- Agus, Ivan, & Ritonga, Roozana Maria. (2023). Analisis Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Di Kopi Jaga Cirebon. *Jurnal Ilmiah Global Education*, 4(4), 2573–2580. <https://doi.org/10.55681/jige.v4i4.1383>
- Alhanani, Ghina, & Santoso, Budi. (2022). Dampak Service Excellent Terhadap Kepuasan Pelanggan Salon Strawberry. *Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora*, 6(3), 397–403. <https://doi.org/https://doi.org/10.23887/jppsh.v6i3.55025>
- Alhanani, Ghina, & Santoso, Budi. (2023). Dampak Service Excellent Terhadap Kepuasan Pelanggan Salon Strawberry. *Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora*, 6(3), 397–403. <https://doi.org/10.23887/jppsh.v6i3.55025>
- Ardiansyach, Helwinda Tri et al. (2022). Pengaruh Penerapan Standar Operasional Prosedur Dan Geokkp Terhadap Kinerja Pegawai Dengan Motivasi Kerja Sebagai Variabel Moderator. *Jurnal Riset Ekonomi Dan Bisnis*, 15(2), 76–94. <https://doi.org/https://doi.org/10.26623/jreb.v15i2.4163>
- Arianty, Nel. (2020). *Monograf Store Atmosphere pada Usaha Kuliner untuk Meningkatkan Minat Beli*. Medan: UMSU.
- Az Zahra, Amalia. (2024). Pengaruh E-Wom, Content Marketing Dan Store Atmosphere Di Restoran Magia Space And Whatever Kota Madiun Terhadap Kepuasan Pelanggan. *Seminar Inovasi Manajemen Bisnis Dan Akuntansi* 6, 6. Retrieved from <https://prosiding.unipma.ac.id/index.php/SIMBA/article/view/6451>
- Bagas, Virandani et al. (2024). Satisfaction Pengaruh Kualitas Produk , Kualitas Layanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan. *Management Studies and Entrepreneurship Journal*, 5(1), 1349–1359. <https://doi.org/https://doi.org/10.37385/msej.v5i1.4169>



- Belan, Monika Samanthawina, & Husda, Nur Elfi. (2024). Pengaruh Digital Marketing, Electronic Word Of Mouth dan Brand Image terhadap Keputusan Pembelian The Originote di Kota Batam. *Jurnal Managemen Sosial Ekonomi (Dinamika)*, 4(2), 167–174.
- Dewi, Kartika et al. (2021). Pengaruh Service Excellence, Aksesibilitas, dan Word of Mouth (WOM) terhadap Minat Wisatawan serta Implikasinya terhadap Keputusan Kunjungan Wisata Halal di Kabupaten Bandung Barat. *Media Wisata*, 19(2). <https://doi.org/10.36275/mws>
- Erviani, & Arifin, Kiswanul. (2023). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Produk Pada Minimarket Citi Mart Mabuun. *JAPB (Jurnal Mahasiswa Administrasi Publik Dan Administrasi Bisnis)*, 6(1), 160–171.
- Fatmasari. (2022). Analisis Pelayanan Prima (Service Excellent) Pada PT. XYZ Cabang Makassar Dalam Peningkatan Kepuasan Pelanggan. *AKMEN: Akutansi Dan Manajemen*, 5(4), 265–272.
- Fauzi, Muh, & Amri, Amri. (2024). Pengaruh Store Atmosphere Dan Sosial Media Marketing Terhadap Kepuasan Pelanggan Pada Cafe D'japos Di Pasangkayu. *Jurnal Rumpun Manajemen Dan Ekonomi*, 1(2), 306–319. <https://doi.org/https://doi.org/10.61722/jrme.v1i2.1518>
- Febrian, Riaqi et al. (2022). Pengaruh Store Atmosphere, Service Excellen, Dan Kelengkapan Produk Terhadap Kepuasan Konsumen (Studi Pada Warung Makan Ayam Geprek D-ROZZ). *E – Jurnal Riset Manajemen PRODI MANAJEMEN*, 11(4), 22–31. Retrieved from <https://jim.unisma.ac.id/index.php/jrm/article/view/17339>
- GoodStats. (2022). Usaha Kuliner di Indonesia dalam Bingkai Statistik. Retrieved from <https://goodstats.id/article/lebih-dari-10000-usaha-kuliner-ada-di-indonesia-bagaimana-statistiknya-OTIU5>
- Hairunnisa, Nurul, & Hartati, Dian. (2022). Pengaruh Celebrity Endorsment pada Media Sosial Instagram terhadap Keputusan Pembelian Produk Erigo. *Journal of Management*, 5(2), 553–561. <https://doi.org/10.37531/yume.vxix.5674>
- Kumrotin, Evi Laili, & Susanti, Ari. (2021). Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Cafe Ko.We.Cok Di Solo. *J-MIND (Jurnal Manajemen Indonesia)*, 6(1), 1. <https://doi.org/10.29103/j-mind.v6i1.4870>
- Laili, Rizkiyah Rokhmatul, & Canggih, Clarashinta. (2021). Pengaruh Kualitas Produk, Citra Merek, Dan Label Halal Terhadap Kepuasan Konsumen Produk Body Lotion Citra (Studi Kasus Mahasiswa Surabaya). *Jurnal*



- Ekonomi Syariah Teori Dan Terapan*, 8(6), 743.  
<https://doi.org/10.20473/vol8iss20216pp743-756>
- Luthfi, Aji Syaid et al. (2022). Pengaruh Electronic Word Of Mouth (E-WOM) dan Brand Image terhadap Keputusan Pembelian Online pada Marketplace Lazada (Studi pada Konsumen Lazada di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 793–799. <https://doi.org/10.14710/jiab.2022.35791>
- Maulyan, Feti Fatimah et al. (2022). Pengaruh Service Excellent Terhadap Citra Perusahaan Dan Loyalitas Pelanggan: Theoretical Review. *Jurnal Sains Manajemen*, 4(1), 8–17. <https://doi.org/10.51977/jism.v4i1.660>
- Naomi, Luh Szizuka Listria, & Telagawathi, Ni Luh Wayan Sayang. (2024). Pengaruh E-WoM dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Salon Davina di Desa Sumberkima. *Prospek: Jurnal Manajemen Dan Bisnis*, 5(3), 403–411. Retrieved from <https://ejournal.undiksha.ac.id/index.php/Prospek/article/view/49026>
- Nyoko, Antonio Eli Lomi, & Semuel, Anthonia Debora Dila. (2021). Pengaruh Electronic Word of Mouth (E-Wom) Di Media Sosial Facebook Terhadap Keputusan Pembelian (Studi Kasus Pelanggan Muca Cafe Kupang). *JOURNAL OF MANAGEMENT (SME's)*, 14(1), 63–76.
- Pangastuti, Cantika Cahyaning, & Tjahjaningsih, Endang. (2023). Pengaruh e-WoM Dan Pengetahuan Terhadap Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas Terhadap Pelanggan Produk Scarlett ( Studi Pada Pelanggan Scarlett di Kota Pati ). *Management Studies and Entrepreneurship Journal*, 4(3), 2386–2395. <https://doi.org/https://doi.org/10.37385/msej.v4i3.1541>
- Pitoi, Chinvia D. et al. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Hotel Best Western The Lagoon Manado. *Productivity*, 2(1).
- Prasetyo, Fitria Madaniah, & Tovtora Dex, Dinova Feba. (2025). The Influence Of Word Of Mouth And Service Exellent On Consumer Satisfaction. *Jurnal Comparative: Ekonomi Dan Bisnis*, 7(1), 175–184. Retrieved from <https://jurnal.umt.ac.id/index.php/jceb/article/view/13658>
- Pratama, Putu Dio Artha, & Yulianthini, Ni Nyoman. (2021). Pengaruh Kualitas Pelayanan, Citra Merek, Dan Electronic Word Of Mouth (E-Wom) Terhadap Kepuasan Pelanggan Grab Food Di Bali Pada Masa Pandemi Covid-19. *Bisma: Jurnal Manajemen*, 7(2), 273. <https://doi.org/10.23887/bjm.v7i2.32339>
- Putri, Lily Harlina. (2023). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan (Studi Pada Monopoli Cafe and Resto Soekarno Hatta Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 15(2). Retrieved from <https://www.neliti.com/id/publications/84724/pengaruh-store-atmosphere->



- terhadap-keputusan-pembelian-dan-kepuasan-pelanggan-st
- Rahayu, Rara Ramadani, & Syahbudin, Fahmi. (2025). Pengaruh E-WoM dan Perilaku FoMO pada Keputusan Pembelian Impulsif Produk Fesyen di Shopee ( Studi kasus Anggota KSEI Jabodetabek ). *Great: Jurnal Manajemen Dan Bisnis Islam*, 2(1), 23–33. Retrieved from <https://journal.sebi.ac.id/index.php/great/article/view/847>
- Rijali, Nadi Fikri, & Rahmawati, Emy. (2022). Pengaruh Store Atmosphere Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Owners Store Tanjung Tabalong. *Jurnal Bisnis Dan Pembangunan*, 11(1), 43. <https://doi.org/10.20527/jbp.v11i1.13123>
- Rohman, Kholilul, & Susanti, Retno. (2024). Pengaruh Word Of Mouth dan Product Quality terhadap Kepuasan Pelanggan dengan Harga sebagai Variabel Moderasi ( Survei pada Pelanggan Omah Wedangan di Mojosoong Surakarta ) Universitas Slamet Riyadi Surakarta , Indonesia umumnya harga nasi kucing harganya. *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen Dan Bisnis*, 2(4), 283–296. <https://doi.org/https://doi.org/10.61132/manuhara.v2i4.1242>
- Sakha, Geo et al. (2024). Pengaruh Elektronik-Work Of Mouth ( E- WoM ), Harga , Kualitas Pelayanan Dan Diskon Terhadap Minat Belanja Konsumen Pada E-Commerce Tokopedia Kabupaten Labuhanbatu. *Management Studies and Entrepreneurship Journal*, 5(2), 9485–9495. Retrieved from <https://journal.yrpiipku.com/index.php/msej/article/view/5902>
- Sakti, Adiyoga Pradana et al. (2021). Pengaruh Service Excellence, Servicescape Dan Handling Complaint Terhadap Kepuasan Pelanggan Restoran Cimory Riverside. *Jurnal Ilmiah Pariwisata Kesatuan*, 2(1), 9–20. <https://doi.org/10.37641/jipkes.v2i1.582>
- Santi, Wa et al. (2024). Pengaruh Store Atmosphere Dan Harga Terhadap Keputusan Pembelian. *Jurnal Administrasi Terapan*, 3(2), 356–364.
- Saputra, Andika et al. (2020). Perbedaan Tingkat Kepuasan Konsumen Dengan Menggunakan Metode Statistik, Reliabilitas Dan Korelasi Di Indomaret Dan Alfamidi. *Buletin Utama Teknik*, 15(3), 241–248.
- Satrya, M. A. R., & Telagawathi, N. L. W. .. (2021). Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan KFC. *Bisma: Jurnal Manajemen*, 7(2), 236–245. <https://doi.org/https://doi.org/10.23887/bjm.v7i2.32134>
- Siregar, Sheila Galuh Syafira et al. (2020). Pengaruh Service Excellence Terhadap Kepuasan Pelanggan Transportasi Online Grab (Studi Kasus Pada



- Masyarakat Kelurahan Kampung Baru Medan). *Prossiding Seminar Hasil Penelitian 2019*, (X), 226–233.
- Soinbala, Ridwan, & Bessie, Juita. (2020). Pengaruh Electronic Word of Mouth (eWOM) melalui Media Sosial Instagram terhadap Keputusan Pembelian (Studi Pada Oncu's Fruit Dessert ). *GLORY: Jurnal Ekonomi & Ilmu Sosial*, 1(1), 65–83.
- Suparwata, I. nengah, & Maria, Aletta Dewi TH. (2024). Analisis Pengimplementasian Service Excellent Pada Kepuasan Tamu Di Hotel Tentrem Semarang. *Jurnal Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi*, 3(1), 14–27.
- Suparwata, I. Nengah, & Maria TH, Aletta Dewi. (2024). Analisis Pengimplementasian Service Excellent Pada Kepuasan Tamu Di Hotel Tentrem Semarang. *Oikos: Jurnal Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi*, 8(2), 57–62. Retrieved from <https://journal.unpas.ac.id/index.php/oikos/article/view/15173>
- Supriyanto, Muhammad. (2019). Service Excellence, Dampak Dan Pengaruhnya Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan. *Epicheirisi: Jurnal Manajemen, Administrasi, Pemasaran Dan Kesekretariatan*, 3(1), 16–22. <https://doi.org/10.32486/epicheirisi.v3i1.462>
- Syafira, Winda Bella et al. (2023). Pengaruh Service Exellent Dan Harga Dalam Menciptakan Kepuasan Pelanggan Pada PT . Wahana Trans Lestari Medan. *JUBIMA : Jurnal Bintang Manajemen*, 1(1). <https://doi.org/https://doi.org/10.55606/jubima.v1i1.1139>
- Ulhaq, Virginia Dhia et al. (2024). Pengaruh Digital Marketing, Electronic Word Of Mouth dan Citra Merek terhadap Kepuasan Pelanggan pada Produk Facial Wash Wardah Lightening di Kabupaten Kuningan. *Indonesian Journal of Strategic Management*, 7(2), 100–111. <https://doi.org/https://doi.org/10.25134/ijsm.v7i2.10183>
- Waha, Kesya et al. (2023a). Pengaruh Kualitas Pelayanan, Inovasi Produk, dan Store Atmosphere Terhadap Kepuasan Pelanggan Pada Strabucks Drive Thru Kawasan Megamas Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(1), 52–64. <https://doi.org/10.35794/emba.v11i1.44590>
- Waha, Kesya et al. (2023b). Pengaruh Kualitas Pelayanan, Inovasi Produk, dan Store Atmosphere Terhadap Kepuasan Pelanggan Pada Strabucks Drive Thru Kawasan Megamas Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(1), 52–64. <https://doi.org/https://doi.org/10.35794/emba.v11i1.44590>



- Widanti, Afrima et al. (2022). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Niat Pembelian Ulang Pada Konsumen Hypermart. *Jurnal Ilmiah Manajemen*, 17(2), 172–186.
- Zulfiana, Nur, & Latie, Fitriani. (2023). Pengaruh Pelayanan Prima Dan Harga Terhadap Kepuasan Pelanggan Di Coffee Place Makassar Nur. *Jurnal Manajemen Dan Akuntansi*, 1(1), 124.