

The Effect of Store Atmosphere on Customer Satisfaction at the Semangat Baru Namrole Billiards Business

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Abstract

The entertainment and leisure sector business is currently experiencing rapid growth, including billiards venues that have evolved from mere gaming facilities to social spaces for customers to gather, relax, and build relationships. In this competitive landscape, business owners must not only provide quality gaming facilities but also create a comfortable, attractive, safe, and customer-oriented environment that matches the preferences of local customers. Namrole's New Spirit Billiards operates with a distinctive open ventilation concept that allows natural air flow into the business premises, creating a cool environment without relying on air conditioning or fans, equipped with a strategic location in front of the district/city road, the availability of snacks, coffee, noodles, and bread, as well as a free game bonus 15 minutes after booking one hour. This study aims to analyze the influence of store atmosphere on customer satisfaction in Namrole's New Spirit Billiards business. This research used a quantitative approach with a survey method by distributing questionnaires to customers. The independent variable is store atmosphere, while the dependent variable is customer satisfaction. Data analysis techniques include validity test, reliability test, classical assumption test, simple linear regression analysis, t-test, and coefficient of determination. The results are expected to show that store atmosphere has a positive effect on customer satisfaction. This study provides practical implications for the management of Billiard Semangat Baru Namrole to maintain a natural, simple, strategic, and customer-friendly atmosphere as a strategy to increase customer satisfaction and loyalty.

INTRODUCTION

The development of the service and entertainment sector is currently experiencing increasingly rapid growth, including recreational businesses such as billiard venues. The billiard business is no longer only seen as a place to play, but also as a social space for customers to gather, relax, build relationships, and enjoy the entertainment atmosphere. This condition makes billiard business actors need to pay attention to various factors that can affect customer comfort and satisfaction, one of which is the store atmosphere or the atmosphere of the place (Garaus, 2017; Munawaroh & Simon, 2023; Yulisetiari & Mawarni, 2021).

Store atmosphere is the design of the physical environment and atmosphere of the business place that is deliberately formed to create a certain impression for customers (Ndengane et al., 2021). In the context of the billiard business, the atmosphere of the place can be seen from the lighting, the layout of the billiard table, the quality of the table and sticks, the cleanliness of the room, air circulation, music, aroma, seating, parking area, to support services (Alfredo & Wahyuningtyas, 2026; Effendy et al., 2019). Several previous studies have shown that store atmosphere has a relationship with customer satisfaction because a comfortable

atmosphere can increase the positive experience of customers while at the business location (Ndengane, 2019; Nurhajjah et al., 2022).

Customer satisfaction is one of the important indicators in the sustainability of the service business (Bordian et al., 2026; Murrar et al., 2021). Satisfied customers tend to have a desire to return, recommend the business to others, and give a positive assessment of the business (Khoo, 2022). In an entertainment business like billiards, customer satisfaction is not only determined by the quality of the game, but also by the overall experience felt during the venue (Strenitzerová & Gaña, 2018).

Namrole New Spirit Billiard is one of the entertainment businesses that serves customers in the Namrole area. As a recreational place, this business needs to create an atmosphere that is able to provide comfort to customers. Based on the conditions of the field, customers in the village environment tend to like billiard playgrounds with a simple, open, not too rigid atmosphere, and feel at one with nature. They don't always like billiard venues that are closed, use air conditioning, or have too many rules because such an atmosphere is considered less free and less in accordance with the gathering habits of the local community.

Problems that often arise in the billiard business are related to the comfort of the room, inappropriate lighting, inefficient facility layout, cleanliness of the playing area, music that is too loud or inappropriate, to the quality of supporting facilities. However, in the context of Namrole's New Spirit Billiards, the comfort aspect is also related to natural air circulation, open space, easy access from the main road, and the availability of food and soft drinks. If these aspects are not managed properly, customers can feel uncomfortable and ultimately lower their satisfaction levels. On the other hand, the atmosphere of an open, cool, simple, and easy-to-reach place can make customers feel at home and have a positive experience.

Research on store atmosphere has been widely conducted on retail businesses, restaurants, cafes, and fast food outlets. Satria and Telagawathi (2021) examined the effect of service quality and store atmosphere on KFC customer satisfaction, finding that both variables simultaneously and partially have a positive and significant influence on customer satisfaction. Ashley et al. (2025) investigated the influence of store atmosphere and service quality on customer loyalty with customer satisfaction as an intervening variable at Harmoni Square Grand Mercure Jakarta Harmoni, concluding that store atmosphere and service quality affect customer loyalty through customer satisfaction. Praditya and Kaihatu (2023) studied the influence of store atmosphere and store location on customer loyalty with customer satisfaction as a mediating variable in Kawan Seduh Coffee Surabaya, finding that store atmosphere and store location have a positive effect on customer satisfaction and loyalty. Sriyanti (2023) analyzed the influence of store atmosphere, service quality, and product variants on consumer loyalty through customer satisfaction at Marinar Café Makassar City, demonstrating that store atmosphere significantly affects customer satisfaction. Munawaroh and Simon (2023) examined the influence of store atmosphere, service quality, product quality, and price on customer satisfaction, confirming that store atmosphere has a positive effect on customer satisfaction. However, studies on the store atmosphere in the billiard business, especially in the Namrole area, are still limited. Most existing research focuses on cafes, restaurants, and retail businesses, leaving a research gap in the entertainment business context, particularly billiard venues with unique local characteristics such as open-air ventilation concepts and customer preferences for natural, simple atmospheres.

Based on these conditions, this research is important to find out the extent to which store atmosphere affects customer satisfaction in Namrole's Billiard Semangat Baru business. This research is also important because the store atmosphere in billiard businesses in the region is not always synonymous with enclosed rooms, modern facilities, or the use of air conditioning. In the case of Namrole's New Spirit Billiards, the atmosphere that customers like is formed through open air ventilation, natural breezes, strategic locations in front of the road, a relaxed playing atmosphere, and the existence of supporting facilities such as snacks, coffee, noodles, bread, and free game bonuses. The results of this study are expected to provide an overview for business owners regarding aspects of the atmosphere of the place that need to be maintained and improved so that customers feel more satisfied.

The formulation of the problem in this study is: does the store atmosphere affect customer satisfaction in Namrole's Billiard Semangat Baru business? The purpose of this study is to analyze the influence of store atmosphere on customer satisfaction in Namrole's New Spirit Billiard business. Theoretically, this research contributes to the body of knowledge on marketing management by extending the application of store atmosphere theory to the under-researched context of billiard entertainment businesses in rural areas, while also providing empirical evidence on how local customer preferences shape the effectiveness of store atmosphere strategies. Practically, the findings are expected to provide actionable recommendations for business owners in formulating strategies to maintain and improve store atmosphere elements that are most valued by customers, particularly the natural ventilation concept, strategic location, supporting facilities, and promotional programs such as free game bonuses, which can serve as a competitive advantage in the local entertainment industry.

METHOD

This research used a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to test the influence of *store atmosphere* variables on customer satisfaction measurably through numerical data.

Location and Research Object

This research was conducted on Namrole's New Spirit Billiard business. The object of the research is customers who have used services or played at Namrole's New Spirit Billiard.

Population and Sample

The population in this study is all customers of Namrole's New Spirit Billiards. Because the number of customer populations is not known for certain, the sampling technique used is *accidental sampling*, which is sampling based on customers who happen to be met and willing to fill out a questionnaire.

The number of samples used in this study can be adjusted to the needs of the research. For simple research, the minimum number of respondents can be set as many as 50–100 respondents so that the data can be analyzed statistically.

Data Types and Sources

The types of data used in this study are primary data and secondary data. Primary data was obtained through the distribution of questionnaires to Namrole's New Spirit Billiard customers. Secondary data is obtained from books, scientific journals, research articles, and other sources relevant to the topic of *store atmosphere* and customer satisfaction.

Data Collection Techniques

The data collection technique was carried out with a questionnaire. The questionnaire was compiled using the Likert scale with five answer choices, namely:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Variable Operational Definition

Variable X: Store Atmosphere

Store atmosphere is the physical atmosphere, environment, and experience of the business place that customers feel when they are at Billiard Semangat Baru Namrole. The indicators include:

1. Room cleanliness
2. Lighting
3. Facility layout
4. Music and sound ambience
5. Natural temperature and air circulation
6. Convenience of supporting facilities, including snacks, drinks, snacks, location access, and game bonuses

Variable Y: Customer Satisfaction

Customer satisfaction is the feeling of customer satisfaction after using the facilities and services of Namrole's New Spirit Billiards. The indicators include:

1. Matching the experience with expectations
2. Gaming comfort
3. Satisfaction with facilities
4. Desire to visit again
5. Willingness to recommend to others

Data Analysis Techniques

The data analysis techniques in this study include:

1. **Validity Test**, to find out if each question item in the questionnaire is capable of measuring the research variables.
2. **Reliability Test**, to determine the consistency of respondents' answers to question items.
3. **Normality Test**, to find out if the data is distributed normally.
4. **Simple Linear Regression Analysis**, to find out the influence of *store atmosphere* on customer satisfaction.
5. **The t-test**, to test the influence of a partially free variable on a bound variable.
6. **Coefficient of Determination**, to find out how much *the store atmosphere* contributes in explaining customer satisfaction.

RESULTS AND DISCUSSION

Namrole's New Spirit Billiard Overview

Namrole's New Spirit Billiard is one of the entertainment businesses that provides billiard game facilities for the surrounding community. This business is a gathering place for customers who want to play, relax, enjoy the atmosphere, and spend time with friends. Namrole's New Spirit Billiard has a simple, open, and close atmosphere to the customs of the local community. This concept is a differentiator because customers not only come to play billiards, but also to experience a relaxed atmosphere that is comfortable and not too many rules.

Customers who come to billiard venues generally want a comfortable atmosphere, decent facilities, good service, and a safe environment. At Namrole's New Spirit Billiards, this comfort is strengthened by the concept of open-air ventilation that allows natural wind to enter the playing area. This condition makes the atmosphere feel cool without the need to use air conditioning or fans. In addition, the business location in front of the regency/city road makes it easier for customers to access the place quickly and comfortably.

Store Atmosphere Description

Based on the research concept, the store atmosphere in Namrole's New Spirit Billiard can be seen from several main aspects. First, room cleanliness is an important factor because customers will feel more comfortable if the play area is clean and tidy. Billiard tables, sticks, balls, floors, and other facilities must always be kept clean so that customers feel at home. Cleanliness also supports the image of the business as a decent and safe playground for customers.

Second, lighting is also an important aspect of the billiard business. The game of billiards requires enough lighting for customers to see the ball and the direction of the game clearly. Lighting that is too dim can interfere with the gameplay, while lighting that is too bright can reduce the comfort of the customer's eyes.

Third, the layout of the facility needs to be considered so that customers can move easily. The distance between billiard tables should be wide enough so that players are not disturbed by other customers. In addition, the position of seats, cashiers, waiting areas, and supporting facilities need to be arranged efficiently. The business location in front of the main road is also part of the atmosphere of the place because it provides easy access, good visibility, and a sense of practicality for customers who want to come and play.

Fourth, music and sound atmosphere can affect customer comfort. Appropriate music can create a relaxed and fun atmosphere. However, music that is too loud can interfere with the customer's concentration while playing.

Fifth, temperature and air circulation also play a role in shaping comfort. At Namrole's New Spirit Billiards, the open-air ventilation concept allows natural wind to enter the playing area. The natural air circulation makes the place feel cooler, less stuffy, and in accordance with the preferences of local customers who like a play atmosphere close to nature. Thus, comfort is not only obtained through air conditioning facilities, but also through open space design that is able to create natural freshness.

Sixth, supporting facilities and added value of services are part of the store atmosphere felt by customers. Namrole's New Spirit Billiard provides snacks, coffee, noodles, and bread so that customers can directly order food or drinks while playing. This supporting facility makes customers not need to leave the play area when they want to enjoy snacks. In addition,

giving a free one-time game bonus for 15 minutes after the customer makes an hour-long order is an attraction that makes the customer feel more appreciated and have a reason to come back to play the next day.

Customer Satisfaction Description

Customer satisfaction with Namrole's New Spirit Billiard can be seen from the extent to which customers feel comfortable, happy, and satisfied after using the available facilities. Satisfied customers usually feel that the place lives up to their expectations. In the context of this business, customer satisfaction not only arises from the quality of the billiard table, but also from the open atmosphere, natural air circulation, ease of access, availability of snacks, coffee, noodles, and bread, as well as the existence of free game bonuses after customers book certain playing time.

Customer satisfaction can also be seen from the customer's willingness to recommend Namrole's New Spirit Billiard to friends or others. If customers are satisfied with the atmosphere of the place, facilities, and services, then they will give a positive assessment of the business.

The Influence of Store Atmosphere on Customer Satisfaction

Theoretically, the store atmosphere affects customer satisfaction because the atmosphere of the place is part of the customer experience (Chen, 2024). In the billiard business, customers not only buy gaming services, but also buy experiences. The experience is formed from the condition of the room, facilities, comfort, service, ease of access, social atmosphere, and supporting facilities available in the place of business.

If Namrole's New Spirit Billiard is able to create a comfortable, clean, neat, open, and fun atmosphere, then customers will have a positive perception of the business. This positive perception can then increase customer satisfaction. The concept of a place that blends in with nature through natural air circulation is one of the advantages because customers can play in a cool atmosphere without feeling bound by a closed room atmosphere that is too formal.

The results of this study are in line with several previous studies that show that store atmosphere has an influence on customer satisfaction. Research on KFC outlets shows that store atmosphere and service quality affect customer satisfaction. Research on cafes also shows that the atmosphere of the place can shape customer satisfaction and loyalty.

In the context of Namrole's New Spirit Billiards, a good place atmosphere can be a competitive advantage. This is because customers not only consider the price of the game, but also the comfort of the venue. Customers will prefer billiard venues that provide a fun experience rather than places that only provide game facilities without paying attention to the atmosphere. Additional programs in the form of one free game for 15 minutes after customers place an hour order also strengthen satisfaction because customers feel that they get more value from the services provided.

Thus, improving the store atmosphere can be an important strategy for business managers. Some aspects that can be maintained and improved include maintaining the cleanliness of the room, improving lighting, arranging the layout of the billiard table, providing comfortable seating, maintaining open air ventilation, providing food and soft drinks, keeping the playing atmosphere relaxed, and managing promotional programs such as free game bonuses. This strategy suits the character of local customers who like a simple, cool, accessible playground and not too many rules.

These field findings show that business managers do not always have to imitate the concept of a modern billiard venue that is closed and uses air conditioning. For local customers, comfort can be built through a natural, open, friendly, simple, and flexible atmosphere. Therefore, the store atmosphere strategy needs to be adjusted to the character of the target customer so that the experience provided is truly relevant to their needs and habits.

CONCLUSION

Based on the discussion that has been described, it can be concluded that the store atmosphere has an important role in shaping customer satisfaction in Namrole's Billiard Semangat Baru business. The atmosphere of a comfortable, clean, orderly place, has good lighting, suitable music, adequate supporting facilities, and natural air circulation can enhance the positive experience of customers. In the context of this business, the concept of open ventilation that presents natural wind is an important value because it is able to create a cool atmosphere without the need to use air conditioning or fans. Conceptually, the better the store atmosphere created by Namrole's New Spirit Billiard, the higher customer satisfaction. Satisfied customers tend to have a desire to return to play and recommend the place to others. The factor of a strategic location in front of the road, the availability of snacks, coffee, noodles, and bread, a simple playing atmosphere, and a free game bonus for 15 minutes after booking one hour can be a practical strategy to retain customers and increase business competitiveness compared to other billiard venues. Based on these findings, several recommendations are proposed. For business managers, it is recommended to maintain and improve the store atmosphere elements that have been identified as contributing to customer satisfaction, particularly the open-air ventilation concept which serves as a key differentiator from competitors, while also ensuring consistent cleanliness of the playing area, adequate lighting, comfortable seating arrangements, and appropriate music selection. The management should continue to provide and diversify the variety of snacks, coffee, noodles, and bread available to customers, as these supporting facilities enhance the overall customer experience and encourage longer visits. The free game bonus program of 15 minutes after a one-hour booking should be maintained and possibly expanded with additional promotional strategies such as loyalty programs or membership cards to increase customer retention and word-of-mouth recommendations. Furthermore, business owners should conduct regular customer feedback surveys to continuously monitor customer perceptions of the store atmosphere and identify areas for improvement. For future researchers, it is recommended to expand the scope of research by including other variables that may influence customer satisfaction such as service quality, price perception, and location accessibility, as well as conducting comparative studies across multiple billiard venues in different regions to obtain more comprehensive results. Future studies are also encouraged to use a larger sample size and employ more sophisticated analytical techniques such as Structural Equation Modeling (SEM) to examine the mediating or moderating effects of other variables on the relationship between store atmosphere and customer satisfaction.

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