

TURNITIN ACSTHB

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Applying Brand Image and Atmosphere Principles: A Case Study of Riverfront Restaurant on Wetland Tourism

Abstract. Research on the influence of brand image and restaurant atmosphere on repurchase interest in the wetland area of South Kalimantan is barely done. This research aims to implement marketing principles to support wetland tourism. Interview, survey, and observation methods were used in this study for data collection. The brand image and atmosphere measurement approaches were tailored to the requirements and characteristics of the wetland riverfront restaurant as a locus of study. Statistical analysis techniques of multiple regression were used to analyze the relationships between variables. Results showed that the brand image, exterior, general interior, and store layout positively affected repurchase interest, while interior display did not significantly affect it. The brand image of "a riverfront restaurant" is used to focus the positioning. The atmosphere of the wetland and river is an attempt to generate a special emotional influence on customers and be attractive for tourism. Customers want a dining experience different from home, and the river view may attract them more than other attributes.

Keywords: Brand image, store atmosphere, wetland

1. Introduction

Banjarmasin City, the capital of South Kalimantan Province, is located between the confluence of the Barito River and the Martapura River. Banjarmasin is dubbed the 'City of a Thousand Rivers' because it consists of twenty-five small islands separated by small and large rivers. South Kalimantan Province is also one of Indonesia's most significant wetland regions. A wetland is an area that is predominantly submerged in water or has a high-water content. The wetland habitats consist of swamps, mangrove forests, rivers, lakes, and many types of woods, including flooded forest areas, peat forests, flood runoff, coastal regions, rice fields, and even coral reef ecosystems (1,2). Tourist attractions in Banjarmasin are closely related to the river.

The culinary business has grown well, as evidenced by the increasing number of restaurants and cafes that have sprung up, especially when these places offer a unique view. South Kalimantan has the potential for tourism development that can present a riverfront restaurant that serves traditional dishes, namely Soto Banjar. Soto Banjar has also been known to other regions in Indonesia. Thus, it makes Soto Banjar one of the culinary menus sought after by tourists who come to Banjarmasin.

There are several famous Soto Banjar restaurants in Banjarmasin, including the Soto Banjar Yana-Yani. Soto Yana-Yani is one of the Soto Banjar restaurants located on Jalan Sungai Jingah, North Banjarmasin District, where many heritage houses depict the city's atmosphere of Banjarmasin in ancient times. Soto Yana-Yani is one of the pioneers of the Soto Banjar restaurant, which was established in 1996 and became the most legendary Soto restaurant in the 2000s. At the beginning of its establishment, Soto Banjar Yana-Yani was a small stall located in a private house, over time the interest in Soto Banjar Yana-Yani increased and then changed locations in 2000 by building the first restaurant in Banjarmasin, which carried the concept of a restaurant on the river bank.

One of the main purposes of establishing a business is to make a profit. To achieve the goal, business owners must manage well to create repurchase interest in the products/services they offer. Product quality is not the sole reliable aspect of business competition. The other way to maintain and compete against similar businesses is to provide added value that will keep the product superior. This added value can be created through an inherent brand image and a store atmosphere supporting consumer comfort when visiting.

One way to achieve a competitive advantage to create repurchase interest is to form a good and strong brand image in the eyes of consumers. Distinguishing a product from another is very important in marketing. A brand is something

that cannot be imitated, and a good brand image will be stored in the minds of consumers. The better the brand image for consumers, the brand will always be remembered and spoken to others, and consumers will become loyal.

Local customers acknowledge Soto Yana-Yani well, but Soto Yana-Yani must be able to form a strong brand image to compete with similar businesses and foster tourist interest because of the taste and uniqueness of the river view atmosphere. Brand image has a positive and significant impact on repurchase intentions, meaning that the better the brand image, the higher the customer's intention to repurchase (3).

Apart from the brand image, the overall atmosphere created can affect customers' repurchase interest. The restaurant is designed to make customers feel comfortable and impressed. Store atmosphere, in this case, restaurant atmosphere, can bring the customers back (4).

The location of the Soto Yana-Yani shows a very authentic atmosphere because it is on the banks of the Martapura River, which shows the life of the people around the river with its various activities. It makes a special attraction for tourists. The Sungai Jingah area is also one of the historical areas in Banjarmasin, as evidenced by Banjar's many high-value historical relics, such as the Anno Marine House, to Banjar culinary specialties.

The local government intends to optimize river crossing and cultural and culinary tourism in two of its villages located on the banks of the Martapura River, namely Sungai Jingah Village and Sungai Andai Village. The local government has coordinated with the village and tourism awareness groups, assisted by the Banjarmasin City Culture and Tourism Office. Based on the plan of the Banjarmasin City Government, the Soto Yana-Yani has the potential to develop and improve its existence.

Providing the right store atmosphere is an attempt to produce a certain emotional effect on the buyers to increase the probability of their purchases (5). Focusing on repurchase interest is the right strategy because it is cheaper compared to the marketing costs of gathering new customers. The store atmosphere is more important than the product in purchasing decisions. As a result, atmosphere design plays a competitive strategy in today's restaurant business (6).

The store atmosphere is divided into four main elements: exterior, general interior, store layout and interior (point of purchase) display (7). Each element of the store atmosphere can affect the consumer's purchasing process. Previous research shows that exterior, general interior and interior displays significantly affect repurchase interest, while store layout variables do not significantly affect repurchase interest (8).

Overall, the store atmosphere at Soto Banjar Yana Yani is quite decent. However, based on interviews conducted with several respondents who have made purchases at the Soto restaurant, they stated that the front restaurant's exterior part is not very attractive. The signboard is not too visible to road users. The general part of the interior, namely the color of the walls in Soto Banjar Yana-Yani, looks less bright and less attractive.

Research on the influence of brand image and restaurant atmosphere consisting of the exterior, general interior, store layout and interior display on the repurchase interest in the wetland area of South Kalimantan is barely done. This research aims to implement marketing principles to support wetland tourism.

2. Methods

Interview, survey, and observation methods were used in this study for data collection. The brand image and atmosphere measurements approach was tailored to the requirements and characteristics of the wetland riverfront restaurant as a locus of study. Statistical analysis techniques of multiple regression were used to analyze the relationships between variables.

- Specifically, the objectives of this study were:
- To analyze the influence of brand image on repurchase interest in Soto Banjar Yana-Yani.
 - To analyze the influence of exterior on repurchase interest in Soto Banjar Yana-Yani.
 - To analyze the influence of the general interior on repurchase interest in the Soto Banjar Yana-Yani Depot.
 - To analyze the effect of store layout on repurchase interest in Soto Banjar Yana-Yani.

- To analyze the influence of the display on repurchase interest in Soto Banjar Yana-Yani.

2.1 Hypotheses Formulation

Image is the sum of all thoughts, the association of ideas connected between consumers to a particular product, brand, company, and person (9). Distinguishing a product from another is one of the company's strategies to be able to compete. It can be done by forming a good brand image in the eyes of consumers because the brand cannot be imitated, let alone a good brand image stored in the minds of consumers. If the brand image is considered positive by consumers, then the brand will always be remembered and spoken to others, and consumers will become loyal and dare to pay a high price (10). Consumers often form a more pleasant perception of a product whose brand is perceived positively (11). Previous research shows that brand image positively and significantly affects repurchase interest (3,12,13). Based on the arguments, the research hypothesis is formulated:

H1: Brand image has a positive effect on repurchase interest.

The physical environment of a restaurant can be identified from the right planning and will present an attractive feel, atmosphere and aesthetics for consumers, which will affect consumer behavior (14). Exterior has a strong influence on the restaurant's image, so it must be planned as well as possible. The combination of the exterior can make the restaurant outside looks unique and attractive, stand out and invite people to enter the restaurant (7). The restaurant's exterior can be designed to create a specific feeling in customers' minds that can affect the purchase (5). Creating an adequate restaurant atmosphere can satisfy consumers, further affecting their interest in repurchasing. Exterior has a positive and significant effect on repurchase interest (8,15,16). Thus, the second hypothesis:

H2: Exterior has a positive effect on repurchase interest.

The general interior is planning, arranging, and designing interior spaces in a building. A good arrangement can attract visitors' attention and help them easily observe, check and select those items and finally make a purchase (7). The building's color, sound and texture can directly evoke a deep reaction that positively influences the purchase intention (5). General interiors positively affect repurchase interest (8,15,16). Store layouts positively affect repurchase interest (16,17). Based on the argument, two hypotheses were produced:

H3: General interior has a positive effect on repurchase interest.

H4: Restaurant layout has a positive effect on repurchase interest.

Interior Displays are any provision of information to consumers to influence the atmosphere of the environment. (7). Perceived quality of the atmosphere can affect a person's information and affective state (5). Interior displays positively and significantly affect repurchase interest (8,15,16). Based on the arguments, a research hypothesis was formulated:

H5: Interior Displays have a positive effect on repurchase interest.

2.2 Research Model

Based on literature reviews, the research model is as shown in **Figure 1**:

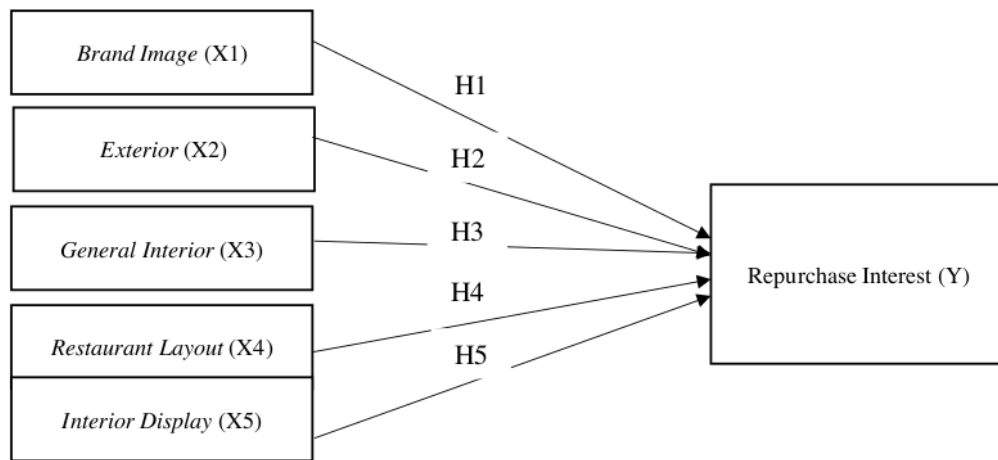


Figure 1 Research Model

3. Results And Discussion

3.1 Respondents

This study was conducted by distributing questionnaires to 100 respondents who were consumers of the Soto Banjar Yana-Yani by distributing questionnaires directly to respondents who were the object of the study. The criteria for respondents in this study were consumers who had made purchases at the Soto Banjar Yana-Yani at least two times. Most respondents replied that they had made purchases 2 to 5 times, with an amount of 85% (85 people). It shows that consumers who have made purchases at the Soto Banjar Yana-Yani are satisfied and interested in making repurchases. Most respondents were domiciled in Banjarmasin, and the rest were outside the Banjarmasin area by 44%.

3.2 Hypotheses Testing Results

Table 1 shows a Sig. value of 0.000. Based on this, it can be seen that the value of F counts > F of the table, which is 128.648 > 2.311 and the value of Sig. 0.000 < 0.05, which means that the regression model can be used to measure repurchase interest, or it can be said that brand image, exterior, general interior, store layout and interior display are explanatory variables for repurchase interest.

Table 1 Model Fit Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2309.282	5	461.856	128.648	.000 ^b
	Residual	337.468	94	3.590		
	Total	2646.750	99			

- a. Dependent Variable: Minat Beli Ulang (Y)
 b. Predictors: (Constant), Interior Display (X5), Brand image (X1), Restaurant Layout (X4), General Interior (X3), Exterior (X2)

The degree of effect that each independent variable exerts on the dependent variable is stated in **Table 2**.

Table 2 T-test Results

Variable	t-test	t-table	Sig.	Conclusion
<i>Brand Image (X1)</i>	2,443	1,985	0,016	Significant
<i>Exterior (X2)</i>	2,137	1,985	0,035	Significant
<i>General Interior (X3)</i>	2,800	1,985	0,006	Significant
<i>Restaurant Layout (X4)</i>	3,360	1,985	0,001	Significant
<i>Interior Display (X5)</i>	0,643	1,985	0,522	Not Significant

Based on **Table 2**, the hypotheses testing concludes:

1. The first hypothesis (H1) stated that the brand image (X1) had a positive effect on repurchase interest (Y): accepted.
2. The second hypothesis (H2) stated that exterior (X2) had a positive effect on repurchase interest (Y): accepted.
3. The third hypothesis (H3) stated that general interior (X3) had a positive effect on repurchase interest (Y): accepted.
4. The fourth hypothesis (H4) stated that store layout (X4) had a positive effect on repurchase interest (Y): accepted.
5. The fifth hypothesis (H5) stated that interior display (X5) had a positive effect on repurchase interest (Y): rejected.

4. Discussions

4.1 The Effect of Brand Image on Repurchase Interest

Brand image has a positive and significant influence on repurchase interest. It shows that the Soto Banjar Yana-Yani can increase consumer repurchase interest by creating a good brand image in consumers' memory, emphasizing the restaurant's location as a 'riverfront restaurant in South Kalimantan wetland'. Based on the indicators in this variable, the following can be done:

First, through the product attribute. Product features are closely related to quality. Soto Banjar Yana-Yani must always serve Soto with good taste and with a composition of quality ingredients. The main attribute of taste will always be a consideration for restaurant patrons.

Second, through benefits attribute, such as the portion size of Soto. If the portion of Soto served is too small, this product cannot meet its main benefits. This matter should be a concern for Soto Banjar Yana-Yani.

Finally, through the brand attitude, by always maintaining the consistency of the taste and quality of the soup presented. Consumer attitudes towards brands are important because they often underlie brand selection in purchasing decisions. If a brand can convince consumers through the attributes of the products offered, consumers will always be confident in the brand, which is a consideration for consumers in their purchasing behavior.

4.2 The Effect of *Exterior* on Repurchase Interest

Exterior has a positive and significant influence on repurchase interest. It shows that Soto Banjar Yana-Yani can increase consumer repurchase interest with a good exterior arrangement. In detail, Soto Banjar Yana-Yani can increase consumer repurchase interest in several ways based on the indicators in this study, namely as follows:

First, through storefront design. The front appearance of the restaurant will be the consumer's assessment before entering. Based on the respondents' responses, most respondents perceived that the front design of Soto Banjar Yana-Yani had not emphasized the traditional aspect of Banjar culture. The management of Soto Banjar Yana-Yani may consider improving the storefront design.

Second, through the marquee. It is by creating a signboard with attractive and prominent colors. If the signboard is not visible, potential patrons may not know where Soto Yana-Yani is located, especially first-time tourists. Clear and prominent signage will make it easier for consumers to know a specific location.

Third, through uniqueness, the entire exterior should look unique to consumers. The exterior can make the outside of the restaurant look unique, attractive, and more prominent and invite people to enter. The uniqueness that stands out in Soto Banjar Yana-Yani is the view of the river around the restaurant. Uniqueness should be created so that the atmosphere does not feel monotonous and makes consumers interested in repurchasing.

Fourth, through nearby stores and surrounding areas, by paying attention and always maintaining cleanliness around the restaurant. Food products are closely related to consumer assessments regarding hygiene.

Finally, through parking facilities, ensuring the availability of parking facilities so that consumers do not have difficulties when they want to park their vehicles. The safety of the parking lot is a must so that consumers can dine at the restaurant with peace of mind.

4.3 The Effect of *General Interior* on Repurchase Interest

The general interior has a positive and significant influence on repurchase interest. It shows that Soto Banjar Yana-Yani can increase consumer repurchase interest with a good general interior arrangement. In detail, the Soto Banjar Yana-Yani Depot can increase consumer repurchase interest based on the indicators in this study.

First, through appropriate colors and lighting. Adjust the lighting so that it is not too dark or too bright.

Second, through scent, by making the room fresh, Soto's aroma must be smelled to arouse consumers' tastes. Aromas can change the state of a customer's mood. Soto Banjar Yana-Yani is an open room overlooking the river, so it should anticipate the various scents from the river environment. The natural aroma that is smelled can be supported by other fragrances so that the room always feels fresh.

Third, the store fixture or equipment maximizes the placement of dining tables to make consumers feel comfortable. Poorly planned placement of dining tables can affect the mood of customers. Well-arranged dining tables make consumers feel comfortable and spend more time in the restaurant, increasing the probability of consumer purchases.

Fourth, through the aisle space, arrange the distance between the dining tables and chairs so that it is not too narrow, making it easier for consumers when they want to sit and move from their seats. An aisle that is too narrow will complicate the customer's movements and can affect the customer's mood.

Fifth, through personnel attitude and service. The management should do routine service briefings and training so that restaurant staffs always behave friendly and polite to consumers. Staff must always understand the needs of customers. Good service will please customers.

Sixth, through the price level. The Soto price should not differ much from the price offered by other Soto restaurants. The price should be affordable, yet the quality of the soup should be maintained. Tourists tend to choose dishes at affordable prices but with satisfactory quality or taste.

Finally, by ensuring that the room and cutlery are always clean. In addition to taste, cleanliness is important in a food product. The hygiene of a food product and the state of the room where the product is served concern most consumers.

4.4 The Effect of Restaurant Layout on Repurchase Interest

Restaurant layouts have a positive and significant influence on repurchase interest. It shows that Soto Banjar Yana-Yani can increase consumer repurchase interest with a good store layout arrangement. In detail, the Soto Banjar Yana-Yani can increase consumer repurchase interest in several ways based on the indicators in this study.

First, by determining space needs and providing enough seats to accommodate customers. Restaurants are usually quite crowded during lunchtime. Customers queue up if the available tables and chairs cannot accommodate them. Many do not want to wait in line, thus looking for other alternatives (doing a brand switch).

Second, by mapping out the in-store location, arranging the items in the restaurant as well as possible. Items that may interfere with the customer's view should be placed in a closed place.

4.5 The Effect of Interior Display on Repurchase Interest

Based on this study, the interior display has no significant effect on the repurchase interest in the Soto Banjar Yana-Yani. It shows that the repurchase interest in Soto Banjar Yana-Yani does not come from the interior arrangement of the display. It means that the arrangement of the display interior at the Soto Banjar Yana-Yani Depot through the parameters of rack displays and posters, signs, and cards does not affect the interest in the repurchase. The interior display aims to provide information to customers to affect the store's atmosphere, but in Soto Banjar Yana-Yani, there is not much information aimed at customers, such as price lists. This condition makes consumers not know how much Soto costs at the Soto Yana-Yani. The attractiveness of the riverfront location may be the main reason customers visit the restaurant.

5. Conclusions

The study proves the good fit of the research model that the variables of brand image, exterior, general interior, store layout and interior display have an important role in creating customers' repurchase interest in its application to riverfront restaurants in South Kalimantan wetlands. The brand image of "a riverfront restaurant" is used to focus the positioning. The atmosphere of the wetland and river is an attempt to design the buyer's environment to generate a special emotional influence on customers and be attractive for tourism. Customers want a dining experience different from home, and the river view may attract them more than other attributes.

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