# The Influence of Service Quality, Store Atmosphere and Location on Customer Satisfaction: A Case Study of Seblak Prasmanan Ndaa

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| Article Information | Abstract |
|---|---|
| | **Research aim:** This study aims to find out whether the influence of service quality, store atmosphere, and location affects customer satisfaction in the buffet seblak ndaa<br>**Design/Methode/Approach:** this study uses quantitative method research. The population of all customers who visited the ndaa buffet seblak is unknown. A sample of 100 respondents was taken using the probability sampling technique with the random sampling method. Instrument testing with validity tests and reliability tests. Meanwhile, data analysis techniques with classical assumption test techniques, multiple linear regression analysis, hypothesis tests with SPSS version 25 application.<br>**Reseach Finding :** This study produced the results that in the first hypothesis, service quality has a partial and positive effect on customer satisfaction, Second, store atmosphere has a partial and positive effect on customer satisfaction, Third, location partially does not have a positive effect on customer satisfaction and location have a simultaneous effect on customer satisfaction at the Seblak Prasmanan Ndaa.<br>**Theoretical contribution/Originality :** This research has a role in developing customer satisfaction theory and providing knowledge about factors and indicators that are important in influencing customer satisfaction.<br>**Practitionel/Policy implication:** This research can provide insight to business actors so that they can maintain good service quality, maintain customer comfort through an organized store atmosphere, and a neat location so that customer satisfaction can remain the main priority as a regular customer.<br>**Research limitations:** This research is limited only to the aspects of service quality, store atmosphere, and location on customer satisfaction during the 2024 ndaa buffet.<br>**Keywords** : Service Quality, Store Atmosphere, Location, Customer Satisfaction |

## 1. Introduction

Today's culinary world is increasingly diverse with different types of food that combine tradition and creativity. Unique and creative food trends are now increasingly in demand by various groups, especially the younger generation who are known to have a high curiosity about various types of culinary, as well as the desire to try something new and different. This desire gives rise to the concept of food that is not only appetizing but also provides more value in the dining experience itself. Seblak, a typical West Javanese dish with a spicy and savory taste, has become popular thanks to its uniqueness made from wet crackers with

various toppings such as sausages, vegetables, meat, and eggs. [1] Updates such as the seblak buffet concept are attracting more attention because they give customers the freedom to choose and adjust ingredients according to their tastes, creating a more personalized, flexible, and interactive dining experience. This concept not only highlights the presentation of food, but also increases customer engagement, which ultimately affects their satisfaction in choosing a place to eat.

Consumer satisfaction is a person's response to pleasure or disappointment resulting from comparing the perceived performance of the product with expectations [2]. Service quality is closely related to customer satisfaction. Whether a customer is satisfied or not can be seen after comparing the performance and the results felt according to their expectations, good performance and matching their expectations make customers satisfied and not ruled out the possibility and be loyal for longer[3]. In addition to the quality of service store atmosphere is also no less important in providing nuances, an attractive and comfortable store environment will create a more pleasant dining experience and play an important role in building emotions with customers as well as a location that is strategic, safe, easy to reach, and provides easy access, can create a more personalized, flexible, and pleasant experience for customers[4]. These factors as a whole contribute to increasing comfort, satisfaction, and encouraging customer satisfaction to continue to choose the products or services offered, although from a glance the research conducted by the researcher found that there are inconsistencies in the situation of the ndaa buffet such as lack of cooking personnel makes the order a little longer in waiting, the layout of the cashier and the toppings of the seblak are less spacious and crowded, and less strategic parking locations[5].

According to research [6] Service quality has a significant effect on consumer satisfaction. Other research supported by [5] also stated that the quality of service has a significant effect on consumer satisfaction at the Kedai Ibu Surakarta restaurant. However, there are differences in the results with the research conducted[7] which stated that the quality of service has a negative and insignificant effect on Fritto Chicken consumer satisfaction in Medan City. Another satisfaction factor is how the atmosphere of the store is also something that must be considered just like research [8] store atsmosphere Ayam Cinderalas Penyet Bagan Batu Rokan Hilir Regency has a significant and positive effect on customer satisfaction. However, it is different from research [4] Store atmosphere does not have a significant effect on customer satisfaction. A strategic, safe and easily accessible location can increase the number of visitors coming in and can contribute to customer satisfaction [9]. location positively customer satisfaction, however this clain is disputed by [10] additionally location does not show a significant effect on customer satisfaction at the Bakso Kabut food stall.

Many previous researchers have conducted studies on the impact of service quality, store atmosphere and location on customer satisfaction. However, studies specifically addressing buffet seblak are still very limited, even few are found, with most studies focusing more on business sectors such as cafes or restaurants. This research was conducted in Grogol Village, Grogol District, on Seblak Prasmanan NDAA, a location that has never been researched before, so it is expected to make a new contribution to the development of a research. In addition, although there are many studies that examine these variables, most of them use additional variables that make them less relevant to the focus of this study, which specifically analyzes the influence of service quality, store atmosphere and location on customer satisfaction. Therefore, based on the explanation of the background, this study aims

to analyze how service quality, *store astmosphere* and location have an influence on customer satisfaction. This research is also expected to be a knowledge insight for business actors to be able to maintain customer comfort. This research is structured from an introduction which includes the background, urgency and limitations of the problem, formulation, objectives and benefits. Second, which includes theoretical studies, previous research, frameworks and hypotheses. Third, it includes variables, research techniques, populations and samples, research instruments, data collection, and data analysis techniques. The fourth includes the results and discussion, and the fifth includes conclusions and suggestions.

### 1.1. Statement of Problem

The formulation of the problem on which this study is based includes: One, whether the quality of service affects customer satisfaction at Seblak Buffet Ndaa. Second, does the Store stosphere affect customer satisfaction at Seblak Buffet Ndaa. Third, does the location affect customer satisfaction in Seblak Prasamanan Ndaa. And keepat, whether the quality of service, store atmosphere, and location simultaneously affect customer satisfaction at Seblak Buffet Ndaa..

### 1.2. Research Objectives

This study aims to examine the factors influencing customer satisfaction at Seblak Prasmanan NDAA. The first objective is to analyze the influence of service quality on customer satisfaction. The second is to assess the impact of store atmosphere on customer satisfaction. The third objective is to evaluate the effect of location on customer satisfaction. Lastly, this study seeks to determine the simultaneous influence of service quality, store atmosphere, and location on customer satisfaction..

### 2. Method

This research adopts a quantitative approach to examine the impact of service quality, store atmosphere, and location on customer satisfaction at Seblak Prasmanan NDAA. The study population consists of all customers visiting Seblak Prasmanan NDAA, with an unknown or considered infinite number, and a sample of 100 respondents is selected. The probability sampling technique with the random sampling method is employed for sample selection.Data collection is conducted through questionnaire distribution via Google Forms, observations, interviews, and documentation. The data analysis methods include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing, with data processing carried out using SPSS version 25.

### 2.1. Validity Test

The validity test determines whether the measuring tool used to measure the consistency between the statement item and the variable [11]. A questionnaire is considered valid if the question or statement in it can provide information that will be measured by a test on the condition that (1) If the value of the r is calculated $\geq$ the value of the table, the statement or question is considered valid. But on the other hand, (2) If the calculated r value $\leq$ the table r value, the statement or question is considered invalid The validity test is calculated by comparing the calculated r value with the r table for the degree of freedom (df) which has a value of n-2 (n is the number of samples).

**Table 1. Validity Test Results**

| Variable | Item Number | r Calculate | r Table | Information |
|---|---|---|---|---|
| Servis Quality (X1) | 1 | 0,764 | 0,312 | Valid |
|  | 2 | 0,815 | 0,312 | Valid |
|  | 3 | 0,788 | 0,312 | Valid |
|  | 4 | 0,703 | 0,312 | Valid |
|  | 5 | 0,822 | 0,312 | Valid |
|  | 6 | 0,780 | 0,312 | Valid |
|  | 7 | 0,552 | 0,312 | Valid |
|  | 8 | 0,798 | 0,312 | Valid |
| *Store Atmosphere*(X2) | 1 | 0,707 | 0,312 | Valid |
|  | 2 | 0,643 | 0,312 | Valid |
|  | 3 | 0,859 | 0,312 | Valid |
|  | 4 | 0,785 | 0,312 | Valid |
|  | 5 | 0,737 | 0,312 | Valid |
|  | 6 | 0,764 | 0,312 | Valid |
| Location (X3) | 1 | 0,761 | 0,312 | Valid |
|  | 2 | 0,640 | 0,312 | Valid |
|  | 3 | 0,660 | 0,312 | Valid |
|  | 4 | 0,690 | 0,312 | Valid |
|  | 5 | 0,531 | 0,312 | Valid |
|  | 6 | 0,710 | 0,312 | Valid |
|  | 7 | 0,739 | 0,312 | Valid |
|  | 8 | 0,564 | 0,312 | Valid |
| Customer Satisfaction (Y) | 1 | 0,832 | 0,312 | Valid |
|  | 2 | 0,745 | 0,312 | Valid |
|  | 3 | 0,830 | 0,312 | Valid |
|  | 4 | 0,782 | 0,312 | Valid |
|  | 5 | 0,819 | 0,312 | Valid |
|  | 6 | 0,767 | 0,312 | Valid |

Source : SPSS processed in 2025

The table value is calculated using the formula df = N-2, resulting in df = 40-2 = 38, so the table value is 0.312. Based on the table above, it is known that the of Cronbach's alpha value of each variable is greater than the table value.Therefore, it can be concluded that the indicators of service quality, store atmosphere, and location can be declared valid.

**2.2. Reliability Testing:**

Reliability testing aims to evaluate the extent to which an instrument can be trusted in collecting data. The reliability test is determined if Cronbach's alpha >0.60, then the instrument is considered reliable[11]

**Table 2 Reability Test Results**

| No | Variable | Cronbach Alpha | Coefisien Cronbath Alpha | Description |
|----|----------|----------------|--------------------------|-------------|
| 1 | Servise Quality (X1) | 0,892 | 0.60 | Reliable |
| 2 | Store Atmosphere (X2) | 0,842 | 0.60 | Reliable |
| 3 | Location (X3) | 0,813 | 0.60 | Reliable |
| 4 | Customer Satisfaction (Y) | 0,880 | 0.60 | Reliable |

Source : SPSS processing in 2025

The table snows that for the variables of Service Quality, Store Atmosphere, Location, and Customer Satisfaction, the cronbach alpha value > a significant rate of 60% or 0.60 so that all question items in each variable can be declared reliable.

## 3. Results and Discussion
## 3.1. Results
### 3.1.1. Normality Test

The normality test aims to determine the distribution of the data and check whether it followsa normal distribution[12]. To determine the normality of the data of this study using the Kolmogorov-Smirnov Goodness of Fit Test on the condition that the decision if the significance exceeds $\alpha = 0.05$ (error rate of 5%), then the data is considered normal. If the significance level is less than $\alpha = 0.05$ (5% error rate), it indicates that the data is abnormal.

**Table 3 Result Normality Test**

| Kolmogorov-Smirnov Test | | | Unstandardized Residual |
|---|---|---|---|
| N | | | 100 |
| Normal Parameters[a,b] | Mean | | .0000000 |
| | Std. Deviation | | .09139438 |
| Most Extreme Differences | Absolute | | .126 |
| | Positive | | .074 |
| | Negative | | -.126 |
| Test Statistic | | | .126 |
| Asymp. Sig. (2-tailed) | | | .000[c] |
| Monte Carlo Sig. (2-tailed) | Sig. | | .073[d] |
| | 99% Confidence Interval | Lower Bound | .066 |
| | | Upper Bound | .080 |

Source : SPSS processing in 2025

Based on the test results, it is known that the value of sig.0,80 > 0.05 so that the data of this study is normally distributed

### 3.1.2. Multicolinearity Test

Multicollinearity tests are performed to ensure that there is no strong linear relationship between independent variables in a regression model. This test has certain conditions that must be met, namely: VIF > 10 or tolerance < 0.10, then the variable indicates

multicollinearity. On the other hand, if the VIF value is < 10 while the tolerance is > 0.10, then multicollinearity does not occur.

**Table 4. Multicolinierity Test**

| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.452 | 2.378 | | .611 | .543 | | |
| | Kualitas Pelayanan (X1) | .609 | .054 | .744 | 11.266 | .000 | .938 | 1.067 |
| | *Store Atmosphere*(X2) | .140 | .063 | .154 | 2.230 | .028 | .862 | 1.160 |
| | Lokasi (X3) | .018 | .057 | .022 | .316 | .753 | .813 | 1.229 |

Source : SPSS Processing in 2025

The results from the table indicate that the variables of service quality, store atmosphere, and location show tolerance values of 0.938, 0.862, 0.753 > 0.10 and VIF values obtained 1,067, 1,160, 1,229 < 10. So it can be concluded that there is no multicolliality..

### 3.1.3. Heteroscedasticity Test

The heteroscedasticity test showed that there was no relationship between the residual (perturbing) variable and the independent variable.The presence or absence pf heteroscedasticity in a research model can be determined by analyzing the scatterplot graph. A good model is one that does not exhibit a specific pattern, such as gathering in the center, enlarging, narrowing, or shrinking. If no clear pattern and the data points are randomly scattered above and below number 0 on the Y axis, then there is no heteroscedasticity[13].
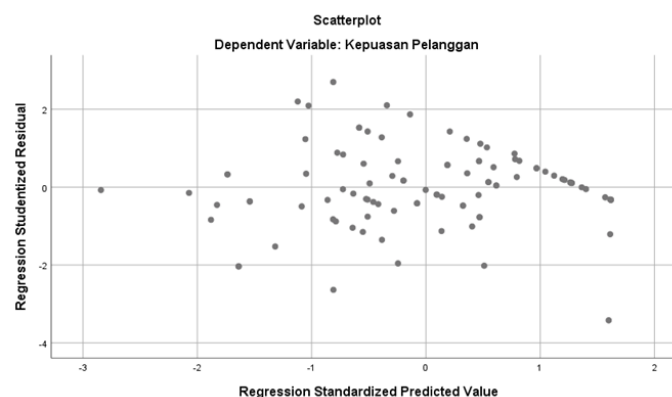


Figure 1. Heteroscedasticity Test

The figure above illustrates a randomly dispersed pattern of dots whitout forming any specific pattern.So, it can be concluded that the assumption of heteroscedasticity is fulfilled.

### 3.1.4. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the nature and direction of the relationship between independent and dependent[13].

**Table 5 Multiple linear regression analysis**

| | Coefficientsª | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Model** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** | |
| | **B** | **Std. Error** | **Beta** | | | **Tolerance** | **VIF** |
| (Constant) | 1.452 | 2.378 | | .611 | .543 | | |
| Kualitas Pelayanan (X1) | .609 | .054 | .744 | 11.266 | .000 | .938 | 1.067 |
| 1 *Store Atmosphere*(X2) | .140 | .063 | .154 | 2.230 | .028 | .862 | 1.160 |
| Lokasi (X3) | .018 | .057 | .022 | .316 | .753 | .813 | 1.229 |

Source : SPSS processing in 2025

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e$$
$$Y = 1.452 + 0.609X1 + 0.140X2 + 0.108X3 + e$$

Here's an interpretation of the equation:
1) The constant value of 1.452 means that this value is constant, not bound to independent variables or bound variables.
2) An increase of one unit in the Service Quality variable (X1) will result in a 0.609 increase in Costumer Saticfaction (Y)
3) An increase of one unit in the *Store Atmosphere* (X2) will lead in a 0.140 increase in Costumer Saticfaction (Y)
4) An increase of one unit in the Location (X3) will cause in a 0.108 increase in Costumer Saticfaction (Y)

### 3.1.5. Determination Coefficient Test (adjusted $R^2$)

The determination coefficient aims to measure how much the independent variable contributes in explaining the variation of the dependent variable by looking at the magnitude of the total determination coefficient (adjusted R 2).

**Table 6. Determination Coefficient Test**

| | Model Summaryᵇ | | | | |
|---|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 1 | .779ª | .607 | .595 | 2.301 | 2.093 |

a. Predictors: (Constant), Location, Servis Quality, Store Atmosphere

b. Dependent Variable: Costumer  Stisfaction

Source : SPSS processing in 2025

Based on the test results, it shows that the R Square is 0.607. This means that the contribution of variable X to variable Y is 60.7%, while the remaining 39.3% is influenced by other variables that are not in this study.

### 3.1.6. Hypothesis Testing
#### 3.1.6.1. T-test

The t-test is used to determine whether an independent variable individually affects the dependent variable" [12]. It t-test is partial regression coefficient of its independent variables. The criteria for interpreting the t-test result based on significance (sig).values are as follows:

1. If the significance value t < 0.05, then $H_O$ is rejected, indicating that the independent variable has a significant partial effect on the dependent variable.
2. If the significant value t > 0.05, then $H_O$ is accepted, indicating that the independent variable does not have a significant partial effect on the dependent variable.

**Table 7. T-test**

**Coefficients$^a$**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.452 | 2.378 | | .611 | .543 |
| | Kualitas Pelayanan (X1) | .609 | .054 | .744 | 11.266 | .000 |
| | *Store Atmosphere*(X2) | .140 | .063 | .154 | 2.230 | .028 |
| | Lokasi (X3) | .108 | .057 | .022 | .316 | .753 |

Source : SPSS processing in 2025

Based on the table results, the following conclusions can be drawn:

1. The service quality variable (X1) has a significance value of 0.000 < 0.05 and a t-calculated value of 11.266 > t-table value of 1.984, indicating that service quality has a partial and significant effect on customer satisfaction.
2. The store atmosphere variable (X2) has a significance value of 0.028 < 0.05 and a t-calculated value of 2.230 > t-table value of 1.984, meaning that store atmosphere partially and significantly affects customer satisfaction..
3. The location variable (X3) has a significance value of 0.753 > 0.05 and a t-calculated value of 0.316 < t-table value of 1.984, indicating that location does not have a partial effect on customer satisfaction..

#### 3.1.6.2. F-test (simultan)

The F-test is conducted to determine whether independent variables jointly influence the dependent variable. The decision-making criteria for the F-test are as follows:

1. If the significance value of F < 0.05, then $H_0$ is rejected, meaning that all independent variables have a significant simultaneous influence on the dependent variable.
2. If the significance value of F > 0.05, then $H_0$ is accepted, meaning that all independent variables do not have a simultaneous influence on the dependent variable.

To determine the F-table: df1 = 3 (number of dependent variables) and df2 = N-k =100-3 = 97 . So, the F-table value is 2,698

**Table 8. F-test**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 785.654 | 3 | 261.885 | 49.446 | .000[b] |
| | Residual | 508.456 | 96 | 5.296 | | |
| | Total | 1294.110 | 99 | | | |

a. Dependent Variable: Costumer Satisfaction

b. Predictors: (Constant), Location, Servis Quality, Store Atmosphere

Source : SPSS processing in 2025

According to the simultaneous test result shown in the table, the Significance value F is 0.000 < 0.05 and the Fcal value is 49,446 > 2.698 in the table. There results indicate that service quality, store atmosphere, and location simultaneously have a positive and significant influence on customer satisfaction.

## 3.2. Discussion

A more detailed discussion of these findings is presented below:

### 3.2.1. The Effect of Service Quality on Customer Satisfaction in Seblak Prasmanan Ndaa

From the analysis of the X1 variable, it is evident that the significance value is 0.000 < 0.05, and the t-calculated value is 11.266 > t-table value of 1.984. This indicates that service quality has a partial and significant impact on customer satisfaction. In other words, the better the service provided, the higher the level of customer satisfaction. With statistically significant results, there is strong evidence to reject the null hypothesis, which assumes that service quality does not influence customer satisfaction. The findings highlight that service quality is a key factor in shaping customer satisfaction, making it an essential aspect for management to focus on improving. Enhancing service quality can lead to higher customer satisfaction and stronger customer loyalty. The way customers perceive the value of their interactions with a business is largely determined by service quality. When customers receive prompt, friendly, and professional service that meets their expectations, their needs and desires are fulfilled, leading to a higher sense of satisfaction. Excellent service also fosters a sense of convenience, trust, and appreciation, which in turn strengthens overall customer satisfaction. such as the friendliness of the staff, the speed of serving, and the precision in fulfilling orders, are very important in culinary businesses such as Seblak Prasmanan NDAA. This is because the customer experience comes not only from the product (seblak) but also from the way the staff serves them. This is supported by research [14] that service quality has a significant effect on customer satisfaction. In addition, it is also in line with research [15] It is proven that service quality has a positive and significant effect on customer satisfaction.

### 3.2.2. The Influence of Store Atmosphere on Customer Satisfaction in Seblak Prasmanan Ndaa

The store atmosphere variable also showed significance influence on customer satisfaction, significance value of 0.028 which was smaller than 0.05 and a calculation of 2,230 which was greater than 1,984 table. This indicates that the store atmosphere contributes positively to customer satisfaction. Thus, it can be concluded that the atmosphere of the store is an important factor that affects customer satisfaction at Seblak Buffet Ndaa. Store atmosphere indirectly contributes directly to the customer experience. A comfortable place, good lighting, appropriate music, cleanliness of the area, and the surrounding scent can make the customer experience enjoyable and support their activities. When a store has a cozy atmosphere, customers are more likely to calm down, enjoy their time, and give positive ratings overall. In the event thatSeblak Prasmanan Ndaa, The atmosphere of the store such as a layout that makes it easier for customers to choose food, cleanliness of seating, and attractive decorations can increase customer comfort. This will increase customer satisfaction with the services and goods provided. Conversely, an uncomfortable store environment, such as an area that is too narrow, noisy, or unclean, can make customers uncomfortable even if the product is good. According to[16] In his research, it is proven that store atmosphere has a significant effect on customer satisfaction. While the research [17] also supports that store atmosphere has a significant influence on customer satisfaction.

### 3.2.3. The Influence of Location on Customer Satisfaction in Seblak Prasmanan Ndaa

The location variable showed that there was no significant influence on customer satisfaction, with a significance value of 0.753 which was greater than 0.05 and a tcal of 0.316 which was smaller than ttable 1.984. This indicates that the location does not contribute positively to customer satisfaction at Seblak Buffet Ndaa, so it can be concluded that the location factor does not affect customer satisfaction partially. This can be caused by several things. First, ease of access to the location may no longer be a big deal for customers as they can use private transportation or use online delivery services, which reduces reliance on direct trips to the location. Second, customer satisfaction may be more influenced by the quality of service, goods, or the atmosphere of the store, which they value more than the location. Customer Seblak Prasmanan Ndaa are also likely to be very loyal to the product, so they still want to visit the place even though the location is not strategic. Customer perception of location can also have an effect; In certain places, additional attractions such as affordable prices, unique atmospheres, or product uniqueness are the main reasons they remain satisfied. Therefore, while location is usually considered important, customers consider other aspects in determining customer satisfaction. Research[10] stating that even location has no significant effect on customer satisfaction. Backed by research [18], Location has no partial effect on consumer satisfaction

### 3.2.4. The Influence of Service Quality, Store Atmosphere, and Location on Customer Satisfaction in Seblak Prasmanan Ndaa

Based on the results of the simultaneous test, the F significance value obtained was 0.000, which is less than 0.05, and the F-calculated value was 49.446, which is greater than the F-table value of 2.698. These findings indicate that service quality, store atmosphere, and location collectively have a positive and significant effect on customer satisfaction. Therefore, it can be concluded that these three variables jointly make a meaningful

contribution to customer satisfaction at Seblak Prasmanan Ndaa.There are several reasons for the positive and significant effects of the variables of service quality, store atmosphere, and location on customer satisfaction at Seblak Prasmanan Ndaa. First, customers have a good experience with good service, which makes them feel valued and satisfied. Second, the attractive and comfortable atmosphere of the store can make customers feel more comfortable when visiting, which makes them satisfied. Location does not have a significant influence partially, but a strategic location can improve accessibility and attract new customers. Third, the synergy between these three factors creates a better customer experience. Therefore, even though the location of the store does not contribute significantly, There are several factors that explain why service quality, store atmosphere, and location positively and significantly influence customer satisfaction at Seblak Prasmanan Ndaa. Both service quality and store atmosphere continue to play a crucial role in enhancing customer satisfaction. This aligns with the research of[19] which found that store atmosphere, location, and service quality have a significant effect on customer satisfaction. Furthermore, the study conducted by[20] supports this finding by stating that store atmosphere, service quality, and location simultaneously have a significant impact on customer satisfaction.

## 4. Conclusion

This study found that, in the first hypothesis, service quality has a partial and positive effect on customer satisfaction. Second, store atmosphere also has a partial and positive effect on customer satisfaction. Third, location, when considered individually, does not have a significant positive effect on customer satisfaction. Lastly, service quality, store atmosphere, and location collectively have a simultaneous influence on customer satisfaction at Seblak Prasmanan Ndaa.

This research has a role in developing customer satisfaction theory and providing knowledge about factors and indicators that are important in influencing customer satisfaction.

This research is limited only to the aspects of service quality, store atmosphere, and location on customer satisfaction during the 2024 ndaa buffet. Focusing on the Ndaa Buffet Seblak business so that the research results will also be different from other businesses. This study only uses the variables of service quality, store atmosphere and location on customer satisfaction

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