# The Effect of Atmospheric Attributes Inside Restaurants on Social Media Branding

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**Abstract** This paper explains about the most influential facilities in the hospitality industry particularly restaurant in Jakarta. In recent years, many restaurants compete with each other to survive the marketing competition. Furthermore, in this digital era, having good branding on social media can be very helpful in the restaurant business. Social media provides the most effective business marketing for the business, due to its speed and accuracy for targeting the desired market segmentation. Perceiving this potential, the restaurant owners try to build good branding in social media to construct the market expectations. Consequently, the physical environment as an atmosphere element in a restaurant is critical to strengthen the restaurant branding on social media. It can improve the quality of the atmosphere produced in order to create a satisfying visiting experience. Therefore, when the expected amount of the visitors is reached, they will be driven to perform social media behavior (word of mouth). This study describes the impact of word of mouth by restaurant visitors on social media created by the quality of atmospheric attributes that will effectively affect the overall branding of the restaurant. In this study, the restaurants with good social media reputation under different characteristics and concept in Jakarta have been selected as the case studies. The aim to select them as case studies is to find a common thread of differences. The hypothesis made of this study is that restaurants with harmonious atmospheric attributes can provide a satisfying experience for visitors which can trigger social media behavior in enhance the branding. By analyzing the result of the field survey and questionnaire to the visitors from each restaurant, it can be concluded that the 3 main keys (lighting, color, style) determined the perception of the atmosphere. Because the ability of the atmosphere attributes in giving an identity and convey the uniqueness of each restaurant that stimulate visitor's good perception. Hence, word of mouth will develop to form a perception and invite new visitors to come.

Keywords: branding, restaurant, atmospheric attribute, social media

## INTRODUCTION

In the business of restaurants, especially those located in Jakarta, achieving sustainability can be generated from the visitors' brand loyalty. This kind of brand loyalty is also shown by repeat purchases conducted by the customers even in the circumstance when there are alternative competitive choices. For marketing professionals, getting and maintaining buyers' loyalty to their brand for an established product is the highest achievement. Therefore, social media marketing can be used to build and maintain brand loyalty [1]. The social media is not only limited to mass and personal media as it allows individuals to share their mind with other millions of people. Therefore, the best marketing by means of social media is not the one provided by the restaurant's staff but from loyal customers or fans who have provided their reviews and feedback [2]. Marketing in the social media is multidimensional; it has become an interdependent process involving the brand and audience. It is not just about conveying and giving messages; it is more about accepting and exchanging different perceptions and ideas instead. Social media as a place of restaurant promotion and branding provides opportunity to the owners in featuring the advantages and facilities they offered [3].

As a high-populated city, Jakarta provides many entertainment facilities such as restaurants with various interesting concepts to support the community. Visitors can choose the desired restaurant according to their preference of type, concept, and price. There are many kinds of restaurant themes and concepts available that

represent different atmospheres. In this case, the atmosphere itself can be more decisive than the product in the purchasing decision. Designing atmospheric attributes is an attempt to increase the value of space. In the end, the person will take action and consent according to his perceptions [4]. Lighting, style and color are three main keys that determine the perception of the atmosphere [5].

The development of eateries with distinctive atmosphere has attracted the attention of restaurant owners to attract customers who are looking for different places to relax (the restaurant owners believe that good atmosphere in a restaurant can give an impression to visitors to come and make them return. There are several important factors that can trigger visitors to get satisfaction when making a visit. One of the important factors is the physical environment of the restaurant [6]. This is resulted from the atmosphere presented in an effort to design a purchasing environment to produce certain emotional effects on buyers that can increase the probability of purchasing [7]. According to Berman and Evans, a good atmosphere can develop a good image which is in line with the atmospheric objects in a place (Ambient Conditions) [8].

Lighting quality can be categorized through three approaches and one of them is architecture [9]. The architectural lighting does not act as a complement but rather becoming part of the architecture itself [10]. This assumption can be seen from the influence of lighting in the visualization of space, space experience, and the resulting beauty. There are three main types of lighting in a room: General Lighting, Accent Lighting and Task Lighting [11]. The combination of these three types of lighting is very important to build the image of a commercial space in increasing value and ultimately the sales. In addition, the nature of a lamp color can affect perception and its spectral distribution function affects the perception of interior spaces illuminated by the light [12].

The basic theory of color has been put forward by Isaac Newton and constitutes a widely accepted guideline. There are 3 color categories, namely primary colors (red, blue, yellow), secondary colors (secondary colors) which are the result of mixing 2 primary colors, while tertiary colors the result of mixing primary and secondary colors. Color selection in a space becomes crucial to convey the concept. There are theories about combinations or color schemes that can create the best harmonization of analog, complementary, split-complementary, tetradic and triadic. Each color combination later gives a certain impression on the space that will in turn build a certain perception in humans as colors can basically affect human psychology [13].

Furthermore, the style/decoration may have specific purpose to visitors as well. Wall decorations, paintings, art, furniture, and others can increase the value of a restaurant and give a certain theme. There are 5 main design principles for the design experiences that will not be forgotten. In the first place, Joseph and James wrote: "Theme the experience" [14]. This means that a restaurant is required to provide a physical environment with certain style for visitors to be well remembered and provide a positive perception during the visiting experience, which will ultimately increase the visitor loyalty. The gap analysis from the previous research shows the changes of the restaurants in developing their brand for marketing, which refer to the attribute atmosphere. Therefore, the research significance and objective of this paper is to show how these attributes atmosphere, especially lighting, colors and style, were inviting audience perceptions which trigger word of mouth.

## METHODOLOGY

Literature studies and direct observations was performed to collect the data and parameter. Quantitative research is conducted through 3 data collection techniques:

1. Observation
Directly observing an object without any mediator to see the activities carried out by the object closely. Observation activities included the systematic observation and recording. Observations to atmospheric attributes can be made by means of certain guidelines.

TABLE 1. Observation methods and guidelines.

|  | Theory Guidelines | Observation Technique |
| --- | --- | --- |
| **Lighting** | IESNA Lighting Handbook 2011 | Lux Calculation Using Luxmeter And Documentation Data Retrieval (Photos) |
| **Style** | First Key Experience Design Principles for Designing Memorable Experience | Documentation Data Retrieval (Photos, Site Plan, Etc.) |

| Color | Color Theory (Isaac Newton) | Documentation Data Retrieval (Photos) |
|---|---|---|
| **Social Media Branding** | Statistical data based on access date (as of May 18,2019) | Social Media Data Capture |

2. Questionnaire
This questionnaire was also used to obtain prediction data on the influence of the atmosphere's attributes on the current visit and future decisions that was made by the visitors that reflected on their social media behavior. The questionnaire was distributed to 30 visitors in each restaurant. To consider the validity of the result and also for the good timing management of the visitors and the restaurant managers, the 30 respondents are considered to be sufficient.

3. In-depth Interviews
Collecting data through in-depth interviews with managers and owners at both restaurants to get in-depth knowledge of restaurants. This interview was conducted to get the thinking flow and continuity between the background, the initial concept, and the purpose of the creator to the execution of the atmospheric attributes design.

Afterwards, comparison was made between atmospheric attributes: lighting, color, and style in different restaurant was analyzed in depth to find a conclusion on how atmospheric attributes can create brand loyalty and influence social media behavior that will trigger the sustainability of a restaurant. The physical environment as an atmospheric attribute in a restaurant is a key element to strengthen restaurant branding on social media. Lighting, style and color are the 3 main keys that determine the perception of the atmosphere [5].

The selection of case studies was based on the use of social media as a key for marketing and promotion by the selected restaurants. The selected social media in this paper consisted of *Instagram, Zomato* and *Pergikuliner* as these social media allowed communication among restaurants visitors and owners, thus it created word of mouth. Two restaurants were selected as case studies because they used various kinds of social media to build branding that later affected visitor perceptions, satisfaction and restaurant sustainability. Additionally, these restaurants admitted that social media really supported their popularities as their locations were actually less exposed and rather unnoticeable for culinary businesses. In addition, differences in concepts and target markets are also taken into consideration in selecting them as case studies. The 2 restaurants are:

1. Cliq Coffee + Kitchen
   Cipaku I Street No.9A, RT.2 / RW.4, Petogogan, Kby District. Baru, South Jakarta City, Jakarta Special Capital Region 12170
2. Paladin Kitchen
   Jl. Guru Mughni No.7, RT.1 RW3/RW.3, Karet Semanggi, Jakarta, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12930

## RESULT AND DISCUSSION

Cliq and Paladin are two restaurants whose popularity, existence and success are obtained by using social media marketing as a promotion strategy. Despite their rather unnoticeable location, visitors are still look for and visit these restaurants. They certainly have a trigger that drives the visitors to visit them.

**TABLE 2.** Differences in basic concepts between both restaurants.

| | **Cliq Kitchen** | **Paladin Kitchen** |
|---|---|---|
| **Main Concept** | Santorini, Colorful | Industrial, Rustic |
| **Target Market** | Youth and workers around Kebayoran area | Workers and visitors around Setiabudi and Kuningan |
| **Social Media Marketing** | Cliq is a restaurant with various social media pages that are used as a forum for conducting promotions and interactions with visitors. There are many reviews and pictures uploaded on the page by visitors that strengthen | Paladin is a restaurant that also uses social media as a forum for promotion and interaction. Through owning various social media pages and the uniqueness show by the brand, the popularity and opinion towards the Paladin which location is |

| | | the existence of the Cliq. These uploads affect the audience a lot. | rather unnoticeable can be immediately understood. This is triggered by the content on their social media pages they provide to bring the audience interest. |

Table 2 explained the differences between both restaurants. There are differences regarding the main concepts that influence the selection of the target market as different locations may have different communities. Therefore, the branding activity conducted by both restaurants is also different as showed in the table above.

**TABLE 3.** Presentation of trends in social media behavior by visitors on both restaurants.

| Social Media Behavior | Cliq Kitchen | | Paladin Kitchen | |
|---|---|---|---|---|
| Statement | Yes | No | Yes | No |
| Respondents have visited the restaurant's social media page once | 88% | 12% | 100% | 0% |
| Respondents have compared the restaurants in social media | 92% | 8% | 84% | 16% |
| The content of the restaurant in social media can influence respondent's interests | 96% | 4% | 92% | 8% |
| Respondents have uploaded content of the visit in restaurants on social media | 68% | 32% | 72% | 28% |

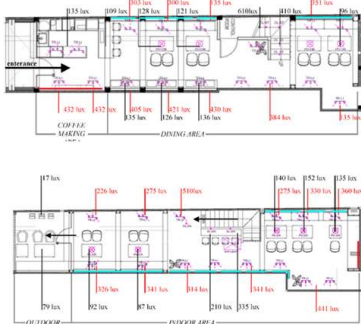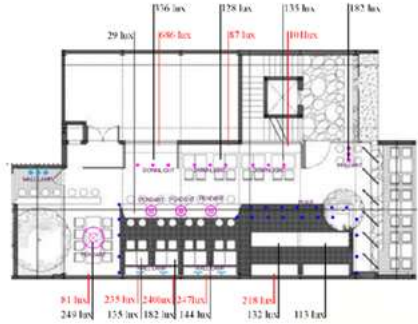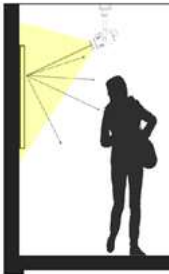**TABLE 4.** The lighting attributes of Cliq Kitchen and Paladin Kitchen.

| Atmospheric Attributes | | Cliq Kitchen | Paladin Kitchen |
|---|---|---|---|
| **Lighting** | Lighting Distribution Plan |  |  |
| | Illumination | 220 Lux | 151 Lux |
| | Lighting system | Equally distribution of light | Lighting is contrast to the building scenarios |
| | Lighting installation | Indirect | Direct |
| | |  |  |
| | Lighting Color | Cold Lighting (Daylight) | Warm Lighting (Warm white) |

Table 3 shows the trends of social media behavior showed by the visitors of both restaurants. It can be seen that the visitors have a high tendency to go to those restaurants based on branding activity on social media. Their decisions can be affected by the content inside the page. In addition, they also have a tendency to upload content that will be a catalyst for word of mouth.

Table 4 explained the comparison of lighting attributes between Cliq and Paladin. The lighting elements that build the atmosphere in both restaurants are significantly different. Cliq used the lighting as a support for other attributes while Paladin uses it as the main factor that influences the space's atmosphere.

**TABLE 5.** Color attributes at Cliq Kitchen and Paladin Kitchen.

| Atmospheric Attributes | | Cliq Kitchen | Paladin Kitchen |
|---|---|---|---|
| **Color** | Color Scheme | Complement  | Analog  |
| | Color Wheel |  |  |
| | Impression | Unique and cheerful | Intense |
| | Color application | Furniture, stair, wall | Furniture, Lighting fixture |

Table 5 shows a comparison between color attributes at Cliq and Paladin. Cliq uses the concept of pastel colors that are contrasting to each other (green and pink) by reflecting the Santorini concept while Paladin uses several warm shades that are released from the light reflection. The color representation in Cliq uses wall and furniture coloring while Paladin creates it by means of the fixture and lamp color.

Table 6 showed a comparison between Style/Decoration Attributes between Cliq and Paladin. Cliq distributes the decoration attributes equally in each room while the Paladin uses different attributes for each space scenario. In addition, the appearance of decoration attributes in Paladin uses dual decoration functions that are presented by the lighting attributes which are also function as style/decor attributes.

Through various architectural analyses, both restaurants have a very good physical environment. Concept maturity and selection of good combinations between the 3 main attributes that build the atmosphere: lighting, decoration attributes (style), and color provides good branding [5]. Despite significantly different concept and way of communication to show the atmosphere's attributes utilized by both restaurants, they managed to lure the visitors. This is the result of the atmospheric attributes that successfully provide their identity and convey the uniqueness of each restaurant that consequently created the visitors' positive perception. The formation of positive perceptions is what ultimately determines the success of social media marketing. This achievement can only be gained if such perception is well formed. The decision to visit can follow accordingly regardless the restaurant's unnoticeable and challenging location. This is the result of the brand loyalty development. The visitors' satisfaction is a foundation to build a tendency to drive the positive social media behavior which can ultimately strengthen their loyalty to the restaurant. When this system successfully run, the restaurant's popularity and sustainability will arise automatically.

**TABLE 6.** Style/Decoration Attributes at Cliq Kitchen and Paladin Kitchen.

| Atmospheric Attributes | | Cliq Kitchen | Paladin Kitchen |
|---|---|---|---|
| **Style/Decor** | Type | Wall Decoration, Plant, Neon Sign | Dual function decoration (Lighting fixturee & Decoration) |
| | Distribution | Equally distributed around the wall and corner of the room | Distributed in accordance with the intensity and scenarios to be created |
| | |  Picture Frame |  Lighting Fixture |
| | |  Neon Sign |  Lighting Fixture |
| | |  Plant |  Lighting Fixture |

Both Cliq and Paladin use social media as their promotion strategy in reaching popularity branding and existence. Although they do not have strategic location in terms of accessibility. However, the visitors voluntarily visit and re-visit the restaurants. Additionally, the visitors are willing to write their experience their good experience on the social media which invites another visitor to come and visit the restaurants.

Based on their architectural design, both restaurants are physically well-designed. These were formed by the maturity concept of the 3 atmospheric attribute combinations between lights, style and color [5]. Both restaurants have different concept but they can communicate the atmospheric attributes very well. This makes the Cliq and Paladin Restaurants captivate the visitor significantly. In terms of lighting, both restaurants have reached the visual comfort with different specifications. Also, both restaurants perform different harmonized color that is easy to remember. Their consistent style of decorations has brought to a new identity on visitor's perception, especially the uniqueness. These are the basic concept of the word of mouth, which was triggered by visitors' and owner's posting in the social media. As a result, more and more visitors are delighted to come to the restaurants.

# CONCLUSION

In-depth observations of both restaurants: Cliq and Paladin reveal a significant difference in atmospheric attributes among them. Cliq, which uses colour attributes as the main strength of their identity by using the Santorini concept, lures the visitors to visit and allow them to enjoy the quality of space at Cliq. The characteristic of the colour in their interior space gives a different impression compared to other restaurants, which in turn triggers the visitors to conduct positive social media behaviour that results in ultimate popularity, despite its location in unnoticeable areas. On the contrary, Paladin uses decoration attributes with dual function as the power to create intensity and space scenarios that captivate the hearts of visitors. An atmosphere provokes intimacy between the visitors who come to give comfort and satisfaction to the visitors. This is exactly the way they use to promote and recommend Paladin on social media pages (the creation of word of mouth).

The social media marketing as one of the effective promotion strategies in restaurants business can give popularity to a restaurant in a short time. However, maintaining the sustainability of the brand itself requires the restaurant to have an attribute atmosphere that can satisfy visitors. In the architectural perspective of a restaurant business, a concept in each restaurant is a differentiator that will give its own uniqueness to the restaurant. Restaurant process to convey these concepts to the visitors is certainly represented by a physical environment that can reveal the atmosphere. Meanwhile, the meaningful delivery of high-quality atmosphere must be supported by the high-quality physical environment as well. The main attributes in the physical environment are lighting, decoration attributes (style), and color. Every attribute of the physical environment is inseparable. These three attributes or elements must appear in interior space and scenario to support each other in achieving the goal of communicating certain concepts that are unique. When the atmosphere is built properly by means of the well-designed physical environment, the audience's perception when they see it will

be positive too. In case of social media, when a restaurant has a good physical environment and atmospheric attributes, many kinds of uploads such as photos of the restaurant's interior space can be very interesting. This will accelerate the decision making taken by the audience when they see such appealing uploads (and also oppositely). Atmospheric attributes can give direct impressions to the visitors when they first come and step into the restaurant. A good atmospheric attribute which satisfies and meets the expectations of visitors can later give an unforgettable visiting experience to the visitors. This experience can increase the possibility of positive social media behavior. Ultimately, such positivity can create positive word of mouth as the form of perception shaping and invite new visitors to come.

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