



## Consumer Satisfaction with Non-Halal culinary MSMEs at PIK through a Chinese-Themed Atmosphere and Stakeholder Involvement

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**Abstract.** This research employs qualitative and quantitative methods to ascertain the impact of a Chinese-themed atmosphere and stakeholders. The research sample utilized Nvivo and comprised 150 respondents, representing consumers of non-Halal culinary MSMEs at PIK. The research findings demonstrate that the establishment of a Chinese-themed ambiance and stakeholder engagement significantly enhance consumer satisfaction in non-halal culinary MSMEs at PIK, North Jakarta. This amalgamation of methods not only improves the client experience but also generates chances to cultivate customer loyalty and bolster MSME competitiveness. Enhanced execution of stakeholder engagement and ongoing innovation can further propel success in this area.

**Keywords:** Consumer, Satisfaction, MSMEs.

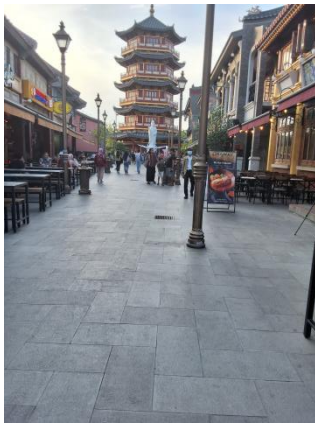
### 1. BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are integral to the economic support of Indonesia, particularly in North Jakarta. The Culinary Entrepreneurship Incubation Center (PIK) is a promising MSME sector that provides a diverse range of food products, including non-halal cuisine. In this setting, non-halal culinary MSMEs encounter distinct hurdles regarding market acceptance, which may be influenced by cultural and religious values, alongside rising competitiveness. Consequently, comprehending the determinants of consumer pleasure is crucial for improving corporate sustainability and competitiveness.

The environment surrounding culinary MSMEs significantly influences consumer engagement. Research on the influence of atmosphere on customer behavior indicates that factors like as layout, interior design, lighting, and aroma might affect consumer experiences and satisfaction levels. Drawing influence from nations such as China, renowned for its robust culinary heritage and unique visual identity, is a viable strategy for establishing non-halal culinary MSMEs in PIK North Jakarta.

Furthermore, the engagement of stakeholders, including local governments, business communities, culinary groups, and adjacent communities, is essential for fostering the growth of these MSMEs. The function of stakeholders extends beyond regulatory provision to encompass training, marketing assistance, and facilitating connections between business entities and customers. By means of efficient partnership, non-halal culinary MSMEs can generate market-relevant additional value that is positively welcomed.

This study seeks to examine the impact of cultivating a Chinese-inspired ambiance and stakeholder involvement on consumer satisfaction inside non-halal culinary MSMEs in PIK North Jakarta. The results are anticipated to offer strategic insights for business stakeholders to improve competitiveness and foster the development of MSMEs in the culinary industry.



**Image 1**



**Image 2. PIK**

## **2. THEORETICAL REVIEW**

Micro, Small, and Medium Enterprises (MSMEs) provide the foundation of Indonesia's economy, accounting for about 60% of the Gross Domestic Product (GDP). This sector offers substantial employment prospects and facilitates poverty reduction.

### **Concept of Stakeholder Synergy**

Stakeholder synergy denotes collaborative efforts that yield mutual benefits among partners engaged in a business. This collaboration in the context of MSMEs encompasses the government, local communities, customers, business partners, and financial institutions.

### **Culinary Sector in Jakarta**

Jakarta, as a metropolitan metropolis, presents extensive potential for culinary enterprises. Intense competition necessitates innovation and collaboration to maintain business

relevance and competitiveness.

### **Theoretical Framework**

The advancement of MSMEs, especially in the culinary domain, is essential for local economic development. Within the realm of non-halal culinary MSMEs at the Culinary Entrepreneurship Incubation Center (PIK) in North Jakarta, company success is influenced not only by the items provided but also by strategies aimed at cultivating distinctive and gratifying consumer experiences. This section examines theories that advocate for the impact of a Chinese-inspired environment and stakeholder engagement on customer happiness.

### **Customer Contentment**

Consumer satisfaction denotes the pleasant or negative emotions felt by consumers following the consumption of a product or service. The Expectancy-Disconfirmation Theory (Oliver, 1980) posits that consumer happiness arises when actual experiences align with or surpass original expectations. In the culinary realm, factors such as meal quality, restaurant environment, and service are essential drivers of satisfaction. Highlighting atmospheric factors and stakeholder engagement can improve the entire customer experience.

### **Atmosphere Inspired by Chinese Culture**

The atmosphere includes both tangible and intangible environmental factors that affect customers' perceptions and emotions. Servicescape Theory (Bitner, 1992) posits that factors such as interior design, lighting, music, and scent can influence consumer behavior in a commercial environment. Non-halal culinary MSMEs at PIK might draw influence from Chinese culture by including traditional decor (red lanterns, dragon ornaments), predominant colors (red and gold), and traditional music to establish an authentic and attractive ambiance. This environment not only offers a profound cultural experience but also reinforces business identity.

Harmonizing the ambiance with the cultural inclinations of the target market is essential for establishing an emotional bond with clients. This corresponds with Cultural Branding (Holt, 2004), which underscores the necessity of matching brand identification with particular cultural values to augment appeal and consumer loyalty.

### **Stakeholders' Contribution to MSME Advancement**

Stakeholders, such as local governments, business associations, and communities, are essential in facilitating MSME development. Stakeholder Theory (Freeman, 1984) posits that an organization's performance hinges on its capacity to manage interactions with diverse stakeholders. In North Jakarta, governmental entities and business associations can assist MSMEs through the provision of training, capacity enhancement, and market accessibility.

Moreover, the engagement of local communities within the corporate ecosystem is essential for fostering social support. The Collaborative Governance Model (Ansell & Gash, 2008) is pertinent here, as it underscores the significance of collaboration among public, commercial, and community sectors in attaining common objectives.

### **Integration of Environment and Stakeholders for Consumer Satisfaction**

The influence of a Chinese-inspired environment on consumer happiness can be optimized through stakeholder endorsement. The government may position PIK as a distinctive culinary destination, while business groups could aid MSME proprietors in developing concepts aligned with consumer preferences. Engagement of stakeholders can guarantee that the constructed environment complies with legislation and reflects the goals of the local community.

The integration of atmospheric factors and stakeholder endorsement fosters a more comprehensive consumer experience. This corroborates the Total Quality Management (TQM) principle, which posits that customer satisfaction is affected not alone by the main product but also by every facet of their experience.

The theoretical framework emphasizes the potential synergy between a thoughtfully crafted environment influenced by Chinese culture and proactive stakeholder involvement in enhancing consumer pleasure. This integration provides strategic avenues for non-halal culinary MSMEs in PIK North Jakarta to improve their competitiveness and sustainability within the dynamic culinary sector.

## **3. RESEARCH METHODS**

This study employed a qualitative methodology facilitated using NVivo software, which, as noted by Neill (2013), provides numerous benefits, including the establishment of an auditable trail, increased clarity and reflection, and the enhancement of transparency. A quantitative method was utilized, as stated by Sagiyono (2019), grounded in the philosophy of

positivism. This method use research instruments to gather data and conduct quantitative or statistical analysis to evaluate hypotheses pertinent to a defined population and sample.

The study was executed in the Pantai Indah Kapuk (PIK) region of North Jakarta, encompassing 150 respondents chosen via a sampling method aimed at PIK tourists. The participants were culinary lovers, and main data was gathered through questionnaires.

The dependent variable in this research is customer satisfaction (Y), as delineated by Kotler and Keller in Priansa (2018). The independent variables comprise the culinary tourism atmosphere (X1), as delineated by Novendra H. et al. (2019), and the involvement of stakeholders (X2). Data analysis was conducted with multiple linear regression techniques, facilitated by SPSS version 22 software for Windows.

#### **4. FINDINGS AND ANALYSIS**

Data collected from interviews, surveys, and observations of non-halal culinary MSMEs at the Entrepreneurship Incubation Center (PIK) in North Jakarta revealed several significant findings concerning the influence of a Chinese-themed ambiance and the role of stakeholders on consumer satisfaction:

##### **1) Influence of the Chinese-Themed Environment on Consumer Satisfaction**

Visual Design Elements: Traditional Chinese decorations, including red lanterns, dragon motifs, and the utilization of red and gold hues, have effectively established a compelling visual allure. Approximately 78% of participants indicated that these design aspects improved their overall experience.

The integration of traditional Chinese music and the unique fragrance of oriental cuisine fostered an authentic ambiance valued by patrons. Approximately 70% of participants believed that these aspects provided a distinctive experience relative to other dining establishments.

Spatial Configuration: Establishments utilizing conventional Chinese spatial arrangements, including circular tables and semi-private dining spaces, were perceived as more pleasant by patrons.

##### **2) The Significance of Stakeholders in the Advancement of MSMEs**

The local government has facilitated support for MSMEs by providing business management and marketing training programs. Nonetheless, hardly 60% of business proprietors perceived these programs as beneficial, attributing this to an absence of ongoing mentorship.

**Business Associations with Local Communities:** Associations have significantly contributed to the organization of culinary exhibitions and festivals, thereby enhancing the visibility of MSMEs. Moreover, local communities made substantial contributions by advocating for businesses via social media.

Financial institutions offered significant assistance through microfinance or business loans; nonetheless, some MSME proprietors identified administrative restrictions as an impediment.

### **3) Effect on Consumer Satisfaction**

**Quality of Experience:** The integration of an engaging environment and stakeholder participation is demonstrated to elevate consumer happiness. The mean consumer satisfaction score attained 4.2 out of 5, derived from a poll of 150 customers.

**Consumer Loyalty:** Approximately 65% of consumers indicated their readiness to revisit and endorse the MSMEs to others, signifying a substantial degree of loyalty.

Dialogue

#### **The Chinese-themed ambiance as a principal allure**

The findings suggest that the Chinese-themed ambiance is a key difference for non-halal culinary MSMEs in PIK, North Jakarta. Components such as visual aesthetics, auditory elements, and olfactory stimuli effectively provide genuine and unforgettable experiences. This corresponds with the Service Scape Theory (Bitner, 1992), which posits that physical ambient factors affect consumers' emotions and behaviors. Drawing from Chinese culture fosters a distinctive character that bolsters competitiveness in the saturated culinary industry.

#### **Stakeholder Synergy as a Catalyst**

Collaboration between the government, business associations, and local communities is crucial for the viability of MSMEs. The findings indicate that program efficacy can be enhanced, especially for long-term mentorship and market accessibility. The Collaborative Governance Model (Ansell & Gash, 2008) underscores the significance of enduring collaboration in fostering an inclusive and competitive corporate ecosystem.

#### **Consumer Satisfaction as a Metric of Success**

The enhancement of consumer pleasure via the amalgamation of ambiance and stakeholder collaboration illustrates that consumer experiences are shaped not alone by primary items but also by the surrounding environment and business ecosystem support. This reinforces the Total Quality Management (TQM) principle, which asserts that

every aspect of the consumer experience influences their overall sense of service quality.

### **Obstacles and Prospects**

Despite the favorable outcomes, numerous challenges persist. MSME operators encounter constraints in utilizing digital technologies for marketing and business administration. Furthermore, sustaining effective stakeholder collaboration necessitates improved coordination. Conversely, there exists a substantial possibility to elevate the PIK area as a culinary tourism destination with a unique identity, perhaps resulting in enduring economic advantages.

## **5. CONCLUSIONS AND SUGGESTIONS**

The research findings demonstrate that the establishment of a Chinese-themed ambiance and stakeholder engagement significantly enhance consumer satisfaction in non-halal culinary MSMEs in PIK, North Jakarta. This amalgamation of methods not only improves the client experience but also generates chances to cultivate customer loyalty and bolster MSME competitiveness. Enhanced execution of stakeholder engagement and ongoing innovation can further propel success in this area.

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