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# Visitors Attitude on Servicescape Excelso Societe Surabaya

**R. Aulia Zerlina Maheswari, Inri Inggrit Indrayani, and Felicia Goenawan**  
Communication Science Department Petra Christian University

## ABSTRACT

This research was conducted with the aim of identifying visitors' attitudes towards Excelso Societe's servicescape. Marketing public relations creates a memorable experience for visitors, so Excelso Societe has a strategy to communicate value and become a differentiator from competitors to create a response in the form of a positive attitude. Brand identity is important to achieve company value in introducing products/services. One way to meet consumer needs is to improve the customer experience through the physical environment. The physical environment or servicescape is an important factor for companies in meeting consumer needs by providing customer experience.

Servicescape becomes a strong communication channel between the brand and the public.. Public relations is very important in the process of achieving Excelso Societe's goal of building a positive image to visitors. The company's image can be built based on visitors' experiences and perceptions.

The type of research used is descriptive quantitative and uses a survey method. The results showed that the spatial layout & functionality dimension obtained the highest score on cognitive attitudes and affective attitudes, while the signs, symbols, and artifacts dimension obtained the highest score on conative attitudes.

Keywords: Attitudes, Visitors, Servicescape, Brand Identity, Excelso Societe

## INTRODUCTION

Public relations enforces and develops a favorable image for organizations/companies, or goods and services products to related target stakeholders, namely the internal public and the external public. Public relations is a management function that builds and maintains good and beneficial relationships between organizations and the public that influence the success or failure of organizations (Cutlip, Center, & Broom, 2009). The principle of public relations is

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to develop and build good relationships, so it is necessary for companies to maintain good relationships, one of which is with the public who have an interest in the company or what is called the internal public and the external public. Public relations is responsible for conveying messages about the brand to the public.

Marketing Public Relations helps in promoting companies, products and image formation directly (Ali, 2017). With a Marketing Public Relations strategy, the company gets the desired image. The company image can be displayed in the form of brand identity. Brand identity can help marketing public relations in strengthening and expanding the image and identity of a company. Brand identity is very important for achieving the company's vision and mission in introducing their products. Ardianto (2017) marketing public relations is needed to increase consumer needs and interest, because competition in various fields is increasingly competitive, encouraging companies to compete with each other to attract as many consumers as possible. Marketing Public Relations functions to add value to the product through its uniqueness in providing credibility to the product message (Kotler and Keller, 2009). This is the basis for a marketing public relations person in creating a strategy that matches the company's values with consumer needs, which will later give rise to a response in the form of an attitude.

The response or change in attitude depends on the individual process. The SOR communication model has three important elements: message or stimulus, communicant, and effect (Effendy, 2003). Communication does not only function as the delivery of information, but rather leads to changes in attitude as a form of response to a stimulus. The S-O-R theory or Stimulus Organism Response means that humans whose communication function does not only serve to convey information, but rather leads to changes in attitude as a form of response to a stimulus. Stimulus, which is a message conveyed to the communicant, can be accepted or rejected, the communication that occurs can take place if the communicant pays attention to the stimulus conveyed to him. This theory explains that communication is a very simple action-reaction process and assumes that verbal, nonverbal cues, pictures, and certain actions will stimulate others to respond in a certain way (Mulyana, 2017).

Non-verbal communication includes all stimuli (except verbal stimuli) in a communication setting produced by the individual and the individual's use of the environment, which have potential message value for the sender or receiver. Nonverbals can also be

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understood as human actions that are intentionally sent and interpreted as intended and capable of eliciting a response from the recipient. Uncontrolled acts of nonverbal communication generally involve humans; namely space, temperature, light and color. Space is a nonverbal message that contributes to interaction and communication. Different spaces around each person are spaces that allow people to communicate freely.

Attitude is a reaction or response expressed in actions, actions and emotions. The components of attitude, opinion, behavior, cognition (attitudes relating to insight or understanding), affection (attitudes relating to feelings), and conation (attitudes relating to the tendency to act). The creation of attitudes cannot be separated from learning carried out by consumers, namely through experience, observation, and then conclusions made about an object so that attitudes can be formed. Attitudes have a variety of values, where like-neutral-dislike and positive-neutral-negative attitudes are attitude values. Consumer attitudes towards a positive image will strengthen the brand's position in competition and gain the trust of consumers.

Consumer attitudes towards a positive image will strengthen the brand's position in competition and gain the trust of consumers. A room appearance that can provide a different experience will be easier for consumers to remember. Brand identity can be perceived differently by each consumer depending on their perception of what they feel about the company's image. Brand identity is very important for achieving the company's vision and mission in introducing their products. By designing a good brand identity it will have a positive impact on the company and customers. Customers are stakeholders who are considered important by the company because customers are external parties who have direct contact with the company.

Various efforts have been made by marketers to develop positive attitudes and change neutral and negative attitudes towards positive attitudes. It is important for companies to determine consumer expectations, experiences, behavior, and the extent to which the company can meet consumer needs. One way to meet consumer needs is to enhance the customer experience through physical space and design. The physical environment or servicescape is an important factor for companies in meeting consumer needs by providing customer experience. In servicescapes, customers act as assessors because customers feel directly both physically and emotionally when they are in a physical environment.

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Servicescape is the environment in which services are delivered and in which a company and its consumers interact, as well as any tangible components that facilitate the performance or communication of services. The environment can also be used to convey certain messages. Among these are the use of space, distance, temperature, lighting and color. Servicescape dimensions as a form of communication. The communication process that occurs in the servicescape dimension is nonverbal communication which is used as a medium to convey the identity expected by consumers. Servicescape is an implicit message that provides symbolic signs to communicate to consumers about the special nuances and quality of the service (Utami, 2010). A spatial appearance becomes meaningful when the spatial appearance can become a symbol of the company's identity, so that in the end the company's characteristics stick with consumers and are not easily forgotten.

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The relationship between servicescape and public relations is to build a positive reputation in forming company identity. Servicescape is the company's tangible appearance and is therefore very important in forming an initial impression. Servicescape plays a very important role in creating a good impression for customers. Therefore, creating a servicescape can help an organization to create a good physical environment to attract customer attention and customers will feel satisfied.

Marketing public relations can communicate company values to the public through servicescape to strengthen a positive image. The dimensions contained in the servicescape are one way of forming an organization's identity, so that it can be used as a means for consumers to recognize a company and to form an identity. Servicescape plays a role in presenting the company's image in front of consumers and as a differentiator from its competitors. A mismatch

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between the servicescape and the image of a cafe can create a negative impression that influences consumer perceptions of the cafe.

Marketing public relations is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits, so a well-designed servicescape will make customers have a positive experience. The concept of a comfortable servicescape is able to influence customers' thoughts and feelings, which ultimately leads to satisfaction with the supportive atmosphere in the surrounding environment

Excelso is innovating to create a new atmosphere with a servicescape concept, namely Excelso Societe Surabaya, which just opened on December 16 2023. Excelso Société is the only Excelso with a new face in Surabaya. Excelso has a vision, namely to become the number one coffee bean and cafe company, known for providing customer satisfaction through the best products and services. With this vision, Excelso has innovated by building Excelso Societe with a different spatial display design when carrying out coffee, cocktail, mocktail and food consumption activities. A good vision and mission presents the uniqueness of the organization, the reason for its existence, and encourages stakeholders to move to achieve common goals. The importance of conveying a clear company vision and mission helps in explaining the company's goals to consumers. The vision will be the basis for formulating strategies to realize company goals.

Excelso Societe has its own specifications in communicating its products, place concept, menu, packaging and services provided. The atmosphere and unique enjoyment of coffee provide a special sensation for the drinker (Gunawan, 2020). What is unique about Excelso Societe is that it presents the concept of a one stop coffee house, dining and bar experience. Visitors don't just drink coffee but can enjoy cocktails with an open bar concept and heavy meals from fine dining to light snacks.

The difference between Excelso and Excelso Societe is that Excelso Societe features an open bar as its focal point, Societe's baristas provide an experience through manual coffee brewing, which is available with a wide selection of coffee beans that many people may have never tasted, with an authentic taste and aroma. Excelso Societe brings coffee into the world of cocktails, Societe's mixology experts help create innovative signature cocktails, collaborating with baristas to produce unique blends of alcohol and coffee in a glass of cocktail

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and mocktail to create a new touch of taste. Another difference from Excelso Societe is the building concept which has a luxurious, modern and more spacious interior. The food menu served is also more upgraded than Excelso outlets in general.

With the changing position of coffee from a commodity to a lifestyle, upper middle class people not only want to enjoy a cup of coffee, but also enjoy a place where they can enjoy coffee comfortably. All coffee shops try to promote their own uniqueness through different concepts. However, often the concept of a coffee shop is not always visible.

Excelso continues to innovate and develop its products by understanding consumer needs and behavior, some of these innovations are in the form of products and places. Excelso through Societe presents the latest concept which brings various creations and different flavors in all its food and drinks. As a modern combination of cafe, restaurant and bar, Societe will offer a wide selection of coffee and cocktails, as well as food that can be enjoyed throughout the day, from breakfast, lunch to dinner. In this case, Excelso Societe carries out innovations that prioritize the servicescape aspect in the form of the organization's physical facilities which are used to influence consumers' feelings to make them happy and positive.

Research entitled servicescape was previously conducted by Lisa Almasih from Petra Christian University in 2019 with the title "Attitudes of visitors regarding the Starbucks Reserve Dewata servicescape". The results of the research show that the ambient conditions dimension gets the highest score in cognitive attitudes and affective attitudes, while the spatial layout and functionality dimensions get the highest score in conative attitudes. Juliana and Themmy Noval from Pelita Harapan University in 2020 with the title "The Influence of Servicescape on Consumer Loyalty at Chakra The Breeze Bumi Serpong Damai Restaurant" which used non-probability sampling. The results of this research show that the ambient dimension, design dimension, and social dimension have a significant effect on consumer loyalty. The research results show that the design dimension has more influence on consumer loyalty than other dimensions.

The aim of this research is to find out whether Excelso Societe's servicescape has been fully communicated, resulting in the formation of consumer attitudes. This research aims to introduce the concept of servicescape as part of the basis that can be used to measure the extent

to which Excelso Societe's values can be fully communicated to consumers through servicescape media (ambient conditions, spatial layout and functionally, & signs, symbols, and artifacts) so that a response or attitude.

## **LITERATURE REVIEW**

### ***Attitude***

Attitudes put people in a frame of mind about liking or disliking something, about approaching or staying away. Forms of attitude can lead to positive attitudes and negative attitudes, however, some people can say that they have a neutral attitude towards something. Attitude is an expression of consumer feelings about whether an object is liked or not, then attitude can also describe beliefs. Attitude is an assessment process carried out by an individual towards an object (Sumarwan, 2014).

Attitude is an assessment process carried out by an individual towards an object. The objects that individuals respond to can be objects, people or information. The process of someone's assessment of an object can be in the form of positive and negative assessments. The process that initiates the formation of attitudes is that the presence of objects around the individual provides a stimulus which then hits the individual's sense organs, the information captured about the object is then processed in the brain and gives rise to a reaction.

The objects that individuals respond to can be objects, people or information. The process of someone's assessment of an object can be in the form of positive and negative assessments. The process that initiates the formation of attitudes is that the presence of objects around the individual provides a stimulus which then hits the individual's sense organs, the information captured about the object is then processed in the brain and gives rise to a reaction. The attitude component consists of three structures, namely: cognitive component (belief), affective component (judgment), and conative component (action to buy). There are 3 general conditions that color attitudes in receiving messages (Kasali, 2005), namely: Positive Attitude, Negative Attitude, Neutral Attitude.

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### *Servicescape*

Servicescape is an organization's physical facilities that are intended to influence consumers' feelings so that they feel happy and positive (Pangkey, 2013). Apart from influencing feelings, the physical environment also influences creating experiences for consumers. There are several roles of servicescape (Pantiyasa, 2017), including: shaping consumer experiences and behavior, as a medium for creating messages, as a medium for forming interest, as a medium for creating effects, by showing conditions. an environment that provides a different experience for each consumer, as imaging, positioning and differentiation.

Servicescape is a physical environment arrangement that is designed according to needs visitors to provide experiences and positive impacts or satisfaction to consumers during the delivery of services. Servicescape or the physical service environment consists of various dimensions which have an important role in determining consumers' first impressions of the company, which then shape a good or bad experience for consumers.

Servicescape is an implicit message that provides symbolic signs to communicate to consumers about the special nuances and quality of the service (Utami, 2010). Servicescape plays the role of presenting the company's image in front of consumers and as a differentiator from its competitors. Apart from that, servicescape is also used as positioning or product placement in consumers' minds. With an image and positioning that a service has, of course it will be a differentiator from its competitors. There are three dimensions of servicescape, namely ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts (Lovelock, Wirtz, and Mussry, 2011).

### **METHODOLOGY**

The type of research used in this research is descriptive quantitative, because it will only describe one concept being studied. Descriptive quantitative research, as outlined by Sugiyono (2017), is aimed at providing a factual, systematic, and accurate depiction of a phenomenon, event, or symptom. This research chooses a quantitative type of research because research regarding attitudes about servicescape is general in nature using a questionnaire method which will be distributed to several predetermined samples. The research method used

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in this research is a survey method using a questionnaire as a data collection tool. The survey method is a quantitative research method used to obtain data that occurred in the past or present, and in the future about beliefs, opinions, characteristics, behavior, variable relationships and to test several hypotheses about the relationship between sociological and psychological variables from the sample. taken from a certain population.

The data collection technique in this research is by distributing questionnaires. In this research, the online questionnaire will use Google forms. Data collection techniques are techniques used by researchers to collect information in research, in order to provide concrete evidence for answers to certain phenomena in the environment. Techniques for collecting data or information on large populations using relatively smaller samples. Researchers made direct observations of visitor attitudes at the research location.

Researchers come to the research location periodically, with the aim of distributing questionnaires to respondents. However, so that respondents only consist of samples that meet the criteria, the researcher will ask potential respondents first. If the respondent is aged 21-41 years and has a frequency of visiting more than once, the researcher will provide a questionnaire to fill out. Researchers gave questionnaires to respondents by showing a barcode so that respondents could scan it. The barcode will lead to a Google form containing a statement that respondents must fill in. At the beginning, researchers distributed it to 30 respondents first to test the validity and reliability of this questionnaire. However, if the results of the validity and reliability tests are satisfactory, the researcher will continue to spread it to other respondents until 100 respondents have been collected.

The sampling technique used in this research is non-probability sampling, namely quota sampling, which is a technique for determining samples from a population that has certain characteristics up to the desired quota number. Through data obtained from the captain floor of Excelso Societe, the number of visitors each day is different, therefore the researchers determined a population of 900 visitors and the sample to be taken was 100 visitors. Quota sampling technique in taking samples that are obtained per day to fill out the questionnaire from Monday to Friday are 11 respondents and the number of respondents that must be obtained to fill out the questionnaire on Saturday and Sunday is 22 respondents.

## RESULTS AND DISCUSSION

### *Data analysis*

In this research, researchers reprocessed the data obtained from the questionnaires distributed. Researchers used a Likert scale to measure visitors' attitudes towards Excelso Societe's servicescape.

### *Data findings*

Table 1.1 Average Overall Attitude

Indicator	Mean Attitude	Information
Cognitive	4,12	Positive
Affective	4,10	Positive
Conative	4,13	Positive

Source: Researcher Process (2024)

Table 1.2 Average Attitudes on Dimensions in Cognitive, Affective and Conative Indicators

Dimensions	Indicator	Mean Dimension	Total Mean Dimensions	Information
<i>Ambient</i>	Cognitive	4,07	4,02	Positive

<i>Conditions</i>	Affective	4,02		
	Conative	3,98		
<i>Spatial Layout &amp; Functionality</i>	Cognitive	4,20	4,17	Positive
	Affective	4,19		
	Conative	4,13		
<i>Signs, Symbols &amp; Artifacts</i>	Cognitive	4,10	4,16	Positive
	Affective	4,11		
	Conative	4,27		
			4,11	Positive

### *Analysis And Interpretation*

The total mean attitude on cognitive, affective and conative indicators has a positive value. It is known that at the cognitive stage the mean with a mean of 4.12 has a positive attitude, at the affective stage with a mean of 4.10 they have a positive attitude, then at the conative stage with a mean of 4.13 they have a positive attitude. This shows that Excelso Societe visitors have knowledge of a positive servicescape. The data processing reveals a mean value falling within the range of  $3 \leq x \leq 5$ , thereby confirming its positive.

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The cognitive component refers to a person's internally accepted knowledge and beliefs about the place that is his destination. Therefore, visitors know well about the company's values through brand identity which is communicated through the servicescape. The tagline that describes the values of Excelso Societe is "An upscale specialty coffee house, modern dining & bar experience" which is realized through ambient conditions, spatial layout & functionality as well as signs, symbols & artifacts. The tagline is an element of brand identity that represents how Excelso Societe wants to show the brand to visitors. The brand identity reflects Excelso Societe's values in all visual elements and communication messages. Consistency between brand values and identity can build trust in customers.

Excelso has a vision, namely to become the number one coffee bean and cafe company, known for providing customer satisfaction through the best products and services. With this vision, Excelso has innovated by building Excelso Societe with a different spatial appearance when visitors carry out coffee, cocktail, mocktail and food consumption activities. A good vision and mission statement presents the uniqueness of the organization, its reason for existence, and encourages stakeholders to move to achieve common goals. In this case, Excelso Societe uses servicescape as a service facility to communicate company values with the tagline, namely "An upscale specialty coffee house, modern dining & bar experience". The new concept at Excelso Societe presents new creations and innovations by combining modern concepts between cafes, restaurants and bars.

The value of Excelso Societe can provide stimulus to its visitors. Company values and public relations are interrelated in building and maintaining a positive image of a company. Public relations is responsible for conveying messages about the brand to the public. Visitors will have a positive attitude towards companies whose values align with their own. Positive company values can increase trust and positive attitudes.

Marketing public relations is a very important part for companies, because it can have a very broad impact on the public (visitors and potential visitors), namely having a positive attitude towards the company, so that it can provide benefits for the company and build its image. The better the image of the company will provide added value and the positioning of the company in its development can improve. This is related to servicescape and is also used as positioning or product placement in consumers' minds. With an image and positioning that a service has, of course it will be a differentiator from its competitors

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Marketing Public Relations helps in promoting companies, products and image formation directly (Ali, 2017). With a Marketing Public Relations strategy, the company gets the desired image. The company image can be displayed in the form of brand identity. Brand identity can help marketing public relations in strengthening and expanding the image and identity of a company. Brand identity is very important for achieving company value in introducing their products. By designing a good brand identity it will have a positive impact on the company and customers.

The affective stage is classified as a positive value. Affective refers to responses that reflect the visitor's feelings towards the destination. Before making a decision to visit, visitors will design or formulate a more positive affective component related to the place that suits their motives and the benefits they want to get. Cognitive, conative and affective components are important factors that attract people to motivate and visit again.

The high mean value of the conative indicator indicates that there is a tendency to visit which is related to the respondent's frequency of visiting Excelso Societe. In the conative stage which is related to the tendency to act towards the attitude object (Kristanto, 2011). Intention to revisit is a willingness to visit the same place, location or facility repeatedly or more than once. The physical environment or servicescape is an important aspect for visitors' comfort when they come to a place to get a good impression so that it can generate interest in coming back (Syalamah, 2023).

Marketing public relations strategies can be through programs that encourage purchases and consumer satisfaction through communicating reliable information to visitors so that they can make return visits to Excelso Societe. The company has a strategy to be able to convince and provide value that can build communication with consumers which has a direct impact on their intention to come back because of comfort and good communication. The frequency of respondents' visits is influenced by the servicescape that has been created by Excelso Societe. Conformity to consumer needs will lead to satisfaction, therefore it will generate consumer interest in repurchasing in the future (Fatimah, 2019).

Table 1.2 shows that consumer attitudes towards the Excelso Societe servicescape are positive with a total mean value of 4.11. This value is classified as positive because the mean value is in the interval  $3 \leq x \leq 5$ . The attitude towards

servicescape with the highest mean value is in the spatial layout & functionality dimension of 4.17. Meanwhile, the attitude towards the servicescape with the lowest mean value is in the ambient conditions dimension of 4.02. Servicescape is defined as physical facilities in services that are designed to meet guest needs, influence guest behavior and satisfy guests (Fitzsimmons, 2011).

If seen through the division of attitude components for each dimension, the highest positive attitude is in the spatial layout & functionality dimension of 4.17. An attractive and effective layout can fulfill consumer needs. This finding can be motivated by the identity of respondents who are predominantly aged 21-25 years, where coffee activities and hanging out culture are developing and are used as a style of expression and a sign of prestige, luxury, power, and so on (Sartika, 2012). Coffee consumption is no longer based on the essence of the use value and necessity of this commodity. Coffee shops have a positive impact where with the presence of a coffee shop there is a lot of interaction between people in that place which can be called a social function.

These consumer needs can be met through servicescape with spatial layout & functionality dimensions so that value Excelso Societe can be communicated and form attitudes positive. Servicescape aims to fulfill needs consumers, therefore spatial planning is very important and to facilitate goal achievement consumer. Through facilitators in the form of spatial layout & functionality was created, helping to communicate the values of Excelso Societe. With Thus, respondents who have a positive attitude at the cognitive stage also do so have a tendency to have a positive attitude at the affective stage consciously or No. The benefit of servicescape is that it acts as a facilitator in the relationship between consumer perceptions and their experiences. Through servicescape, consumers will assess how efficient and effective the existing service facilities are. This will affect the consumer experience, consumers will have a positive experience if the existing physical environment makes consumers comfortable so that consumer goals are met. Servicescape is a medium for creating effects, by showing environmental conditions that provide a different experience for each consumer. Good layout and design such as easy access to visitor facilities can increase perception and the percentage of return visits.

This positive attitude is due to the information received by consumers through the use of the VIP meeting room area, open bar area, hanging lamps in the shape of spiral boxes and tables made from solid teak trees, causing a reaction or response that can be felt directly and provides comfort for consumers. . A positive attitude is a real manifestation and intensity of feelings that pay attention to positive things (Azwar, 2012).

The highest positive attitude towards spatial layout & functionality can also be because the majority of Excelso Societe visitors, 59%, have very high income levels. The attitudes of visitors who are at very high income levels are also formed through a communication process or the process of conveying message content from the communicator (service producer) to the communicant (visitor). The content of the message is communicated through the service environment which causes a reaction to the visitor's experience. Visitors with very high incomes will be more selective in choosing cafes or restaurants and have a high level of consumption. With a high level of income, consumers are able to search according to their needs to fulfill their comfort and what they like.

In the dimensions of signs, symbols, artifacts, different results were found from the previous dimensions, where the mean value for affective attitudes was 0.17 higher compared to cognitive attitudes (4.10). The affective component relates to the individual's subjective emotional side towards something. In the dimensions of signs, symbols, artifacts, Excelso Societe created a sign in the form of a "societe at home" board, teak wood ornaments that form the islands in Indonesia, the Excelso Societe logo is in the shape of the letter S which is circular like the letter O which forms the dimensions of coffee beans. Signs, symbols and artifacts are very important as a form of first impression from customers and to communicate new concepts in a service. Signs, symbols and artifacts are everything in the service environment that acts as a direct or indirect signal to communicate the company's image. .

The low difference between cognitive and affective attitudes formed in respondents regarding the dimensions of signs, symbols, artifacts can be said to mean that the majority of respondents who know also have experience of signs in the form of "societe at home" boards, symbols on the Excelso Societe logo and teak wood artifacts, for example in product display area "societe at home", where the majority of respondents not only know so they have relatively the same attitudes at the cognitive and conative stages. One of the aesthetics and uniqueness of Excelso Societe is the teak wood ornaments that communicate the value of Excelso, namely

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bringing it closer and making it easier for customers from various regions in Indonesia to get premium quality coffee. Artifacts can influence the thinking patterns of someone who sees them and function to show the company's image (Lovelock & Wirtz, 2011).

This is related to brand identity. Brand identity is real and attractive to the senses, because everyone can see it, touch it, hold it, hear it, and see its movement (Wheeler, 2018). Brand identity is the most important part of marketing public relations in the process of building a brand and how the brand identity of a brand is defined depends on how a company or brand wants to be seen and perceived by the public.

Conative attitudes towards signs, symbols and artifacts get the highest mean value when compared with the other two dimensions. An individual's behavioral tendencies towards the objects they encounter. Conative attitudes relate to the individual's tendency to carry out an action following the object of the attitude. This is motivated by the existence of tangible communication facilities which include the appearance of physical facilities. Brand identity is (tangible) and attractive to the senses. Servicescape is the created, human-made, physical environment of services and tangible forms of communication.

Servicescape is a physical environment that is captured by the five senses and creates impressions for people in that environment. Servicescape is also very important in forming identity or perception because through the environment consumers can identify and compare a service company with other service companies.

Public Relations has an important role in realizing the company's communication strategy in building a positive reputation in forming the company's identity. Public Relations functions to establish two-way communication between the company and the internal and external public and to foster mutually beneficial relationships with audiences or parties considered important by the company. Servicescape is the company's tangible appearance and is therefore very important in forming an initial impression. Public relations activities are carrying out reciprocal communication between the company and the public which aims to create mutual understanding and support for the achievement of certain goals, policies, production activities for the progress of the company or a positive image of the institution concerned. Servicescape plays a very important role in creating a good impression for

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customers. Therefore, creating a servicescape can help an organization to create a good physical environment to attract customer attention and customers will feel satisfied.

In the ambient condition dimension, different results were found from the two previous dimensions, where the mean value for affective attitudes was 0.05 lower than cognitive attitudes (4.07). The value at the cognitive stage is slightly (0.05) higher than the affective attitude. It can be said that the majority of respondents who know will also like the sub-dimension of ambient conditions.

Ambient conditions are environmental characteristics related to the five senses which have environmental backgrounds such as temperature, lighting, music and color. Ambience is an intangible element as a background that aims to influence the senses which subconsciously has an influence on consumers. Thus, respondents who have a positive attitude at the cognitive stage also have a tendency to have a positive attitude at the affective stage. Meanwhile, there was a decrease in the number of 0.04 from affective attitudes to conative attitudes. Ambience has the strongest relationship in consumer perception and has the second strongest relationship with consumers' feelings of pleasure. This is because a positive attitude towards ambient conditions caused by the information received by visitors through the sub-dimensions of temperature, lighting and color causes reactions or responses that can be felt directly and provide comfort for visitors. Ambient conditions are environmental characteristics related to the five senses which have environmental backgrounds such as temperature, lighting, music and color.

It can be concluded that although respondents have a cognitive attitude and high affective, but respondents did not have a tendency to visits that are motivated by the dimensions of ambient conditions. Non-verbal communication consisting of temperature, light, and ambience color is an intangible element that aims to influence the senses directly non-visuals that subconsciously have an influence on consumers. Matter This will cause a reaction or response that can be felt directly directly by visitors. In this case, the ambience element is included in nonverbal communication has a low conative attitude in comparison with two other servicescape dimensions due to the ambience element is intangible. Intangible elements can only be felt. Many cafes pay attention to the ambient physical environment conditions can be one of the factors that cause visitors has a low attitude at the conative stage, this is because of the existence of the shop Coffee in the city of Surabaya is growing more and more in 2020.

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## CONCLUSION

This research measures the attitudes of Excelso Societe visitors based on servicescape dimensions consisting of ambient conditions, spatial layout & functionality, signs, symbols & artifacts seen from cognitive, affective and conative aspects. The overall visitor attitude regarding Excelso Societe's servicescape is positive. This is shown by the results of attitudes at the cognitive, affective and conative stages which also obtained positive values.

At the cognitive stage, visitors to Excelso Societe have knowledge of the servicescape dimensions to create their identity in front of consumers, from this identity the consumer experience is formed. At this stage, spatial layout & functionality are the dimensions that get the highest value. This is because the sub dimensions of spatial layout & functionality can meet visitor needs.

Servicescape aims to meet consumer needs, therefore spatial layout is very important and shows the ability to facilitate the achievement of consumer goals. This is related to marketing public relations in making strategies

that matches the company's values with consumer needs. MPR is a process that can stimulate purchasing and consumer satisfaction through communicating reliable information and creating positive impressions related to the company's identity and products that suit the needs, desires and interests of its consumers.

At the affective stage, it is known that visitors like the spatial layout & functionality the most. This is motivated by the high value of spatial layout & functionality at the cognitive stage. It can be said that the spatial layout & functionality of Excelso Societe is in line with visitors' expectations which can be felt directly and provides a unique experience for visitors. The role of servicescape is to shape consumer experience and behavior.

Servicescape is used by companies to create their identity in front of visitors, from this identity the visitor experience is formed. After a good experience is formed in consumers, then consumers will stimulate it into behavior. A room appearance that can provide a different experience will be easier for consumers to remember. Marketing Public Relations creates positive consumer experiences.

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The conative stage of visitors regarding the servicescape at Excelso Societe also includes a positive attitude. This shows that visitors to Excelso Societe tend to be positive in making return visits to Excelso Societe because it gives a pleasant and comfortable impression. Researchers found that signs, symbols & artifacts have high value at the conative stage. This is motivated by the existence of tangible communication facilities which include the appearance of physical facilities.

Servicescape is the environment created by humans, the physical environment of services and forms of communication (tangible). Signs and symbols can communicate views to visitors that relate to brand identity. Excelso Societe uses servicescape as a service facility to communicate company values with the tagline, namely "An upscale specialty coffee house, modern dining & bar experience". In presenting its image, Excelso Societe forms and creates a brand identity in the form of a logo, color and tagline. By communicating the brand identity to visitors through the appearance of the space built by Excelso Societe, the aim is for the message to be received by visitors so that it is not easily forgotten amidst the increasing number of competitors.

Marketing Public Relations functions to add value to products through uniqueness. The overall attitude of visitors to Excelso Societe received positive marks. With this, marketing public relations is successful in creating a strategy that matches the company's values with consumer needs, which will give rise to a response in the form of a positive attitude. Marketing Public Relations also plays a role in improving service to consumers. The success of a company does not only depend on the quality of its products or services but also depends on the company's image.

If there is a positive attitude from visitors to Excelso Societe, a positive image will also be formed. Servicescape can be part of a cafe's public relations strategy. Public relations is the art of making a company liked and respected by employees and consumers. Servicescape plays a very important role in creating a good impression for visitors. Public relations plays a role in shaping organizational reputation management. Good communication with customers helps Excelso Societe to understand visitors' wants and needs.

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