



Store Atmosphere and Service Quality on Cafe Consumer Satisfaction

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ABSTRACT

This study aims to determine the Service Quality and Store Atmosphere of the Customers Satisfaction in Kopi Roemah Kesambi Cirebon with a total sample of 60 respondents, the determinant of the respondents selected through nonprobability sampling technique that does not gives opportunity for each member of the population to selected into the sampel in this study. Method of data analysis using validity test, reliability test, classic assumption test, multiple regression analysis t test an F test that is processed through the application IBM SPSS 25 for windows. The results of the research it is obtained that the variable service quality is partially significant effect on customer satisfaction with a value of $t_{count} > t_{table}$ that is equal to $4,706 > 2,001$ and a significant value of $0,000 < 0,05$. Partially variable store atmosphere affect customer satisfaction with the value of $t_{count} > t_{table}$ that is equal to $4,886 > 2,001$ and a significant value of $0,000 < 0,05$. The resultsof the F test between service quality and store atmosphere together affect the customer satisfaction with a value of $71,071 > 3,16$ and a significant value of $0,000 < 0,05$, meaning the service quality and store atmosphere jointly affect customer satisfaction on Kopi Roemah Kesambi Cirebon.

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INTRODUCTION

The culinary business has become a lot of choices for business people (Ardianti et al., 2020). Culinary is now a trend among the people of Indonesia, the culinary field that enters Indonesia is increasingly diverse, both new and modified food preparations so as to create a different taste or appearance. This has become one of the rationale for business people with the opportunity to compete in meeting the needs and desires of consumers with the food and beverages on offer, thereby making competition in the culinary business world more stringent. The number of MSMEs based on the type of business that is under the guidance of the Department of Industry, MSME Trade and Cooperatives in Cirebon City in 2021 are as illustrated below: Subsektor 1). Culinary: 1075, 2). Fashion = 233 3). Education: 54). Automotive: 87 5). Agribusiness: 11, 6). Internet Technology: 77, 7. Other 1064, Total MSME 2552.

Based on dMSME data, the culinary sub-sector according to data from the 2021 Department of Industry, Trade and Cooperatives has the largest contribution in Cirebon City, the culinary sub-sector is one of the more competitive businesses with 1075 MSMEs. This means that the culinary sub-sector has great opportunities for the culinary business. Business competition in the culinary business is becoming increasingly tight ketat (Albar et al., 2014), marked by the number of business actors who are involved in the culinary world. The competition is due to the fact that culinary is currently a very promising business.

The culinary business is a business that has very rapid growth in Cirebon, with the proliferation of cafe businesses whose numbers are increasing from large to small scale. The growth and development of a business in the culinary field is not only influenced by the desires of consumers but also because of a modern lifestyle (Ageeva & Foroudi, 2019), this is one of the business opportunities for business people. Now in the culinary field, it is not only restaurants or restaurants that provide food needs, but with the emergence of a modern lifestyle so that the center of attention is the growing cafe business, currently in Cirebon many are starting to develop cafes. Cafes are in great demand by young people because of trends and modern lifestyles (Herlyana, 2014), which make cafes a gathering point for socializing with various subjects, ranging from discussing college assignments, work, discussing business or just a place to hang out with friends. relaxed style (Wardah, 2019) and tend to be informal (Cruz & Barsaga, 2020). The current cafe is not just a place to provide coffee drinks, but also develops and competes by providing unique food and drinks with their own characteristics to pamper their consumers (RAHMAT, 2022).

This study takes the phenomenon of consumer satisfaction where everyone must have a satisfaction value after trying the food or drink contained in Kopi Roemah Kesambi, where the expectations and product performance that have been received are then compared with consumers, whether it meets expectations, exceeds expectations or even does not meet expectations. hope. Because the assessment of the satisfaction felt by consumers can be a suggestion for cafe owners to improve the shortcomings that exist in the cafe to make it even better. Consumer complaints or complaints can be used as a tool to measure how much customer satisfaction or dissatisfaction is conveyed through suggestion/complaint cards, toll-free telephone lines, websites, social media, email, blogs, faxes, newsletters (Utama, 2021).

Here the authors present some complaints from consumers of Kopi Roemah Kesambi. initial name: FDS - Complaint: It's too long just for 1 food menu, initial name: Mphiiw - When I ordered dessert it was empty even though it was still noon and I ordered a hot latte but the latte wasn't hot, so the air conditioner wasn't cold enough to fill all the tables, so it was a bit stuffy, initial name: Ms. JO - Sorry, just input from the AC area, it smells like cigarettes, hopefully in the future the smoking area will be arranged again initial name: Mr. AYI - Teenage menu, perfect for relaxing and just chatting, lots of smokers in the room, the air is stuffy and stuffy initial name: Ms. LIW - The place is classic but the position is tucked away, initial name: Mr. BHM - Great place in the alley, Initial Name: Mr. JS - One of my favorite coffeeshops because the place is really cozy and the coffee & food menu is delicious, but it's a shame if you bring a car it's a bit difficult to park so you have to walk first, Initial Name: Mr. WS - The double shot espresso is really kicking, it's a shame the wifi isn't fast enough, Initial Name: Agent "Det" - The place is nice and makes PW (Weennaakk Position) lacking wifi, which is slow and frequent RTO, Initial Name: Little Miss - Ordinary coffee. The place is ok. But finding it is really hard, especially if you go there by car, Initial Name: Ms. Nr - It's a bit hard to find the place, Initial Name: Ms. WE - The place feels like home, unfortunately there is no air conditioning so it integrated into the smoking area and when it is at the cashier, no change is given, I think he wants to exchange money because there is no change. I just realized that when I got home, it turned out that I had not been given change and I couldn't get the receipt either.

Based on the complaint statement, there are some consumers of Roemah Kesambi Coffee who tend to get complaints or dissatisfaction, there are some consumers who feel that the services and facilities are not in accordance with the expectations of these consumers which means that there are

still consumers who feel dissatisfied or not satisfied. Basically the purpose of a business is to create satisfied customers (Nobar & Rostamzadeh, 2018), the level of consumer satisfaction with the goods or services used or consumed can prove the level of success of a company (Islam et al., 2021). Consumer satisfaction can provide positive things for the company (Hasfar et al., 2020), and dissatisfaction gives negative things for the company (Liu & McClure, 2001), with the dissatisfaction felt by these consumers will prefer to seek information about other cafes that suit their needs. consumer expectations. Satisfaction felt by consumers is negatively related to consumer complaints, because the more satisfied a consumer is, the less likely the consumer will make a complaint.

Service quality can be known by comparing consumers' perceptions of the services that consumers receive/get with the services that consumers actually expect/want for the services of a company (Sakti et al., 2021). If the service received or perceived is as expected, then the service quality is perceived to be good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived to be very good and of high quality. Companies must be able to understand what consumers need and want (Wilkins et al., 2019) by providing better service than competitors. Good service quality will provide an impetus for consumers to bond with consumers (Maeriyana et al., 2019) so that companies must be able to understand consumer expectations and needs, thus companies can increase customer satisfaction. Service considerations relate to appropriate quality so that they can satisfy visiting consumers so that consumers will come back to make purchases(Cox & Dale, 2002). This statement is also supported by research (Ichsan & Karim, 2021) that service quality has a significant effect on customer satisfaction.

Store atmosphere should be paid more attention to business actors (Eroglu et al., 2003), the atmosphere created by the company well in the eyes of consumers will show the level of seriousness of business actors (Irfani, 2020) in making consumers feel comfortable, also a pleasant atmosphere will have an impact on consumer mood so that it can create positive consumer emotions (Negara & Kusumadewi, 2018). A comfortable atmosphere will also make consumers feel satisfied and want to be in the cafe longer so that consumers will come back to make purchases (Dhisasmito & Kumar, 2020) and that store atmosphere has a significant effect on consumer satisfaction (Nurjaya et al., 2022).

RESEARCH METHOD

The type of research used in this research is quantitative research. In processing the data that the researchers did to be more effective in the calculations, the researchers used the analytical tool, namely the Statistical Package for the Social Sciences (SPSS) 25 for windows program. In this study there are two independent variables (free) and one dependent variable (bound), namely the independent variable Service Quality (X1) and Store Atmosphere (X2), as well as the dependent variable, namely customer satisfaction (Y). Of the three variables measured through indicators using a Likert scale. To determine the sample to be used in the study, the technique used is incidental sampling with a sampling technique based on chance, which is seen by people who happened to be met as a suitable sample. "If the research is to conduct multivariate analysis (correlation or multiple regression for example) (Hair, Joseph E & Al., 2014), then the number of sample members is at least 10 times the number of variables studied". Where the number of variables in this study are 3 variables and using 20 sample members, then $20 \times 3 = 60$ respondents, with the expectations and basic assumptions of sampling the larger the population, the smaller the chance of generalization error. Collecting research data on Kopi Roemah Kesambi Cirebon by conducting questionnaire research.

Table 3. Operational Variables

Variable	Dimension	Indikator
Service Quality (X1)	<i>Reliability</i>	a. Ability to perform the promised service. b. Reliable.
	<i>Responsiveness</i>	a. Availability to help consumers.

Store Atmosphere (X2)	Assurance	<ul style="list-style-type: none"> b. Provide fast response service. a. Employees who are always polite to consumers. b. Have the knowledge necessary to carry out the service.
	Emphaty	<ul style="list-style-type: none"> a. Good communication (employees communicate well with consumers). b. Understand the needs of consumers.
	Tangibles	<ul style="list-style-type: none"> a. Equipment (the company has complete equipment available). b. Appearance of employees (appearance of employees neat).
	Visual Communication	<ul style="list-style-type: none"> a. The use of signs and graphics provides information to consumers. b. Sufficient number of signs to make it easier for consumers. c. Keep markers and charts clean and up to date.
	Lighting	<ul style="list-style-type: none"> a. The shop lighting is not superfluous. b. Use the right color to highlight strengths and cover up weaknesses.
	Color	<ul style="list-style-type: none"> a. The use of appropriate colors for in-store to improve the mood of consumers. b. Color creates consumer appeal.
	Music	<ul style="list-style-type: none"> a. Using the right music can make consumers feel comfortable. b. The use of music can help improve the good mood of consumers
	Scent	Stores must have a neutral aroma so that consumers feel comfortable with a fresh aroma.
	Quality goods and services	<ul style="list-style-type: none"> a. Quality goods. b. Excellent service.
	Relationship marketing	<ul style="list-style-type: none"> a. Consumer trust in customers. b. Build relationships with consumers.
	Loyalty promotion program	<ul style="list-style-type: none"> a. Giving discounts to consumers. b. Giving vouchers to consumers who diligently shop.
	Focus on the best customers	<ul style="list-style-type: none"> a. Best customer award. b. Consumers who frequently shop get more bonuses.
	Effective complaint handling system	<ul style="list-style-type: none"> a. The company's apologies to consumers. b. Speed in handling complaints.
	Unconditional gruantees	<ul style="list-style-type: none"> a. Warranty is not burdened with conditions. b. Compensation for delivery services.
Pay-for-performance program	<ul style="list-style-type: none"> a. The role of each employee in quality improvement b. The services provided are in accordance with the wishes of consumers. 	

Data Analysis Method with Research Instrument Test; 1. Total Validity Test using the Person Product Moment (PPM) correlation technique formula, 2. Reliability Test. Furthermore, the classical assumption tests to be tested are normality and multicollinearity tests. Multiple regression analysis test, termination test. Hypothesis test and F test.

RESULTS AND DISCUSSIONS

The significant test was performed by comparing r_{count} with r_{table} for degree of freedom (df) = $n-2$ ($\alpha 5\%$, n = number of samples). If $r_{count} > r_{table}$ then the statement is declared valid. A valid instrument means that the measuring instrument used can reveal data from the variables studied. In this study, the number of respondents (n) was 60 people, with $df = n-2$ meaning $df = 60-2 = 58$ and $\alpha = 5\%$ obtained $r_{table} = 0.2542$.

Variable Validity Test

Table 4. Validity test results

Variable	Statement Items	r_{Count}	r_{table}	Status
Service Quality (X1)	X1.1	0,504	0,2542	Valid
	X1.2	0,457		Valid
	X1.3	0,344		Valid
	X1.4	0,491		Valid
	X1.5	0,362		Valid
	X1.6	0,540		Valid
	X1.7	0,451		Valid
	X1.8	0,537		Valid
	X1.9	0,508		Valid
	X1.10	0,343		Valid
Store Atmosphere (X2)	X2.1	0,476	0,2542	Valid
	X2.2	0,351		Valid
	X2.3	0,652		Valid
	X2.4	0,486		Valid
	X2.5	0,396		Valid
	X2.6	0,568		Valid
	X2.7	0,360		Valid
	X2.8	0,450		Valid
	X2.9	0,618		Valid
	X2.10	0,584		Valid
Customer Satisfaction (Y)	Y1	0,515	0,2542	Valid
	Y2	0,396		Valid
	Y3	0,615		Valid
	Y4	0,496		Valid
	Y5	0,491		Valid
	Y6	0,493		Valid
	Y7	0,618		Valid
	Y8	0,656		Valid
	Y9	0,531		Valid
	Y10	0,391		Valid
	Y11	0,552		Valid
	Y12	0,352		Valid
	Y13	0,474		Valid
	Y14	0,489		Valid

Based on table 4 above by looking at the correlation value (Pearson Correlation), namely the results of the validity test on all research variables, it is known that $r_{count} > r_{table}$, which means that all of the statements are valid.

Reliability Test

Reliability test is a measuring tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is reliable if a person's answer to the statement is consistent with the provisions of Cronbach Alpha > 0.70 (Ghozali, 2015).

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Standart	Statement
Sevice Quality (X1)	,783	10	0,7	Realible
Store Atmosphere (X2)	,811	10	0,7	Realible
Customer Satisfaction (Y)	,850	14	0,7	Realible

Classic assumption test

The Kolmogrov-Smirnov normality test results show that the residual variable data has an Asymp value. Sig (2-tailed) of 0.200 > 0.05, it can be concluded that all variables are normally distributed.

Multicollinearity test if the value of Variance Inflation Factor (VIF) > 10 and tolerance value < 0.10, then there is multicollinearity. Meanwhile, if the value of Variance Inflation Factor (VIF) < 10 and tolerance value > 0.10, there is no multicollinearity.

Table 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,015	4,019		1,994	,051		
Store Atmosphere	,612	,130	,453	4,706	,000	,543	1,843
Quality Service	,643	,132	,470	4,886	,000	,543	1,843

a. Dependent Variable: Customer Satisfaction

Based on the results of the output above, it is known that each variable has a Tolerance value, namely Service Quality (X1) = 0.543 and Store Atmosphere (X2) = 0.543 which is greater than 0.10 while the Variance Inflation Factor (VIF) value of each variable is Service Quality (X1) = 1.843 and Store Atmosphere (X2) = 1.843 is less than 10 so it can be concluded that there are no symptoms of multicollinearity.

Table 7. Multiple Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,015	4,019		1,994	,051
Service Quality	,612	,130	,453	4,706	,000
Store Atmosphere	,643	,132	,470	4,886	,000

a. Dependent Variable: Customer satisfaction

Based on table 7 above, it can be seen that the constant value for the unstandardized coefficients B column is 8.015, the value of the Service Quality variable (X1) is 0.612 and the Store Atmosphere variable (X2) is 0.643 so it can be seen the results of the regression equation are as follows:

$$Y' = 8,015 + 0,612X_1 + 0,643X_2$$

Table 8. Coefficient of Determination of Service Quality Variables and Store Atmosphere on Consumer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,845 ^a	,714	,704	4,015

- a. Predictors: (Constant Service Quality, Store Atmosphere
- b. Dependent Variable: Customer Satisfaction

In Table 8 the output that the Adjusted R Square value is 0.700 this number indicates that Service Quality and Store Atmosphere contributes 70.4% to Customer Satisfaction and the remaining 29.6% is influenced by other variables not examined.

Hypothesis testing

The influence of Service Quality (X1) on Consumer Satisfaction (Y) with a sig value of the Service Quality variable is $0.000 < 0.05$ and the $t_{count} > t_{table}$ is $4.706 > 2.001$ meaning H_0 is rejected and H_a is accepted, where Service Quality has a significant influence on Consumer Satisfaction at Kopi Roemah Kesambi Cirebon.

The influence of Store Atmosphere (X2) on Consumer Satisfaction (Y) with a sig value of the Store Atmosphere variable is $0.000 < 0.05$ and the value of $t_{count} > t_{table}$ is $4.886 > 2.001$ meaning H_0 is rejected and H_a is accepted, where Store Atmosphere has a significant influence on Consumer Satisfaction at Kopi Roemah Kesambi Cirebon.

The result of the F test with a value of $F_{count} > F_{table}$ is $71.071 > 3.16$ and a significant value of $0.000 < 0.05$ so it can be concluded that the variables of Service Quality and Store Atmosphere together have a significant influence on Consumer Satisfaction at Kopi Roemah Kesambi Cirebon.

CONCLUSION

Based on the results of testing the first hypothesis with the help of the Statistical Package for The Social Sciences (SPSS) 25.0 program for windows, the t_{count} value is 4.706 with a t_{table} value of 2.001 and a significance value of 0.000, so it can be seen that $t_{count} > t_{table}$ with a significance value < 0.05 . The results of this study are in line with previous research conducted by (Martiana & Apriani, 2019) stating that product quality has a significant effect on consumer satisfaction at Cafe Deumdee Rangkasbitung. The Effect of Store Atmosphere on Consumer Satisfaction with a t_{count} of 4.886 with a t_{table} value of 2.001 and a significance value of 0.000, it can be seen that $t_{count} > t_{table}$ with a significance value < 0.05 . This means that the Store Atmosphere variable partially has a positive and significant effect on Consumer Satisfaction at Kopi Roemah Kesambi Cirebon. The results of this study are in line with previous research conducted by (Dahmiri & Bhayangkari, 2020) which stated that the Store Atmosphere had a positive and significant effect on consumer satisfaction. The Influence of Service Quality and Store Atmosphere on Consumer Satisfaction with a F_{table} value of 3.16 and a significance value of 0.000, it can be seen that $F_{count} > F_{table}$ with a significance value < 0.05 . This means that the variables of quality and Store Atmosphere together have a positive and significant effect on consumer satisfaction for Kopi Roemah Kesambi Cirebon. The results of this study are in line with previous researchers conducted by (Sambara et al., 2021) who stated that Service Quality and Store Atmosphere had a positive and significant effect on Consumer Satisfaction. Future research added other factors and the number of samples studied.

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