CONSUMER SATISFACTION ANALYSIS REVIEWED FROM STORE ATMOSPHERE, PRODUCT VARIATION AND SERVICE QUALITY

Bintang Ghivary Rama Vandhega[1], Wiyadi[2]
[1,2] Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Surakarta, Jawa Tengah, Indonesia
[1] b100200111@student.ums.ac.id, [2] wiyadi@ums.ac.id

Abstract

Along with the development of the culinary industry, especially in the coffee shop sector, there is an increase in very tight competition between various businesses in this field. To attract customers and maintain their loyalty, every coffee shop needs to pay attention to various factors that can affect consumer experience, one of which is store atmosphere. In addition, the variety of products offered and the quality of service provided are also important elements in creating customer satisfaction. Therefore, this study aims to identify and analyze the effect of store atmosphere, product variety, and service quality on customer satisfaction at Coffee Shops in Manahan. This type of research is quantitative research, with a sample of 100 respondents. This research is quantitative research. The data required is primary data obtained through a questionnaire with a Likert scale. The population of the study was Coffee Shop customers in Manahan, with a sample of 100 respondents taken using the convenience purposive sampling technique. Data analysis was carried out through several stages, namely validity testing to ensure the validity of the questionnaire, reliability testing to measure the consistency of respondents' answers, classical assumption testing which includes normality, multicollinearity, and heteroscedasticity tests, and multiple linear regression analysis to test the effect of independent variables on dependent variables, both simultaneously and partially. The results show that partially the variables store atmosphere, product variation, and service quality have a positive and significant effect on customer satisfaction. The coefficient of determination (R^2) obtained a result of 0.588, meaning that the variables store atmosphere (X1), product variation (X2) and service quality (X3) are able to explain the variation of the customer satisfaction variable (Y) by 0.588 or 58.8%, and the rest is explained by other variables that are not included in the model.
Keywords: Store Atmosphere, Product Variation, Service Quality, Customer Satisfaction

Abstrak

Seiring dengan perkembangan industri kuliner, terutama pada sektor coffee shop, terdapat peningkatan persaingan yang sangat ketat antara berbagai usaha di bidang ini. Untuk menarik pelanggan dan mempertahankan loyalitas mereka, setiap coffee shop perlu memperhatikan berbagai faktor yang dapat mempengaruhi pengalaman konsumen, salah satunya adalah store atmosphere. Selain itu, variasi produk yang ditawarkan dan kualitas pelayanan yang diberikan juga menjadi elemen penting dalam menciptakan kepuasan pelanggan. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh store atmosphere, variasi produk, dan kualitas pelayanan terhadap kepuasan pelanggan Coffee Shop di Manahan. Jenis penelitian ini merupakan penelitian kuantitatif, dengan sampel sebanyak 100 responden. Penelitian ini merupakan penelitian kuantitatif. Data yang diperlukan adalah data primer yang diperoleh melalui kuesioner dengan skala Likert. Populasi penelitian adalah pelanggan Coffee Shop di Manahan, dengan sampel sebanyak 100 responden yang diambil menggunakan teknik convenience purposive sampling. Analisis data dilakukan melalui beberapa tahap, yaitu uji validitas untuk memastikan keabsahan kuesioner, uji reliabilitas untuk mengukur konsistensi jawaban responden, uji asumsi klasik yang meliputi uji normalitas, multikolinearitas, dan heteroskedastisitas, serta analisis regresi linier berganda untuk menguji pengaruh variabel bebas terhadap variabel terikat, baik secara simultan maupun parsial. Hasil menujukkan secara parsial variabel store atmosphere, variasi produk, dan kualitas pelayanan berpengaruh positif dan

signifikan terhadap kepuasan pelanggan. Pada koefisien determinasi (R2) diperoleh hasil 0,588 artinya variabel store atmosphere (X1), variasi produk (X2) dan kualitas pelayanan (X3) mampu menerangkan variasi variabel kepuasan pelanggan (Y) sebesar 0,588 atau 58,8%, dan sisanya dijelaskan variabel lain yang tidak terdapat pada model.
Kata kunci: Store Atmosphere, Variasi Produk, Kualitas Pelayanan, Kepuasan Pelanggan

INTRODUCTION

There are many business fields that can be developed to do entrepreneurship. Culinary business, is currently growing rapidly, amidst the increasingly difficult competition of life. Currently, culinary tourism is developing into a tourism sector that contributes greatly to the progress of a region.[1] This has encouraged the emergence of many restaurants and cafes to attract tourists to visit. In Indonesia, the existence of coffee shops is now very common. Currently, many people choose to enjoy coffee directly at the coffee shop. This activity has even become a lifestyle trend among the community. Coffee shops not only serve coffee, but also provide tea and snacks as accompaniments.

For coffee lovers, a day without drinking coffee will not be enthusiastic in carrying out their activities. The increasing level of stress makes people or students need a place to refresh just to relieve fatigue that can refresh the mind, the atmosphere again. Coffee shops or coffee shops are one of the people's favorite places. The community has proven to have a great interest in visiting this place that is popular with all groups.

Cultural shifts have made the existence of coffee shops increasingly popular with the public, the role of media that often promote coffee shops is very supportive of the development of this special coffee shop. Initially, this coffee shop was only for people to gather, over time this coffee shop has an additional function, namely to meet old friends, friends, or business friends to discuss a particular business, even not infrequently among school children it is used as a place to do assignments. Other uses of coffee shops are places for recreation or relaxation, places to relieve stress from daily activities, places for meetings with business partners, places to gather with friends, because Indonesian people like to socialize.[2]

---

[1] Sri Rahayu, I Putu Gede Diatmika, and Wahyu Haryadi, "Analisis Potensi Wisata Kuliner Dalam Mendukung Perekonomian Umkm Pesisir Saliper Ate Di Kabupaten Sumbawa," *Jurnal Riset Kajian Teknologi Dan Lingkungan* 5, no. 1 (2022): 1–8, https://doi.org/10.58406/jrktl.v5i1.954.
[2] Steven Apriliano Angsar Prasetya, "Analysis Strategi Promotion Guna Meningkatkan Kunjungan Di Berbagi Kopi Bali Pada Era New Normal: Promotion Strategy Analysis to Increase Visits at Berbagi Kopi Bali In The New Normal Era," *Jurnal Ilmiah Pariwisata Dan Bisnis* 1, no. 6 (2022): 1360–75.

Customer satisfaction has become one of the top priorities in marketing because as a significant determinant of repeat sales, positive word of mouth will make customers in coffee shops more interested in it. With the addition of pictures or interior designs of the shop, quality of service, quality of food and drinks, variety of menus, cleanliness, professional appearance of employees can serve as signs of the quality of the shop to attract consumer purchasing intentions. According to Kotler & Keller[3] states that "Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance". According to Tjiptono,[4] consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. While another definition of consumer satisfaction is a positive feeling of consumers related to a product or service during use or after using a service or product.[5]

One way to give a cafe a distinctive character is by creating a cafe atmosphere or Store Atmosphere as a strategy to provide a comfortable and pleasant atmosphere. Wardhana and Hasanuddin states that the measurement of customer satisfaction or dissatisfaction is directly influenced by the consumer's affective feelings (positive or negative).[6]And[7] The usefulness of Store Atmosphere for a cafe is very important, for example, a unique way of serving, a distinctive taste of food, exclusive entertainment.

Product variation or product diversity is not a new thing in the world of marketing, where this strategy is widely used in product launches. According to Krismonanda & Iskandar and Abdurrahim et al., Product variety as a separate expert in a brand or product line that can be

---

[3] Philip Kotler and Kevin Lane Keller, *Marketing Mangement* (London, England: Pearson Edition Limited, 2016).

[4] Fandy Tjiptono, *Strategi Pemasaran* (Yogyakarta: Andi, 2015).

[5] Ajis Setiawan, Nurul Qomariah, and Haris Hermawan, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen," *Jurnal Sains Manajemen Dan Bisnis Indonesia* 9, no. 2 (2019): 114–26, https://doi.org/10.32528/jsmbi.v9i2.2819; Vivid Violin et al., "Pengaruh Konsep Low-Cost Carrier Dan Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Maskapai Lion Airlines Di Indonesia," *Journal of Management Science (JMS)* 3, no. 2 (June 2022): 150–60, https://doi.org/10.52103/jms.v3i2.957; Agung Irsyad Trilaksono and Budi Prabowo, "Analisis Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening:," *Reslaj : Religion Education Social Laa Roiba Journal* 5, no. 1 (August 2022): 101–12, https://doi.org/10.47467/reslaj.v5i1.1262.

[6] Reza Eka Wardhana, "Pengaruh Customer Experience Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Mie Rampok Tahanan Surabaya)," *Jurnal Ilmu Manajemen* 4, no. 3 (2016): 1–9.

[7] Iip Irawan Hasanuddin, "Pengaruh Costumer Experience Dan Penanganan Keluhan Terhadap Kepuasan Konsumen Kapal KFC Jetliner Di Pelabuhan Murhum Baubau," *Jurnal Ilmiah Bongaya* 6, no. 1 (July 2022): 82–91.

distinguished by size, price, appearance or characteristics.[8] And[9] Or product variety is the type or kind of product available.[10] Product variation is something that must be considered by companies to improve product performance, if the product is not diverse then the product will lose out to other products. According to Hanum & Hidayat "various circumstances" every consumer does not have the same taste. If a restaurant or cafe has a diverse menu, it will be easier to attract consumers.[11] Because the more choices provided, the easier it will be for consumers to choose a menu according to their wishes.

Activities, benefits and satisfaction are forms of service that are basically intangible. This was expressed by Gronroos as quoted by Tjiptono states that service is a process consisting of a series of intangible activities that usually (but not always) occur in interactions between consumers and service employees, resources, physical, goods or service provision systems provided as solutions to consumer problems.[12] From the definition above, it can be interpreted that service is an activity provided to consumers and is basically intangible, provided as a solution or consumer problem.

Services are activities offered by service providers to consumers, which can be in the form of objects or other things, this was written by Lovelock et al.,[13] which states that service is an economic activity offered by one party to another party. It can be time-based, performance brings the desired results to the recipient, objects or other assets are the responsibility of the buyer. According to Lupiyoadi,[14] stated that in determining the level of customer satisfaction there are five main factors that are important and must be considered by the company, namely service quality, product quality, emotional feelings, price and costs.

Based on the description above, the researcher is interested in conducting a study entitled "Analysis of the Influence of Store Atmosphere, Product Variation and Service Quality on Customer Satisfaction (Survey on Cekopi Manahan Coffee Shop Customers)".

---

[8] Febrian Krismonanda and Iskandar Iskandar, "Pengaruh Variasi Produk Dan Citra Merek Terhadap Keputusan Pembelian Ulang Pada Susu Setia Di Tenggarong," *Jurnal Ekonomi & Manajemen Indonesia* 21, no. 2 (November 2023): 36–48, https://doi.org/10.53640/jemi.v21i2.953.

[9] Abdurrahim Abdurrahim et al., "Analisis Peran Harga, Variasi Produk Dan Kualitas Produk Terhadap Customer Satisfaction Produk Konveksi," *Journal of Economic, Bussines and Accounting (COSTING)* 6, no. 2 (January 2023): 1302–7, https://doi.org/10.31539/costing.v6i2.5274.

[10] Nesa Dya Maharani and Suwitho Suwitho, "Pengaruh Store Atmosphere, Variasi Produk, Dan Harga Terhadap Repurchase Intention Pada Economie Resto Merr Surabaya," *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 10, no. 3 (2021): 1–16.

[11] Zubaidah Hanum and Sahral Hidayat, "Faktor–Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan," *Jurnal Bis-A: Jurnal Bisnis Administrasi* 6, no. 1 (2017): 37–43.

[12] Tjiptono, *Strategi Pemasaran*.

[13] Christoper Lovelock, Jochen Wirtz, and Jacky Mussry, *Pemasaran Jasa – Perspektif Indonesia*, Jilid 1 (Jakarta: Erlangga, 2010).

[14] Rambat Lupiyoadi, *Manajemen Pemasaran Jasa: Berbasis Kompetensi* (Jakarta: Salemba Empat, 2013).

RESEARCH METHODS

This type of research uses quantitative research, namely research trying to find the influence of store atmosphere, product variety, and service quality on customer satisfaction. This research method uses a survey method, namely a method of collecting primary data obtained from respondents. Data collection is carried out using questionnaires and questionnaires.

The time used in this study was from March 2018 to June 2018. Furthermore, samples were collected from customers and then the data was processed. While the place used in this study was the Coffee Shop Cekopi Manahan. The data collected in this study is primary data, namely data collected by the researcher himself directly through the object.[15]

The data analysis technique used in this study is quantitative analysis technique. Qualitative analysis in this study was obtained from open questions given to respondents and then concluded. While quantitative analysis is an analysis that is categorized into categories that are in the form of numbers that can be calculated to obtain a solid quantitative interpretation.

RESULTS AND DISCUSSION

Results

Table 1. Normality Test Results

Variables	*Kolmogorov-Smirnov*	Sig. (2-tailed)	Information
Unstandardized residual	0.820	0.837	P > 0.05 Normal

Source: Processed primary data

From table 1, the Kolmogorov-Smirov test calculation shows that the p-value is 0.837, from this result it shows that it is greater than α (0.05), so it is stated that it hasdistributionnormal or has a normal data distribution.

---

[15] Daud William Marihot Tua and Ainun Mardhiyah, "Pengaruh Tingkat Pendidikan Dan Pengalaman Kerja Terhadap Kinerja Karyawan Bagian Keperawatan Rumah Sakit Umum Daerah Padangsidimpuan," *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)* 2, no. 3 (2022): 121–27, https://doi.org/10.54209/jasmien.v2i3.170.

Table 2. Multicollinearity Test Results

No	Variables	Tolerance	VIF	Critical value	Information
1	*Store Atmosphere*	0.849	1,178	10	Multicollinearity free
2	Product Variations	0.767	1,304	10	Multicollinearity free
3	Quality of Service	0.768	1,302	10	Free from multicollinearity

Source: Processed primary data

From table 2 above, it can be seen that VIF < 10, so there is no multicollinearity.TestHeteroscedasticity aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. Detection of heteroscedasticity, namely: Probability value > 0.05 means free from heteroscedasticity. Probability value < 0.05 means affected by heteroscedasticity.

A summary of the complete data calculation results is presented in Table 3 below.

Table 3 Heteroscedasticity Test Results

Variables	Significance level	Sig.	Conclusion
Store Atmosphere	0.05	0.551	Free of Heteroscedasticity
Product Variations	0.05	0.765	Free of Heteroscedasticity
Quality of Service	0.05	0.811	Free of Heteroscedasticity

Source: Processed primary data

From Table 3 above, it can be seen that a probability value > 0.5 means free fromheteroscedasticity. This analysis is used to determine the influence of the variables Store Atmosphere (X1), Service Quality (X2), and Product Variety (X3) on Customer Satisfaction (Y).

Equalityregressiondouble is generally written:

$$Y = a + b1X1 + b2X2 + b3X3$$

Information:

Y   = Customer Satisfaction Variable

a   = Constant

b1, b2, b3,   = Partial regression coefficient

X1   = Store Atmosphere Variable

X2   = Product Variation Variable

X3   = Service Quality Variable

The influence of independent variables on dependent variables can be seen from the analysis results of the SPSS 21.00 program in the table below:

Table 4. Multiple Regression Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,661	1,500		3,774	0,000
Store Atmosphere	0.160	0.044	0.261	3,674	0,000
Product Variations	0.558	0.111	0.375	5,016	
Quality of Service	0.198	0.041	0.363	4,855	0,000

a. Dependent Variable: Customer Satisfaction

Source: Processed primary data

From table 4 above, the results of the calculations using the SPSS computer program version 21.00 obtained the following results:

Y = 5.661 + 0.160 X1 + 0.558 X2 + 0.198 X3

Based on the regression equation above, the interpretation of the coefficients of each variable is as follows: The constant coefficient has a positive value, illustrating that when there is no Store Atmosphere, Service Quality, and Product Variety, customer satisfaction will still increase. The coefficient X1 (Store Atmosphere) has a positive value, illustrating that when Store Atmosphere increases, customer satisfaction will also increase and vice versa.

The coefficient X2 (Service Quality) has a positive value, indicating thatmomentService Quality increases then customer satisfaction will also increase and vice versa. The X3 coefficient (Product Variation) is positive, illustrating that when Product Variation increases then customer satisfaction will also increase and vice versa.

F Test

TestFusedto test the influence of independent variables simultaneously on the dependent variable. The results of the F test analysis can be seen in the table below:

Table 5 F Test

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	203,310	3	67,770	45,688	,000b
Residual	142,400	96	1,483		
Total	345,710	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Store Atmosphere, Product Variety

Source: Processed primary data

Based on the results of Table 5 which are the results of the ANOVA test or F test, it is known thatmarkF count is 45.688 with a significance value of 0.000. This means that the variables store atmosphere, product variety, and service quality together influence customer satisfaction.

R2 Test (Coefficient of Determination)

Coefficientdetermination(R2) is to find out how much the variation of the independent variable can explain the dependent variable. The R2 value ranges from zero to one, the closer it is to one, the better the model can be said to be.the moregood. The results of the coefficient of determination (R2) test analysis can be seen in the table below:

Table 6 Test of Determination Coefficient (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.767a	0.588	0.575	1,218

a. Predictors: (Constant), Service Quality, Store Atmosphere, Product Variety

Source: Processed primary data

From Table 6, the calculation results obtained a determination coefficient value (R2) of 0.588, this means that the independent variables in the model (store atmosphere, product variation and service quality) explain the variation in customer satisfaction by 58.8% and 41.2% is explained by other factors or variables outside the model. The Standard Error of estimate (SEE) is 1.218. The smaller the SEE value, the more precise the regression model will be in predicting the dependent variable.

t-test

Calculations to test the significance of the independent variables store atmosphere, product variety, Andservice quality towards Customer Satisfaction (Y) individually. The results of the t-test analysis can be seen in this table:

Table 7 t-test

Model	t	Sig.
(Constant)	3,774	,000
Store Atmosphere 1	3,674	,000
Product Variations	5,016	,000
Quality of Service	4,855	,000

a. Dependent Variable: Customer Satisfaction

Source: Processed primary data

Based ontable 7 seen the results of the t-test then the hypothesis can be proven as follows: The results of the t-test of the X1 store atmosphere variable on customer satisfaction are 3.674. By knowing the t-table value of 1.985, it means that the calculated t-value is greater than the t-table value, which is 3.674> 1.985 and t sig. 0.000 <α = 0.05. With a t-sig. value smaller than α = 0.05, this means that Ho is rejected. This can be interpreted that store atmosphere has a significant effect on Customer Satisfaction.

The result of the t-test of the X2 variable of product variation on customer satisfaction is 5.016. The result of the t-table value is 1.985 so that the calculated t is greater than the t-table, which is 5.016> 1.985 and the t-sig value. 0.000 <α = 0.05. Thus the t-sig value. is smaller than α = 0.05 then Ho is rejected. This means that the product variation variable has a significant effect on customer satisfaction.

The result of the t-test of the independent variable X3 service quality on the dependent variable Y customer satisfaction is 4.855. The requirements that must be met from the t-test are that the calculated t is greater than the t table and the sig. t value is less than α = 0.05. Where the t table value is 1.985 so that the calculated t is greaterbigfrom t table, which is 4.855 > 1.985 and t sig. 0.000 < α = 0.05. With a t sig. value smaller than α = 0.05, it can be concluded that Ho is rejected. This means that service quality has a significant effect on customer satisfaction.

Discussion

Based on the results of the analysis, it shows that Store Atmosphere has a significant effect on Customer Satisfaction in Coffee Shops. This shows that the first hypothesis is proven that "it is

suspected that Store Atmosphere has a significant effect on Customer Satisfaction in Coffee Shops" is proven to be true. From these results, it shows that there are similarities in the research conducted Kusumawathi et al., Wardhani & Dwijayanti, dan Efendi et al. which states that store atmosphere has a significant influence on customer satisfaction.[16],[17], And [18]

Having elements that all affect the store atmosphere that you want to create. This is to attract interest and influence consumers. The elements of the store atmosphere consist of the exterior, the interior (general interior), the layout (store layout) and the display of information (interior displays).[19] Store atmosphere is one of the important elements in creating a positive shopping experience for customers. The exterior of the store, such as the facade, lighting, and signage, provides the first impression that influences the customer's decision to enter the store. Meanwhile, the interior of the store (general interior), including lighting, color, and aroma, creates a comfortable atmosphere and supports shopping activities. A well-designed store layout makes it easier for customers to navigate, increases time efficiency, and makes customers feel more organized while shopping. Information displays (interior displays), such as product displays and promotional signage, play a role in attracting customers' attention and motivating purchases. These four elements, when arranged synergistically, can create a pleasant store atmosphere, thereby increasing customer satisfaction.[20] Research shows that a positive shopping experience can increase customer loyalty and support overall store success.[21]

Store atmosphere consists of four main elements that contribute to creating a comfortable and attractive store atmosphere for customers, namely exterior, general interior, store layout, and interior displays. Exterior includes elements such as facade design, signage, windows, and parking areas. An attractive exterior appearance can provide a positive first impression to customers,

---

[16] Ni Wayan Giana Kusumawathi, D P Darmawan, and I G O Suryawardani, "Pengaruh Store Atmosphere, Kualitas Produk, Dan Kualitas Layanan Terhadap Kepuasan Konsumen Di Seniman Coffee Studio," *E-Jurnal Agribisnis Dan Agrowisata* 8, no. 1 (2019): 1–10, https://doi.org/10.24843/JAA.2019.v08.i01.p01.

[17] Febila Kusuma Wardhani and Renny Dwijayanti, "Pengaruh Store Atmosphere Dan Keragaman Produk Terhadap Kepuasan Pelanggan: Studi Pada Pelanggan Coffee Shop Rustic Market Surabaya," *Jurnal Sains Sosio Humaniora* 5, no. 1 (2021): 510–21, https://www.semanticscholar.org/paper/Pengaruh-Store-Atmosphere-dan-Keragaman-Produk-Pada-Wardhani-Dwijayanti/70c315d536ffabe541d2713882f533edb3f2fa69.

[18] Nasrul Efendi, Tya Wildana Hapsari Lubis, and Sugianta Ovinus Ginting, "Pengaruh Citra Merek, Promosi, Kualitas Pelayan Dan Store Atmosphere Terhadap Kepuasan Konsumen," *Jurnal Ekonomi* 28, no. 2 (July 2023): 197–215, https://doi.org/10.24912/je.v28i2.1626.

[19] Veta Lidya Delimah Pasaribu, "Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Pada Restoran De'Cost Giant Pamulang Square Tangerang Selatan," *Manajerial: Jurnal Manajemen Dan Sistem Informasi* 19, no. 2 (2020): 156–67, https://doi.org/10.17509/manajerial.v19i2.23740.

[20] J. R. Berman, B., & Evans, *Retail Management: A Strategic Approach (13th Ed.)*, 13th ed. (Boston, Massachusetts, USA: Pearson Education, 2018).

[21] Philip T. Kotler and K.L. Keller, *Marketing Management* (Praha: Grada, 2013).

encouraging them to enter the store. According to Berman & Evans,[22] a well-designed exterior can build a store's image while attracting the attention of potential customers.

The interior of the store includes lighting, wall coloring, room temperature, aroma, and background music. These elements affect the customer's perception of comfort while in the store. For example, adequate lighting and pleasant aromas can create a relaxing and inviting atmosphere. Kotler & Keller[23] mentioned that a comfortable atmosphere in the store can increase the duration of customer visits and support a positive shopping experience. The Store Layout element regulates how products are positioned to facilitate customer navigation. An efficient layout helps customers find products easily, reducing frustration while shopping. Levy, M., Weitz[24] emphasizes that a good layout not only enhances customer convenience but can also influence purchasing decisions. While information displays include product displays, promotional signage, and other visual elements inside the store. Attractive interior displays can guide customers to explore featured products. According to Levy, M., Weitz,[25] creative and informative product displays can increase customer interest in purchasing, especially for promotional products or new items.

Efforts to create a distinctive café character by building a café atmosphere or Store Atmosphere are a form of strategy in providing a comfortable and pleasant atmosphere. Indri & Siagian[26] states that the measurement of customer satisfaction or dissatisfaction is directly influenced by the consumer's affective feelings (positive or negative). The usefulness of Store Atmosphere for a cafe is very important, for example, a unique way of serving, a distinctive taste of food, exclusive entertainment.

Based on the results of the analysis, it shows that Product Variation has a significant effect on Customer Satisfaction at Coffee Shops. This shows that the second hypothesis is proven that "it is suspected that Product Variation has a significant effect on Customer Satisfaction at Coffee Shops" is proven true.

These results show that there are similarities in the research carried out. Maruli et al. and Finthariasari et al. which states that product variation has a significant effect on customer satisfaction. Product variation or product diversity is an attraction for consumers, especially because

---

[22] Barry R Berman and Joel R. Evans, *Retail Management: A Strategic Approach (13th Edition)*, *Pearson*, 2010, https://doi.org/10.1520/GTJ103256.

[23] Kotler and Keller, *Marketing Management*.

[24] B A. Levy, M., Weitz, *Retailing Management Information Center*, *Paper Knowledge . Toward a Media History of Documents*, 2012.

[25] Levy, M., Weitz.

[26] Florencia Indri and Dergibson Siagian, "Dampak Emosi Positif Dan Keterlibatan Konsumen Dalam Rangka Meningkatkan Repatronage Intentions (Studi Empirik Pada Farmers Market Mall Kelapa Gading)," *Jurnal Manajemen* 8, no. 1 (2018): 1–14.

it can provide more varied alternative choices. More varied alternative choices for consumers can encourage consumer satisfaction.[27]And [28]

Product variation or product diversity is not a new thing in the world of marketing, where this strategy is widely used in product launches. According to Kotler & Armstrong,[29] product variation as a separate expert in a brand or product line that can be distinguished based on size, price, appearance or characteristics. Product variation is something that must be considered by the company to improve product performance, if the product is not diverse then the product will lose out to other products. According to Hanum & Hidayat[30] "things of the situationvariousvariety" every consumer does not have the same taste. If a restaurant or cafe has a diverse menu, it will be easier to attract consumers. Because the more choices provided, the easier it will be for consumers to choose a menu according to their wishes.

Based on the results of the analysis, it shows that service quality has a significant effect on Customer Satisfaction at Coffee Shops. This shows that the third hypothesis is proven that "it is suspected that Service Quality has a significant effect on Customer Satisfaction at Coffee Shops" is proven to be true. From these results, it shows that there are similarities in the research conducted Budiarno et al. and [31] which states that service quality has a significant influence on customer satisfaction.[32]And [33]

Tjiptono[34] states that service quality is the discovery of customer needs and desires and the determination of its delivery to balance customers. Thus there are two factors that influence service quality, namely expected service and perceived service.

Satisfaction is a form of service that is basically intangible. This was expressed by Gronroos as quoted by Tjiptono[35] states that service is a process consisting of a series of intangible activities

---

[27] Elia Maruli, Ferdinand Anigomang, and Yustina Maro, "Pengaruh Variasi Produk, Harga, Dan Suasana Tempat Terhadap Kepuasan Konsumen," *Jurnal Ilmiah Wahana Pendidikan* 8, no. 23 (December 2022): 742–54, https://doi.org/10.5281/zenodo.7639059.

[28] Meilaty Finthariasari, Sri Ekowati, and Roy Krisna, "Pengaruh Kualitas Produk, Display Layout, Dan Variasi Produk Terhadap Kepuasan Konsumen," *Ekombis Review: Jurnal Ekonomi Dan BisnisREVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis* 8, no. 2 (July 2020): 149–59, https://doi.org/10.37676/ekombis.v8i2.1081.

[29] Philip Kotler and Gary Armstrong, *Principles of Marketing*, 17th ed. (London, England: Pearson Education, Limited, 2016).

[30] Hanum and Hidayat, "Faktor–Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan."

[31] Reza Nurul Ichsan and Ahmad Karim, "Kualitas Pelayanan Terhadap Kepuasan Nasabah Pt. Jasa Raharja Medan," *Jurnal Penelitian Pendidikan Sosial Humaniora* 6, no. 1 (2021): 54–57, https://doi.org/10.32696/jp2sh.v6i1.729.

[32] Budiarno Budiarno, Ida Bagus Nyoman Udayana, and Ambar Lukitaningsih, "Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan," *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi* 19, no. 02 (July 2022): 226–33, https://doi.org/10.25134/equi.v19i02.4531.

[33] Ichsan and Karim, "Kualitas Pelayanan Terhadap Kepuasan Nasabah Pt. Jasa Raharja Medan."

[34] Tjiptono, *Strategi Pemasaran*.

[35] Tjiptono.

that usually (but not always) occur in interactions between consumers and service employees, resources, physical, goods, or service provision systems provided as solutions to consumer problems. From the definition above, it can be interpreted that service is an activity provided to consumers and is basically intangible, provided as a solution or consumer problem.

Services are activities offered by service providers to consumers, which can be in the form of objects and other things, this was written by Lovelock et al.[36] which states that service is an economic activity offered by one party to another party. can be based on time, performance brings the desired results to the recipient, objects or other assets are the responsibility of the buyer. According to Lupiyoadi,[37] stated that in determining the level of customer satisfaction there are five main factors that are important and must be considered by the company, namely service quality, product quality, emotional feelings, price and costs.

CONCLUSION

The results of the study show that the Store Atmosphere variableinfluentialpositively towards Customer Satisfaction at Coffee Shop Cekopi Manahan. The Product Variation variable has a positive effect on Customer Satisfaction at Coffee Shop Cekopi Manahan. The Service Quality variable has a positive effect onSatisfactionCustomers at Coffee Shop Cekopi Manahan. The F sig. value of 0.000 is smaller than 0.05. Simultaneously, the variables Store Atmosphere, Product Variation, and Service Quality have a significant effect on Customer Satisfaction at Coffee Shop Cekopi Manahan. From the results of the determination calculation (R2) of 0.588, this means that the independent variables in the model (Store Atmosphere, Product Variation, and Service Quality) explain the variation in Customer Satisfaction by 58.8% and 41.2%explainedby other factors or variables outside the model.

BIBLIOGRAPHY

Abdurrahim, Abdurrahim, Hendy Tannady, Dhiana Ekowati, Winanto Nawarcono, and Arief Budi Pratomo. "Analisis Peran Harga, Variasi Produk Dan Kualitas Produk Terhadap Customer Satisfaction Produk Konveksi." *Journal of Economic, Bussines and Accounting (COSTING)* 6, no. 2 (January 2023): 1302–7. https://doi.org/10.31539/costing.v6i2.5274.

Berman, B., & Evans, J. R. *Retail Management: A Strategic Approach (13th Ed.)*. 13th ed. Boston, Massachusetts, USA: Pearson Education, 2018.

Berman, Barry R, and Joel R. Evans. *Retail Management: A Strategic Approach (13th Edition). Pearson*, 2010. https://doi.org/10.1520/GTJ103256.

Budiarno, Budiarno, Ida Bagus Nyoman Udayana, and Ambar Lukitaningsih. "Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas

---

[36] Lovelock, Wirtz, and Mussry, *Pemasaran Jasa – Perspektif Indonesia*.
[37] Lupiyoadi, *Manajemen Pemasaran Jasa: Berbasis Kompetensi*.

Pelanggan." *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi* 19, no. 02 (July 2022): 226–33. https://doi.org/10.25134/equi.v19i02.4531.

Efendi, Nasrul, Tya Wildana Hapsari Lubis, and Sugianta Ovinus Ginting. "Pengaruh Citra Merek, Promosi, Kualitas Pelayan Dan Store Atmosphere Terhadap Kepuasan Konsumen." *Jurnal Ekonomi* 28, no. 2 (July 2023): 197–215. https://doi.org/10.24912/je.v28i2.1626.

Finthariasari, Meilaty, Sri Ekowati, and Roy Krisna. "Pengaruh Kualitas Produk, Display Layout, Dan Variasi Produk Terhadap Kepuasan Konsumen." *Ekombis Review: Jurnal Ekonomi Dan BisnisREVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis* 8, no. 2 (July 2020): 149–59. https://doi.org/10.37676/ekombis.v8i2.1081.

Hanum, Zubaidah, and Sahral Hidayat. "Faktor–Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan." *Jurnal Bis-A: Jurnal Bisnis Administrasi* 6, no. 1 (2017): 37–43.

Hasanuddin, Iip Irawan. "Pengaruh Costumer Experience Dan Penanganan Keluhan Terhadap Kepuasan Konsumen Kapal KFC Jetliner Di Pelabuhan Murhum Baubau." *Jurnal Ilmiah Bongaya* 6, no. 1 (July 2022): 82–91.

Ichsan, Reza Nurul, and Ahmad Karim. "Kualitas Pelayanan Terhadap Kepuasan Nasabah Pt. Jasa Raharja Medan." *Jurnal Penelitian Pendidikan Sosial Humaniora* 6, no. 1 (2021): 54–57. https://doi.org/10.32696/jp2sh.v6i1.729.

Indri, Florencia, and Dergibson Siagian. "Dampak Emosi Positif Dan Keterlibatan Konsumen Dalam Rangka Meningkatkan Repatronage Intentions (Studi Empirik Pada Farmers Market Mall Kelapa Gading)." *Jurnal Manajemen* 8, no. 1 (2018): 1–14.

Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. 17th ed. London, England: Pearson Education, Limited, 2016.

Kotler, Philip, and Kevin Lane Keller. *Marketing Mangement*. London, England: Pearson Edition Limited, 2016.

Kotler, Philip T., and K.L. Keller. *Marketing Management*. Praha: Grada, 2013.

Krismonanda, Febrian, and Iskandar Iskandar. "Pengaruh Variasi Produk Dan Citra Merek Terhadap Keputusan Pembelian Ulang Pada Susu Setia Di Tenggarong." *Jurnal Ekonomi & Manajemen Indonesia* 21, no. 2 (November 2023): 36–48. https://doi.org/10.53640/jemi.v21i2.953.

Kusumawathi, Ni Wayan Giana, D P Darmawan, and I G O Suryawardani. "Pengaruh Store Atmosphere, Kualitas Produk, Dan Kualitas Layanan Terhadap Kepuasan Konsumen Di Seniman Coffee Studio." *E-Jurnal Agribisnis Dan Agrowisata* 8, no. 1 (2019): 1–10. https://doi.org/10.24843/JAA.2019.v08.i01.p01.

Levy, M., Weitz, B A. *Retailing Management Information Center. Paper Knowledge . Toward a Media History of Documents*, 2012.

Lovelock, Christoper, Jochen Wirtz, and Jacky Mussry. *Pemasaran Jasa – Perspektif Indonesia*. Jilid 1. Jakarta: Erlangga, 2010.

Lupiyoadi, Rambat. *Manajemen Pemasaran Jasa: Berbasis Kompetensi*. Jakarta: Salemba Empat, 2013.

Maharani, Nesa Dya, and Suwitho Suwitho. "Pengaruh Store Atmosphere, Variasi Produk, Dan Harga Terhadap Repurchase Intention Pada Economie Resto Merr Surabaya." *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 10, no. 3 (2021): 1–16.

Maruli, Elia, Ferdinand Anigomang, and Yustina Maro. "Pengaruh Variasi Produk, Harga, Dan Suasana Tempat Terhadap Kepuasan Konsumen." *Jurnal Ilmiah Wahana Pendidikan* 8, no. 23 (December 2022): 742–54. https://doi.org/10.5281/zenodo.7639059.

Pasaribu, Veta Lidya Delimah. "Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Pada Restoran De'Cost Giant Pamulang Square Tangerang Selatan." *Manajerial: Jurnal Manajemen Dan Sistem Informasi* 19, no. 2 (2020): 156–67. https://doi.org/10.17509/manajerial.v19i2.23740.

Prasetya, Steven Apriliano Angsar. "Analysis Strategi Promotion Guna Meningkatkan Kunjungan Di Berbagi Kopi Bali Pada Era New Normal: Promotion Strategy Analysis to Increase Visits at Berbagi Kopi Bali In The New Normal Era." *Jurnal Ilmiah Pariwisata Dan Bisnis* 1, no. 6 (2022): 1360–75.

Rahayu, Sri, I Putu Gede Diatmika, and Wahyu Haryadi. "Analisis Potensi Wisata Kuliner Dalam Mendukung Perekonomian Umkm Pesisir Saliper Ate Di Kabupaten Sumbawa." *Jurnal Riset Kajian Teknologi Dan Lingkungan* 5, no. 1 (2022): 1–8. https://doi.org/10.58406/jrktl.v5i1.954.

Setiawan, Ajis, Nurul Qomariah, and Haris Hermawan. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen." *Jurnal Sains Manajemen Dan Bisnis Indonesia* 9, no. 2 (2019): 114–26. https://doi.org/10.32528/jsmbi.v9i2.2819.

Tjiptono, Fandy. *Strategi Pemasaran*. Yogyakarta: Andi, 2015.

Trilaksono, Agung Irsyad, and Budi Prabowo. "Analisis Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening:" *Reslaj : Religion Education Social Laa Roiba Journal* 5, no. 1 (August 2022): 101–12. https://doi.org/10.47467/reslaj.v5i1.1262.

Tua, Daud William Marihot, and Ainun Mardhiyah. "Pengaruh Tingkat Pendidikan Dan Pengalaman Kerja Terhadap Kinerja Karyawan Bagian Keperawatan Rumah Sakit Umum Daerah Padangsidimpuan." *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)* 2, no. 3 (2022): 121–27. https://doi.org/10.54209/jasmien.v2i3.170.

Violin, Vivid, Mahfudnurnajamuddin, Sabri Hasan, and Muhlis Sufri. "Pengaruh Konsep Low-Cost Carrier Dan Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Maskapai Lion Airlines Di Indonesia." *Journal of Management Science (JMS)* 3, no. 2 (June 2022): 150–60. https://doi.org/10.52103/jms.v3i2.957.

Wardhana, Reza Eka. "Pengaruh Customer Experience Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Mie Rampok Tahanan Surabaya)." *Jurnal Ilmu Manajemen* 4, no. 3 (2016): 1–9.

Wardhani, Febila Kusuma, and Renny Dwijayanti. "Pengaruh Store Atmosphere Dan Keragaman Produk Terhadap Kepuasan Pelanggan: Studi Pada Pelanggan Coffee Shop Rustic Market Surabaya." *Jurnal Sains Sosio Humaniora* 5, no. 1 (2021): 510–21. https://www.semanticscholar.org/paper/Pengaruh-Store-Atmosphere-dan-Keragaman-Produk-Pada-Wardhani-Dwijayanti/70c315d536ffabe541d2713882f533edb3f2fa69.