CAFE ATMOSPHERE AND SERVICE QUALITY ON CONSUMER SATISFACTION

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INTRODUTION

Marketing has a very important role for the success of entrepreneurs, the main goal of marketing is sales. Sales is a process of exchanging goods or services with a certain amount of value from producers to consumers for the success of a company. Along with the development of technology in the era of globalization, it has brought many changes in terms of lifestyle, behavior and culture in society. Nowadays, very rapid business growth and development requires businesses to compete in marketing the products or services they produce. For this reason, business people can develop the right marketing strategy. A business needs to know their wants and needs regarding products and services, and the most important thing is to be astute in seeing market opportunities.

One of the businesses that is currently developing in Indonesia is the coffee shop. A coffee shop is a type of cafe that is included in the small cafe category which provides a place to drink coffee with facilities that support consumer comfort. Based on data compiled by the International Coffee Organization (ICO), it shows that Indonesia's coffee consumption for the 2016/2017 period reached 4.6 million packages of 60 kg/lb, ranking 6th in the country with the world's largest coffee consumption after Russia and the world's largest coffee consumption. are European Union countries.

visitor data at the J'Kopi Pati cafe. Based on the data above, it can be seen that there are fluctuations (up and down) in visitors at J'Kopi Pati. It can be seen that there are several months that experience an increase and decrease in visitors. It can be seen in the table that there was a decrease in April by 150 visitors, this happened because April coincided with the fasting month of Ramadan. However, if we look at the month of May, coinciding with the Eid al-Fitr holiday, the number of visitors increased drastically to 430 visitors, therefore it is important for researchers to be able to find out the trigger for the phenomenon of reduced consumers visiting J'Kopi Pati.

The increasing existence of cafes among the public cannot be denied by the emergence of quite tight competition among competitors in the cafe sector to attract greater customer satisfaction. Businessman Cafes have an effort to attract and get lots of customers in order to get profits that are in line with the goals of cafe business people, in this case business people must be able to provide a different atmosphere and maximum service so as to create satisfaction for customers (Isna, 2020).

Regarding the problems above, researchers realize that the atmosphere of the cafe and the quality of service need to be maximized in order to create satisfaction from consumers. So, later consumers will be interested in visiting again. Based on the explanation given by the researcher above, the researcher is interested in systematically and in detail proving whether the cafe atmosphere and service quality are significant to consumer satisfaction and their influence on the cafe itself. So from the above phenomenon the researcher raised a thesis title "The Influence of Cafe Atmosphere on Consumer Satisfaction at J'Kopi Pati".

Tabel 1. visitor data Kafe J'Kopi Pati

Januari – Agustus 2022

No	Bulan	Pengunjung
1	Januari	500
2	Februari	450
3	Maret	410
4	April	150
5	Mei	430
6	Juni	400
7	Juli	350
8	Agustus	300

Sumber : Kafe J'Kopi Pati

RESEARCH METHODS

This research uses a quantitative research approach using questionnaires in the survey method. According to (Sugioyono, 2016) quantitative research methods can be interpreted as research methods that are based on the philosophy of positivity, used to research certain populations or samples using purposive sampling techniques, which determine samples with certain considerations (Sugiyono, 2016). data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses. The population in this research is all J'Kopi Pati consumers. The sample in this research was consumers aged 17 years and over who had visited J'Kopi Pati. Therefore, to find out the sample using the formula (Lameshow, 1997)

The results of calculations using the Lameshow formula above, the sample value (n) obtained is 96.04 which is then rounded to 100 respondents.

The collected data will be processed using data analysis techniques consisting of instrument tests which are divided into two, namely reliability tests and validity tests, classical assumption tests which consist of tests, namely normality tests, multicollinearity tests and heteroscedasticity tests. The data analysis technique consists of descriptive analysis and multiple linear regression analysis. To test whether the regression model is significant or not, use the F test. Lastly, hypothesis testing uses the t test and the coefficient of determination (R^2) test.

RESULTS

There were 100 respondents who had filled out the questionnaire. Respondent characteristics used in this research include gender, occupation, domicile and age. The following is a general description of the respondents that has been compiled:

Tabel 2. Respondent Characteristics

Characteristics of Respondents Based on Gender

Jenis Kelamin	Frekuensi	Presentase
Laki-laki	36	36,0%
Perempuan	64	64,0%

Karakteristik Responden Berdasarkan Pekerjaan		
Pekerjaan	**Frekuensi**	**Presentase**
Pelajar/Mahasiswa	83	83%
Wirausaha	5	5%
Karyawan Swasta	7	7%
ASN/TNI/POLRI	2	2%
Karyawan Toko	1	1%
Tidak Bekerja	1	1%
Karakteristik Responden Berdasarkan Usia		
Usia	**Frekuensi**	**Presentase**
17-25 Tahun	94	94%
26-33 Tahun	5	5%
34-40 Tahun	1	1%
Karakteristik Responden Berdasarkan Domisili		
Domisili	**Frekuensi**	**Presentase**
Pati	94	94%
Jepara	4	4%
Kudus	2	2%
Semarang	1	1%

Sumber : Data Primer
diolah 2023

Based on Table 2, it shows that 36 respondents were male or (36%), while 64 respondents were female or (64%). From the description of the table above, it can be indicated that female respondents visit J'Kopi Pati more often than male respondents. The characteristics of respondents based on work show that the majority of respondents were students with 83 students (83%).

Apart from that, the characteristics of the respondents can be seen based on their age, namely 17-25 years old, 94 people (94%), which means that this age group visits J'Kopi Pati the most. The majority of respondents based on domicile were the Pati domicile, where the consumers who came were dominated by local residents around the research object.

Description of Respondent's Assessment

a. Description of Cafe Atmosphere Variables

Table 3. Description of Assessment of Cafe Atmosphere Variables

Variabel	Pertanyaan	STS	TS	N	S	SS	Total
		1	2	3	4	5	
Suasana	X1. 1	3	3	4	22	68	100
Kafe	Presentase	3%	3%	4,8%	22%	68%	100%
(X1)	X1. 2	0	4	9	41	46	100
	Presentase	0%	4%	9%	41%	46%	100%
	X1. 3	0	7	14	55	24	100
	Presentase	0%	7%	14%	55%	24%	100%
	X1. 4	0	4	8	46	43	100
	Presentase	0%	4%	8%	46%	43%	100%

Based on table 3, the average respondents' answers stated agree and strongly agree. These results are shown by the statement from the questionnaire that there is a good perception of the cafe atmosphere for consumers at J'Kopi Pati. Thus, it is concluded that all the cafe atmosphere variable items obtained from the questionnaire data have been fulfilled sufficiently.

b. Description of Assessment of Service Quality Variables

Table 4. Description of Assessment of Service Quality Variables

Variabel	Pertanyaan	STS	TS	N	S	SS	Total
		1	2	3	4	5	
Suasana	X2. 1	1	4	24	52	19	100
Kafe	Presentase	1%	4%	24%	52%	19%	100%
(X1)	X2. 2	1	3	30	43	23	100
	Presentase	1%	3%	30%	43%	23%	100%
	X3. 3	0	2	18	60	21	100
	Presentase	0%	2%	18%	60%	21%	100%
	X4. 4	0	2	18	57	23	100

Based on table 4, the average respondent's answer was that they agreed. These results are shown by the statement from the questionnaire that there is a good perception of the quality of service for consumers at J'Kopi Pati. Thus it is concluded that all service quality variable items obtained from the questionnaire results data have been fulfilled adequately.

c. Description of Consumer Satisfaction Variable Assessment

Table 5. Description of Assessment of Consumer Satisfaction Variables

Variabel	Pertanyaan	STS	TS	N	S	SS	Total
		1	2	3	4	5	
Suasana	Y1. 1	0	2	7	53	38	100
Kafe	Presentase	0%	2%	7%	53%	38%	100%
(X1)	Y1. 2	1	4	18	53	25	100
	Presentase	1%	4%	18%	53%	25%	100%
	Y1. 3	3	6	29	47	15	100
	Presentase	3%	6%	29%	47%	15%	100%
	Y1. 4	1	6	18	58	17	100
	Presentase	1%	6%	18%	58%	17%	100%
	Y1.5	0	6	23	48	23	100
	Presentase	0%	6%	23%	48%	23%	100%

Based on table 4, the average respondent's answer was that they agreed. These results are shown by the statement from the questionnaire that there is a good perception of consumer satisfaction for consumers at J'Kopi Pati. Thus, it is concluded that all consumer satisfaction variable items obtained from the questionnaire results data have been fulfilled adequately.

Reliability Test

Reliability test is an index that shows the extent to which a measuring instrument can be trusted or relied upon. Reliability shows the consistency of a measuring instrument in measuring the same symptoms, in several times implementing the Cronbach alpha measurement technique in SPSS. Where it is said to be reliable if alpha > 0.70.

Tabel 6. Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Keterangan
Suasana Kafe	0,789	Reliabel
Kualitas Pelayanan	0,865	Reliabel
Kepuasan Konsumen	0,902	Reliabel

Sumber : Data diolah peneliti, 2023

Table 6 shows that the Cronbach alpha value for the cafe atmosphere variable is 0.789, the service quality variable is 0.865, and the consumer satisfaction variable is 0.902. Mark
Cronbach alpha for all variables is greater than 0.70, so it can be said that all variables in this study are reliable.

Validity test

Validity test is a measuring instrument used to measure the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that can be measured by the questionnaire, Ghozali (2021). In this research, researchers will carry out a validation test to determine the validity of the questionnaire as a survey measuring tool and can be used to collect data from respondents who visit J'Kopi Pati. In testing the adequacy of the requirements for this instrument, the researcher first started with the cafe atmosphere variable (X1), the service quality variable (X2), and the consumer satisfaction variable (Y). Validity test results were carried out using statistical programs and service solution series 25.0.

Table 7. Validity Test Results

Tabel 7. Hasil Uji Validitas

Variabel	Pernyataan	Rhitung (Pearson Correlation)	RTabel	Kriteria
Kualitas Produk (X1)	X1.1	0,748	0,1966	Valid
	X1.2	0,767	0,1966	Valid
	X1.3	0,791	0,1966	Valid
	X1.4	0,829	0,1966	Valid
Inovasi Produk (X2)	X2.1	0,883	0,1966	Valid
	X2.2	0,863	0,1966	Valid
	X2.3	0,779	0,1966	Valid
	X2.4	0,853	0,1966	Valid
Keputusan Pembelian (Y)	Y1	0,690	0,1966	Valid
	Y2	0,889	0,1966	Valid
	Y3	0,874	0,1966	Valid
	Y4	0,888	0,1966	Valid
	Y5	0,887	0,1966	Valid

The validity test results in table 7 show that the data instrument test can be said to be valid if Rcount is greater than Rtable and has a positive value. So the test results of the cafe atmosphere, service quality and consumer satisfaction variables are declared valid because the calculated R value is greater than R table.

Normality test

The normality test in the regression model is used to test whether the residual values resulting from the regression are normally distributed or not. A good regression model is one that has residual values that are normally distributed according to Ghozali (2021). The normal test can be carried out using the Kolmogorov-Smirnov test.

a. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.

b. If the data is spread far from the diagonal and/or does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.
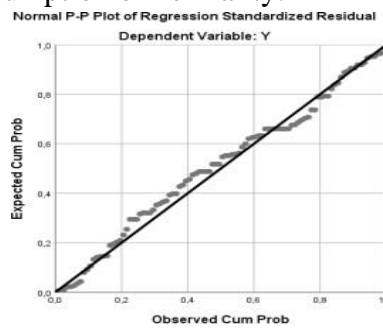

Figure 1. Normality Test Results

Based on Figure 1 above, it shows that the points are spread out and coincide around the diagonal line. Then, the spread follows the diagonal line. This shows that the data in this study is normally distributed.

Multicollinearity Test

According to Ghozali (2021), this multicollinearity test aims to test whether a regression model has a correlation between independent variables or independent variables. A good regression model should have no correlation between independent variables. Multicollinearity testing is seen from the VIF (Variance Inflation Factor) and Tolerance quantities.

a. Tolerance Value ≤ 0.1 or VIF ≥ 10, then multicollinearity occurs.
b. Tolerance Value > 0.1 or VIF < 10, then multicollinearity does not occur.

Table 8. Multicollinearity Test Results

Variabel	Collinearity Statistics		Kesimpulan
	Tolerance	VIF	
Suasana Kafe	0,716	1,397	Tidak terjadi multikolinearitas
Kualitas Pelayanan	0,716	1,397	Tidak terjadi multikolinearitas

Based on table 4.10, it can be seen that the cafe atmosphere and service quality variables have a tolerance value of ≥ and have a VIF value of ≤ 10, so the results of the 2 independent variables in this study indicate that there is no multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is one that has homoscedasticity or no heteroscedasticity Ghozali (2021). Detection of heteroscedasticity can be done by looking at whether there is a certain pattern on the Scatterplot graph between SRESID and ZPRED where the Y axis is the predicted X, the X axis is the residual (actual Y-prediction) which has been studentized.
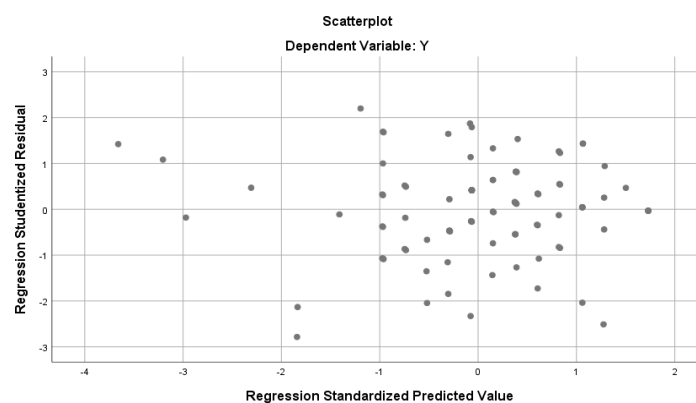

Figure 2. Heteroscedasticity Test Results

DISCUSSION

a. The Influence of Cafe Atmosphere (X1) on Consumer Satisfaction (Y)

The results of this research based on statistical tests show that the cafe atmosphere variable has a value of Tcount > Ttable. So this hypothesis is accepted, meaning that the cafe atmosphere variable has an influence on consumer satisfaction among visitors to the J'Kopi Pati Cafe. This shows that the higher the value of the cafe atmosphere given by the cafe management, the positive impact it will have on consumer satisfaction.

This is in accordance with research by Isna Aminatus Sholihah (2020) regarding the influence of cafe atmosphere and service quality on consumer satisfaction at Merdeka Kafe Nganjuk, showing that the cafe atmosphere variable has a significant effect on consumer satisfaction. This also has similarities with research conducted by Dewi Sri Natalia, Winarto, and Tiur Rajagukguk (2021), that for the atmosphere variable has a value of Tcount > Ttable, which means that the atmosphere variable partially has a positive and significant effect on consumer satisfaction at Drinking Coffee in Medan Johor.

From the results of several studies that tested the cafe atmosphere variable on consumer satisfaction, this is in line with the theory of atmosphere and consumer satisfaction. The better the cafe atmosphere that can be created, the more it will influence consumer satisfaction. When shopping, the cafe atmosphere can get more attention from consumers, a selling point and added value in terms of influencing consumers' desire to visit the cafe, and is likely to lead to consumer satisfaction in shopping. Levi in Isna (2020).

b. The Influence of Service Quality (X2) on Consumer Satisfaction (Y)

The results of research on the consumer satisfaction variable based on statistical tests show that the consumer satisfaction variable obtains Tcount > Ttable. So this hypothesis is accepted, meaning that the service quality variable has a positive influence on consumer satisfaction among visitors to the J'Kopi Pati Cafe. Satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions/messages regarding the performance, or results of a product/service and their expectations.

In this variable, there are several things that trigger consumer satisfaction. J'Kopi Pati Cafe has a service quality that can be said to be good and understands what consumers need and want, this is proven by the assessment of many respondents who answered in the affirmative regarding questions regarding the quality of service at J'Kopi Pati Cafe.

The understanding and explanation above was also discussed in research conducted by Ulfi Setiyani & Ali Maskur (2022) regarding the Influence of Price, Service Quality, Cafe Atmosphere (atmosphere) on Customer Satisfaction. This research explains that the service quality variable has a positive and significant effect on customer satisfaction. This is also supported by research conducted by Donny Arif & Ratna Ekasari regarding the Influence of Service Quality, Price, and Cafe Atmosphere on Consumer Satisfaction, obtaining results in accordance with the hypothesis that service quality has a positive and significant effect on consumer satisfaction.

From the two explanations of the researchers above regarding service quality variables, they both say that service quality variables have a significant positive effect on consumer satisfaction. This service quality variable is something that business activists need to pay attention to if they want to start a business. Because the service quality variable according to (Tjiptono, 2016) states that service quality is the expected level of excellence and control over the expected level of excellence and control over that level of excellence to fulfill customer desires, which will later influence the level of customer satisfaction and disappointment.

c. The Influence of Cafe Atmosphere (X1) and Service Quality (X2) on Consumer Satisfaction (Y) at J'Kopi Pati Cafe

The results of this research, which were tested simultaneously, obtained the Fcount value

> Ftable. So the hypothesis in this test is accepted, which means that the variables of cafe atmosphere and service quality together influence consumer satisfaction. This can be illustrated from the research results which show that the independent variable influences the dependent variable. According to the results of partial tests, a good cafe atmosphere and good service quality can increase consumer satisfaction.

This was also researched by Isra Nur Mujahadah & Cut Isra Setiawati (2020) regarding the Influence of Store Atmosphere (Atmosphere) and Service Quality on Consumer Satisfaction at Upnormal Coffee Roasters Gobal Project Bandung. The results of this research show that store atmosphere and service quality have a significant effect on consumer satisfaction. This is in line with the t test results which state together that Store Atmosphere and consumer satisfaction have a significant effect on consumer satisfaction.

This research also explains that if the store atmosphere provided is good enough and the quality of service provided is maximal as expected, consumer satisfaction will arise. This research is the same as in this research, the cafe atmosphere and service quality variables at the J'Kopi Pati Cafe Object are carried out optimally, such as a well-created cafe atmosphere and good service quality, showing that these two independent variables have a significant effect. on the dependent variable, namely consumer satisfaction.

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