



The Influence of Service Quality and Atmosphere Store on Customer Satisfaction in Oxygen Caffe in Cirebon City

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ABSTRACT

The purpose of this study is to examine and ascertain how customer satisfaction at the Oxygen Coffee shop in Cirebon is impacted by store atmosphere and service quality. This kind of research employs quantitative techniques and is descriptive. The participants in this study were patrons of oxygen coffee shops. Using a Likert scale, a questionnaire instrument, and non-probability sampling with purposive sampling, 96 respondents made up the sample. With the use of the data analysis tool SPSS 25, which facilitates data analysis through the use of multiple linear regression, instrument, and classical assumption tests. The study's findings indicate that while store atmosphere (X2) has a positive and substantial impact on customer satisfaction (Y), service quality (X1) has a positive and significant impact on substantial impact on client satisfaction (Y). Simultaneously influencing customer satisfaction (Y) are the variables of store atmosphere (X2) and service quality (X1).

INTRODUCTION

These days, the coffee manufacturing sector is growing more and more appealing (Ministry of Industry, 2019). Business growth in the food and beverage industry is beginning to gain prominence with the introduction of quickly expanding SMEs, such as different kinds of restaurants, cafes, and so forth. This is due to the fact that Indonesia ranks as the world's fourth-largest producer of coffee. When tourists from different nations visit Indonesia, they are drawn to the country specifically because of how popular Indonesian coffee is. Nowadays, coffee and cafes have replaced the coffee trade. National businesses in Indonesia need to be able to compete with international coffee shops and cafés. In a market that is becoming more and more dynamic, entrepreneurs need to keep coming up with new ideas in order to keep their clients. Naturally, this applies to all businesses, including convection, food, and beverage, and it needs to offer special features that draw in clients.

Hasyim (2021) of RadarCirebon.com claims that there are a lot of cafés these days, particularly in Cirebon City. There's a cafe on almost every corner. But this is a big worry for the Cirebon City Youth, Sports, Culture, and Tourism Department. As per Wandu Sofyan, Head of Tourism 3 and Plt. Head of Youth and Sports, Cirebon City has over 300 cafes, but only 150 of them are officially recognized as tourism businesses and have business permits. You must abide by the rules and the type of business being performed in order to create a favorable business environment in Cirebon City and to comply with applicable regulations. The author

Table 1. Number of Shop / Café Businesses in Cirebon City District

No	District	Jumlah Kafe
1.	Kejaksan	114
2.	Harjamukti	166
3.	Kesambi	116
4.	Lemahwungkuk	161
5.	Pekalipan	63
	Jumlah	620

Source : (*Badan Pusat Statistika Kota Cirebon, 2022*)

The Cirebon City Central Statistics Agency conducted a survey in 2022 and found that there are 620 cafes spread throughout five sub-districts in Cirebon City, with sub-district 4 Harjamukti having the most cafés. In terms of the cafe itself, there are lots of options that provide meals in addition to coffee. food that is either brand-new or previously existing but has a unique flavor or appearance.

Because of people's increasingly sophisticated lifestyles, the café industry is today one of the most attractive business ventures for entrepreneurs. This may result in a competitive market where the company with the greatest degree of success will prevail. To succeed in the cafe industry, businesses must meet a number of criteria, such as those pertaining to client satisfaction and store atmosphere. contentment. The author is able to provide details about a number of Cirebon City cafes, particularly those in Kesambi. are listed in the following order:

Table 2. Café/Coffee Shop in Kesambi

No	Café Name	Draft
1.	Oksigen Coffe	The café has a semi-outdoor concept with a green coffee shop theme
2.	Kopi Roemah Kesambi	Café has a concept like a classic house
3.	Coffe By meraki	The café has a semi-indoor concept with a modern coffee shop theme
4.	Ark Coffe	Café with indoor home concept.

Source : Google.co.id

The four cafes in Kesambi employ various concepts, as the table above demonstrates. It is evident that Oxygen Coffee has a unique concept in contrast to a number of other cafes that employ a green semi-outdoor concept that conveys a sense of peace and coziness. In the interim, there are a number of issues with the initial Oxygen Cafe's service quality, including customer complaints about subpar service. Customers complained about the outdoor conditions, which they felt were less comfortable during the day since they only utilized fans, which they considered were less appropriate to the weather conditions in the city of Cirebon. This was in addition to the issue with the store's atmosphere, which was perceived as less responsive in delivering service. In addition, the unsuitable conditions lead to customers falling.

Kotler and Keller (Angelina, 2022) assert that a person's level of satisfaction with the outcomes compared to their expectations is correlated with their level of happiness or disappointment. Businesses must offer top-notch services in accordance with the consumption habits and lifestyles of their clients. Therefore, businesses need to give their clients high-quality service. When a company's customer service exceeds their expectations, it can boost customer satisfaction and make it more competitive with other businesses in the same industry (Waha & Kindangen, 2023). This is an example of good service quality. In addition, pleased customers will, according to Purba et al. (2023), have a high level of trust in the business, stay put, and even encourage friends and family to use the services of the business. offerings. Service quality, in the words of Kotler & Keller (Ulfi & Ali, 2022), is a model that contrasts the service that customers expect from advertisements, word-of-mouth promotions, and

previous experiences with what they really receive or feel. According to Sari and Utomo (2023), consumers' opinions of the quality of service they receive in relation to their expectations can also be used to determine service quality. Service quality is the most reliable method for balancing performance systems and customer expectations with how they deliver services (Basukiyatno et al., 2020).

The atmosphere of the store is the second contributing factor to consumer happiness, after service quality. A store's atmosphere is deliberately created to appeal to its intended consumer base and encourage purchases. The ambiance of the store plays a big part in determining where customers will eat. To input text, tap or click this link. Clients or potential customers will be drawn to this coffee shop if it has a pleasant ambiance and a nice look. Customers are drawn to coffee shops that offer high-quality products and a welcoming ambiance because of these two factors (Nugroho & Dewantara, 2023). Based on earlier studies by Nanincova (2019), Marwa Nisa (2018) claimed that factors such as service quality client contentment. Contrary to studies by Santoso & Puspita (2018), Udayana & Lukitaningsih (2022) claimed that customer satisfaction is unaffected by service quality. In addition, studies by (Wardhani & Dwijayanti, 2021), (Satria & Telagawathi, 2021), and (Ramadhan, 2020) indicate that the ambiance of a store affects how satisfied customers are. However, studies by (Aini & Tuti, 2022) and (Yulianti & Baehaqi, 2023) found no connection between store atmosphere and customer happiness.

The explanation given above makes clear that there is a gap phenomena and a research gap pertaining to variations from earlier studies. This is the reason for the renewed interest in reexamining variables like as service quality and various retail environments that can affect customer happiness. The Oxygen Cafe in Cirebon City is the object of this study.

LITERATURE REVIEW

Buying Decision (Y)

Kotler and Keller (2015: 135) state that (Angelina, 2022) "explains that consumer satisfaction is related to whether a person is happy or disappointed with the results obtained with expectations." In (Meithiana, 2019), Philip Kotler and Kevin Lane Keller (2012) state that "a person's feeling of joy or disappointment that arises after comparing the performance (results) that are thought about against the expected performance."

Dimensions of Customer Satisfaction

According to (Tjiptono 2009) in (Meithiana, 2019) there are several dimensions of customer satisfaction, including 1) Conformity to Expectations. 2) Interest in visiting again, 3) Willingness to Recommend.

Service Quality (X1)

"Service quality is the totality of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly," state Kotler and Armstrong (2012) (Meithiana, 2019). Good service items have a big part in determining how satisfied customers are." Kotler & Keller (2016:440) (Ulfi & Ali, 2022) define service quality as a model that compares the service that consumers expect to receive or feel with what they expect to receive, based on past experiences, word-of-mouth promotions, and advertising. Customers feel more satisfied when they receive higher-quality goods and services.

Dimensions of Service Quality

According to (Tjiptono, 2012) there are several dimensions or attributes that need to be considered in service quality, namely: 1) Tangibles. 2) Reliability. 3) Responsiveness. 4) Guarantees and Certainty (assurance). 5) Empathy.

Store Atmosphere (X2)

According to Kotler & Keller, (2007:177) in (Azzahra & Sutrisna, 2023) Store Atmosphere is "a planned atmosphere that suits the target market and that can attract customers to buy. Customers' decisions about where they will eat are greatly influenced by the atmosphere of the store." According to (Ulfi & Ali, 2022) "store atmosphere is a combination of store characteristics such as architecture, layout, lighting, color placement, music temperature, aroma which as a whole will create an image in the minds of consumers.

Dimensions of Store Atmosphere

According to Berman and Evan (2018) in (Waha & Kindangen, 2023), the dimensions of store atmosphere include: 1) General exterior. 2) General Interior. 3) Store Layout. 4) Interior Displays.

THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

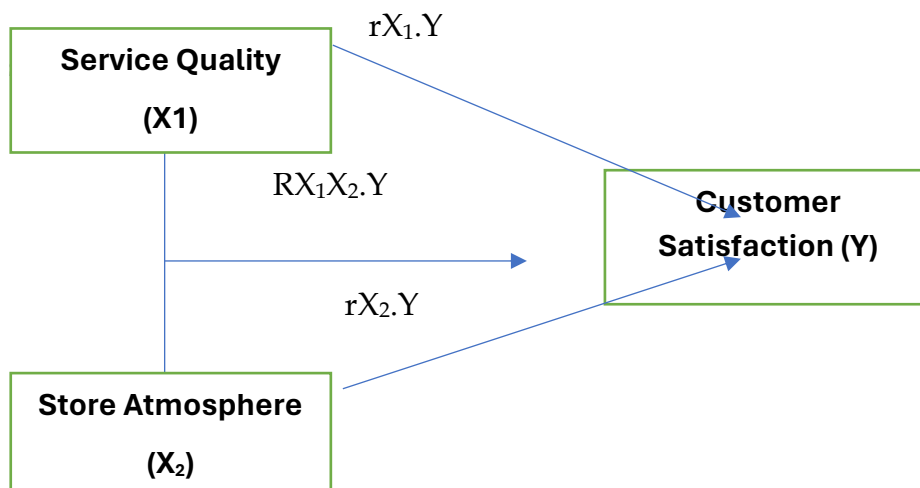


Figure 1. Framework of Thought

Information :

X1: Service Quality (Independent Variable)

X2: Store Atmosphere (Free Variable)

Y: Customer Satisfaction (Dependent Variable)

rX1Y: Relationship between Service Quality and Customer Satisfaction.

rX2Y: The Relationship between Store Atmosphere and Customer Satisfaction.

RX1X2.Y: The relationship between Service Quality and Store Atmosphere simultaneously on Customer Satisfaction.

METHODOLOGY

This kind of study employs a quantitative methodology. According to Sugiyono (2019), quantitative research is a positive philosophy-based methodology that asks questions on the link between two or more variables in the formulation of the research problem. Customer satisfaction (Y) is the dependent variable in this study, whereas service quality (X1) and store atmosphere (X2) are the independent variables. Purposive sampling was the technique employed in this study's sampling, having a target demographic of respondents who drink Oxygen Coffee Cirebon and are male and female between the ages of 17 and 35. Although the population and sample size of the study's respondents are unknown, the Limeshow Equation Formula, as per Sugiyono (2021), is used to calculate the sample size with a margin of error of 10%

RESULT AND DISCUSSION

Based on computations with a 10% margin of error utilizing the Limeshow Equation Formula, 96 sample respondents were needed for this study. This is consistent with Roscoe's first point's sample size recommendations, which state that a research study's appropriate sample size should range from 30 to 500. Therefore, the researcher used a sample size of 96 respondents for this investigation. Next, data analysis using multiple linear regression, reliability testing, validity testing, and classical assumption testing will be done.

1. Validity Test

Table 5 Validity Test Results

No	Flexible	Unit	R Count	R Table	Information
1	Service quality	X1.1	0.316	0.1986	Valid
		X1.2	0.507	0.1986	Valid
		X1.3	0.400	0.1986	Valid
		X1.4	0.365	0.1986	Valid
		X1.5	0.501	0.1986	Valid
		X1.6	0.514	0.1986	Valid
		X1.7	0.561	0.1986	Valid

		X1.8	0.409	0.1986	Valid
		X1.9	0.412	0.1986	Valid
		X1.10	0.314	0.1986	Valid
2	Store Atmosphere	X2.1	0.428	0.1986	Valid
		X2.2	0.212	0.1986	Valid
		X2.3	0.445	0.1986	Valid
		X2.4	0.369	0.1986	Valid
		X2.5	0.420	0.1986	Valid
		X2.6	0.249	0.1986	Valid
		X2.7	0.397	0.1986	Valid
		X2.8	0.475	0.1986	Valid
3	Customer satisfaction	Y.1	0.526	0.1986	Valid
		Y.2	0.680	0.1986	Valid
		Y.3	0.507	0.1986	Valid
		Y.4	0.481	0.1986	Valid
		Y.5	0.536	0.1986	Valid
		Y.6	0.442	0.1986	Valid

Based on the results of the validity test in Table 5, the calculated r-value is greater than the r-table value and all the information is valid and contributes to the positive correlation between the statements of each variable and the construct score.

2. Reliability Test

Table 6 Reliability Test Results

No	Variable	Cronbach Alpha	Limit Value	Information
1	Service quality	0,890	0,60	Reliable
2	Store Atmosphere	0,875	0,60	Reliable
3	Customer satisfaction	0,896	0,60	Reliable

Based on Table 6. Reliability test results, the results of the reliability test in this study produced a Cronbach's Alpha value for each variable >0.60, so all variables used were declared reliable.

3. Normality Test

To ensure normality, this test is run on the regression model's independent and dependent variables. A robust regression model is indicated by data distribution patterns in SPSS that exhibit normal characteristics or are nearly normal. The Kolmogorov-Smirnov significance value is more than 5%, or 0.05, at a confidence level of 0.260, as can be seen in the table below. Thus, it is believed to suggest that the data fall inside the range of the normal distribution.

**Table 7. Normality Test
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.22638701
Most Extreme Differences	Absolute	.150
	Positive	.087
	Negative	-.150
Kolmogorov-Smirnov Z		1.472
Asymp. Sig. (2-tailed)		.026

a. Test distribution is Normal.

b. Calculated from data.

4. Multicollinearity Test

As a correlation test between the independent and dependent variables in the regression model, the multicollinearity test is conducted. It can be seen from the data in the table below that the VIF is less than 10 and the tolerance value is greater than 0.1. According to this analysis, there are no issues with multicollinearity in the variables that were detected.

**Table 8. Multicollinearity Test
 Coefficients^a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 Kualitas Pelayanan	.574	1.742
Store Atmosphere	.574	1.742

a. Dependent Variable: Customer satisfaction

5. Multiple Linear Regression Test

Tabel 9. Multiple Linear Regression Analysis - Coefficients
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.292	2.011		1.637	.105
Service quality	.343	.061	.509	5.657	.000
Store Atmosphere	.229	.065	.316	3.513	.001

Based on the results of statistical calculations using the SPSS program as in Table 7. multiple linear regression analysis - coefficients, the following multiple linear regression equation is obtained: $Y = \alpha + b_1 X_1 + b_2 X_2 + e$

$$Y = 3.292 + 0,343X_1 + 0,229X_2 + e$$

From the multiple linear regression equation above, it can be concluded as follows:

- 1) The α (positive) value is 3,292, indicating that Customer Satisfaction of 3,292 increases by one percent if Service Quality (X1) and Store Atmosphere (X2) are fixed values. This means that service quality (X1) and store atmosphere (X2) have a one-way relationship.
- 2) Service quality (X1) coefficient value (positive) is 0.343, meaning that every time service quality increases by one percent, customer satisfaction increases by 34.3%. This means that service quality and customer satisfaction have a one-way relationship.
- 3) Store Atmosphere (X2) coefficient value (positive) is 0.229, meaning that every time the store atmosphere increases by one percent, customer satisfaction increases by 22.9%. This means that store atmosphere and customer satisfaction have a one-way relationship.

6. T Test (Partial Test)

Tabel 10. Partial Test Results (Uji t) - Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.292	2.011		1.637	.105
	Service quality	.343	.061	.509	5.657	.000
	Store Atmosphere	.229	.065	.316	3.513	.001

- 1) Obtained a t-count value of 5.657 > 1.976 t-table and a sig value. 0.000 < 0.05 alpha, which means that service quality has a partially significant effect on customer satisfaction at Caffe Oxygen in Cirebon City
- 2) Obtained a t-count value of 3.787 > 1.976 t-table and a sig value. 0.001 < 0.05 alpha, which means the store atmosphere has a partially significant effect on customer satisfaction at Caffe Oxygen in Cirebon City

7. F Test (Simultaneous Test)

Tabel 10. Uji Simultaneous Test Results (Uji F) - ANOVA^a

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	620.094	2	310.047	61.233	.000 ^b
	Residual	470.896	93	5.063		
	Total	1090.990	95			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Store Atmosphere, Service quality

- 1) Based on Table 9 above, the findings from this test show that there is a significant relationship between service quality and store atmosphere on customer satisfaction at Caffe Oxygen in Cirebon City, with F-count 61,223 > 2.31 F-table and sig. 0.000 < 0.05 alpha.

DISCUSSION

1) The partial influence of service quality on customer satisfaction

The results of the calculation indicate that the t-count value is more than the t-count value, which is the sig value of service quality. Thus, it can be inferred that customer satisfaction is influenced by the quality of the services offered by Caffe Oxygen. For instance, friendliness is one aspect of service quality that increases when customers are well-served by the staff in Cirebon City when

they have questions about orders or information. Customers are satisfied because they are pleased with the caliber of the services that are currently provided. Research by (Abram et al., 2023; Fuaddi & Rosida, 2023; Nuryadin et al., 2023; Rosyid et al., 2023) is consistent with this explanation. Every activity that takes place in a business on a regular and continuous basis is considered a service. Separately Thus, any lucrative group or unit endeavor that provides satisfaction even in the absence of a tangible product qualifies as a service. This demonstrates how customer pleasure and service are related.

2) The partial influence of Store Atmosphere on Customer Satisfaction

According to the computation findings, the store atmosphere's sig value indicates that the t-count value is higher than the t-table value. According to research (Intan et al., 2021; Medri & Fadli, 2023; Munawaroh & Simon, 2023; Ndengane et al., 2021), it can be concluded that store atmosphere influences customer satisfaction because it plays a significant role in attracting consumers to visit, retaining consumers to linger in the cafe, motivating consumers to make purchases without prior planning, and providing satisfaction when shopping. In their study, Alfiansyah et al. (2024) clarified that the interior design and amenities – such as layout, architecture, color, lighting, temperature, music, and aroma – that are offered contribute to the overall store mood. These components seek to produce a a favorable impression and satisfy customers when they visit and transact at a coffee shop. This demonstrates how a store's aesthetic appeal can boost customer satisfaction.

3) The effect of service quality and store atmosphere on customer satisfaction simultaneously

The results of the computation indicate that the t-count value is higher than the t-table value based on the sig value of the two variables, which are service quality and store atmosphere. Thus, it can be inferred that consumer happiness is influenced simultaneously by both store atmosphere and service quality. The ambiance of the store and the quality of the services provided are key factors in raising client happiness. This is due to the fact that satisfied consumers are more likely to buy the company's items when they receive exceptional service and are backed by a pleasant cafe environment. This theory is consistent with studies by (Putri & Sutrisna, 2024; Amalia et al., 2023). The study's findings suggest that any café hoping to boost patron happiness needs to be able to offer the highest level of customer satisfaction through the provision of optimal service quality and a thoughtfully designed retail environment that can elicit a favorable response and provide comfort to patrons.

CONCLUSION

The following conclusions can be drawn from the data and discussion: (1) Customer satisfaction at Caffe Oxygen in Cirebon City is significantly influenced by both store atmosphere and service quality at the same time. This demonstrates that a positive retail environment and high-quality services will

boost consumer happiness. (2) At Caffe Oxygen in Cirebon City, there is a large and partially positive relationship between service quality and client satisfaction. This demonstrates that when the highest level of service quality is offered, it will satisfy customers and raise their level of contentment. (3) At Caffe Oxygen in Cirebon City, there is a rather substantial positive correlation between the store atmosphere and client satisfaction. This demonstrates how a well-planned retail environment may make shoppers feel at ease, which in turn raising client contentment. Regarding recommendations for future researchers, it is hoped that they will build on this work by incorporating additional variables that may affect customer satisfaction, creating research topics, developing theories pertaining to the variables employed, and employing additional data analysis methods that may serve as research references. in the future and expand knowledge, particularly in the area of marketing management science.

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