# THE EFFECT OF CAFE ATMOSPHERE, PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AT PREMIUM COFFEE STATIONS IN LHOKSEUMAWE CITY FOR THE 2020-2021 PERIOD

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## ABSTRACT

The purpose of this study was to examine the effect of cafe atmosphere, product quality and service quality on customer satisfaction at premium coffee stations in lhokseumawe. The population in this study were all customers at the premium coffee station in lhokseumawe. While the sample is 100 respondents. The sampling technique is accidental sampling. The type of data used in this study is primary data in the form of cross selection data obtained by using a questionnaire. The method of data analysis in this study is the multiple linear regression analysis of panel data. The results of the study found that partially the cafe atmosphere had a significant influence on consumer satisfaction, partially product quality had an effect on consumer satisfaction, while partially service quality has an effect on customer satisfaction. and cafe atmosphere product quality and service quality simultaneously affect customer satisfaction.
Keywords : Cafe Atmosphere; Product Quality; Service Quality; Consumer Satisfaction

## INTRODUCTION

Premium Coffee Station is a cafe located in Lhokseumawe City, the owner of the Cafe is Mr. H Fathani, Premium Coffee Station was established in 2014 and Premium Coffee Station is located in a strategic place, namely Jalan Merdeka No. 70F-70G Komplek Griya Aceh Kongsi, Kuta village Blang City of Lhokseumawe. Station Coffee Premium also provides a comfortable and unique place. Pemium Coffee Station does not only provide coffee, they also provide various types of menus that have different tastes and many variations. Station Coffee Premium is visited by many from students to the upper middle class such as civil servants, office employees and other officials.

Based on the events that occurred in the field, there were several problems. For the cafe atmosphere variable, the first problem is the lack of facilities in the form of a smoke-free room which is prioritized for visitors who cannot inhale cigarette smoke, especially women and children. The second problem is the lack of order in the morning for visitors who put their motorbikes not on the parking space that has been provided,

but on the road to the Griya Aceh Kongsi Housing Complex, even though the parking area provided for motorbikes is 20 x 15 meters. This is certainly very disturbing for the community of the complex passing by, especially the road is the only way to the Griya Aceh Kongsi Housing Complex where the housing is located behind the Premium Coffee Station.

The problem that occurs for the Product Quality variable is the unavailability of one drink which is generally found in other cafes and this drink will certainly be an option for those who visit Premium Coffee Station. The drink is Soda Water.
For the Service Quality variable, the problem that occurs is the response of the waiter who is not fast in serving visitors even though the number of waiters provided is already crowded. This will cause visitors to feel bored and feel uncomfortable.

Based on initial observations, things that affect consumer satisfaction are an attractive cafe atmosphere, good product quality and service quality in accordance with consumer expectations, therefore the authors are interested in researching more about customer satisfaction at the Premium Coffee Station in Lhokseumawe City. The variables taken are cafe atmosphere, product quality and service quality that affect customer satisfaction. Taking this into account, the authors take the title "The Effect of Cafe Atmosphere, Product Quality and Service Quality on Consumer Satisfaction at Premium Coffee Stations in Lhokseumawe City".

## LITERATURE REVIEW

### Marketing

According to Kotler and Armstrong (2008:06) Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.

### Marketing Management

MAccording to Kotler and Armstrong in Alma (2014: 130) marketing management is the activity of analyzing, planning, implementing and supervising all activities (programs), in order to obtain a favorable exchange rate with target buyers in order to achieve organizational goals.

### Store Atmosphere (cafe atmosphere)

Store Atmospherehas elements that all affect any store you want to create. The elements of store atmosphere according to Bermen and Evans (2010) can be divided into four elements, namely:

1. Exterior (the outside of the shop)
2. General Interior (General interior)
3. Store Layout
4. Interior (Point Of Purchese)

**Product quality**

According to Kotler and Keller (2012) product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Product quality is defined as the overall characteristics and characteristics of a product or service that affect the product's ability to satisfy certain needs. This means that we must be able to identify the characteristics and characteristics of products related to quality and then make a basis for benchmarks and ways of controlling them (Andriyani, Y., & Zulkarnaen, W., 2017).

**Service quality**

MAccording to Wyckof in Tjiptono et al (2008) service quality is the level of excellence expected and control over the level of excellence is to meet customer desires.

According to Zeithaml and Parasuraman (2010) there are several indicators that need to be considered in service quality, namely:

1. Physical form / tangible (tagibles)
2. Reliability (reliability)
3. Responsiveness
4. Guarantee (assurance)
5. Empathy

**Consumer Satisfaction**

According to Kotler and Armstrong (2008: 36) states that consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (results) of a product and his expectations.

**RESEARCH METHODOLOGY**

**Types of research**

The object of this research is the people who become customers or consumers at the Premium Coffee Station in Lhokseumawe City.

**Population and Sample**

The population is all objects that are in the object or research location. The sample is the smallest part of the population. To get a good estimate and inter-achievement from this research, the sample studied used the Supranto (2009:113) formula as follows:

$$n = o,25(\frac{Za_{/2}}{E})^2$$

n      = sample size
$Z^{a/2}$      = obtained from the normal distributor table is 1.95
E      = % leeway for inaccuracy due to error taking

Samples that can still be set or desired, for example 10% (0.1) and the value of $Z^{a/2}$ of 1.96 with a 95% confidence level, the number of samples is as follows:

$$n = 0.25[\frac{1,96}{0,1}]^2$$
$$= (0.25)(384.16)$$
$$n = 96.04$$

Based on the calculations obtained above, the number of samples used was 96.04 respondents, to anticipate questionnaires that could not be used in the study (the resulting data could not be processed), the sample in this study was determined as many as 100 respondents. .

**Data analysis method**

Multiple linear regression analysis model in this study can be formulated as follows:

$$Y=\alpha+b1X1+b2X2+b3X3+e$$

Y      : Customer satisfaction
α      : Constant
$X_1$      : Variable Atmosphere Cafe
$X_2$      : Product Quality Variable
$X_3$      : Service Quality Variable
$e$      : Error Term

**Data collection technique**

The data collection technique used in this research is to use a questionnaire.

**Variable Operational Definition**

The variable used in this study is the dependent variable. (Table 1)

**Data analysis technique**

Analysis of the data used using multiple linear regression with the following steps:

**Validity and Reliability Test**

a. Validity test

b. Reliability Test

**Classic assumption test**

a. Normality test

b. Heteroscedasticity Test

c. Multicollinearity Test

**Multiple Linear Regression**

a. Correlation and Determination Coefficient

b. F Uji test

c. t test

## RESULTS AND DISCUSSION

**Validity and Reliability Test**

To find out the value of the validity and reliability of each list of questions, each questionnaire uses the program (SPSS 25) whose results can be known as follows:

**Validity test**

The validity test can be done by looking at the correlation between the scores of each item in the questionnaire with the total score you want to measure, by using the Pearson Correlation Coefficient in SPSS.

**Reliability Test**

Reliability test shows the consistency and stability of a score (measurement score.

**Classic assumption test**

**a. Normality test**

The normality test aims to test whether the data from the regression model is normally distributed or not. The normality test in this study was carried out using the normal probability plot graph and the following graph : (Figure 1)

Based on the image above, it can be seen that the histogram graph is not skewed to the left or right, but the graph is in the form of a bell, so it can be concluded that the histogram graph provides a normal distribution pattern for the Consumer Satisfaction variable. (Figure 2)

**Heteroscedasticity Test**

Testing heteroscedasticity The way to detect the presence or absence of heteroscedasticity can be done by looking at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). (Figure 3)

**Multicollinearity Test**

UThe multi-linearity test aims to test whether there is a correlation between the independent variables in the regression. Multicollinearity can also be seen (1) the opposing tolerance value (2) the variance inflation factor (VIF). The limit of the tolerance value is above 0.10 or the VIF value is below 10. (Table 2)

**Multiple Linear Regression**

This test is used to test the effect of Cafe Atmosphere, Product Quality and Service Quality on Consumer Satisfaction at the Premium Coffee Station in Lhoksemawe City. To see the estimation of the research model, which is processed with the help of SPSS (Statistical Package For The Social Science) 25, the results of the calculation of regression analysis are obtained.

Information    :

  X1 = Cafe atmosphere
  X2 = Product Quality
  X3 = Service Quality

**Correlation and Determination Coefficient**

The correlation coefficient (R) aims to see and know the close relationship between the variables of Cafe Atmosphere, Product Quality and Service Quality to Consumer Satisfaction. (Table 3)

Based on table 4.10 the correlation efficiency value (R) is 0.610 which shows the degree of a strong relationship between X1, X2 and X3 to Y, namely 61.0%, the coefficient (R2) is 0.372 which is the square of the coefficient and the mean correlation is 37.2%. the dependent variable can be explained by the independent variable of 37.2% while the rest (100-37.2% = 62.8%) is caused by other factors.

**F test (simultaneously)**

The F statistical test basically shows whether all the independent variables included in the model have an effect on the dependent variable. The test was carried out using a significant level of 0.05 (a=5%).

**T test (partially)**

The t test is used to assess the relationship of how far the influence of the independent variable and the dependent variable have an influence on each other with the assumption that the other independent variables are constant. The test is carried out using a significance level of 0.05 (a=5%).

## CONCLUSIONS

Based on the results of research on the effect of cafe atmosphere, product quality and service quality on customer satisfaction that have been discussed as well as statistical calculations to test hypotheses that have been carried out with multiple linear regression analysis and discussion of data analysis carried out, the authors draw the following conclusions :

1. Partially, the atmosphere of the cafe has an effect on consumer satisfaction at the Premium Coffee Station in Lhokseumawe City.

2. Partially, product quality has an effect on consumer satisfaction at Premium Coffee Stations in Lhokseumawe City.

3. Partially Quality of Service has an effect on consumer satisfaction of Premium Coffee Station in Lhokseumawe City.

4. Simultaneously the atmosphere of the cafe, product quality and service quality have a significant effect on the satisfaction of the Premium Coffee Station in Lhokseumawe City.

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## TABLE AND FIGURE

Table 1.Variable Operation

| No | Variable | Indicator | Measuring Scale |
|---|---|---|---|
| 1 | Consumer Satisfaction (y) (expectation). source: Kottler and Keller (2009: 139), | 1. feeling satisfied 2. always buy products 3. will recommend to others 4. Interest in repurchasing (Irwan, 2009) | Likert |
| 2 | Cafe atmosphere (x1) | 1. exterior (the outside of the shop) 2. general interior (general interior) 3. store layout (store layout) 4. interior (points of purchase) (Berman and Evans, 2010) | Likert |
| 3 | Product Quality (x2) | 1. a wide variety of products 2. product durability 3. product quality in accordance with the specifications of consumers 4. Product packaging appearance (aesthetics) 5. the best product quality compared to other brands (Tjiptono, 2012). | Likert |
| 4 | Service Quality (x3) | 1. tangibles (physical form) 2. reliability (reliability) 3. responsiveness (responsiveness) 4. guarantee (assurance) 5. empathy (attention) (Zeithaml, Berry and Parasuraman, 2010). | Likert |

Source: Processed data (2022)
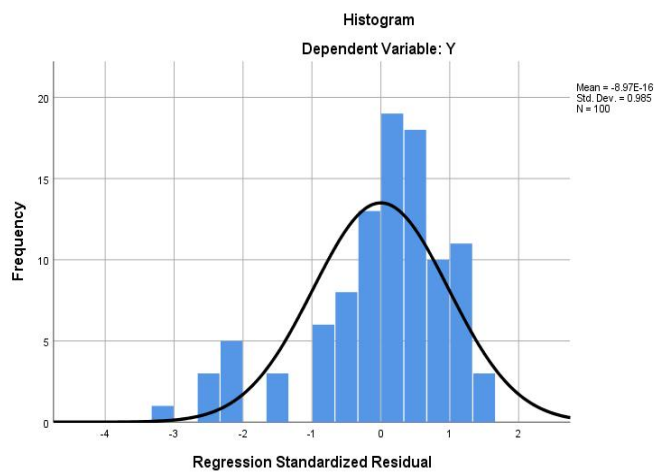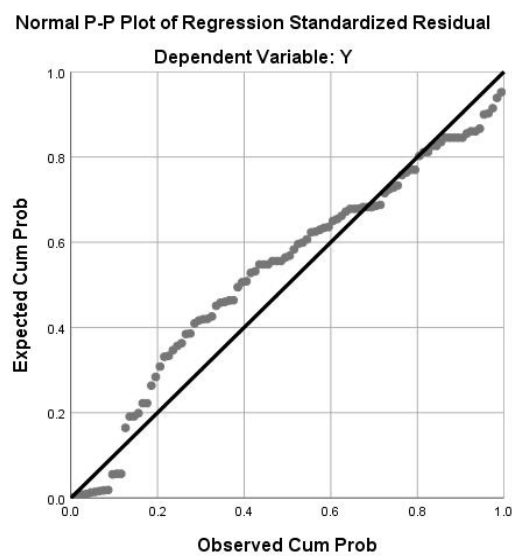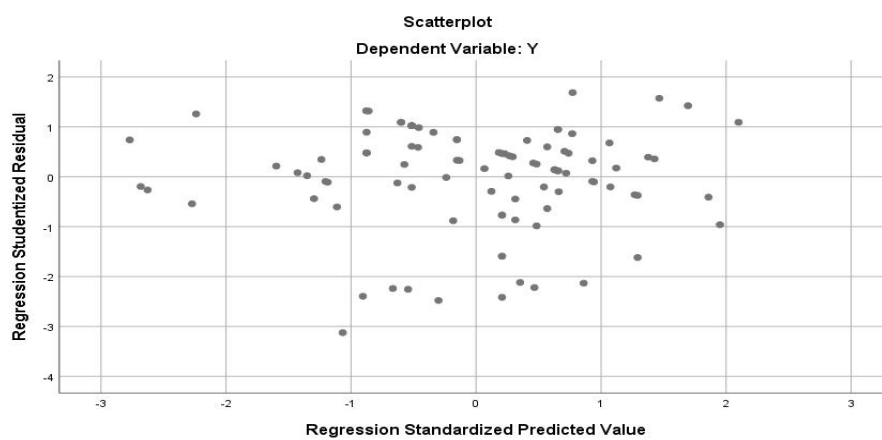
Figure 1. Normality test



Figure 2. Normal P-Plot



Figure 3. Heteroscedasticity Test

Table 2.Multicollinearity Test

| Model | Collinearity Statistics | |
|---|---|---|
| | Tolerance | VIF |
| (constant) ATMOSPHERE CAFE | .998 | 1.002 |
| PRODUCT QUALITY | .996 | 1.004 |
| SERVICE QUALITY | .998 | 1.002 |

Source:Processed data (2022)

Table 3.Correlation and Determination Coefficient Value

| Model | R | R Squere | Adjuster R Squere |
|---|---|---|---|
| 1 | .610a | .372 | .353 |

Source:Processed data (2022)