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# The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction at Simetri Coffee Roaster, Bekasi City, West Java

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**ABSTRACT**

This study aims to determine the effect of store atmosphere and service quality on customer satisfaction at Simetri Coffee Roaster in Bekasi City, West Java. The method used was explanatory research, with statistical analysis techniques including regression, correlation, determination, and hypothesis testing. The results of this study indicate that store atmosphere significantly influences customer satisfaction, contributing 45.2%, with a calculated t-value > t-table (8.989 > 1.984). Service quality significantly influences customer satisfaction, contributing 42.4%, with a calculated t-value > t-table (8,500 > 1,984). Store atmosphere and service quality simultaneously significantly influence customer satisfaction, with a regression equation of Y = 5.849 + 0.450X1 + 0.409X2, contributing 60.6%, with a calculated F-value > F-table (74.727 > 2.700)..

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## INTRODUCTION

Coffee is inherently interesting to discuss, as it has been a sought-after and beloved beverage in Indonesia from the past to the present. When we talk about coffee, we inevitably think of places that offer or sell various coffee drinks, namely coffee shops. The increasing popularity of coffee has given rise to coffee shops with a modern flair, offering a variety of coffee types, flavors, and presentations. While modern coffee shops with internationally renowned brands have sprung up in Indonesian cities, these haven't yet displaced the traditional coffee shops that have long existed. For some residents of Bekasi, visiting coffee shops is a necessity and a habit. The importance of coffee shops to Jakartans is also evident in stories shared by Jakartans when traveling to other cities outside the Riau Islands (Kepri), where many complain about the difficulty of finding a coffee shop. This demonstrates the importance of coffee shops to some residents of Bekasi.

The lifestyle of Bekasi residents, which involves spending time in coffee shops, is not short. Often, people spend quite a long time in coffee shops, and they certainly spend it all with various activities. Judging by the diversity of activities, backgrounds, and status of coffee shop visitors, coffee shops demonstrate their role as public spaces for the community, especially in Bekasi. This role of coffee shops as public spaces, according to the author, creates a unique sense of comfort for the community, especially the people of Jakarta. This ongoing and hereditary comfort makes the activity of people in coffee shops (ngopi) seem to have become a lifestyle in Tanjungpinang City. The presence of coffee shops as public spaces, ultimately creating a sense of comfort for the public, has fostered a coffee culture within the community, making it seem as if drinking coffee has become a part of their lifestyle. The existence of coffee shops as public spaces can be seen in the activities

people engage in there. Coffee shops provide a place for open discussion among people from diverse backgrounds on a variety of topics.

*Coffee Shop*In Indonesia, the way people drink coffee has shifted from a household routine and entertaining guests to a thriving modern business. Drinking coffee has become more than just a habit to ward off drowsiness, but a lifestyle. Coffee shops used to be synonymous with uncomfortable, unattractive stalls and monotonous atmospheres. Today, coffee shops are synonymous with comfortable spaces, cozy atmospheres, and complete facilities. It's no wonder that people now feel comfortable spending a lot of time in coffee shops. Drinking coffee is also often done while engaging in various activities, such as meeting clients, working on assignments, or simply relaxing to take a break from busy activities. Simetri Coffee Roasters is a coffee brand managed by PT. Samala Pariboga Cemerlang, a company engaged in the Food and Beverage sector. PT. Samala Group itself is a company engaged in the Food and Beverage sector that has been established since 2011. Currently, PT. Samala Group holds two main brands: Calais Tea (Artisan Bubble Tea & Coffee) and Simetri Coffee Roasters.is a local brand made by the nation's children.

Simetri Coffee Roasters Bekasi City is included in the coffee shop competition in the Bekasi City area, as a business actor has a main segmentation, namely in urban and district areas, from the demographic aspect of all genders, both male and female with various age levels, on average young people and adults. In the Bekasi City area itself, many Coffee Shop businesses have been established, but this should be a whip to be able to compete in order to obtain the highest possible profit so that opening a Coffee Shop as a culinary business makes a promising business.

Consumer satisfaction in using or enjoying a product or service is a common action carried out by every individual who feels a sense of satisfaction with the service product or food/drink product they consume. This is in line with the opinion of Kotler and Armstrong (2020:177) who stated that "consumer satisfaction is part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires". This means that consumers have stages of purchase which are a decision influenced by several factors that will make consumers factually consider everything and in the end consumers will feel satisfied so far they have not been able to take advantage of opportunities optimally. This can be seen from the failure to achieve sales targets almost every year during Simetri Coffee Roasters Bekasi City, West Java, this is shown through the following table data:

Table 1. Sales Data of Simetri Coffee Roasters, Bekasi City, West Java 2020-2024

| Year | Sales (In Rupiah) | | |
|---|---|---|---|
| | Target (Rp) | Realization (Rp) | Percentage% |
| 2020 | 3,800,000,000 | 2,855,253,000 | 75.1% |
| 2021 | 3,800,570,000 | 2,582,750,000 | 68.0% |
| 2022 | 3,806,270,855 | 2,176,485,000 | 57.2% |
| 2023 | 3,811,980,261 | 2,776,355,000 | 72.8% |
| 2024 | 3,817,698,232 | 2,545,253,000 | 66.7% |
| Average | 3,807,303,870 | 4,755,253,000 | 68.0% |

*Source: Simetri Coffee Roasters, Bekasi City, West Java, 2025.*

Based on the empirical data information in the data above, it shows that sales results at Simetri Coffee Roasters, Bekasi City, West Java for the period 2020-2024 showed fluctuating developments. Consumer satisfaction is an important part of attracting buyers. If consumers are dissatisfied with the product they purchased, they will switch to buying elsewhere and it is not impossible that consumers will be reluctant or not come back. This is also a common occurrence at Simetri Coffee Roasters in Bekasi City. Many customers have unpleasant perceptions and experiences when visiting Simetri Coffee Roasters. For example, those who initially wanted to hang out or meet friends by ordering coffee received poor service, even taking a long time to serve it. Often, the coffee offered lacked a price list, leaving customers confused. Ultimately, these negative firsthand experiences lead to a distrustful attitude among consumers, leading to a reluctance to return.

Besides that, related to consumer feelings, it is not uncommon for consumers to feel disappointed who initially wanted the coffee they ordered to have a distinctive aroma and be made from selected coffee beans, but often the taste is not bitter enough and there are still coffee grains that are not soft enough, this condition makes the coffee taste bland and does not meet consumer expectations, as a result many consumers give less than favorable ratings. From various experiences, coupled with the lack of professionalism of the waiters in serving and an indifferent attitude, this attitude often makes consumers behave disrespectfully and tend to act (conatively) not intending to recommend to others to come for coffee at Simetri Coffee Roasters.

This situation clearly requires Simetri Coffee Roasters in Bekasi City, West Java, to make immediate improvements to achieve optimal sales. This could include optimizing service quality and improving store promotions to boost profits. As an MSME like this coffee shop, marketing activities need to be well-planned to maximize the success of the plan. This is especially true among young people, who tend to view coffee as a social gathering, and businesses also use it as a place to meet customers. However, the number of customers has been decreasing year after year, as shown in the following table:

Table 2: Data on the Number of Simetri Coffee Roasters Consumers in Bekasi City, West Java, 2020-2024

| Year | Number of Consumers | | |
|---|---|---|---|
| | Target (People) | Realization (People) | Percentage% |
| 2020 | 45,700 | 36,540 | 80.0% |
| 2021 | 45,750 | 38,768 | 84.7% |
| 2022 | 45,801 | 38,265 | 83.5% |
| 2023 | 45,851 | 38,152 | 83.2% |
| 2024 | 45,901 | 37,122 | 80.9% |

*Source: Simetri Coffee Roasters, Bekasi City, West Java, 2025.*

Based on the empirical data above, the number of laundry service customers at Simetri Coffee Roasters in Bekasi City, West Java, fluctuated between 2020 and 2024. In 2020, the number of customers reached 36,540, or 80.0% of the target of 45,700. In 2021, the number of customers increased, but fell short of the target, reaching only 84.7%. In 2022, the number of customers fell short of the target, reaching 83.5%. In 2023, the number decreased again, reaching only 83.2%, and in 2024, the number decreased again, reaching only 80.9%. Furthermore, in addition to the number of sales and the number of consumers that are decreasing, it is necessary to pay attention to the levels of quality of service provided to consumers to create profits for the company, such as: service quality related to everything that is visible (i.e. equipment with easy-to-operate technology, cleanliness, room comfort, and adequate parking facilities), service quality related to the ability of employees to provide immediate service and satisfy consumers such as punctuality, cleanliness, friendliness and responsibility, service quality related to providing the best possible service, employee willingness to help consumers and employee responsiveness, service quality related to knowledge and politeness, confidence with a feeling of security (product knowledge, honesty, attitude in serving consumers.

Consumer behavior refers to the actions, decisions, and purchasing patterns carried out by individuals or groups in the process of fulfilling their needs and desires and this consumer behavior is very complex and influenced by several factors. Understanding consumer behavior is important for companies to develop effective marketing strategies, fulfill long-term relationships with consumers and by understanding the factors that influence consumer satisfaction behavior and responding to them well can help companies achieve their business goals. This situation clearly needs to be addressed immediately, as dissatisfied customers are more likely to switch to competitors. The declining number of customers clearly needs to be addressed immediately. The author suspects several factors contributing to the under-target number of customers, such as an uncomfortable restaurant atmosphere and suboptimal service. The atmosphere at Simetri Coffee Roasters in Bekasi City. Store atmosphere is a very important physical characteristic. It plays a role in creating a comfortable atmosphere according to consumer desires, making them want to linger in the restaurant and indirectly encouraging them to make purchases.

Relevant research, conducted by Rizky Pambudi (2022), Rosandy Ardi Noegraha (2024), and Agus Rahmadsyah (2024), focused on research entitled "The Influence of Store Atmosphere on Consumer Satisfaction." All concluded that store atmosphere has a significant positive effect on consumer satisfaction. However, research conducted by Diah Ismayanti Sugiono, M. Taufik, and M. Ato Illah (2020) found a difference in results, where store atmosphere did not have a significant effect on consumer satisfaction in Kliat Pasirian, Lumajang. Research related to the relationship between service quality and customer satisfaction, also conducted by Jasmani (2023), produced a linear conclusion where good service quality will increase customer satisfaction at PT. Securindo Packatama Indonesia in Tangerang. Then Wirya Atmaja (2022), Ugeng Budi Haryoko (2020) Novia Susanti (2019) focused on research entitled the influence of service quality on customer satisfaction, all of which concluded that service quality has been proven to have a significant positive effect on customer satisfaction. However, research conducted by Hj Naidah, Rohani (2015) resulted in a difference where service quality did not have a significant effect on customer satisfaction at PT PLN (Persero) Rayon Selayar.

Furthermore, research related to the relationship between store atmosphere and service quality with consumer satisfaction was conducted by Andini Putri (2024), Wida Cahyati Purba (2025) and Khusaini Syarifah, Endang Sutrisna (2024), with a focus on researching the title of the influence of store atmosphere and service quality on consumer satisfaction, where all of their research resulted in the conclusion that store atmosphere and service quality together were proven to have a significant effect on consumer satisfaction. However, research conducted by H. Syachdan Azhari, Austin Alexander Parhusip (2024) showed a difference in the results where service quality did not have a significant effect on consumer satisfaction at Fritto Chicken in Medan City. Based on the explanation of the background above, the author is interested in conducting further research to find out whether there is a relationship between store atmosphere and service quality on consumer satisfaction, so the author chose the title "The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction at Simetri Coffee Roasters, Bekasi City, West Java".

This is supported by the opinion of Bermen and Evans (2020:528), "the restaurant atmosphere includes various interior and exterior appearances, layout, restaurant traffic, comfort, air, service, music, uniforms, product maintenance and so on which create an attraction for consumers and arouse the desire to buy." Based on the background explanation above regarding the relationship between store atmosphere variables and customer satisfaction, a good store atmosphere can satisfy customers and encourage them to return. Based on this phenomenon, business owners must be able to innovate to ensure their businesses survive, operate, and grow, while also creating customer satisfaction. Store atmosphere and good service quality can significantly increase customer satisfaction. Both are interrelated and contribute to a positive customer experience while shopping, which ultimately increases customer satisfaction.

## METHOD

This type of research is quantitative, according to Sugiyono (2021) quantitative research is: "A research method based on the philosophy of positivism, used to research a specific population or sample, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses". The approach used in this research is descriptive and verification. A population is a collection of objects determined by certain criteria that will be categorized into objects to be studied. According to Sugiyono (2021), "a population is the number of generalized areas consisting of objects or subjects that have store and characteristics determined by the researcher and then conclusions are drawn." The population in the study consisted of 100 respondents from Simetri Coffee Roaster, Bekasi City, West Java. According to Sugiyono (2021), "A sample is the number and characteristics of a population." Meanwhile, Suharsini Arikunto (2010) argues that "A sample is a portion or representative of the population being studied."

The sampling technique in this study was saturated sampling, where all members of the population were used as samples. Thus, the sample in this study consisted of 100 respondents. The type of research used is quantitative, where the aim is to find out the relationship between the independent variables and the dependent variables. In analyzing the data, instrument tests, classical assumption tests, regression, correlation coefficients, determination coefficients and hypothesis tests

were used. Validity testing is intended to determine the accuracy of data regarding the correspondence between what is to be measured and the measurement results. A reliability test is a series of measurements or a set of measuring instruments that demonstrate consistency when repeated measurements are taken. A good instrument will not be biased, leading respondents to choose a particular answer. The classical assumption test is intended to determine the accuracy of data. Linear regression analysis is a statistical technique used to find a regression equation that is useful for predicting the value of a dependent variable based on the values of the independent variables. According to Sugiyono (2021), "regression analysis is used to predict how the value of the dependent variable will change if the value of the independent variable is increased or decreased." This study used multiple linear regression.

## RESULTS AND DISCUSSION

### The Influence of Store Atmosphere on Consumer Satisfaction

This analysis aims to determine the influence of the independent variable on the dependent variable. The results of the multiple linear regression test are as follows:

Table 2. Multiple Linear Regression Test Results

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5,849 | 2,644 | | 2,212 | .029 |
| | Store Atmosphere (X1) | .450 | .067 | .477 | 6,698 | .000 |
| | Service Quality (X2) | .409 | .066 | .439 | 6,171 | .000 |

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the regression equation Y = 5.849 + 0.450X1 + 0.409X2 is obtained. This equation is explained as follows: The constant of 5.849 means that if the store atmosphere and service quality are not there, then there is a consumer satisfaction value of 5.849 points. The store atmosphere regression coefficient is 0.450, this figure is positive, meaning that every time there is an increase in store atmosphere of 0.450, consumer satisfaction will also increase by 0.450 points. The service quality regression coefficient is 0.409, this figure is positive, meaning that every time there is an increase in service quality of 0.409, consumer satisfaction will also increase by 0.409 points. The analysis showed that the store atmosphere variable significantly influences customer satisfaction, with a correlation value of 0.672, meaning the two variables have a strong relationship with a contribution of 45.2%. Hypothesis testing showed that the calculated t value was greater than the table t value, or (8.989 > 1.984). Therefore, the first hypothesis proposed that there is a significant influence between store atmosphere and customer satisfaction is accepted.

### The Influence of Service Quality on Consumer Satisfaction

The analysis results indicate that the service quality variable has a significant influence on customer satisfaction. This finding confirms that the way services are delivered to customers plays a crucial role in shaping their overall evaluation of a business. In the context of a coffee shop, service quality is not only about serving beverages but also about how customers are treated throughout their visit, from ordering to payment and even after-sales interaction. The correlation value of 0.651 shows that service quality and customer satisfaction have a strong relationship. This means that improvements in service performance are closely associated with increased levels of satisfaction. A strong correlation suggests that customers are highly sensitive to how they are served, and even small changes in service standards can noticeably affect their perception and satisfaction levels.

The coefficient of determination reveals that service quality contributes 42.4% to customer satisfaction. This percentage indicates that nearly half of customer satisfaction can be explained by the quality of service provided. Such a contribution is substantial, demonstrating that service quality is one of the dominant factors influencing how customers evaluate their experience in a coffee shop setting. Service quality generally includes dimensions such as reliability, responsiveness, assurance,

empathy, and tangibles. Reliability refers to the ability to deliver services accurately and consistently. Responsiveness reflects how quickly and willingly staff assist customers. Assurance relates to employees' knowledge and courtesy, which build customer trust. Empathy emphasizes personal attention and understanding of customer needs, while tangibles include physical evidence such as employee appearance and equipment cleanliness.

When these dimensions are implemented effectively, customers tend to feel valued and respected. For example, prompt service, friendly communication, and the ability to handle complaints professionally can leave a lasting positive impression. Such experiences create emotional satisfaction that goes beyond the core product itself, strengthening the overall perception of quality. The hypothesis testing further supports these findings. The calculated t value of 8.500 is greater than the t table value of 1.984, indicating that the effect of service quality on customer satisfaction is statistically significant. This means that the relationship observed in the sample is not due to random chance but reflects a true relationship within the population.

Because the calculated t value exceeds the critical value, the second hypothesis is accepted. This confirms that there is a significant influence between service quality and customer satisfaction. In other words, better service quality will lead to higher levels of customer satisfaction, while poor service quality may reduce satisfaction even if the product itself is good. Overall, these results highlight the strategic importance of maintaining and continuously improving service quality. Businesses must invest in employee training, establish clear service standards, and foster a customer-oriented culture to ensure consistent service excellence. By doing so, companies can enhance customer satisfaction, encourage repeat visits, and strengthen long-term customer loyalty.

**The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction**

The results of the analysis indicate that store atmosphere and service quality simultaneously have a significant effect on consumer satisfaction. This finding demonstrates that customer satisfaction is not shaped by a single factor, but rather by a combination of physical environment and service performance. In the context of a coffee shop business, both variables complement each other in creating a holistic customer experience. The multiple regression equation obtained in this study is $Y = 5.849 + 0.450X1 + 0.409X2$. This equation explains the predictive relationship between the independent variables and consumer satisfaction. The constant value of 5.849 indicates the baseline level of consumer satisfaction when both store atmosphere (X1) and service quality (X2) are assumed to be constant or zero. Although in practice these variables cannot be zero, the constant reflects the inherent level of satisfaction influenced by other underlying factors.

The regression coefficient for store atmosphere (0.450) shows that for every one-unit increase in store atmosphere, consumer satisfaction increases by 0.450 units, assuming service quality remains constant. This means that improvements in elements such as interior design, layout, lighting, music, cleanliness, and overall ambience significantly enhance customer satisfaction. A well-designed atmosphere contributes meaningfully to how customers perceive their experience. Similarly, the regression coefficient for service quality (0.409) indicates that every one-unit increase in service quality will increase consumer satisfaction by 0.409 units, assuming store atmosphere remains constant. This highlights that professional, responsive, and friendly service has a direct positive impact on how satisfied customers feel after their visit. Both coefficients are positive, confirming that the relationship between the independent variables and the dependent variable is linear and positive.

The correlation value of 0.779 further indicates a strong relationship between store atmosphere and service quality together with consumer satisfaction. A correlation of this magnitude suggests that the combined influence of these two variables creates a powerful effect on customer perceptions. It also shows that integrating environmental comfort with excellent service results in a stronger satisfaction outcome than relying on one factor alone. The coefficient of determination reveals that 60.6% of consumer satisfaction is explained by store atmosphere and service quality simultaneously. This percentage reflects a substantial contribution, meaning that more than half of the variation in consumer satisfaction can be predicted by these two variables. Meanwhile, the remaining 39.4% is influenced by other factors not examined in this study, such as product quality, pricing, brand image, location, personal preferences, and promotional strategies.

The hypothesis testing strengthens these conclusions. The calculated F value of 74.727 is greater than the F table value of 2.700, indicating that the simultaneous effect of store atmosphere and service quality on consumer satisfaction is statistically significant. This result confirms that the regression model is valid and that the independent variables collectively influence the dependent variable in a meaningful way. Therefore, the third hypothesis, which states that there is a significant influence between store atmosphere and service quality on consumer satisfaction, is accepted. These findings imply that businesses, especially coffee shops, must manage both environmental aspects and service performance strategically. By harmonizing a pleasant atmosphere with high-quality service, companies can maximize customer satisfaction and strengthen their competitive position in the market.

## CONCLUSION

The results of this study indicate that store atmosphere has a significant effect on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java. The correlation value of 0.672 shows that the relationship between store atmosphere and consumer satisfaction is classified as strong. This means that improvements in elements such as lighting, interior design, music, aroma, cleanliness, layout, and overall ambience are closely associated with higher levels of customer satisfaction. A comfortable and aesthetically pleasing environment creates positive emotions that encourage customers to enjoy their visit more fully. The coefficient of determination shows that store atmosphere contributes 45.2% to consumer satisfaction. This percentage reflects that nearly half of the variation in customer satisfaction can be explained by the quality of the store's physical and sensory environment. In practical terms, this finding emphasizes that customers do not only come for the coffee products themselves, but also for the overall experience created within the café. The atmosphere becomes part of the value proposition offered by Simetri Coffee Roaster.

The hypothesis testing further strengthens this finding. The calculated t value (8.989) is greater than the t table value (1.984), indicating that the effect of store atmosphere on consumer satisfaction is statistically significant. Therefore, the first hypothesis is accepted. This confirms that a well-designed and managed store atmosphere is an essential strategic factor in increasing customer satisfaction in the coffee shop industry, particularly in competitive urban areas such as Bekasi City.

The statistical test results support this conclusion, as the calculated t value (8.500) exceeds the t table value (1.984). This confirms that service quality has a statistically significant effect on customer satisfaction at Simetri Coffee Roaster. Thus, the second hypothesis is accepted. These findings highlight the importance of continuous employee training, service standardization, and customer-oriented culture in maintaining high satisfaction levels. Furthermore, when store atmosphere and service quality are analyzed simultaneously, the results reveal an even stronger relationship with customer satisfaction. The correlation value of 0.779 indicates a strong and positive relationship between the two independent variables collectively and the dependent variable. This suggests that the integration of a pleasant atmosphere and high-quality service creates a more comprehensive and impactful customer experience.

The coefficient of determination in the multiple regression analysis shows that store atmosphere and service quality together contribute 60.6% to customer satisfaction, while the remaining 39.4% is influenced by other factors not examined in this study, such as product quality, price perception, brand image, and personal preferences. The calculated F value (74.727) is greater than the F table value (2.700), indicating a significant simultaneous effect. Therefore, it can be concluded that both store atmosphere and service quality jointly play a crucial role in enhancing customer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java, and should be strategically managed to sustain competitive advantage.

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