

**The Effect Of Store Atmosphere And Service Quality On Customer 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 consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java. The method used is explanatory research with analysis techniques using statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study show that store atmosphere has a significant effect on consumer satisfaction with a contribution of 45.2% and the hypothesis test obtained $t \text{ count} > t \text{ table}$ or $(8.989 > 1.984)$. Service quality has a significant effect on consumer satisfaction with a contribution of 42.4% and the hypothesis test obtained $t \text{ count} > t \text{ table}$ or $(8.500 > 1.984)$. Store atmosphere and service quality simultaneously have a significant effect on consumer satisfaction with the regression equation $Y = 5.849 + 0.450X_1 + 0.409X_2$ obtained with an influence contribution of 60.6%, and the hypothesis test obtained $F \text{ count} > F \text{ table}$ or $(74.727 > 2.700)$.

Keywords: Store Atmosphere, Service Quality, Consumer Satisfaction.

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.

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.

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.

Furthermore, 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 Wiryatama (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".

1. Formulation of the problem

- a. Is there an influence of store atmosphere on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java?
- b. Is there an influence of service quality on customer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java?
- c. Is there a simultaneous influence of store atmosphere and service quality on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java?

2. Research purposes

- a. To determine the influence of store atmosphere on consumer satisfaction at

Simetri Coffee Roaster, Bekasi City, West Java.

- b. To determine the effect of service quality on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.
- c. To determine the simultaneous influence of store atmosphere and service quality on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.

LITERATURE REVIEW

1. Store Atmosphere

According to Bermen and Evans (2021:455) argue that "store atmosphere is one element of the retailing mix that must also be considered by a retail business entrepreneur, including layout and atmosphere. With a good store atmosphere, companies can attract consumers to visit and make purchases." Bermen and Evans (2021:455) explain that store atmosphere indicators that can be used include: a) Exterior, b) General Interior, c) Store layout, d) Display, e) Accessories.

2. Quality of Service

According to Kotler (2020:59) states that "service quality is the level of expected excellence and control over that level of excellence to meet customer desires". Kotler (2020:59) explains that service quality indicators include: a) Tangible, b) Empathy, c) Responsiveness, d) Reliability, e) Assurance.

3. Customer Satisfaction

According to Kotler and Keller (2020:138) argue that "consumer satisfaction is a person's feeling of pleasure or disappointment after comparing the perceived performance of a product with their expectations. If performance does not meet expectations, consumers are dissatisfied and if performance is in accordance with expectations, consumers are satisfied." Kotler and Keller (2020:138) explain the indicators used, including: a) Feelings of satisfaction (in the sense of being satisfied with the product and its services), b) Always wanting to use the selected product, c) Will recommend to others, d) Fulfillment of consumer expectations after purchasing the product, e) Less attention to competing products.

4. Research Model

According to Sugiyono (2021), "A research model is a synthesis that reflects the relationship between the variables being studied and serves as a guide for solving research problems and formulating hypotheses in the form of a flowchart accompanied by qualitative explanations." In this study, the research model created is as follows:

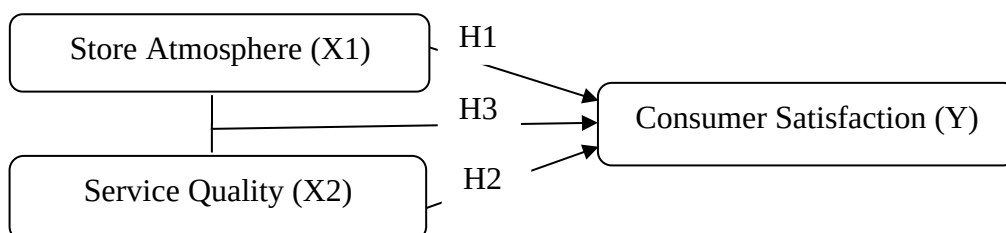


Figure 1. Research Model Paradigm

5. Research Hypothesis

According to Sugiyono (2021), "a hypothesis is a temporary answer to a research problem formulation, where the problem formulation is stated in a declarative sentence." Therefore, the hypothesis proposed by the researcher is as follows:

- H1 : *Storeatmosphere* has a significant influence on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.
- H2 : Service quality has a significant influence on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.
- H3 : *StoreAtmosphere* and service quality simultaneously have a significant effect on consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.

RESEARCH METHODS

1. Types of research

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.

2. Population

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.

3. Sample

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.

4. Types of research

The type of research used is quantitative, where the aim is to find out the relationship between the independent variables and the dependent variables.

5. Data Analysis Techniques

In analyzing the data, instrument tests, classical assumption tests, regression, correlation coefficients, determination coefficients and hypothesis tests were used.

a. Instrument Test

In this test, validity tests and reliability tests were used.

1) Validity Test.

Validity testing is intended to determine the accuracy of data regarding the correspondence between what is to be measured and the measurement results. According to Sugiyono (2021), "Valid means there is a similarity between the collected data and the actual data." To conduct a validity test, the two-tailed significance value is compared to 0.05, with the following conditions:

- (a) If the significance value is < 0.05 , then the instrument is valid,
- (b) If the significance value is 2 times greater than 0.05, then the instrument is not valid.

2) Reliability Test.

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. According to Sugiyono (2021), "a reliable instrument, if used repeatedly to measure the same object, will produce the same data." The criteria used are as follows:

- (a) If Cronbach's Alpha > 0.600 , then the instrument is reliable.
- (b) If Cronbach's Alpha < 0.600 , then the instrument is not reliable.

b. Classical Assumption Test

The classical assumption test is intended to determine the accuracy of data. According to Singgih Santoso (2015), "A regression model will be used for forecasting; a good model is one with the minimum possible forecast error." Therefore, before being used, a model should meet several assumptions, commonly referred to as classical assumptions. In this study, the classical assumption tests used include: Normality Test, Multicollinearity Test, Autocorrelation Test, and Heteroscedasticity Test. The results are as follows:

1) Normality Test

The normality test is used to determine whether the dependent variable, the independent variable, or both in a regression model have a normal distribution. According to Ghazali (2017:160), "a good regression model has a normal or nearly normal distribution." The normality test uses the Kolmogorov-Smirnov test, with the following conditions:

- (a) If the significance value is < 0.05 , then the data is not normally distributed.
- (b) If the significance value > 0.05 , then the data is normally distributed.

2) Multicollinearity Test

This multicollinearity test aims to test whether a correlation exists between independent variables in the regression model. According to Ghazali (2017:105), "the multicollinearity test aims to test whether a correlation exists between independent variables in the regression model." In this study, the tolerance limit and its opposite, the variance inflation factor (VIF), were used with the following conditions:

- (a) If the tolerance value is more than <1 and the Variance Inflation Factor (VIF) value is <1 , then multicollinearity does not occur.
- (b) If the tolerance value is more than 1 and the Variance Inflation Factor (VIF) value is more than 1, then multicollinearity occurs.

3) Autocorrelation Test

The autocorrelation test is used to determine whether or not there is a deviation from the classical assumption of autocorrelation, namely the presence of correlation between sample members. According to Ghazali (2017), the autocorrelation test aims to test whether in the linear regression model there is a correlation between the nuisance errors in period t and the nuisance errors in period $t-1$. In this study, the Durbin Watson Test was used.

4) Heteroscedasticity Test

According to Ghazali (2017), "the heteroscedasticity test aims to determine whether there is inequality in the variance of one residual observation to another in the regression model." The Glejser Test is used to predict the presence or absence of heteroscedasticity.

c. Statistical Test

1) Linear Regression

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.

2) Correlation Coefficient

According to Sugiyono (2021:274) he is of the opinion that "aThe correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable, both partially and simultaneously.

3) Coefficient of Determination

The coefficient of determination analysis is intended to determine the extent of influence between independent variables on dependent variables, both partially and simultaneously. According to Andi Supangat (2015:350), "the coefficient of determination is a quantity used to indicate the level of strength of the relationship between two or more variables in percentage form."

4) Hypothesis Testing

Hypothesis testing is intended to determine whether a hypothesis should be accepted or rejected. According to Sugiyono (2021), "a hypothesis is a temporary answer to a research problem formulation; therefore, the research

problem formulation is usually formulated in the form of a question." In this study, the t-test (Partial) and the F-test (Simultaneous) were used.

RESEARCH RESULT

1. Instrument Test

- (a) From the test results, all items of the store atmosphere variable questionnaire obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument is valid.
- (b) From the test results, all questionnaire items for the service quality variable obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument is valid.
- (c) From the test results, all items of the consumer satisfaction variable questionnaire obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument is valid.
- (d) From the results of the reliability test, the following results were obtained:

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Alpha Critical Standard	Information
StoreAtmosphere (X1)	0.758	0.600	Reliable
Service Quality (X2)	0.750	0.600	Reliable
Consumer Satisfaction (Y)	0.713	0.600	Reliable

Based on the test results above, all store atmosphere variables (X1) and service quality (X2) obtained a Cronbach alpha value greater than 0.600. Thus, it is declared reliable.

2. Classical Assumption Test

a. Normality Test

The results of the normality test using the Kolmogorov-Smirnov Test tool are as follows:

Table 4. Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.57200971
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.057
Test Statistics		.081
Asymp. Sig. (2-tailed)		.104 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the test results in the table above, a significance value of 0.104 was obtained, which is greater than the value of $\alpha = 0.050$ or $(0.200 > 0.050)$. Thus, the assumption of the distribution of the equation in this test is normal.

b. Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

Table 5. Results of Multicollinearity Test with Collinearity Statistics.

		Coefficients ^a		Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients	Tolerance	VIF
Model		B	Std. Error	Beta	
1	(Constant)	5,849	2,644		
	StoreAtmosphere (X1)	.450	.067	.477	.801
	Service Quality (X2)	.409	.066	.439	.801

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the tolerance value of each independent variable is $0.801 < 1.0$ and the Variance Inflation Factor (VIF) value is $1.248 < 10$, thus this regression model does not experience multicollinearity.

c. Autocorrelation Test

Testing was conducted using the Darbin-Watson tester (DW test). The test results are as follows:

Table 6. Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.779a	.606	.598	2,598	1,899

a. Predictors: (Constant), Service Quality (X2), Store Atmosphere (X1)

b. Dependent Variable: Consumer Satisfaction (Y)

The test results in the table above obtained a Durbin-Watson value of 1.899, which is between the interval 1.550 – 2.460. Thus, the regression model is declared to have no autocorrelation interference.

d. Heteroscedasticity Test

The results of the heteroscedasticity test are as follows:

Table 7. Results of Heteroscedasticity Test with Glejser Test Model

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.284	1,775		-.160	.873
Store Atmosphere (X1)	.020	.045	.051	.449	.654
Service Quality (X2)	.038	.045	.096	.849	.398

a. Dependent Variable: RES2

The test results using the Glejser test obtained a Sig. value > 0.05. Thus, the regression model does not have heteroscedasticity interference.

3. Descriptive Analysis

This test was used to determine the minimum and maximum scores, mean score, and standard deviation of each variable. The results are as follows:

Table 8. Results of Descriptive Statistics Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
Store Atmosphere (X1)	100	28	48	37.62	4,339
Service Quality (X2)	100	27	46	37.20	4,397
Consumer Satisfaction (Y)	100	29	48	38.02	4,100
Valid N (listwise)	100				

Storeatmosphere obtained a minimum variance of 28 and a maximum variance of 48 with a mean score of 37.62 with a standard deviation of 4.339.

The service quality obtained a minimum variance of 27 and a maximum variance of 46 with a mean score of 37.20 with a standard deviation of 4.397.

Consumer satisfaction obtained a minimum variance of 29 and a maximum variance of 48 with a mean score of 38.02 with a standard deviation of 4.100.

4. Quantitative Analysis.

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

a. Multiple Linear Regression Analysis

The results of the multiple linear regression test are as follows:

Table 9. Multiple Linear Regression Test Results

Model	Coefficientsa		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		

		B	Std. Error	Beta		
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 $Y = 5.849 + 0.450X_1 + 0.409X_2$ is obtained. This equation is explained as follows:

- 1) 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.
- 2) 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.
- 3) 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.

b. Correlation Coefficient Analysis

The results of the correlation coefficient test are as follows:

Table 10. Results of Testing the Correlation Coefficient of Store Atmosphere on Consumer Satisfaction

Correlations ^b		Store Atmosphere (X1)	Consumer Satisfaction (Y)
Store Atmosphere (X1)	Pearson Correlation	1	.672**
	Sig. (2-tailed)		.000
Consumer Satisfaction (Y)	Pearson Correlation	.672**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.672 was obtained, meaning that store atmosphere has a strong relationship with consumer satisfaction.

Table 11. Results of Testing the Correlation Coefficient of Service Quality on Consumer Satisfaction

Correlations ^b		Service Quality (X2)	Consumer Satisfaction (Y)
Service Quality (X2)	Pearson Correlation	1	.651**

	Sig. (2-tailed)		.000
Consumer Satisfaction (Y)	Pearson	.651**	1
	Correlation		
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.651 was obtained, meaning that service quality has a strong relationship with consumer satisfaction.

Table 12. Results of Testing the Correlation Coefficient of Store Atmosphere and Service Quality Simultaneously on Consumer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.779a	.606	.598	2,598

a. Predictors: (Constant), Service Quality (X2), Store Atmosphere (X1)

Based on the test results, a correlation value of 0.779 was obtained, meaning that store atmosphere and service quality simultaneously have a strong relationship with consumer satisfaction.

c. Analysis of the Coefficient of Determination

The results of the coefficient of determination test are as follows:

Table 13. Test Results of the Determination Coefficient of Store Atmosphere on Consumer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.672a	.452	.446	3,051

a. Predictors: (Constant), Store Atmosphere (X1)

Based on the test results, a determination value of 0.452 was obtained, meaning that store atmosphere has a 45.2% contribution to consumer satisfaction.

Table 14. Test Results of the Determination Coefficient of Service Quality on Consumer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.651a	.424	.419	3.126

a. Predictors: (Constant), Service Quality (X2)

Based on the test results, a determination value of 0.424 was obtained, meaning that service quality has a 42.4% contribution to consumer satisfaction.

Table 15. Test Results of the Determination Coefficient of Store Atmosphere

and Service Quality on Consumer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.779a	.606	.598	2,598

a. Predictors: (Constant), Service Quality (X2), Store Atmosphere (X1)

Based on the test results, a determination value of 0.606 was obtained, meaning that store atmosphere and service quality simultaneously contributed 60.6% to consumer satisfaction, while the remaining 39.4% was influenced by other factors.

d. Hypothesis Testing

Partial Hypothesis Test (t-Test)

Hypothesis testing with the t-test is used to determine which partial hypothesis is accepted.

First hypothesis: There is a significant influence of store atmosphere on consumer satisfaction.

Second hypothesis: There is a significant influence of service quality on consumer satisfaction.

Table 16. Results of the Hypothesis Test of Store Atmosphere on Consumer Satisfaction

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	14,123	2,676		.000
	Store Atmosphere (X1)	.635	.071	.672	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the calculated t value was obtained $> t$ table or $(8.989 > 1.984)$, thus the first hypothesis proposed that there is a significant influence between store atmosphere and consumer satisfaction is accepted.

Table 17. Results of Hypothesis Testing of Service Quality on Consumer Satisfaction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,424	2,677		5,763	.000
	Service Quality (X2)	.607	.071	.651	8,500	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the calculated t value was obtained $> t$ table or $(8.500 > 1.984)$, thus the second hypothesis proposed that there is a significant influence between service quality and consumer satisfaction is accepted.

Simultaneous Hypothesis Test (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted.

Third hypothesis: There is a significant influence between store atmosphere and service quality on consumer satisfaction.

Table 18. Results of the Hypothesis Test of Store Atmosphere and Service Quality on Consumer Satisfaction

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1009.052	2	504,526	74,727	.000b
	Residual	654,908	97	6,752		
	Total	1663,960	99			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Store Atmosphere (X1)

Based on the test results in the table above, the calculated F value $> F$ table or $(74.727 > 2.700)$ was obtained, thus the third hypothesis proposed that there is a significant influence between store atmosphere and service quality on consumer satisfaction is accepted.

DISCUSSION OF RESEARCH RESULTS

1. The Influence of Store Atmosphere on Consumer Satisfaction

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.

2. The Influence of Service Quality on Consumer Satisfaction

The analysis results showed that the service quality variable significantly influences customer satisfaction, with a correlation value of 0.651, meaning the two variables have a strong relationship with a contribution of 42.4%. Hypothesis testing obtained a calculated t value $> t$ table, or $(8.500 > 1.984)$. Thus, the second hypothesis proposed that there is a significant influence between service quality and customer satisfaction is accepted.

3. The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction

From the analysis results obtained store atmosphere variables and service quality have a significant effect on consumer satisfaction with the regression equation $Y = 5.849 + 0.450X_1 + 0.409X_2$, the correlation value of 0.779 means that the two variables have a strong relationship with an influence contribution of 60.6% while the remaining 39.4% is influenced by other factors. Hypothesis testing obtained F count value $> F$ table or $(74.727 > 2.700)$. Thus the third hypothesis proposed that there is a significant influence between store atmosphere and service quality on consumer satisfaction is accepted.

CONCLUSION AND SUGGESTIONS

1. Conclusion

- a. *Storeatmosphere* has a significant effect on consumer satisfaction with a correlation value of 0.672 or strong with a contribution of 45.2%. The hypothesis test obtained a calculated t value $> t$ table or $(8.989 > 1.984)$. Thus, there is a significant influence between store atmosphere and consumer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.
- b. Service quality has a significant effect on customer satisfaction, with a correlation value of 0.651, or a strong correlation with a contribution of 42.4%. Hypothesis testing obtained a calculated t value $> t$ table, or $(8.500 > 1.984)$. Thus, there is a significant effect between service quality and customer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.
- c. *Storeatmosphere* and service quality have a significant effect on customer satisfaction with a correlation value of 0.779 or strong with a contribution of 60.6% while the remaining 39.4% is influenced by other factors. The hypothesis test obtained a calculated F value $> F$ table or $(74.727 > 2.700)$. Thus, there is a significant influence between store atmosphere and service quality simultaneously on customer satisfaction at Simetri Coffee Roaster, Bekasi City, West Java.

2. Suggestion

- a. Companies must enforce regulations properly in accordance with applicable provisions to ensure that consumers are treated fairly.
- b. Companies must always provide proper encouragement and appreciation to ensure consumers have high work morale.
- c. Company satisfaction can be increased by empowering consumers by

enforcing good regulations and providing more intensive service quality.

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