



## The Effect Of Cafed Attempt and Prices on Customer Satisfaction Coffee Shop Source Coffee Sidoarjo

Erlina Dian Titania Jannah<sup>1</sup>, Renny Dwijayanti<sup>2</sup>

<sup>1,2</sup>Pendidikan Tata Niaga, Fakultas Ekonomi dan Bisnis, Universitas Negeri Surabaya  
Ketintang, Kec. Gayungan, Surabaya Jawa Timur Indonesia

E-mail: <sup>1</sup>erlina.17080324059@mhs.unesa.ac.id, <sup>2</sup>rennydwijayanti@unesa.ac.id

### ARTICLE INFO

### ABSTRACT

#### Article history:

Received: 01/06/2021

Revised: 10/06/2021

Accepted: 30/06/2021

#### Keywords:

*Cafe atmosphere,  
Customer Satisfaction*

*Price, Source Coffee Sidoarjo*

The purpose of this study was to determine the effect of cafe atmosphere and price on customer satisfaction at Source Coffee Sidoarjo. The following type of research is quantitative research and the sampling technique used is purposive sampling. The research sample used is the number of 100 respondents. Data analysis techniques using descriptive statistics, data analysis used is multiple linear regression with SPSS version 25. Results obtained from this study indicate that the cafe atmosphere variables ( $X_1$ ) a significant influence on customer satisfaction ( $Y$ ), while in the variable price ( $X_2$ ) are also significantly affect customer satisfaction ( $Y$ ) and the cafe atmosphere variables ( $X_1$ ) and price ( $X_2$ ) simultaneously have a significant influence on customer satisfaction ( $Y$ ) in

Copyright © 2021 Jurnal Mantik.

All rights reserved.

### 1. Introduction

In the development of modern times as it is today, the business world is increasingly developing. This resulted in the company inevitably having to experience competition with other companies so that the company was required to be able to provide a different and good marketing system to companies in the industrial and service fields. One of the businesses in Indonesia that seems to be experiencing rapid development and intense competition today is the culinary business. This competition can be proven by the increasing number of culinary businesses that are able to provide and offer the same product but have a difference in terms of atmosphere or strategy to retain customers in each culinary business. A business is required to be able to provide something that customers need, one of the most important is convenience for customers so that customers feel what they need can be fulfilled and can create satisfaction from within the customer.

Each business actor will certainly compete so that his product can be something that can attract attention and can be of interest to consumers. The development of the retail business in East Java Province continues to increase significantly every year, it can be seen in the data obtained from the Association of Indonesian Cafe and Restaurant Entrepreneurs or known as Apkrindo in East Java which says that the development of coffee-based cafes has increased by 16%-18 % along with changing people's lifestyles (surabaya.bisnis.com).

In the millennial era as it is today, consuming coffee has various roles, not only as a source of pleasure, but also as a medium for communication. It is estimated that the development of coffee drinking habits will increase in the future due to several factors, namely cultural factors, economic conditions, changing tastes, coffee perception factors on health, and changing lifestyle factors. At this time, the modern young generation or millennial generation is starting to consume coffee which is used as a medium for socializing. This phenomenon can be seen from the development of modern coffee outlets or cafes located in various places such as campuses, malls, and other entertainment places. These places are equipped with facilities that can attract customers such as music, internet, and audio visuals.

In East Java, there is one city that is currently experiencing intense competition, namely the City of Sidoarjo. The development of a modern lifestyle is indirectly used by business people as an opportunity to open a business such as a cafe or restaurant. From the large number of market shares, the food and beverage



needs of the people of Sidoarjo City become a basic need that must be met. The proliferation of cafes in Sidoarjo City and the large number of opportunities that exist require business people to develop creativity to make their business appear with a different appearance from the others, so that they can attract customers and then visit the cafe and make the cafe a favorite place to "hang out".

Satisfaction is something related to the level of feelings of pleasure or disappointment felt by each customer, this feeling will be created after a comparison of the performance or results of products and services perceived on the performance or results of products and services expected by customers (Irwanto et al. ., 2013).

There are several ways or strategies that the company does in providing satisfaction to its customers is to create a good cafe atmosphere. Cafe atmosphere is a physical or real characteristic that is used to create an impression and can attract customers (Soebandhi et al., 2020). With innovation and creativity, it can create a sense of comfort such as the layout of the room and the decoration of the room that is made attractively. Although the cafe atmosphere does not directly communicate social class on the various products offered, it can be used as a tool to attract customers to be interested in ordering menus at the cafe. The cafe atmosphere is considered important because the more communicative the exterior atmosphere of the cafe will positively affect the satisfaction of customers who are visiting the cafe, and also the more comfortable the interior makes customers happy to be in the cafe for a long time. Satisfying the customer's desire is quite difficult, because satisfied customers are expected to visit the cafe again, and even inform and disseminate information about the cafe to others so as to place competitors at the bottom of the list they want to visit.

In addition to the cafe atmosphere, the strategy to retain customers in order to obtain customer satisfaction is the price because the price can lead to customer satisfaction in a cafe. Price is one of the important marketing elements because it can provide income or an approach for the company, besides that price is also considered a component that directly affects company profits (Viky Ariska, Nurul Qomariah, 2020). For customers, price also needs to be considered in determining purchasing decisions. That's because the price of a product can affect customer perceptions of the product. The perception of price will not be the same for one customer to another, therefore the quality of the food served must be in accordance with the price given or offered at the cafe.

As it is known that we are currently experiencing a pandemic period which causes daily activities to be hampered. The community is expected not to leave the house if there is no urgent and important need, even at some times the government has issued a WHF policy so that people can work at home so that people do not need to leave their homes. This makes cafes in all regions have to comply with protocol regulations from the government, one of which is also by reducing the number of visitors who come to prevent the increasing number of people who are positive for COVID-19. However, there are also some cafes that have decided to temporarily close until the situation is under control, because the number of people who are positive for COVID-19 is increasing day by day.

Source Coffee is a cafe that is segmented in the middle segment and just opened in November 2020 and is currently crowded with visitors. The location of Source Coffee is not on the main road, namely on Jl. Citra Padova, Perum Bef, Bulusidokare, District, Sidoarjo, Sidoarjo Regency. The distance from Source Coffee to the Sidoarjo city center is 2.7 km from the Sidoarjo square, so it is often called a hidden cafe. Its operational hours are every day at 09.00-23.00 WIB, Monday to Saturday, and at 07.00-23.00 WIB, especially on Sundays in the center of Sidoarjo, making the cafe easy to reach by consumers who are looking for a cafe to relax.

In a phenomenon like today, namely the Covid-19 virus pandemic, Source Coffee Sidoarjo continues to operate and looks crowded with visitors due to the large variety of food and drinks that have affordable prices. In addition, what keeps Source Coffee from being visited by customers during this covid period is Source Coffee Sidoarjo's concern for the virus-19 by being required to implement health protocols that aim to prevent and stop the transmission of covid-19 so that customers feel comfortable, examples of several things such as providing a place to wash hands and hand sanitizer, checking body temperature and masks, as well as implementing social distancing so as to reduce customer worries and not reduce comfort when visiting Source Coffee Sidoarjo.

Source Coffee carries a beach nature theme, such as a surfboard statue at the front of the cafe, large and beautiful plants and natural stones that can attract visitors to take pictures in outdoor locations. The indoor part is no less interesting than the outdoor at the Source Coffee cafe, because in the indoor cafe there are interesting pictures on the walls of the cafe. With interiors and natural themed nuances like on the beach,

Source Coffee tries to present a cozy, homey and fun coffee shop atmosphere. Stone ornaments, wooden interiors, and plants make Source Coffee have memorable characteristics. Themes related to nature have recently become a trend that is widely used by cafes for interior design and decoration.

The food offered by Source Coffee Sidoarjo consists of snacks and heavy meals such as french fries, banana crunch, pasta, noodles, chicken mentai, and others. Prices on the food menu at Source Coffee Sidoarjo are between Rp. 12,000 - Rp. 25,000. In addition to food, the prices on the drinks are further divided into coffee and non-coffee categories. The available drinks include americano, various lattes, hazelnuts, rum regal, cappuccino and many more. The price for drinks at Source Coffee Sidoarjo is between Rp. 12,000 - Rp. 21,000. With visitors knowing the many variants of the menu and various prices, visitors can make it easier for visitors to determine their own orders to be ordered.

Every company has strategies that are expected to have a good effect on designing products aimed at buyers. For example, such as designing prices for promotions or advertisements that are in accordance with target consumers (Mulyansyah & Sulistyowati, 2020).

Based on the results of interviews that researchers conducted on problems related to the atmosphere of the cafe at Source Coffee with several customers, Source Coffee Sidoarjo revealed that the atmosphere of the cafe at the Cafe Source Coffee Sidoarjo has an atmosphere that gives a sense of comfort but there are several problems, namely the lack of availability of trash cans so that customers find it difficult to dispose garbage, besides the lack of parking space so that customers who bring cars have difficulty parking their vehicles when there are many visitors.

In addition, there are also problems related to prices based on the results of interviews, that visitors feel comfortable because there are many menu variants offered and the prices are appropriate, but there are some customers who still complain that discounts or price promos are rarely held on the menu when compared to other cafes in Sidoarjo.

In a study conducted by (Rooroh et al., 2020) said that partially the cafe atmosphere had no effect on customer satisfaction at the cafe. While the research conducted by (Scientific et al., 2020) obtained the results that partially the cafe atmosphere has a positive and significant effect on customer satisfaction. In connection with the explanation described above, the formulation of the first hypothesis obtained is:

### **H1 Cafe atmosphere affects customer satisfaction Source Coffee Sidoarjo.**

One of the important factors and needs to be considered by cafe owners is the atmosphere of the cafe or cafe atmosphere. It is inevitable that the cafe atmosphere is one of the factors for visitors when choosing a place to gather because the cafe atmosphere is a very important physical characteristic in an atmosphere that makes customers feel comfortable while in the cafe and it can describe consumers and buying behavior.

Based on this, it can be said that it is in line with the research conducted by (Rismawati et al., 2020) which resulted in the conclusion that the cafe atmosphere has a positive influence on customer satisfaction because a good cafe atmosphere will be able to make visitors feel hommy and suitable as a hangout place so that visitors feel comfortable in the cafe.

In this study, the indicators used according to (Berman & Evan, 2013) are: 1) exterior; 2) general interiors; 3) store layouts; 4) interior displays.

In addition, the research conducted by (Kurniawati et al., 2019) said that price had no effect on consumer satisfaction. While the research conducted by (Ahror & Soekotjo, 2017) obtained the results that the price has a significant effect on customer satisfaction. In connection with the description that has been explained above, the formulation of the first hypothesis obtained is:

### **H2 Price affects customer satisfaction Source Coffee Sidoarjo.**

Price is a factor that also needs to be considered in determining customer purchases. Some consumers can switch in determining their purchase, this happens because the quality of the product provided does not match the price offered. Price is defined as a value that can be exchanged and equated with money or other goods so that the benefits obtained from a service or item are for a group or person at a certain time and place (Rosalina Febri Wijayanti, Musringah, 2018). Sometimes the use of the term price can be interpreted in the form of a nominal amount at an exchange rate in a currency that can show the high or low value of the quality of goods or the quality of services.

This study uses indicators according to opinion (Staton, 1998) including: 1) price affordability; 2) price match with product quality; 3) price competitiveness; 4) price match with benefits.

Based on research from (Sholihah et al., 2020) proves that cafe atmosphere has a significant and positive influence on customer satisfaction and according to (Irwanto et al., 2013) proves that price has a

positive and significant effect on customer satisfaction. In connection with the description that has been explained above, the formulation of the first hypothesis obtained is:

### H3 Cafe atmosphere and prices affect customer satisfaction Source Coffee Sidoarjo.

A good cafe atmosphere aims to attract the desire of customers to be interested in knowing more about whatever the store has to offer. According to Utami (2018: 340) the atmosphere of the store can be created through several things, namely the layout arrangement system, lighting, arrangement, and arrangement of items that look attractive. According to Utami (2018: 296) explains that pricing is very important because currently customers are more looking for product value when they are buying an item or service. Value is a relationship between what customers get (goods and services) and what they have to pay to get the benefits of these goods and one of the things that consumers consider is price because the variety of income earned by consumers varies in their ability to buy trying to make the prices offered can be reached by consumers (Riskyady & Sulistyowati, 2021).

According to the explanation above, it can be understood that the cafe atmosphere variable and the price variable influence each other on customer satisfaction. These variables form a customer satisfaction.

In connection with the description described above, the researchers carried out a study entitled "The Effect of Cafe Atmosphere and Prices on Customer Satisfaction at Coffee Shop Source Coffee Sidoarjo"

## 2. Research Method

This type of quantitative research is the type of research used in this study, which consists of cafe atmosphere and price variables being the independent variables and customer satisfaction being the dependent variable.

The population is known to exist in this study, namely the number of customers who have made purchases at Source Coffee Sidoarjo during the last 2 months in 2021, namely January to February with a total of 6000 customers.

100 respondents were used as samples in this study. Through the characteristics of the respondents, namely 1) Customers visit and buy Source Coffee Sidoarjo products at least 1 time 2) Customers are aged between 17 to 35 years and over, because respondents at that age are considered to have been able to understand the contents of the questionnaire given. In determining the sample size of a population, this study uses the Solvin technique, according to Syofian Siregar (2014: 61).

$$n = \frac{N}{1 + Ne^2}$$

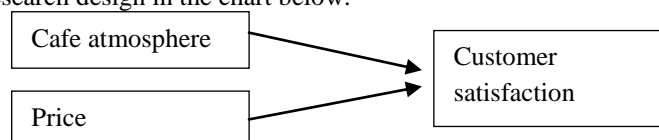
It is known that the population in this study amounted to 6000, with a preposition level of 10%. The following is the calculation of the number of samples using the Slovin formula:

$$\begin{aligned} n &= \frac{6000}{1 + 6000 \cdot (0,10)^2} \\ &= 99,983336 (100) \end{aligned}$$

After calculating the formula above, the sample value that will be used in this study is 99.98 or if it is rounded up to 100 respondents.

This research was conducted using a technique called purposive sampling technique, this purposive sampling technique was used in the sampling technique and also used a questionnaire as a data collection technique, this study used a Likert scale of 1-5, namely from strongly disagree to strongly agree, with statement items totaling 22 items. This research was assisted by SPSS version 25 in analyzing multiple linear regression.

The following is the research design in the chart below:



### 2.1 Validity Test and Reliability Test

The validity test can be seen using the person correlation method, if R Count > R Table then there is validity. From the results of the validity test, all sub-indicator items have a value of R Count > R Table, so that all items in the statement of cafe atmosphere, price, and customer satisfaction are declared valid. The

reliability test can be seen from the Cronbach Alpha column. From the Cronbach Alpha reliability test results obtained a value of 0.914, this can be interpreted that the research data is reliable because  $0.914 > 0.6$ .

## 2.2 Classic assumption test

### a. Normality test

The normality test method uses the Kolmogrov-Smirnov which aims to be able to find out if the data is normally distributed, if the Asymp. Sig > 0.05. From the results of normality, the value of Asymp. Sig 0.381 > 0.05 so the residual data is normally distributed.

### b. Multicollinearity Test

All independent variables (X) in this study, namely cafe atmosphere (X1) and price (X2) have a tolerance of 0.579 which is > 0.10 so it is said that there is no multicollinearity. The VIF value generated from the two independent variables is 1.674 or means < 10.00 which means that there are no symptoms of multicollinearity. So the conclusion obtained is that the symptoms of multicollinearity in the regression model do not occur in this study.

### c. Heteroscedasticity Test

The results of the heteroscedasticity test in this study explain that the cafe atmosphere variable has a significance value of 0.831 and the price variable has a significance value of 0.186. It can be concluded that the significance value of the two independent variables is greater than 0.05 and it can be said that the results of the data test do not show any symptoms of heteroscedasticity.

## 3. Result and Discussion

Through the results of research conducted, it can be seen through a questionnaire totaling 100 respondents. Here are the characteristics:

**Table 1.**  
Characteristics of Respondents

No	Category	Amount	Persentase
1	Gender		
	a. Man	33	33%
	b. girl	77	77%
2	Profession		
	a. Student	6	6%
	b. College student	64	64%
	c. Employee.Employe	20	20%
	e		
	d. Others	10	10%
3	Age		
	a. 17-25 year	88	88%
	b. 26-35 year	11	11%
	c. > 35 year	1	1%
4	Monthly Pocket Money		
	a. <Rp. 300.000	7	7%
	b. Rp. 300.000 - Rp. 1.000.000	34	34%
	c. Rp. 1.000.000 - Rp. 3.000.000	40	40%
	d. >Rp. 3.000.000	19	19%

Source: Processed by Researchers (2021)

Based on the table above, it can be seen that the characteristics of respondents based on gender who most visited and made purchases at Source Coffee Sidoarjo were more women with a percentage of 77%. This proves that female customers are more dominant in visiting and making purchases at Source Coffee Sidoarjo compared to male consumers. This is because women prefer to spend most of their time relaxing, telling stories and meeting with friends.



The characteristics of respondents who visit and make purchases at Source Coffee Sidoarjo are predominantly students with a percentage of 64%. This is because students prefer a place to relax that provides modern facilities to relax or do assignments.

The characteristics of respondents based on age who most visited and made purchases at Source Coffee Sidoarjo were respondents with an age range of 17-25 years with a percentage of 88%. This shows that Source Coffee Sidoarjo is a gathering place for young people or young adults who want to enjoy the menu that has been provided or just want to relax with friends or coworkers.

Characteristics of respondents in the income category is known that the percentage of 40% is at the income level of Rp. 1.000.000 – Rp. 3.000,000 while in the income category Rp. 300,000 – Rp. 1.000,000 has a percentage of 34% then the percentage in the income category >Rp. 3.000,000 by 19% and in the category of income <Rp. 300,000 by 7%. Based on the income level of these respondents, it can be seen that respondents who visit and make purchases at Source Coffee Sidoarjo have various income levels.

The following is the table data from the results of multiple regression analysis:

**Table 2.**  
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
Constant	3,118	2,018		,126
Suasana Cafe (X <sub>1</sub> )	,351	.078	,353	,000
Harga (X <sub>2</sub> )	,357	.065	,475	,000

(Source: Processed by researchers, 2021)

Based on table 2 above, the following are the results of the multiple linear regression equation:

$$Y = 0,351X_1 + 0,357X_2 + e$$

X<sub>1</sub> = Cafe atmosphere

X<sub>2</sub> = Price

Y = Customer Satisfaction

The cafe atmosphere variable (X<sub>1</sub>) has a positive regression coefficient of 0.351, it means that if there is an increase of one unit in the cafe atmosphere, the value of customer satisfaction will increase by 35.1%. While the value of 0.000 is a significance value which shows that the cafe atmosphere produces a significant value, so it means that the sample size represents the truth of the total population.

The price variable (X<sub>2</sub>) has a positive regression coefficient value of 0.357, it means that if the price value increases by one unit, the value of customer satisfaction will increase by 35.7%. While the significance value of 0.000 which indicates that the price variable produces a significant value, it means that the sample size represents the truth of the population.

It is known that the results of multiple regression analysis in the listed equation, namely, the price variable has a dominant effect with a regression coefficient value of 0.357.

Researchers have tested the hypothesis on the variable X<sub>1</sub> (cafe atmosphere) using a partial test (t). The following is a table of partial results in this study:

### 3.1 The Effect of Cafe Atmosphere (X<sub>1</sub>) on Customer Satisfaction (Y)

**Table 3.**  
T test (partial)

Model	T	Sig.
Constan	1,545	,126
Suasana Cafe	4,062	,000

Source: Processed by researchers, (2021)

In the t-count value of the cafe atmosphere variable (X<sub>1</sub>) the number is 4.062 with Sig. as much as 0.000 the value is smaller than 0.05 so that the Sig value is known. of the cafe atmosphere (X<sub>1</sub>) is 0.000 <0.05. So the decision is obtained that Ho is rejected and Ha is accepted, which means that the cafe atmosphere (X<sub>1</sub>) partially has a significant effect on purchasing decisions (Y), so the first hypothesis can be accepted.

From the results obtained in the t-test, it was obtained that it was 4.062 partially producing a significance value of 0.000, meaning that the cafe atmosphere variable had an influence on customer satisfaction at Source Coffee Sidoarjo.

So it can be said that there is an influence between the atmosphere of the cafe on customer satisfaction at Source Coffee Sidoarjo. This is in accordance with the explanation in the background of this research, that one of the factors that can lead to satisfaction for customers is the cafe atmosphere so that with an attractive cafe atmosphere it will create a sense of satisfaction for customers. According to (Maradita & Susilawati, 2021) the better the atmosphere that can be presented to customers, the better the influence on customer satisfaction.

A comfortable cafe atmosphere is one important part that can create customer satisfaction. It can be seen from the cafe atmosphere at Source Coffee Sidoarjo that there are 2 places to sit, namely the indoor and outdoor cafe. Visitors usually prefer an outdoor cafe because the air is fresher. In addition to fresher air, outdoor places are preferred because of the many photo spots so that visitors can enjoy their orders by taking pictures. The Source Coffee logo in front of the cafe is dominated by lights to make it more visible and the lighting on the outdoor and indoor parts of Source Coffee is of the same color, namely warm white so that the atmosphere feels warm. In addition, every 7 pm there is live music, visitors are free to order the songs they want to sing. The seating arrangement is arranged as attractively as possible so that visitors feel comfortable, and the placement of cashiers is easily accessible so that visitors find it easy to make payments.

After conducting this research, the results obtained are in line with the results of research conducted by (Ramadhan & Mahargiono, 2020) resulting in the conclusion that there is a positive and significant effect of cafe atmosphere on customer satisfaction. The results of the study stated that a comfortable atmosphere can increase customer satisfaction.

Based on the results obtained in this study and supported by previous research, it can be concluded that H2 is accepted, namely the cafe atmosphere variable affects customer satisfaction at Source Coffee Sidoarjo.

### 3.2 Effect of Price (X2) on Customer Satisfaction (Y)

**Table 4.**

T test (partial)		
Model	T	Sig.
Constan	1,545	,126
Harga	5,463	,000

Source: Processed by researchers, (2021)

In the tcount value of the price variable (X2) the number is 5.463 with Sig. as much as 0.000 the value is smaller than 0.05 so that the Sig value is known. of the price (X2) is  $0.000 < 0.05$ . Then it is obtained that Ho is rejected and Ha is accepted, meaning that the price variable (X2) has a partially significant effect on the customer satisfaction variable (Y), therefore the second hypothesis is acceptable.

From the results obtained in the t-test, obtained by 5.463 partially produces a significance value of 0.000 meaning that the price variable has an influence on customer satisfaction at Source Coffee Sidoarjo.

At Source Coffee Sidoarjo has determined the best price for customers, so that the predetermined price can be reached by all groups. If the price given can be reached by all groups, it can increase customer satisfaction so that customers make repeat purchases. This can be seen from the price on the food menu at Sorce Coffee Sidoarjo, which is between Rp. 12,000-Rp. 25,000. In addition to food, the prices on the drinks are further divided into coffee and non-coffee categories. The price for drinks at Source Coffee Sidoarjo is between Rp. 12,000-Rp. 21,000. With so many variants, Source Coffee Sidoarjo designed the menu to make it easier to understand for visitors who want to order. Through these various variants, Source Coffee Sidoarjo always innovates products at prices that can be reached by all groups, it is adjusted to the purchasing power of its customers, so as to be able to influence customers in order to create satisfaction when buying products at Source Coffee Sidoarjo.

After conducting this research, the results obtained are in line with the results of the study (Nurvita & Budiarti, 2019) that price has a positive and significant influence on customer satisfaction. With the results of this study and supported by previous research, it can be concluded that H2 is accepted, namely the price variable has an influence on customer satisfaction at Source Coffee Sidoarjo.



### 3.3 The Effect of Cafe Atmosphere (X1) and Price (X2) on Customer Satisfaction (Y)

**Table 5.**

F test (simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	566,312	2	283,156	62,338	,000 <sup>b</sup>
Residual	440,598	97	4,542		
Total	1006.910	99			

Source: Processed by researchers, (2021)

From the results of the F test in table 5, it is known that the simultaneous test results show the significance value of the effect of the cafe atmosphere variable (X1) and price (X2), which is  $0.000 < 0.05$  so H3 is accepted, meaning the results of the simultaneous test above are simultaneously the variable is smaller than 0.05 so the cafe atmosphere and price variables have an effect on customer satisfaction, resulting in the conclusion that the third hypothesis is accepted.

After the research, the F test analysis was carried out and concluded that the two independent variables, namely the cafe atmosphere variable and the price variable, were related to the customer satisfaction variable. From the results obtained, it is concluded that the two independent variables, namely the cafe atmosphere variable and the price variable, have a significant influence simultaneously on customer satisfaction at Source Coffee Sidoarjo.

The results of this study are in line with the results of research conducted by (Rooroh et al., 2020) that the cafe atmosphere and prices simultaneously have a positive and significant influence on customer satisfaction. It is also supported by research conducted by (Pratiwi et al, 2021) which shows that simultaneously the price and atmosphere of the cafe have a significant effect on consumer satisfaction.

**Table 6.**

Coefficient of Determination (R2)

R	R Square	Adjusted R Square
,750	,562	,553

Source: Processed by researchers, (2021)

The results of the SPSS 25 summary model analysis show that the Adjusted R Square is 0.553 or 55.3% so that the cafe atmosphere variable and the price variable have a contribution to explain the customer satisfaction variable by 55.3% while the difference is 44.7% which is influenced by these variables. others not included in this study.

## 4. Conclusions

From the results of the research that has been done above, it can produce conclusions as follows:

- a. Cafe atmosphere variable has a positive effect on customer satisfaction at Cafe Source Coffee Sidoarjo.
- b. The price variable has a positive effect on customer satisfaction at the Cafe Source Coffee Sidoarjo.
- c. The cafe atmosphere and price variables have a positive effect on customer satisfaction at the Cafe Source Coffee Sidoarjo.

## 5. References

- [1] Ahror, U. AL, & Soekotjo, H. (2017). Pengaruh Kualitas Pelayanan, Harga dan Lokasi terhadap Kepuasan Pelanggan Cafe Milkmo. Jurnal Ilmu Dan Riset Manajemen, 6(3), 1–20.
- [2] Ilmiah, J., Manajemen, M., Nomor, V., Novianti, N., & Suryatna, D. (2020). PENGARUH HARGA DAN SUASANA CAFÉ TERHADAP KEPUASAN KONSUMEN PADA CAFÉ D ' MALAKA WATANSOPPENG. 3(April), 67–73.
- [3] Irwanto, A., Rohman, F., & Noermijti. (2013). Analisis Pengaruh Kualitas Produk dan Strategi Harga terhadap Kepuasan Pelanggan, dan Pengaruhnya pada Terbentuknya Word-of-mouth di Perumahan Madani Group Jabodetabek. Jurnal Aplikasi Manajemen, 11(1), 85–94.
- [4] Kurniawati, T., Irawan, B., & Prasadjo, A. (2019). Analisis Pengaruh Kualitas Pelayanan, Harga, dan Brand Image Terhadap Kepuasan Konsumen Restoran Pizza Hut Cabang Jember. E-Journal Ekonomi Bisnis Dan Akuntansi, 6(2), 147. <https://doi.org/10.19184/ejeba.v6i2.11159>

- [5] Maradita, F., & Susilawati, M. (2021). Pengaruh Suasana, Kualitas Makanan, dan Persepsi Nilai terhadap Kepuasan Pelanggan Rumah Makan Goa Sumbawa. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(1), 1–14. <https://doi.org/10.47747/jnmpsdm.v2i1.206>
- [6] Mulyansyah, G. T., & Sulistyowati, R. (2020). Pengaruh Digital Marketing Berbasis Sosial Media Terhadap Keputusan Pembelian Kuliner Di Kawasan G-Walk Surabaya. *Pendidikan Tata Niaga*, 9(1), 1097–1103. <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/36056>
- [7] Nurvita, A. R., & Budiarti, A. (2019). *Jurnal Ilmu dan Riset Manajemen e-ISSN: 2461-0593. Jurnal Ilmu Dan Riset Manajemen*, 8, 1–18.
- [8] pratiwi dkk. (2021). Pengaruh Harga, Store Atmosphere, Produk Kopi Lokal Dan Produk Kopi Internasional Terhadap Kepuasan Konsumen (Studi Pada Konsumen Excelso Coffee Mall Olympic Garden Malang). *Pengaruh Harga, Store Atmosphere, Produk Kopi Lokal Dan Produk Kopi Internasional Terhadap Kepuasan Konsumen*, Vol. 10, N(1), hal.39-48.
- [9] Ramadhan, D., & Mahargiono, P. B. (2020). Pengaruh Harga, Kualitas Produk, Store Atmosphere Dan Lokasi Terhadap Kepuasan Pelanggan Pada Tepi Barat Rumah Kopi Rungkut Surabaya. *Jurnal Ilmu Dan ...*
- [10] Riskyady, Y., & Sulistyowati, R. (2021). Pengaruh Media Sosial Dan Harga terhadap Keputusan Pembelian Tiket Pertandingan Sepak Bola Persebaya Pada Locket.Com. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(2), 1181–1187.
- [11] Rismawati, I., Hasbi, I., & Marketing, E. (2020). The Effect Of Store Atmosphere And Experiential Marketing On Customer Satisfaction Waroeng Setiabudhi Cihampelas. *Menara Ilmu*, XIV(01), 61–70.
- [12] Rooroh, C. A. M., Moniharapon, S., Loindong, S. J. R., Cafe, P. S., Pelayanan, K., & Harga, D. A. N. (2020). ( STUDI PADA CAFE CASA DE WANEA MANADO ) THE INFLUENCE OF CAFE ATMOSPHERE , SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION ( STUDI PADA CAFE CASA DE WANEA MANADO ) Kata Kunci : Suasana Cafe , Kualitas pelayanan , harga , Kepuasan Pelanggan *Jurnal EMBA*. 8(4), 130–140.
- [13] Rosalina Febri Wijayanti, Musringah, S. I. (2018). E-ISSN :2622-304X , P-ISSN : 2622-3031 Available online at: <http://proceedings.stiewidyagamalumajang.ac.id/index.php/progress>. *Proceedings*, 1(1), 360–371.
- [14] Sulaeman, M. M. (2020). Sosialisasi Kewirausahaan dalam Upaya Peningkatan UMKM Desa Palangan Kecamatan Karangbinangun Kabupaten Lamongan. *Jurnal Abdimas Berdaya: Jurnal Pembelajaran, Pemberdayaan dan Pengabdian Masyarakat*, 2 (01), 16-22.
- [15] Sholihah, I. A., Studi, P., Tata, P., Ekonomi, F., Surabaya, U. N., Layanan, K., & Konsumen, K. (2020). Pengaruh suasana cafe dan kualitas layanan terhadap kepuasan konsumen di merdeka cafe nganjuk. *Pendidikan Tata Niaga*, 8(1), 750–756.
- [16] Soebandhi, S., Wahid, A., & Darmawanti, I. (2020). Service quality and store atmosphere on customer satisfaction and repurchase intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 26. <https://doi.org/10.26740/bisma.v13n1.p26-37>
- [17] Syairozi, M. I., & Handayati, R. (2017). Analisis Efisiensi Perbankan Syariah (Unit Usaha Syariah) Indonesia Periode 2013-2015: Pendekatan Dea (Data Envelopment Analysis). *Economic: Journal of Economic and Islamic Law*, 8(2), 93-103.
- [18] Viky Ariska, Nurul Qomariah, dan B. W. (2020). Editorial Board - IJSTR. The Impact Of Service Quality, Price, Products, And Trust On “Kober Mie Setan” Consumer Satisfaction Viky, 9(04 april).
- [19] Utami, C. W. (2018). *Manajemen Ritel* (3 ed.). Jakarta: Salemba Empat.