



## The effect of product quality and store atmosphere on customer satisfaction at Cirebon coffee chop

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### ABSTRACT

This study aims to analyze the influence of product quality and store atmosphere on customer satisfaction at G.O Coffee Shop in Cirebon. The quality of the products in this study includes eight dimensions, including performance, features, reliability, specification suitability, durability, ease of repair, aesthetics, and quality perception. Meanwhile, store atmosphere is measured through four dimensions, namely exterior, general interior, store layout, and interior display. Customer satisfaction is measured based on the suitability of expectations, interest in returning visits, and willingness to recommend. The research uses a quantitative approach with a correlational descriptive method. A sample of 168 respondents was obtained through purposive sampling techniques and analyzed using multiple linear regression. The results of the study show that both product quality and store atmosphere have a positive and significant effect on customer satisfaction, with product quality having a more dominant influence. These findings support the importance of integrated management between product quality and store atmosphere in shaping a satisfactory customer experience. A strategy that emphasizes the synergy of the two elements is expected to increase customer loyalty and recommendations in the long run.

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### 1. INTRODUCTION

The café and coffee shop industry has grown rapidly in Indonesia in recent years. This trend is driven by consumer preferences that increasingly prioritize social experience and convenience when enjoying food and beverage products (Rafika & Yulhendri, 2020; Syaifudin & Suriyok, 2022). In this context, G.O Coffee Shop located in Gembang Ilir-Waled, Sukadana, Cirebon, is an example of a local café that has succeeded in combining the quality of superior products with a store atmosphere that supports comfort. As affirmed by (Effendy, 2019; Pojoh & Kindangen, 2019), the success of a business in this industry depends not only on the quality of the products, but also on the store atmosphere that can create an all-round experience for customers.

Product quality such as coffee taste, menu variety, and serving consistency have long been recognized as the main determinants of consumer satisfaction (Putra & Wimba, 2021). However, atmospheric elements such as interior design, cleanliness, lighting, and interaction between staff and customers also have a significant contribution to forming a positive impression of a café (Azhari et al., 2023; Nurhajjah et al., 2022). Therefore, the study of the influence of product quality and store atmosphere on customer satisfaction is still very relevant and continues to evolve to answer the complex dynamics of consumer preferences.

This study aims to explore how product quality and store atmosphere contribute to the level of customer satisfaction at G.O Coffee Shop, Cirebon. Using a combined quantitative and qualitative approach, this study analyzes the relationship between the two variables and overall customer perception. This research is expected to be a reference for business owners in designing service improvement strategies, as well as enriching the literature in the field of marketing and customer experience management (Dahmiri & Bhayangkari, 2020).

Many previous studies have only focused on one dimension, such as product quality or store atmosphere, without investigating the synergy of the two simultaneously in a local context such as Cirebon. In fact, the physical and emotional elements of the store atmosphere such as lighting, cleanliness, and comfort have a major impact on overall customer satisfaction (Furoida & Maftukhah, 2018; Munawaroh & Simon, 2023). By delving deeper into these relationships, this study is expected to fill in the gaps in the literature and provide a more accurate picture of consumer preferences in non-metropolitan areas.

In addition to providing insight into customer satisfaction, the findings of this study are also expected to contribute to predicting long-term customer behavior. According to the Expectation Confirmation Theory (ECT), repeated satisfaction—particularly when both product and environmental factors are involved—can lead to behavioral loyalty, such as frequent repeat visits and brand advocacy. Therefore, the study does not only address momentary satisfaction, but also aims to shed light on how integrated service quality contributes to the formation of sustainable customer loyalty.

Furthermore, this study offers practical value for other coffee shop businesses, especially those operating in small towns with limited resources. Rather than focusing on high-cost renovations or premium decor, business owners can adopt low-budget yet impactful strategies—such as improving cleanliness, optimizing lighting and layout, and providing warm, consistent service—to create a pleasant atmosphere. The findings may guide similar local businesses in developing feasible approaches to enhance customer satisfaction through integrated product and atmosphere management.

In addition to a more comprehensive thematic approach, the study also adopts a more comprehensive data collection method. Not only through surveys, but also with in-depth interviews and direct observation of the elements of the physical environment at G.O Coffee Shop. This approach is expected to result in a more holistic understanding, and is not only theoretically useful, but also applicable for practitioners in the F&B sector who want to increase competitiveness in the midst of fierce competition (Bahety et al., 2024; Dubey et al., 2023).

Product quality is a fundamental element in shaping customer satisfaction, especially in the café and restaurant industry. (Putra & Wimba, 2021)(Sambara et al., 2021) explained that product quality includes various dimensions, including: performance, product features, reliability, conformity with specifications, durability, ease of repair, aesthetics, and quality perception. These dimensions not only reflect the basic functions of the product, but also reinforce the emotional perception and subjective value that consumers feel when enjoying the product. In the context of the café industry, for example, the performance and features of the product reflect how the coffee or food served fulfills its basic function and presents a certain uniqueness. Aesthetics and the

perception of quality play a crucial role in creating an engaging sensory and visual experience. If all elements of product quality are met, the chances of creating customer satisfaction will be greater.

Store atmosphere is an important element that affects customer perception and comfort in interacting with a place of business. According to (Dahmiri & Bhayangkari, 2020), there are four main components in the store atmosphere, namely: exterior, general interior, store layout, and interior display. These four dimensions form the overall image and atmosphere that customers feel when entering and being inside a store or café.

Exterior components include the exterior appearance of the building, signage, and visual elements that affect the first impression. The general interior includes lighting, cleanliness, colors, and scents that support the atmosphere inside the store. Store layouts play a role in the efficient and comfortable arrangement of space, while interior displays or point of interest displays create a visual focus on a specific product or area that strengthens the promotional strategy. If all these aspects are managed properly, then the atmosphere of the store will encourage comfort and increase customer satisfaction.

Customer satisfaction is the result of a subjective evaluation of the extent to which products and services meet or exceed their expectations. According to (Sambara et al., 2021), customer satisfaction can be measured through three main indicators: suitability of expectations, interest in returning visits, and willingness to recommend. When the product and the atmosphere of the store match the customer's expectations, they will be more likely to feel satisfied, return to the service, and recommend it to others. Theoretically, this concept is in line with the Expectation Confirmation Theory (ECT) which states that satisfaction occurs when customer expectations are in line with or exceeded by actual performance. Therefore, optimal product quality and store atmosphere will directly have a positive impact on customer satisfaction levels.

Some research indicates that product quality and store atmosphere do not work separately, but rather complement each other in influencing customer satisfaction. When these two aspects are optimally managed, the experience that customers feel will be more positive and memorable. This is in line with the results of research showing that the combination of quality products and a comfortable store atmosphere is able to create an all-round experience that significantly increases customer satisfaction levels (Dahmiri & Bhayangkari, 2020). A good store atmosphere can also strengthen customer perception of the quality of the products offered. For example, at G.O Coffee Shop, superior coffee flavors will be appreciated even more if they are served in a supportive environment, such as attractive interiors, maintained cleanliness of space, and friendly and warm service. This positive interaction between the physical elements of the store and the quality of the product has been proven to form a stronger customer perception of overall satisfaction. In the context of the ever-growing café industry, customer satisfaction is a key indicator of business success which is not only influenced by product quality alone, but also by the atmosphere of a strategically designed store (Azhari et al., 2023; Putra & Wimba, 2021). These two aspects interact with each other in shaping the overall experience felt by customers. Good product quality creates a positive perception of a brand's value and reliability, while a store atmosphere supports emotional and sensory experiences that reinforce that perception (Carollo et al., 2022; Halibas et al., 2025).

Customers not only evaluate products based on taste or function, but also based on the context in which they are consumed. Therefore, high product quality can gain more value when consumed in a supportive environment—for example, a clean environment, comfortable layout, and warm interactions. On the other hand, products with good quality can lose their appeal if they are presented in an unpleasant environment (Munawaroh & Simon, 2023; Pojoh & Kindangen, 2019; Ramadhan & Mahargiono, 2020). This shows that product quality and store atmosphere do not work separately, but complement each other in creating optimal customer satisfaction.

Theoretically, the relationship between these variables can be explained through Expectation Confirmation Theory (ECT), which states that customer satisfaction is the result of a comparison between initial expectations and perceptions of actual performance. If the performance felt by customers both from product quality and store atmosphere meets or exceeds their expectations, then satisfaction will be achieved (Niati et al., 2021; Prayoga et al., 2025). In this context, the integration between superior product quality and a pleasant store atmosphere becomes the foundation in building customer loyalty and the desire to recommend the café to others.

Based on this explanation, the hypotheses that can be proposed in this study are as follows: H1: Product quality has a positive effect on customer satisfaction. H2: The atmosphere of the store has a positive effect on customer satisfaction. H3: The quality of the product and the atmosphere of the store simultaneously have a positive effect on customer satisfaction.

## 2. RESEARCH METHOD

This study uses a quantitative approach with a correlational descriptive method. The descriptive research aims to provide a clear picture or description of the influence of product quality and store atmosphere on customer satisfaction at G.O Coffee Shop, Cirebon. This research is also correlational, which means that this study will examine the relationship between two independent variables, namely product quality and store atmosphere, to the dependent variable, namely customer satisfaction.

The population in this study is all customers who visit G.O Coffee Shop located in Gembang Ilir-Waled, Sukadana, Cirebon. Since the population is not known for sure, the sample size is calculated based on the estimated number of monthly customers. Based on data obtained from the management of G.O Coffee Shop, the average monthly visitor is around 1,500 customers.

To determine the representative sample size, the Slovin formula was used with an estimated known population, namely 1,500 customers per month, and the desired margin of error was 7% (0.10) (Sugiyono, 2017). Therefore, the required number of samples was 179 people, but only 168 questionnaires could be processed. With this number of samples, it is expected that valid and reliable results can be obtained with a minimal margin of error.

The data collection technique in this study uses two methods, namely a direct questionnaire and a questionnaire through Google Form. The questionnaire was used to collect quantitative data on customer perception of product quality, store atmosphere, and customer satisfaction (Sekaran & Bougie, 2016). This questionnaire is given to customers who are visiting G.O Coffee Shop. The researchers collected the data directly by asking customers to fill out a questionnaire before or after they enjoyed the service at the café. In addition to direct data collection, the researcher also used the Google Form platform to facilitate access for respondents who may not be at the location at the time of data collection. The questionnaire link was shared through G.O Coffee Shop's social media, such as Instagram and WhatsApp, to reach a wider range of customers. This online questionnaire also allows customers to fill out surveys at a more flexible time, thus optimizing the number of respondents obtained. Data collection was conducted over a full month to ensure the collected data was sufficiently representative of the variability of G.O Coffee Shop customers.

The instrument used to measure the variables in this study is the Likert scale which consists of five levels: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5) (Sekaran & Bougie, 2016). This instrument is used to measure customers' perceptions of factors that affect their satisfaction. Product quality is measured by eight indicators based on (Putra & Wimba, 2021), including performance, features, reliability, specification suitability, durability, ease of repair, aesthetics, and

quality perception. Store atmosphere is measured by four indicators referring to (Dahmiri & Bhayangkari, 2020), namely: exterior, general interior, store layout, and interior display. Customer satisfaction is measured based on three indicators from (Sambara et al., 2021), namely the suitability of expectations, interest in returning visits, and willingness to recommend.

To ensure the suitability of the dimensions and indicators with the characteristics of G.O Coffee Shop customers, a preliminary validation process was conducted prior to full-scale data collection. This involved a small-scale pilot test with 20 respondents who matched the profile of typical café visitors in the area. Feedback from the pilot was used to refine language clarity and contextual relevance of each indicator. In addition, content validity was reviewed through expert judgment involving two academic researchers and one practitioner in the F&B industry to confirm the appropriateness of the constructs in the context of a local coffee shop.

The collected data was analyzed using multiple linear regression analysis to test the relationship between the independent variables (product quality and store atmosphere) and the dependent variable (customer satisfaction). Before conducting regression analysis, both validity and reliability tests were conducted to ensure that the research instrument accurately and consistently measured the intended constructs.

To provide a clear picture of how the variables in this study are measured, the operational definitions, indicators, and sources used are summarized in the following table.

Variable	Operational Definition	Indicators	Source
Product Quality	The ability of a product to meet or exceed customer expectations, includes aspects of function, features, reliability, and aesthetics.	1. Performance 2. Product features 3. Reliability 4. Conformity with specifications 5. Durability 6. Improved facilities 7. Aesthetics 8. Quality perception	(Putra & Wimba, 2021)
Store Atmosphere	Physical elements and store ambience designed to create convenience and enhance the consumer shopping experience.	1. Exterior 2. General Interior 3. Store Layout 4. Interior Display (Point of Interest Display)	(Dahmiri & Bhayangkari, 2020)
Consumer Satisfaction	The level of feeling happy or disappointed after comparing expectations and reality for the performance of the product/service received by consumers.	1. Expectations fit 2. Interest in returning 3. Willingness to recommend	(Sambara et al., 2021)

Before conducting data analysis, a validity and reliability test was carried out on the questionnaire to ensure that this research instrument could be used validly and reliably (Ghozali, 2018). The validity test is carried out using factor analysis to see if each indicator in each variable can measure the concept in question. Reliability tests were performed using Cronbach's Alpha to ensure the internal consistency of the research instruments.

### 3. RESULTS AND DISCUSSIONS

In this study, data collection was carried out using a questionnaire distributed to customers and obtained 168 respondents who filled out the questionnaire. Descriptive statistics are used to describe the sample profile and provide a preliminary idea of the distribution of data for each research variable.

The following table shows the descriptive statistics of each variable studied, namely product quality, store atmosphere, and customer satisfaction:

Variable	Number of Respondents (n)	Average	Standard Deviation	Minimum	Maximum
Product Quality	168	3.92	0.56	2	5
Store Atmosphere	168	3.80	0.63	2	5
Customer Satisfaction	168	4.01	0.52	3	5

Based on the descriptive statistical table, it can be concluded: Product Quality: Based on the data, the average value for product quality is 3.92 with a standard deviation of 0.56. This shows that the majority of customers have a fairly positive perception of the quality of the products offered by G.O Coffee Shop.

Store Atmosphere: The average value for store atmosphere is 3.80 with a standard deviation of 0.63. Although the average shows positive results, there is little variation in customer perception regarding the store atmosphere.

Customer Satisfaction: The average customer satisfaction score is 4.01, with a standard deviation of 0.52. This shows the high level of satisfaction from customers with the products and atmosphere that exists in the G.O Coffee Shop.

Furthermore, to test the relationship between independent variables (product quality and store atmosphere) and dependent variables (customer satisfaction), multiple linear regression analysis was performed. Multiple regression models are used to find out how much influence each independent variable has on customer satisfaction.

The following table shows the results of the multiple regression analysis performed

Variable	Regression Coefficients	t-Statistic	p-value
Constant (Intercept)	0.812	5.34	0.000
Product Quality	0.355	4.56	0.000
Store Atmosphere	0.299	3.89	0.000

Interpretation of Regression Results: Constant (Intercept): A constant value of 0.812 indicates the value of customer satisfaction when the quality of the product and the store atmosphere are zero. While this is not practical in person, it is useful for regression models.

Product Quality (X1): The coefficient for product quality is 0.355 with a p-value of 0.000, which indicates that product quality has a significant influence on customer satisfaction. Each one unit improvement in product quality is expected to increase customer satisfaction by 0.355 units.

Store Atmosphere (X2): The coefficient for store atmosphere is 0.299 with a p-value of 0.000, which also indicates that store atmosphere has a significant effect on customer satisfaction. Every increase of one unit in the store atmosphere is expected to increase customer satisfaction by 0.299 units.

An R-squared value of 0.72 indicates that 72% of the variation in customer satisfaction can be explained by the variables of product quality and store atmosphere. This indicates that the multiple regression model used is quite good at explaining the relationship between these variables.

Based on the results of data analysis from 168 respondents, it was obtained that product quality and store atmosphere contributed significantly to customer satisfaction at G.O Coffee Shop. This study uses multiple linear regression to see the influence of each independent variable on the dependent variable, namely customer satisfaction.

The results of the analysis showed that product quality had a positive and significant influence on customer satisfaction, with a regression coefficient value of 0.355

and a p-value of 0.000. This means that the higher the customer's perception of product quality, the higher their satisfaction level. Indicators such as product performance, features offered, reliability in presentation, and conformity with specifications prove important for customers. For example, customers provide a positive assessment of the product's ability to carry out its function consistently (performance), as well as the uniqueness of the features or variants of the available product. In addition, durability and ease of repair, while not always explicitly realized in food and beverage products, are still implicitly assessed in terms of temperature resistance, packaging, or timeliness of presentation. The aesthetic dimension and quality perception are also proven to strengthen the overall image of the product and encourage customers to feel satisfied with what they enjoy. These results support the findings of Putra and Wimba (2021) that product quality contributes to the formation of satisfaction, especially in the food and beverage sector.

Store atmosphere also showed a significant influence on customer satisfaction, with a regression coefficient of 0.299 and a p-value of 0.000. Although the effect is slightly smaller compared to the quality of the product, the store atmosphere remains an important element that strengthens the customer experience. Customer ratings include an attractive exterior, a comfortable store interior in terms of lighting, temperature, and scent, and a store layout that makes it easy to move around and create a space that is not crowded. In addition, attractively arranged interior displays also influence the aesthetic assessment of the space and provide a pleasant visual experience. This is in line with the results of research by Dahmiri and Bhayangkari (2020), which emphasized that the four elements of the store atmosphere can create an atmosphere that encourages customer loyalty and strengthens a positive impression of the services provided. While this study primarily focuses on aggregate customer responses, it does not yet differentiate between new and existing customers, nor does it account for frequency of visits. These distinctions may influence how customers evaluate both product quality and store atmosphere. For example, new customers may be more sensitive to atmospheric cues and first impressions, whereas loyal visitors may prioritize consistency and personal comfort. Future segmentation or moderation analysis could uncover nuanced insights that inform tailored loyalty strategies, such as customized offers for repeat customers or atmospheric enhancements for first-time guests.

Customer satisfaction as a dependent variable is measured through three indicators, namely: suitability of expectations, interest in returning visits, and willingness to recommend. A high average result on this variable (mean = 4.01) indicates that the majority of customers are satisfied with the overall experience obtained. According to standard benchmarks in the F&B industry, a Likert score ranging from 3.80 to 4.20 is commonly interpreted as indicating a state of "satisfaction" to "high satisfaction." While it may not yet reflect "customer delight," the score of 4.01 suggests that G.O Coffee Shop has consistently met and even slightly exceeded customers' expectations. This evaluation affirms the café's reliability in delivering a quality experience across both product and environmental dimensions. Customers feel that what they receive during their visit meets and even exceeds their expectations, both in terms of products and the atmosphere of the store. This satisfaction has an impact on the high intention to make repeat visits, as well as the readiness to recommend these cafes to others, which is an important indicator in the measurement of brand loyalty and strength (Sambara et al., 2021). Furthermore, this repeated satisfaction is critical for predicting long-term customer loyalty. In line with Expectation Confirmation Theory (ECT), when both product and environmental experiences repeatedly align with or exceed expectations, customers are more likely to form emotional attachment and brand trust. These psychological foundations are essential for sustaining loyalty behaviors, such as habitual visits and word-of-mouth advocacy, beyond one-time satisfaction.

#### 4. CONCLUSION

The results of this study confirm that both product quality and store atmosphere have a significant and positive effect on customer satisfaction at G.O Coffee Shop. Key product-related aspects such as performance, aesthetics, reliability, and perceived quality, along with environmental factors like interior comfort, spatial layout, and visual display, work together to create a holistic and satisfying customer experience. Customers report a high level of satisfaction when these elements not only function well individually, but also interact synergistically to meet or exceed their expectations.

Importantly, this satisfaction is not merely transactional or short-lived. In line with Expectation Confirmation Theory (ECT) and supported by the indicators measured in this study—such as repeat visit intention and willingness to recommend—the results suggest a strong foundation for predicting long-term customer loyalty behaviors. When customers consistently experience both high product quality and an engaging store environment, they are more likely to develop emotional attachment and brand advocacy, which are critical for maintaining loyalty in a competitive and experience-driven industry.

These findings also offer practical relevance for small coffee shop businesses in non-metropolitan or resource-constrained areas. While designing an ideal store atmosphere may seem costly or complex, this study demonstrates that even basic yet strategic improvements—such as ensuring cleanliness, optimizing layout flow, using low-cost but cohesive visual displays, and training staff for warm interpersonal interactions—can significantly influence satisfaction and loyalty. Thus, a well-integrated service design does not always require a large investment, but rather a thoughtful combination of product consistency and accessible ambience enhancements.

In conclusion, the study reinforces the importance of adopting an integrative strategy in managing product and environmental dimensions simultaneously. Such an approach not only enhances customer satisfaction in the short term but also positions coffee shops—especially in smaller cities—to foster sustainable loyalty, differentiate their brand identity, and increase the likelihood of positive word-of-mouth in their local markets.

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