Analysis of Customer Satisfaction In Terms of Price, Menu Variety, and Store Atmosphere (Study at Mata Hati Coffee Kediri)

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KEYWORDS	ABSTRACT
Price, Menu Variants, Store Atmosphere, Customer Satisfaction	This study aims to examine and analyze the partial effects of the independent variables—price (X1), menu variety (X2), and store atmosphere (X3)—both individually and simultaneously, on the dependent variable of customer satisfaction (Y) at Mata Hati Coffee Kediri. The type of research conducted is quantitative, with a sample size of 97 respondents. This study analyzes the partial and simultaneous effects of the variables price (X1), menu variety (X2), and store atmosphere (X3) on customer satisfaction (Y). This research uses a quantitative approach with a non-probability sampling technique. Data collection was conducted using questionnaires, and the data analysis technique employed was multiple linear regression analysis using SPSS 25.0. The results of the testing and analysis indicate that the price variable (X1) has a significant effect on customer satisfaction. The menu variety variable (X2) does not have a significant effect on customer satisfaction. Meanwhile, the store atmosphere variable (X3) has a significant effect on customer satisfaction.

1. INTRODUCTION

In the current era of intense competition, the number of products and brands, both goods and services, competing has increased significantly. Consumers have a variety of choices and alternatives. One business facing tough competition is the café business. The culture of drinking coffee has become a new trend among society. As a result, demand has increased, leading to the emergence of various brands, cafes, and coffee shops in many major cities in Indonesia. For example, in Kediri, many coffee shops have emerged, competing fiercely and adopting different concepts to attract customers.

No	Coffee Shop Names	Adress
1	Albero Coffee Kediri	Jl. Soekartno Hatta No.57 Tepus, Kabupaten Kediri
2	Mata Hati Cofe Kediri	Jl. Ahmad Dahlan No.34, Mojoroto, Kota Kediri
3	Alinea Kediri	Jl. Setono Pande Kec. Kota Kediri
4	Asturo Kediri	Jl. Betet Bawang No.134, Pakunden, Kabupaten Kediri
5	Homely Cafe	Jl. Ahmad Dahlan No.82, Mojoroto, Kota Kediri
6	Etanli Coffee & Eatery	Jl. Mayjend Sungkono No.37, Mojoroto, Kota Kediri
7	Tempat Bercakap Kopi Kediri	Jl. Raden Ajeng Kartini No.69, Doko, Kabupaten

		Kediri
8	Societe Cafe	Jl. Joyoboyo No.21 Dandangan Kota Kediri
9	Kopiki Kediri	Jl. Ronggowarsito No.17, Pocanan, Kediri Regency
10	Pico Kopi	Jl. Ahmd Yani,Ngadirejo, Kota Kediri
11	SK Coffee Lab	Jl. Pahlawan Kusuma Bangsa No.39b Kota Kediri
12	Awor Coffee Kediri	Jl. Panglima Polim No.7 Dandangan Kota Kediri
13	Bandar Latte Kediri	Jl. Sudanco Supriadi No.2, Mojoroto, Kota Kediri,
14	Kocok'in Kediri	Jl. Mauni No.82a, Bangsal, Kec. Pesantren, Kota Kediri,
15	Joe's Coffee & Barbershop	Jl. Medang Kamulan No.24, Semampir, Kec. Kota, Kabupaten Kediri,
16	HOLYME x Beargardens	jalan airlangga No.200, Gogorante, Paron, Kec. Ngasem, Kabupaten Kediri
17	Chocolata Cafe Kediri	Jl. Slamet Riadi No.30, Banjaran, Kec. Kota. Kabupaten Kediri
18	OKUI Creative Hub. District	Jl. Pahlawan Kusuma Bangsa No.32, Banjaran, Kec. Kota, Kabupaten Kediri,
19	D'WIF	Jl. Perintis Kemerdekaan No.132, Ngronggo, Kec. Kota, Kota Kediri,
20	Sandei Café	Jl. DR. Setiabudi No.14, Pakelan, Kec. Kota, Kota Kediri
21	Asturo Café	Jl. Betet Bawang No.134, Pakunden, Kec. Pesantren, Kabupaten Kediri,
22	Merah Putih La Cucine E Caffe	Jl. Ahmad Yani No.10, Tepus, Banjaran, Kec. Kota, Kabupaten Kediri
23	Lunacia Coffee	52W2+43M, Mojoroto, Kec. Mojoroto, Kabupaten Kediri
24	De Brontos Cookies Boutique	Jl. Sriwijaya, Kemasan, Kec. Kota, Kota Kediri,
25	Foresthree Coffee Kediri	Jl. Joyoboyo No.57, Kemasan, Kec. Kota, Kota Kediri

Table 1. Data on Coffee Shops in Kediri

Things to consider in running a coffee business include price and menu variety, which are crucial factors in the culinary or coffee shop industry. If the price of a product is high, it can lead to decreased sales. Conversely, lower prices can increase sales. Similarly, menu variety that keeps up with current trends and innovations can attract customer interest and visits, but it's important to maintain product quality to ensure customer satisfaction. This is crucial for competing effectively with other coffee businesses (Darmawan, 2015).

Customer satisfaction is vital for business success. According to Kotler & Keller (2014),

"When consumers compare products or services, they experience pleasure or disappointment depending on how well the product or service meets their expectations."

In addition, café atmosphere (store atmosphere) refers to creating an environment consisting of visual communication, lighting, colors, music, and aroma to evoke emotional responses and impressions on customers, influencing their purchasing decisions (Berman, Barry, and Evans, 2012). The café atmosphere is a key factor that distinguishes café businesses, where the created ambiance makes customers feel differently about each café they visit. Atmosphere is a deliberately planned

environment that matches the target market, attracting customers to make purchases (Kotler & Keller, 2014). Café atmosphere can influence consumer emotions and feelings, thereby affecting the buying process. The atmosphere, created through exterior and interior elements, sounds, music, lighting, and others, ultimately shapes the comfort or dissatisfaction experienced by customers.

No	Menu Item Names	Price
1	Hati Yang Special	Rp18.000
2	Hati Yang Ceria	Rp15.000
3	Hati Yang Usil	Rp15.000
4	Hati Yang Tulus	Rp15.000
5	Hati Yang Tenang	Rp13.000
6	Americano	Rp12.000
7	A ozora Matcha	Rp18.000
8	Suka Hatea	Rp13.000
9	Hatea Yang Terpendam	Rp13.000
10	Hatea Yang Dingin	Rp13.000
11	Hatea Suci	Rp13.000
12	Sakura Jingga	Rp13.000
13	Bubble Gum Milk	Rp15.000
14	Pinky Lovely	Rp15.000
15	Sweet Chocolate	Rp15.000
16	Sweet Heart	Rp15.000
17	Merah Hati	Rp15.000
18	Teguh Hati	Rp15.000
19	Green Matcha	Rp15.000
20	Mojito Yang Lugu	Rp15.000
21	Green Paradise	Rp15.000
22	Blue Sky Paradise	Rp15.000
23	Cold Drip	Rp15.000
24	Cold White	Rp15.000
25	Matahati Creamy	Rp15.000
26	Hati Yang Merona	Rp15.000
27	Purple Deep	Rp15.000
28	Ice Cream Cone	Rp7.000
29	Ice Cream Sundae	Rp12.000
30	Tteobokki	Rp15.000
31	Rabokki	Rp15.000
32	Dimsum Special	Rp13.000
33	Dimsum Special	Rp13.000
34	Egg Toast	Rp18.000

No	Menu Item Names	Price
35	Beef Toast	Rp20.000
36	Chicken Toast	Rp20.000
37	Ropang	Rp10.000
38	Kulit Renyah	Rp10.000
39	Aci Goreng	Rp12.000
40	Sepiring Mata Hati	Rp15.000
41	Corndog Daebak	Rp13.000
42	Tempe Mendoan	Rp12.000
43	Tahu Mendoan	Rp12.000
44	Tahu Gejrot	Rp10.000
45	Matahati Bucket	Rp17.000
46	Hati Yang setia	Rp13.000
47	Hati yang tersembunyi	Rp13.000
48	Chicken Wings	Rp20.000
49	Taiyaki (Roti Ikan	Rp12.000
50	Nasi Gila Hati	Rp15.000
51	Nasi Ayam Judes	Rp15.000
52	Nasi Kulit Hati Galau	Rp18.000
53	Nasi Kulit Hati Rindu	Rp18.000
54	Nasi Ayam Geprek Hati Kusut	Rp15.000
55	Hati Yang Merindu	Rp15.000
56	Nasi Kulit Yang Terdalam	Rp18.000
57	Serpihan Hati	Rp15.000
58	Hati Yang Kesepian	Rp20.000
59	Hati Yang Bahagia	Rp20.000
60	Nasi Goreng Special	Rp20.000
61	Nasi Goreng Kebuli	Rp18.000
62	Nasi Goreng Babat Paru	Rp28.000
63	Nasi Goreng Kampung	Rp15.000
64	Mie Godog	Rp18.000
65	Mie Goreng	Rp18.000
66	Kebab Sapi	Rp20.000
67	Kebab Ayam	Rp19.000
68	Kebab Black	Rp20.000
69	Kebab Chijue	Rp20.000
70	Kebab Unyu	Rp18.000
71	Kebab Sosis	Rp17.000
72	Kebab Nasi Lemak	Rp18.000
73	Burger Sapi	Rp20.000
74	Burger Ayam	Rp19.000
75	Burger Crispy	Rp20.000
76	Canai Salad	Rp17.000
77	Canai Ori	Rp12.000
78	Canai Coklat Keju	Rp15.000

Table 2. Menu List and Prices at Mata Hati Cafe, Kediri

According to Table 1.2, the price range of the menu items at Mata Hati Cafe – Kediri starts from Rp. 7,000 to Rp. 26,200. Additionally, the food menu offers a variety of options ranging from main dishes to snacks, such as Nasi Goreng Mata Hati, Mie Goreng Spesial, Sate Ayam, and many others. There are also delicious snacks available like Roti Bakar, Martabak Telur, and various tasty cakes. All dishes are served in generous portions, suitable for enjoying with friends or family. Mata Hati Cafe – Kediri also serves refreshing and healthy beverages, including various fresh fruit juices, smoothies, and quality coffee or tea. All items on the menu are made from fresh ingredients and prepared with the best techniques and skills, ensuring a distinctive and appetizing taste.

The store atmosphere of Mata Hati Cafe – Kediri offers a comfortable and pleasant environment for relaxing with friends or family. Moreover, Mata Hati Cafe – Kediri has several unique features that set it apart from other cafes in Kediri. Firstly, customers will experience a relaxed and serene atmosphere perfect for unwinding after a busy day. The cafe's interior, designed in a minimalist style, provides extra comfort for visitors. Secondly, visitors will find various Instagrammable spots, from beautiful small corners to shaded and pleasant gardens, ideal for photography enthusiasts looking to capture memorable moments with friends. Thirdly, the friendly and welcoming atmosphere from the cafe's staff makes visitors feel at home. Good and friendly service is also a highlight of Mata Hati Cafe – Kediri. An attractive decoration at Mata Hati Cafe is a mural depicting the beauty of Indonesian nature, adding vibrancy and liveliness to the atmosphere. Additionally, there are wall decorations made from woven fabric that give a traditional impression. Visitors can also find other Instagrammable wall decorations with various creative ideas. The seating at Mata Hati Cafe is very comfortable and diverse, ranging from regular chairs to soft and adorable bean bags. Furthermore, the cafe is equipped with an open area at the back garden, which is an ideal spot for relaxing under the sun and enjoying the fresh air.

2. METHOD

This study employs a quantitative research method, specifically a survey type, where information is gathered from respondents by asking questions related to the research topic using a research instrument (questionnaire) with a Likert scale ranging from 1 to 4. A score of 1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "agree", and 4 indicates "strongly agree". This approach is used to understand individuals' perceptions specifically regarding the phenomena under study.

The sampling technique utilized is Lemeshow's formula, as the population size is not clearly known or infinite, as stated by Oktaviana et al., (2022), suggesting that Lemeshow's formula can be applied when the population size is unknown. The sampling method employed in this study is purposive sampling. According to Ovitasari (2019), purposive sampling involves selecting samples based on specific considerations and criteria. In this research, the sample is classified as teenagers to adults aged between 17 to 30 years old.

n: Sample size
z: Z-score at 95% confidence level = 1.96
P: Maximum estimation (maximum variability)
= 50% = 0.5
d: Margin of error = 10% = 0.10

$$n = \frac{Z^2 P(1-P)}{d2}$$

$$n = \frac{1{,}96 \, . \, 0{,}5 \, (1 - 0{,}5)}{0{,}01}$$

$$n = 96{,}4$$

Based on the calculation above, the sample size obtained is 97 respondents. Regarding the research on customer satisfaction, to meet the criteria of satisfied customers/respondents, the author adds several criteria: customers who have visited and made purchases at Mata Hati Cafe – Kediri at least twice in the last 6 months. The data analysis technique used will involve multiple linear regression.
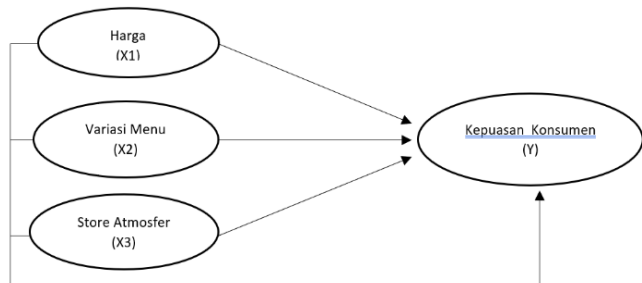

Figure 1: Conceptual Framework of the Research Model

3. RESULT AND DISCUSSION

Validity Test
The significance test is conducted by comparing the calculated rrr value with the tabled rrr value for degrees of freedom (df) = $n-2n-2n-2$, where nnn is the sample size, with an alpha level of 0.05. If the calculated rrr value is greater than the tabled rrr value and positive, then the item or statement is considered valid. Based on the validity test, all questionnaire items used in this study have a Sig. Alpha value greater than the tabled Sig. Alpha value of 0.05, indicating that the variables in this study are considered valid..

Reliability Test
The reliability test results show that the Cronbach's Alpha (α\alpha$\alpha$) values for each variable exceed 0.70, indicating acceptable reliability for each:

1. Price variable: Cronbach's Alpha = 0.870

2. Menu variety variable: Cronbach's Alpha = 0.896
3. Store Atmosphere variable: Cronbach's Alpha = 0.896
4. Customer Satisfaction variable (Y): Cronbach's Alpha = 0.889

Therefore, it can be concluded that all variables (price, menu variety, store atmosphere, and customer satisfaction) are reliable and suitable for use as measurement instruments in this research.

Normality Tes
The normality test, according to Pane et al. (2018), is used to assess whether the variables under study follow a normal distribution or not. If the data for each variable are not normally distributed, hypothesis testing cannot be performed.

	Unstandardize residual
Tes statistic	0.68
Asymp.Sug. (2-tailed) c	200d

Table 3. Normality Test of Data using Kolmogorov-Smirnov Test

The normality of the data was tested using the One Sample Kolmogorov-Smirnov test, where if the significance value is above 0.05, the data is considered normally distributed. Conversely, if the significance value is below 0.05, the data is not normally distributed. In this study, the significance value obtained for the unstandardized residuals was 0.200, which is greater than 0.005. Therefore, it can be concluded that the data in this research are normally distributed and suitable for use in the study.

Analisis Regresi Linear BergandaHasil Uji Regresi Secara Parsial (Uji-T)

Model	t	Sig
1 (Constanta)	1.678	0.96
Harga (X1)	6.408	.001

Table 2. T-test for Price

The calculated t-value for the price variable is 6.408 with a significance value of 0.001, which is less than 0.05. This indicates that price has a significant positive effect on customer satisfaction. Mata Hati Café Kediri sets its prices at a level comparable to or close to competitors' prices, ensuring that they are competitive in the market and not excessively high or low.

Model	t	Sig
1 (Constanta)	1.678	0.96
Varian Menu (X1)	.715	.436

The calculated t-value for the menu variety variable is 0.715 with a significance value of 0.436, which is greater than 0.05. This indicates that menu variety does not have a significant effect on customer satisfaction. This suggests that offering a greater variety of menu items may not necessarily lead to increased customer satisfaction

Model	t	Sig
1 (Constanta)	1.678	0.96
Harga (X1)	5.402	.001

Table 3. T-test for Menu Variety

The calculated t-value for the Store Atmosphere variable is 5.402 with a significance value of 0.001, which is less than 0.05. This indicates that Store Atmosphere has a significant positive effect on customer satisfaction. This suggests that the better the Store Atmosphere, including factors like room lighting, music ambiance, comfort, cleanliness, and service quality provided by Mata Hati Cafe Kediri, the higher the level of customer satisfaction will likely be.

Simultaneous Regression Test

Model Sum of squares			
	df	F	Sig
Regresion 0.001	266.206	3	54.968
Residual	187.260	116	
Total	453.467	119	

Table 5: F-test or Simultaneous Test

Based on the F-test result, the significance value of 0.001 is less than 0.05. This indicates that the three independent variables—price, menu variety, and store atmosphere—have a significant simultaneous effect on the dependent variable, which is customer satisfaction. This means that the alternative hypothesis (Ha) is accepted, indicating that there is a significant relationship between the independent variables and the dependent variable. Conversely, the null hypothesis (Ho) is rejected.

4. CONCLUSION

The price of products significantly influences customer satisfaction, where more competitive pricing enhances satisfaction levels. This implies that aligning prices with or slightly below competitors' rates can improve overall customer satisfaction at Mata Hati Cafe Kediri.

While offering a diverse menu is important, the study suggests that menu variety alone does not significantly impact customer satisfaction. Therefore, it is recommended to not only focus on diverse menu offerings but also to ensure that menu choices are aligned with customer preferences and tastes. This approach can better cater to consumer needs and potentially enhance satisfaction levels.

The store atmosphere plays a crucial role in customer satisfaction, with elements such as room decor, lighting, cleanliness, service quality, and music ambiance significantly influencing customer perceptions. Enhancing these aspects can lead to higher levels of customer satisfaction at Mata Hati Cafe Kediri.

Overall, when considering the simultaneous impact of these independent variables—price, menu variety, and store atmosphere—it becomes evident that improving these factors collectively can significantly enhance customer satisfaction. This integrated approach ensures that Mata Hati Cafe Kediri meets customer expectations and fosters a positive experience for patrons.

In conclusion, recommendations include adjusting pricing strategies to be competitive, ensuring menu offerings resonate with customer preferences, and continuously improving the store atmosphere to elevate overall customer satisfaction at Mata Hati Cafe Kediri. These measures aim to create a favorable environment that enhances customer loyalty and satisfaction

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