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THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND STORE ATMOSPHERE ON CONSUMER SATISFACTION AT HIMALAYAN COFFEE SHOP

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KEYWORDS

Price, Product Quality, Store Atmosphere, Consumer Satisfaction

ABSTRACT

In Indonesia, coffee shops are developing very rapidly, starting to open in all corners of the country, from urban to rural areas. As a result, many coffee shop industries have emerged that offer a variety of coffee products. They also have a comfortable atmosphere and all the amenities needed to relax. The purpose of this research is to analyze the influence of price, product quality, and store atmosphere on consumer satisfaction at Himalayan coffee shops. This research uses a quantitative approach and association research with a sample of 100 Himalayan Coffee Visitors. The sampling technique is Purposive Sampling. Data collection techniques use observation, interviews and questionnaires. The power analysis techniques used are validity test, reliability test, classical assumption test, multiple linear regression test, coefficient of determination test and hypothesis test with the help of SPSS 23 software. The research results from partial analysis show that price has a positive and significant effect on the consumer satisfaction variable, product quality has a positive and significant effect on consumer satisfaction, store atmosphere has a positive and significant effect on consumer satisfaction. Simultaneous calculation results show that Price (X1), Product Quality (X2) and Store Atmosphere (X3) have a positive and significant effect on Consumer Satisfaction (Y) of the Himalayan Coffee Shop.

INTRODUCTION

In Indonesia, coffee shops are growing rapidly across the country, from rural to urban areas (Agustin, 2022). Coffee shops are popular for more than just offering a wide variety of coffee and food, but nowadays, coffee shops... coffee focuses on customer comfort and all the facilities provided to customers to relax (Rasmikayati et al., 2020).

Coffee shops are also often used as meeting places for business partners and family gatherings. The increasing popularity of coffee shops has led to the emergence of various brands, cafes, and coffee shops. This is reinforced by the fact that the number of coffee shops in 2016 was 1,081, growing to 3,000 by the end of 2019 (Prasetyo, 2023). It is likely that this number will continue to grow over time.

In Cirebon, West Java, the coffee shop industry is also growing. One of the coffee shops in Cirebon is the Himalayan Coffee Shop. The Himalayan Coffee Shop is located on Jl. Sunan Ageng Tirtayasa, Kedungdawa, Kedawung District, Cirebon Regency, West Java 45153. This coffee shop offers a selection of food and beverage menus. diverse.

Table 1
Data Visitors And Income Dirty Shop Himalayan Coffee On Month January 2023 – September 2023

Month	Amount Visitors	Amount Income Dirty
January 2023	421	Rp. 43,212,000
February 2023	186	Rp. 25,188,000
March 2023	209	Rp. 29,312,000
April 2023	479	Rp. 41,116,000
May 2023	655	Rp. 66,983,000
June 2023	1,308	Rp. 83,415,000
July 2023	2,330	Rp. 136,558,000
August 2023	2,219	Rp. 133,770,000
September 2023	1,941	Rp. 127,334,000

It can be seen from the table above that visitor and revenue data fluctuate. Variation in statistics visitors And income can cause challenge for Shop Himalayan Coffee. This may have an impact on customer satisfaction at the Kedai Himalayan Coffee. Every business wants to meet the needs of its customers. Besides being essential for business survival, meeting customer desires can increase competitive advantage. Individual consumer perceptions and expectations ultimately determine customer satisfaction (Indrasari, 2019).

Price is a factor influencing consumer satisfaction. Because pricing serves as a means of exchange in transactions, it is one of the most important aspects of the buying and selling process. Price is a significant determining factor for consumers. According to Jerome McCartgy, price is the cost of a good or service (Indrasari, 2019). Previous research has shown that price has a positive impact on consumer satisfaction (Nurfalah et al., 2020).

Because of watching the competitors who As the coffee shop industry continues to grow, Himalayan Coffee management has developed a pricing strategy. The goal is the same as the technique. pricing similar to that Still used, like once in a while offer price and the best discounts to consumers, namely to attract consumer attention.

Besides considering price, consumer satisfaction also takes into account product

quality. Product quality is a key consideration. It is important for business actors in the culinary industry because it influences the level of consumer satisfaction after purchasing and using a product (Darmawan, 2018). According to Kotler and Armstrong's definition in (Pradipta & Yulianthini, 2022), product quality is defined as a combination of attributes of goods or services that can meet customer needs and is interpreted as a collection of features such as durability, reliability, good quality, ease of maintenance, and other attributes.

Apart from product quality factors, the factor that supports the creation of consumer satisfaction is store atmosphere. or store atmosphere. Store atmosphere is very important for any business because it helps create an atmosphere comfort that appeals to consumer needs and makes them want to
use up a lot of time in there.

Store atmosphere is intended to make consumers feel comfortable and even attract consumers directly special. The main element of any retail business is its physical atmosphere, which serves to create a comfortable atmosphere for consumers and giving consumers a reason to stay longer in the cafe while subtly encouraging consumers to make purchases (Wardhani & Dwijayanti, 2021).

Himalayan Coffee offers all the amenities a customer might need. Because share the market that the more narrow And competition from shop coffee other in The Himalayan region experienced a decline in revenue and fewer visitors in August and September 2023 as a result of declining consumer purchasing power and increased competition.

This will especially impact relatively new coffee shops, where Competition is becoming increasingly fierce. Therefore, management is advised to develop a marketing plan to outperform competitors and survive in the market. Considering the background information and previous studies that consumer satisfaction plays an important role in managing the food and beverage business, which in turn can have an impact on marketing efforts and overall revenue.

LITERATURE REVIEW

Some previous studies became the inspiration for this research. Previous research was used as a reference. First, Research conducted by (Irvan Darmawan, 2018) entitled The Influence of Product Quality and Service Quality on Customer Satisfaction (Study at the Kembang Coffee Shop, Malang City). Second, research conducted by (I GM Pradipta & NN Yulianthini, 2022) entitled The Influence of Product Quality and Service Quality on Consumer Satisfaction at the Coffee Shop. Coffee Singaraja.

Third, research conducted by (Aldi An Nurfalah, Surti Zahra and Mohamad Bayi Tabrani, 2020) entitled The Influence of Product Quality and Price on Consumer Satisfaction at Musatafa85 Coffee Shop, Pandeglang, Banten. Fourth, research conducted by (Erwin Tri Kurniyanto, Sugiharto, Achmad Daengs GS, Rina Dewi and Harsono Teguh, 2023) entitled The Influence of Product Quality, Brand Image and Location on Consumer Satisfaction at Prada Coffee Shop in Surabaya. Fifth, research on the Influence of Price and Product Quality on Consumer Satisfaction (Study on Consumers Rainboe Creative in Semarang) has done by (Fahmi Paradise Rufliansah & Agus Hermayani Daryanto Seno, 2020). Seventh, the results of a study by (Natulisiya et al., 2023) indicate that Service Quality and Product Price have an effect on customer satisfaction.

From the results of previous research and this study, we can draw similarities. First, using the dependent variable of Consumer Satisfaction. Second, using quantitative research methods.

The differences between previous research and this study are: First, the variables used are the influence of price, product quality, and store atmosphere. Second, time study that is study This done on year 2023. Third, The research subjects are Himalayan Coffee

consumers. Fourth, the research object is Himalayan Coffee products. Fifth, the research location is Himalayan Coffee.

FRAMEWORK OF THINKING

Consumer satisfaction is the dependent variable in this study. Three independent variables are used: 1) Price. Consumer satisfaction with price can be assessed by comparing the price to the product quality. What consumers expect. 2) Product quality is a characteristic that will increase consumer satisfaction if it is properly developed and can meet or exceed expectations. 3) Store atmosphere can influence the feelings or moods of consumers who visit the store, thereby influencing or increasing consumer satisfaction. The following is the framework for this study:

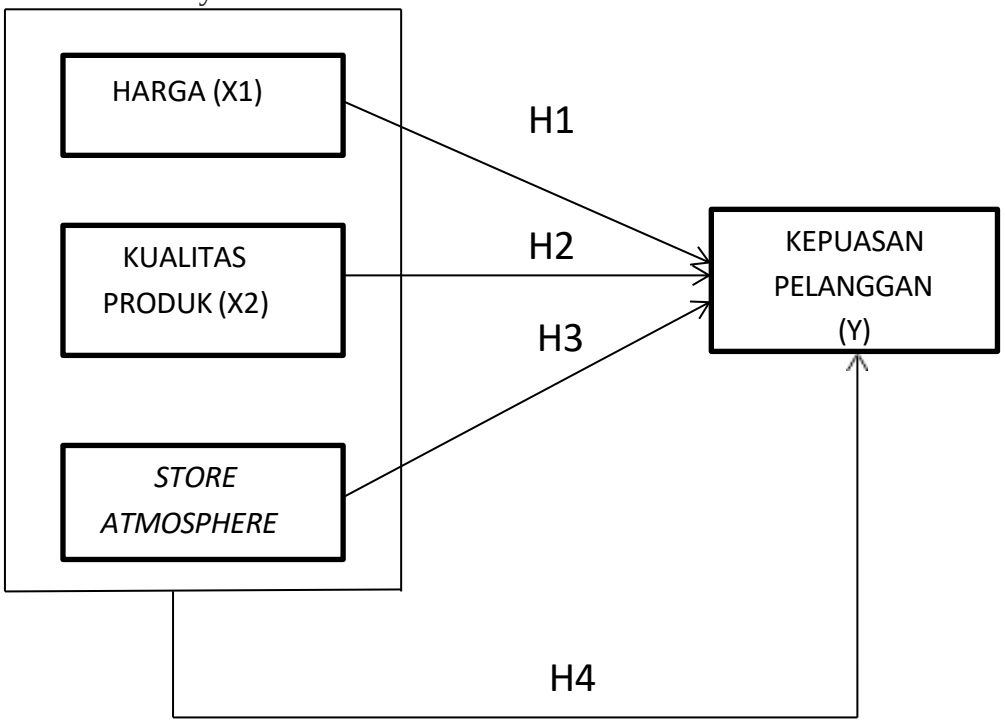


Figure 1 Frame of Thinking

HYPOTHESIS

Based on the framework of thought above, the research hypothesis can be formulated as follows:

H1 : Price (X1) influential positive to satisfaction consumer (Y)

H2 : Quality product (X2) influential positive to satisfaction Consumers (Y) H3: Store Atmosphere (X3) has a positive effect on consumer satisfaction (Y)

H4 : Price (X1), Quality Product (X2) And Store Atmosphere (X3) influential simultaneously on consumer satisfaction (Y)

RESEARCH METHODS

Because numbers are presented in research when they are collected, interpreted, and the research findings are presented, the researcher of this study uses a quantitative methodology or approach. Research that uses quantitative methods, which may be based on positivism, requires examining a specific population or sample, collecting data through the use of research instruments, and analyzing quantitative data to test hypotheses (Sugiyono, 2013).

This type of research uses associative research, which aims to determine the relationship between two or more variables (Kurniawan & Puspitaningtyas, 2017). To collect as specific data as possible and distribute it directly to the research site, the research was conducted using a Likert-scale questionnaire.

Table 2
Definition Operational Variables

Variables	Dimensions	Indicator	Scale	Item
Consumer Satisfaction (Y). According to Schiffman And Kanuk, customer satisfaction defined as perception somebody about How the performance of a product in relation to their expectations and sentiments (Indrasari, 2019).	Quality Impression	a. Sensation sense of satisfaction b. Suggest to others	Ordinal	1, 2, 3.4
	Perception Mark	Satisfaction hope consumer after purchase product		
	Consumer Expectations	Continue making purchases as long as the product meets your requirements his wish		
Price (X1). Jerome Mc Cartgy defines price as the amount charged on a product or service (Indrasari, 2019).	Perceived price	a. Affordability b. Determination competitive prices	Ordinal	5, 6, 7, 8, 9
	Referenced price	a. matches quality product b. Price match with benefits		

Variables	Dimensions	Indicator	Scale	Item
Product Quality (X2). Product quality is the advantage that a company offers to its consumers depending on how suitable the product to their taste or how well it suits their needs And specification they. As a result, depends on skills, consumer expectations can be met or not, consumers perceive the company's goods to be of high quality (Razak, 2019).	*Performance* (performance)	Quality flavor	Ordinal	10.11
	Durability (Power stand)	Resilience drinks and food		12.13
	Conformance to specifications (conformity with specification)	Quality raw materials		14.15
	Features (feature)	Choice of variants menu		16,17
	Reliability (reliability)	Hygiene of drinks and food		
	Aesthetics (aesthetics)	Beauty product		
	Perceived quality (impr	Perception consumers of beverage		
Store Atmosphere (X3). Store Atmosphere depict a picture general that want to created by the company with plan And designing physical elements the intended shop For make consumer feel comfortable moment is at in there (Sambara et al., 2021).	Exterior	a. Board Name b. Parking Facilities	Ordinal	18,19
	Interior	a. Voice b. Air Temperature		20,21
	Store Layout	Arrangement		22.23
	Interior Display	a. Sign place b. Picture/poster interesting		24

RESULTS AND DISCUSSION

RESULTS

Description General Respondents

Respondents in study this is a number of consumers who currently visited the Himalayan Coffee shop and who had visited Himalayan Coffee, namely 100 person. Classification characteristics that done to respondents in study this aims For know in a way clear And accurate about description respondents as research object. The characteristics of respondents based on the respondent's identity consist of 70 females and 30 males, 25 aged

<20, 64 aged 20-29, 8 aged 30-40, and 3 aged >40, 66 students, 8 civil servants/private sector, 14 employees, and 12 others, with an income of 1,000,000. as much as 52 person, 1,000,0001-2,000,000 as much as 20 person, 2,000,001-3,000,000 as much as 14 person And >3,000,000 as much as 14 person And frequency visit 1-2 time as much as 79 person, 3-4 time as much as 13 person And 5-6 times as much as 8 people.

Test Validity and Reliability

Based on the data validity test, each variable of price, product quality and *store atmosphere* has a $_{\text{calculated r value}} > r_{\text{table}}$ (0.306), so it can be concluded that each statement item is valid.

Based on data reliability testing, each variable for price, product quality, and *store atmosphere* had a *Cronbach's Alpha value* > 0.60. Therefore, it can be concluded that each statement item in the research variables is valid.

Test Assumptions Classic

the Kolmogorov-Smirnov significance value was 0.200 > 0.05, so it can be concluded that the variables in this study are normally distributed.

Based on the multicollinearity test, the data produced a *tolerance value for the price variable* of 0.495 > 0.10 and a VIF value of 2.022 < 10. For the product quality variable, the *tolerance value* was 0.510 > 0.10 and value VIF 1,962 < 10. On variables *store atmosphere* mark *tolerance* of 0.579 > 0.10 and VIF value 1,727 < 10. Then it can be concluded that data there are no symptoms of multicollinearity.

Based on the heteroscedasticity test, the data yields a Sig value of 0.816 > 0.05 for the price variable. The Sig value for the product quality variable is 0.382 > 0.05. The Sig value for *the store atmosphere variable* is 0.970 > 0.05. Therefore, it can be concluded that The data does not show any symptoms of heteroscedasticity.

Based on the linearity test, the halal variable has a Sig. *Deviation From Linearity value* of 0.551 > 0.05. For the product quality variable, the Sig. *Deviation From Linearity value* is 0.358 > 0.05. For *the store atmosphere variable, the Sig. Deviation From Linearity* value is 0.115 > 0.05. Therefore, it can be concluded that each variable has a linear relationship.

Test Coefficient Determination (R^2)

Table 3

Results Test Coefficient Determination

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,911 [a]	,829	,824	,715

a. Predictors: (Constant), Store Atmosphere, Quality Product, Price

(Source : Data Primary, Processed 2024)

Based on the coefficient of determination test data, the R value was 0.911, indicating that the coefficient of determination was 0.829 or 82.9%. Therefore, it can be seen that the influence of price, product quality, and *store atmosphere* on consumer satisfaction at the Himalayan Coffee shop in the coefficient of determination test was 82.9%, and the remaining 17.1% was influenced by other variables outside this study.

Test T (Partial)

Table 4

T-Test Results (Partial)

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,838	,719		2,557	,012
Price	,157	,036	,266	4,431	,000
Quality Product	,265	,028	,561	9,504	,000
Store Atmosphere	,100	,026	,209	3,769	,000

a. Dependent Variable: Customer Satisfaction

(Source : Data Primary, Processed 2024)

Based on test regression linear multiple produce equality as following : $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

$Y = (1.838) + 0.157X_1 + 0.265X_2 + 0.100X_3 + e$

So it can be concluded that the constant value of the equation is 1.838, meaning that there is no change in price, product quality and *store atmosphere* at the Himalayan Coffee Shop, so consumer satisfaction remains the same.

Based on table 4, the price shows a $_{\text{calculated T value}} > T_{\text{table}}$, namely 4.431 > 1.661 and the significance value is 0.000 < 0.05, so H_1 is accepted, which means there is a positive and significant influence between price and consumer satisfaction.

Product quality shows a $_{\text{calculated T value}} > T_{\text{table}}$, namely 9.504 > 1.661 and a significance value of 0.000 < 0.05, so $H2_{\text{is}}$ accepted, which means there is a positive and significant influence between product quality and consumer satisfaction.

Store atmosphere shows a $_{\text{calculated T value}} > T_{\text{table}}$, namely 3.769 > 1.661 and a significance value of 0.000 < 0.05, so H_3 is accepted, which means there is a positive and significant influence between *store atmosphere* and consumer satisfaction.

Test F (Simultaneous)

Table 5

F Test Results (Simultaneous)

ANOVA [a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	238,447	3	79,482	155,449	,000 [b]
Residual	49,086	96	,511		
Total	287,532	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Store Atmosphere, Quality Product, Price

(Source: Data Primary, Processed 2024)

Based on the Anova F Test results table, the $_{\text{calculated F value}}$ (155.449) > $F_{\text{table value}}$ (2.70) with a significance level of 0.000 < 0.05, so H_4 is accepted. Thus, it can be concluded that Hara (X1), Product Quality (X2) and *Store Atmosphere* (X3) simultaneously have a positive

and significant effect on consumer satisfaction.

DISCUSSION

Influence Price To Customer Satisfaction

This shows that price is a significant determining factor for consumers, as it can determine customer satisfaction. Consumers will be satisfied if overall pricing information is readily available and acceptable to them, consistent with the company's ability to meet their needs and expectations, and the quality of the product offered.

The results of this study align with previous research conducted by Umami et al. (2019), which also examined the effect of price on customer satisfaction in coffee shops. Their findings showed that price has a positive and significant effect on customer satisfaction. Therefore, when a product's price reflects the quality and service received, it is more likely to be remembered and likely to lead to customer satisfaction when purchasing the product.

Influence Quality Product To Satisfaction Consumer

This shows that product quality and customer satisfaction are closely linked. According to Kotler & Armstrong, a company's ability to develop high-quality products translates into customer satisfaction, as the products they use are able to fulfill their intended purpose.

The results of this study align with previous research conducted by Rufliansah & Seno (2020), which examined the effect of product quality on consumer satisfaction. Based on their findings, product quality has a positive and significant effect on consumer satisfaction. Therefore, when a store offers a variety of products or a wide selection, along with a shelf life that meets standards, it can contribute to customer satisfaction, striving to meet the varying needs and tastes of consumers.

Influence Store Atmosphere To Satisfaction Consumer

This shows that Store Atmosphere can influence consumer emotions or satisfaction, so it can influence or increase consumer satisfaction. Conversely, if a cafe or restaurant fails to meet consumer expectations or preferences, consumers will form an unfavorable opinion about the cafe or restaurant. restaurant said, which will make they feel No like And make they are reluctant to stay in the cafe or restaurant (Amelia, 2021).

The results of this study are in line with previous research which conducted by (Sambara et al., (2021) Which research influence store atmosphere to satisfaction consumer Cafe
3. Am Koffie Spot Manado. Based on the research, the store atmosphere variable has a positive and significant impact on customer satisfaction. Therefore, when a shop has neatly and aesthetically arranged furniture and a spacious parking area, it can lead to customer satisfaction.

The Influence of Price, Product Quality and Store Atmosphere on Consumer Satisfaction

This indicates a very high level of consumer satisfaction with price, product quality, and store atmosphere. Consumers are satisfied when the price matches the product quality and the store atmosphere is comfortable. This study, for example, found that the best and most comfortable price, product quality, and store atmosphere lead to customer satisfaction.

The results of this study align with previous research conducted by (Ramadhan & Mahargiono, 2020), which examined the influence of Price, Product Quality, and Store Atmosphere as independent variables on Consumer Satisfaction as the dependent variable. Based on their research, these three independent variables jointly influence Consumer Satisfaction. Therefore, this study also proves that Price, Product Quality, and Store Atmosphere are significant factors. Atmosphere simultaneously has a positive and significant

influence on Consumer Satisfaction.

CONCLUSION

Based on the results of the analysis conducted by the researcher, it can be concluded that Price, Product Quality, Store Atmosphere partially and simultaneously have a positive and significant effect on consumer satisfaction at the Himalayan Coffee shop, which means that consumers pay close attention to price, product quality, and the store atmosphere of a coffee shop can influence consumer satisfaction.

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