



THE INFLUENCE OF CAFE ATMOSPHERE, MENU VARIETY, AND PRICE ON CUSTOMER SATISFACTION

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Abstract :

This study aims to analyze the influence of cafe atmosphere, menu variety, and price on customer satisfaction at Cafe Kopi Kita in West Tulang Bawang. The rapid growth of the culinary sector has led to intense competition, requiring business owners to understand the factors driving customer satisfaction. This research employs a quantitative approach. The population includes all customers of Cafe Kopi Kita, with a sample of 138 respondents selected using purposive sampling. Data were collected via questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that cafe atmosphere and price have a significant partial effect on customer satisfaction. However, menu variety does not significantly influence satisfaction. Simultaneously, cafe atmosphere, menu variety, and price significantly affect customer satisfaction. The Adjusted R Square value of 0.436 indicates that these variables explain 43.6% of the variation in customer satisfaction. This suggests that to maximize satisfaction, the management should focus more on enhancing the physical environment and maintaining competitive pricing strategies rather than excessively expanding menu variations.

Keywords : *Cafe Atmosphere, Menu Variety, Price, Customer Satisfaction.*

INTRODUCTION

The culinary business industry, particularly cafes and restaurants, has experienced rapid development in Indonesia. In Tulang Bawang Barat, the growth of accommodation and food and beverage providers has consistently increased from 10.5% in 2020 to a projected 15.4% in 2024. This phenomenon indicates a shift in lifestyle, particularly among millennials and Gen Z, where visiting cafes has become a habit for socializing, working, or relaxing (Sihombing et al., 2021).

Cafe Kopi Kita, established in 2020, faces strict competition amidst this growth. Although the cafe has shown a trend of increasing revenue, the growth rate has slowed down from 13.27% in 2023 to only 2.59% in 2025. To survive and win the competition, business owners must ensure customer satisfaction. According to Kotler and Keller (2021), satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations.

Several factors are believed to influence customer satisfaction in the cafe industry. First is the Cafe Atmosphere. A comfortable atmosphere, including



interior design, lighting, and music, can create an emotional experience that influences customers to stay longer and return (Amir & Santi, 2024). Second is Menu Variety. Diverse menu choices allow customers to adjust their orders to their tastes, preventing boredom (Putri & Bharata, 2024). Third is Price. Price is a major consideration; customers evaluate whether the cost paid is worth the value and quality received (Mariansyah & Syarif, 2020).

The tight competition in the culinary sector requires businesses to understand the shifting behavior of their target market. In the context of Cafe Kopi Kita, the target market is largely dominated by millennials and Gen Z who view cafes not just as places to eat, but as spaces for socializing and self-actualization. This "nongkrong" (hanging out) culture has become a necessity for students and employees in Tulang Bawang Barat to unwind or gather with friends, creating a new lifestyle pattern. Consequently, consumers have become more selective; they demand a comfortable space, diverse menu options ranging from coffee to heavy meals like Korean chicken or dimsum, and prices that align with the facilities provided. If a cafe fails to meet these evolving expectations, consumers can easily switch to competitors offering better value and experiences.

Therefore, business owners must implement effective strategies to dominate the market and maintain customer loyalty. It is no longer sufficient to rely solely on products; cafes must offer a distinct differentiation that evokes positive emotions in customers. The interplay between a supportive atmosphere, a menu that follows culinary trends, and competitive pricing becomes crucial in forming a positive perception and encouraging repeat visits. Understanding how these specific variables atmosphere, menu variety, and price – impact satisfaction will enable Cafe Kopi Kita to formulate precise improvements, ensuring business sustainability amidst the aggressive growth of new competitors in the region (Sihombing et al., 2021).

However, previous studies have shown inconsistent results (research gap). For instance, while Pradana & Wardana (2019) found that atmosphere affects satisfaction, Rini & Safitri (2023) stated otherwise. Similarly, regarding price, Wanda Wahidah & Rayuwanto (2023) argued that price does not affect satisfaction if the quality is high. Based on these phenomena and gaps, this study aims to analyze the influence of cafe atmosphere, menu variety, and price on customer satisfaction at Cafe Kopi Kita Tulang Bawang Barat.

RESEARCH METHOD

The characteristics of the 138 respondents showed that the majority were female (56.5%) and dominated by the age group of 21-22 years (17.4%). The validity and reliability tests showed that all items were valid ($r_{count} >$

r_{table}) and reliable (Cronbach's Alpha > 0.60). The classical assumption tests confirmed that the data were normally distributed, free from multicollinearity, and free from heteroscedasticity

This research uses a quantitative method with an associative approach to determine the relationship between variables. The research was conducted at Cafe Kopi Kita, Tulang Bawang Barat, from September to November 2025. The population in this study were all customers who visited and purchased products at Cafe Kopi Kita. The sampling technique used was Purposive Sampling, with criteria of consumers who have purchased and consumed products at the cafe.

The sample size was determined using the Slovin formula with a 5% error margin from an average monthly population of 210, resulting in 138 respondents. Data collection was carried out using a questionnaire with a Likert Scale (1-5). The variables measured include Cafe Atmosphere (X1), Menu Variety (X2), Price (X3), and Customer Satisfaction (Y). Data analysis techniques included Validity and Reliability Tests, Classical Assumption Tests (Normality, Multicollinearity, Heteroscedasticity), Multiple Linear Regression Analysis, t-test (partial), F-test (simultaneous), and Coefficient of Determination (R^2), processed using SPSS version 25

FINDINGS AND DISCUSSION

Findings

The characteristics of the 138 respondents showed that the majority were female (56.5%) and dominated by the age group of 21-22 years (17.4%). The validity and reliability tests showed that all items were valid ($r_{\text{count}} > r_{\text{table}}$) and reliable (Cronbach's Alpha > 0.60). The classical assumption tests confirmed that the data were normally distributed, free from multicollinearity, and free from heteroscedasticity.

The results of the Multiple Linear Regression analysis are presented in Table 1 below:

Table 1: Multiple Linear Regression Results

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant)	10.068	7.088	.000
Cafe Atmosphere (X1)	0.298	5.132	.000
Menu Variety (X2)	0.123	1.785	.077
Price (X3)	0.168	2.376	.019

Source: Data processed (2025)

The regression equation obtained is:

$$Y = 10.068 + 0.298X_1 + 0.123X_2 + 0.168X_3 + e$$

Based on the hypothesis testing:

1. H1 (Atmosphere): The significance value is $0.000 < 0.05$, and $t_{\text{count}} (5.132) > t_{\text{table}} (1.977)$. Thus, Cafe Atmosphere has a significant effect on Customer Satisfaction.
2. H2 (Menu Variety): The significance value is $0.077 > 0.05$, and $t_{\text{count}} (1.785) < t_{\text{table}} (1.977)$. Thus, Menu Variety does not have a significant effect on Customer Satisfaction.
3. H3 (Price): The significance value is $0.019 < 0.05$, and $t_{\text{count}} (2.376) > t_{\text{table}} (1.977)$. Thus, Price has a significant effect on Customer Satisfaction.
4. H4 (Simultaneous): The F-test showed an F-value of 36.320 with a significance of 0.000. This indicates that Atmosphere, Menu Variety, and Price simultaneously affect satisfaction.

The Adjusted R Square value is 0.436, meaning that 43.6% of customer satisfaction is influenced by these three variables, while the remaining 56.4% is influenced by other factors not examined.

Discussion

The Influence of Cafe Atmosphere on Customer Satisfaction

The results show that atmosphere is the most dominant variable influencing satisfaction. A comfortable layout, good lighting, appropriate music, and cleanliness at Cafe Kopi Kita make consumers feel comfortable and stay longer. This aligns with Pradana & Wardana (2019), who stated that a good store atmosphere stimulates positive emotions in consumers.

In the context of the "nongkrong" (hanging out) culture prevalent among the youth in Tulang Bawang Barat, the cafe is not merely a place to buy drinks but a destination for socialization and self-expression. A conducive atmosphere enhances the customer's mood and emotional experience. This finding aligns with previous research by Pradana and Wardana (2019), which states that store atmosphere significantly influences consumer decisions and satisfaction. Furthermore, it supports Sihombing et al. (2021), who emphasized that an aesthetically pleasing and comfortable atmosphere is crucial for retaining millennial customers

The Influence of Menu Variety on Customer Satisfaction

Interestingly, this study found that menu variety does not significantly affect satisfaction. This suggests that customers at Cafe Kopi Kita may prioritize the quality and taste of their favorite menu items over having many options. According to Unggul (2025), loyal customers often stick to specific orders, making variety less relevant to their satisfaction levels as long as their main

preferences are available.

The Influence of Price on Customer Satisfaction

Price has a significant positive effect. This means the prices set by Cafe Kopi Kita are perceived as affordable and worth the quality provided. When consumers feel the value they receive matches the money spent, satisfaction increases. This supports the findings of Ake Akbar Mahe et al. (2023), who emphasized the importance of competitive pricing in the culinary business.

CONCLUSION

Based on the analysis, it is concluded that Cafe Atmosphere and Price partially and significantly influence Customer Satisfaction at Cafe Kopi Kita Tulang Bawang Barat. Conversely, Menu Variety does not significantly affect satisfaction. Simultaneously, all three variables influence satisfaction.

It is recommended that the management of Cafe Kopi Kita focuses on maintaining and improving the interior design and comfort of the cafe, as this is the strongest driver of satisfaction. Additionally, pricing strategies should remain competitive and aligned with product quality. While menu variety is not statistically significant, innovation should be selective and focused on quality rather than quantity. Future researchers are advised to explore other variables such as Service Quality and Brand Image to explain the remaining 56.4% of satisfaction factors.

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