

# The Influence of Price And Coffee Shop Atmosphere on Coffee Shop Consumer Satisfaction in Sampit City

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## Abstract.

*This study aims to analyze the influence of price and atmosphere on consumer satisfaction at Coffee 1999 in Sampit City. The research method used is a quantitative approach with data collection through questionnaires to respondents who are Coffee 1999 customers. The data analysis technique uses multiple linear regression analysis with t-test (partial), F-test (simultaneous), and coefficient of determination ( $R^2$ ). The results of the study show that: (1) the price variable has a positive and significant effect on consumer satisfaction with a calculated t-value ( $3.655 > t\text{-table}$  (2.02809)) and significance ( $0.001 < 0.05$ ); (2) the atmosphere variable also has a significant effect on consumer satisfaction with a calculated t-value ( $2.337 > t\text{-table}$  (2.02809)) and significance ( $0.025 < 0.05$ ); and (3) the results of the simultaneous test show that price and atmosphere together have a significant effect on consumer satisfaction with an F-count value ( $31.152 > F\text{-table}$  (3.26)) and significance ( $0.000 < 0.05$ ). The  $R^2$  value of 0.627 indicates that the two independent variables influence consumer satisfaction by 62.7%, while the remaining 37.3% is influenced by other variables. This study confirms that the implementation of the right pricing strategy and the creation of a comfortable café atmosphere are important factors in building and maintaining customer satisfaction.*

**Keywords:** Price; Atmosphere and Customer Satisfaction.

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## I. INTRODUCTION

Marketing plays a crucial role in maintaining business continuity in both the trade and service sectors. Effective marketing strategies help companies maintain competitive advantage, improve product and service quality, and create value for consumers. According to Amirullah (2015), marketing management focuses on identifying consumer needs and fulfilling them. Price is a crucial element of the marketing mix. According to Kotler (2013), price is the amount of money charged for a good or service, or the value consumers exchange for the benefits of that product or service. Price is also often used as a value indicator by consumers in assessing the benefits and quality of a product. Besides price, atmosphere is also a crucial factor influencing purchasing decisions and customer satisfaction, particularly in coffee shops. According to Kotler (2015), atmosphere is a planned environment that can attract consumers and influence their emotions. A comfortable and inviting atmosphere can make visitors want to linger and return. Coffee 1999 in Sampit City faces several challenges, including relatively higher prices compared to competitors, limited space and parking, and a less strategic location. However, with its themed atmosphere and distinctive service, Coffee 1999 maintains a loyal customer base. Based on these conditions, researchers are interested in further research on "The Effect of Price and Atmosphere on Consumer Satisfaction at Coffee 1999 in Sampit City."

## II. LITERATURE REVIEW

### Price

According to Nirwana (2015), price is the cost charged by producers to consumers to obtain the benefits of goods or services. Morissan (2015) emphasized that price reflects the exchange value in monetary units that consumers must pay. Prices that align with a product's perceived value can increase customer satisfaction.

### **Atmosphere**

Kotler (2015) explains that atmosphere is a physical environmental condition designed to influence consumer perceptions and feelings. In the context of a coffee shop, atmosphere elements include interior design, lighting, layout, music, and cleanliness, which can create comfort for consumers.

### **Customer Satisfaction**

According to Oliver (2015), consumer satisfaction is a person's feeling of pleasure or disappointment after comparing expectations with the results obtained. Tjiptono (2015) added that consumer satisfaction will be achieved if product and service performance meets or exceeds customer expectations.

### **Relationship between variables**

Competitive prices and a comfortable atmosphere can enhance the value of the customer experience and build customer satisfaction (Kotler & Keller, 2015). Therefore, the hypothesis proposed in this study is:

1. Price has a significant influence on consumer satisfaction.
2. Atmosphere has a significant influence on consumer satisfaction.
3. Price and atmosphere simultaneously have a significant influence on consumer satisfaction.

## **III. METHODS**

This study used a quantitative approach with an associative approach. The population was Coffee 1999 customers in Sampit City. The sample was drawn using a purposive sampling technique, with respondents having visited at least twice. Primary data was obtained through a questionnaire with a Likert scale.

Data analysis techniques using:

1. **Validity and Reliability Test**, to ensure the reliability of the research instruments.
2. **Multiple Linear Regression Analysis**, to test the influence of price ( $X_1$ ) and atmosphere ( $X_2$ ) on consumer satisfaction ( $Y$ ).
3. **Partial t-test**, F test (simultaneous), and coefficient of determination ( $R^2$ ) to measure the strength of the relationship between variables.

## **IV. RESULT AND DISCUSSION**

The results of the t-test show that:

- **Price ( $X_1$ )** has a significant effect on consumer satisfaction with t-count (3.655) > t-table (2.02809) and sig. 0.001 < 0.05.
- **Atmosphere ( $X_2$ )** has a significant effect on consumer satisfaction with t-count (2.337) > t-table (2.02809) and sig. 0.025 < 0.05.

### **Simultaneous Analysis Results (F Test)**

The results of the F test show that F-count (31.152) > F-table (3.26) with sig. 0.000 < 0.05, meaning that price and atmosphere simultaneously have a significant effect on consumer satisfaction.

### **Coefficient of Determination ( $R^2$ )**

The  $R^2$  value is 0.627, which means that 62.7% of the variation in consumer satisfaction is influenced by price and atmosphere variables, while the remaining 37.3% is influenced by other factors such as service quality, promotion, or brand image.

### **Discussion**

The research findings support the theory of Kotler (2015) and Tjiptono (2015) that price and atmosphere are important factors in influencing customer satisfaction. Prices that match product quality and a comfortable atmosphere create emotional value that increases consumer loyalty.

## V. CONCLUSION AND SUGGESTION

### Conclusion

1. Price has a positive and significant effect on consumer satisfaction at Coffee 1999 in Sampit City.
2. Atmosphere has a positive and significant influence on consumer satisfaction.
3. Price and atmosphere simultaneously have a significant influence on consumer satisfaction with a contribution of 62.7%.

### Suggestion

- **For Coffee Managers 1999**, it is recommended to continue to pay attention to competitive pricing strategies and improve the comfort of the cafe atmosphere so that customers remain loyal.
- **For Further Researchers**, it is recommended to add other variables such as service quality, promotion, or brand image.
- **For the Academic World**, the results of this study can be a reference in developing marketing management theory and consumer satisfaction in MSMEs in the culinary sector.

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