# The Influence of Price and Store Atmosphere on Cafe Customer Satisfaction in Bengkalis (Case Study at Bikin Betah Cafe)

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**ABSTRACT**

The objective of this study was to determine the influence of price and store atmosphere on customer satisfaction. The study was faced at Bikin Betah Cafe Bengkalis in May until June 2020. The population of the research were customers with unknown and unlimited numbers in Bikin Betah Cafe. There were 100 respondents from Bengkalis who have visited Bikin Betah Cafe. The data was collected using an online questionnaire and purposive sampling. Data analysis method used desctiptive statistic and multiple linear regression by doing F Test and t test. According to the research results, all hypotheses have a positive and significant influence on customer satisfaction. Price and store atmosphere, together or partially, have a positive and significant effect on customer satisfaction.

Keywords:  Price, Store Atmosphere and Customer Satisfaction

## 1. Introduction

Marketing has an  important role for trading and service companies. The company will manage how its marketing strategy Thus that the business is run to achieve the goal of gaining profits. In the current era of intense business competition, business people are making new innovations Thus that consumers can be maintained and can increase in number. The increasingly fierce competition is marked by the number of businesses in the culinary field that produce products of the same type. To win an increasingly competitive rival, business people are required to be able to create competitive advantage in order to satisfy consumers. Today many culinary businesses increasingly understand the importance of consumer satisfaction and develop strategies to provide satisfaction for consumers.

Business engaged in culinary especially cafe, should understand the importance of customer satisfaction and develop a strategy Thus that customers are satisfied. Businesses must pay attention to factors that can create customer satisfaction. The product is produced according to the price set Thus that consumers do not feel disadvantaged. According to Isnandari and Sunarti (2018:106), determining this price becomes Thusmething crucial because companies must be able to provide prices that make consumers want to make purchases while providing a commensurate profit for the company. Companies can experience failure if it is not right in determining the price. Consumers will see the value of the product as the upper limit of the price. For consumers, price is often asThusciated with the benefits obtained for an item or service.

In addition, the atmosphere generated by the cafe must alThus be considered because a good atmosphere can determine customer satisfaction. The atmosphere can build a first impression that entices consumers to enter the cafe, feel comfortable in it, and buy food or drinks. A good atmosphere with beautiful decoration alThus makes consumers do fun activities such as hanging out with friends, and take a picture Thus as to make the heart calmer. According to Salsabilah and Sunarti (2018:141), a restaurant must alThus innovate and be creative to create a comfortable, attractive layout and decoration, and artifacts that are unique to restaurant visitors, Thus that consumers are expected to linger in the restaurant. Consumers who are satisfied with the atmosphere of the cafe will give a positive impression Thus they will visit again.

One of the businesses that make new innovations is a hangout or more familiar with the name Cafe. Cafe is one of the places chosen to gather with family and friends. Cafe is considered not only to offer food and drinks, but alThus offers facilities that can provide comfort for its customers by offering a unique atmosphere and is different from other cafes. Most cafes are used as a place to look for assignments for students because the cafe is equipped with wifi. No wonder Cafe customers can spend long hours in the cafe.

In addition to the culinary taste factor that is served, the cafe design concept alThus determines whether or not the cafe is crowded. Thematic cafe that have special and unique interior design concepts such as Library cafe with the concept of books such as libraries in which visitors can freely read existing books. Of course this will add to the uniqueness of the cafe and extraordinary sensation for visitors. There is even a cafe that makes menu names that are provided with unique names. For thematic cafes like this usually have a target marketing in accordance with the theme of the cafe.

This cafe business is included in the culinary field, but in fact there are alThus many cafes that eventually closed because it was quiet. All of those businesses, especially cafe businesses, do need careful preparation. Although the market opportunity is still wide open, but if it is not appropriate in compiling the concept of a cafe, the results will alThus not be optimal. One cafe that caught my attention is Betah Make cafe which is one of the cafe's in Bengkalis district, located on the street Tandun. The first thing that caught my attention was the visitors who came always crowded e day, especially at night.

Customer satisfaction has become the most significant aspect in the business field, because satisfied customers have a significant impact on business profits (Cristo, Saerang, and Worang (2017). If a cafe ignores the price and atmosphere of the cafe, it will most likely cause dissatisfaction. If consumers do not get the satisfaction as expected, of course consumer buying interest is low or in other words it is less likely for consumers to re-buy. Without consumers, e business especially restaurants and cafes, will lose their income, which will result in the bankrupt of the business. Conversely, if the company is able to provide the needs and desires of consumers, it will produce satisfaction for consumers Thus that it will increase consumer buying interest. In this case, customer satisfaction must be considered in running a business. From the description above, the author intends to conduct research under the title "Effect of Price and Store Atmosphere on Cafe Customer Satisfaction in Bengkalis" with a case study of Bikin Betah Cafe.

This research is inseparable from the results of previous research that have been carried out as a compariThusn and study including research faced by Salsabilah (2018) entitled Effect of Food Quality, Dining Atmosphere and Price Conformity to Customer Satisfaction of Cafe Ria Djenaka Shining Batu. The results of her research is that the variables in Food Quality, Dining Atmosphere and Price Fairness together or partially have an influence on Customer Satisfaction. Advice that can be given in this case is that the company can maintain and improve service to Food Quality, Dining Atmosphere and Price Fairness, because these variables are important in influencing customer satisfaction

While the research faced by Isnandari (2018) entitled The Effect of Product Quality, Store Atmosphere, and Prices on Consumer Satisfaction (Survey on Java Dancer Coffee) explains the effect of product quality, store atmosphere , and price to consumer satisfaction simultaneously and know which variables that have dominant influence on customer satisfaction. The results of the indicate that based on determination coefficient analysis obtained R square (Coefficient of determination) of 0.537 means that 53.7% variable consumer satisfaction (Y) is influenced by product quality (X1), store atmosphere (X2), and price (X3) and the other is influenced by other variables that are not discussed in this study. Based on "t" test results can be seen that the variable quality of products, store atmosphere, and price significantly influence customer satisfaction. The t test results alThus show that the price variable has t count and the biggest beta coefficient. Thus the price variable has the strongest influence compared to other variables, then the price variable has a dominant influence on consumer satisfaction Java Dancer Coffee.

## 2. Research Method

This research was faced at Bikin Betah Cafe at Tandun Street, Bengkalis. This location was chosen because it has all the supporting aspects Thus that research can run well. This research was faced in May to June 2020. The objects in this study are all variables that can be measured and examined namely price, store atmosphere and customer satisfaction. According to Sugiyono (2018:80) the population is a generalization area that consists of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is consumers with unknown and unlimited numbers in Bikin Betah Cafe.

According to Sugiyono (2018:81) the sample is part of the number and characteristics possessed by the population. If the population is large, and researcher may not study ething that exists in the population, for example because of limited funds, energy and time, then researcher can use samples taken from that population. To determine the size of the number of samples used in this study, the authors use the guidelines as follows: The sample should have more observations than variables, the abThuslute size of the sample is at least 50 observations, doing the hard work to maximize the number of observations, with the desired ratio of 5 times the number of observations per variable (Hair, Joseph, F; Black, 2010). From the calculation above, the minimum amount of samples is 96.04. To simplify the calculation, the amount of samples is rounded up to 100 customers of Bikin Betah café. Most researchers are bounded by time, money and workforce and because of these limitations, it is almost impossible to ramdoly sample the entire population and it is often necessary to employ another sampling technique (Castillo, Joan, Joseph:2009). In contrast with probability sampling, non-probability sample is not a product of a randomized selection processes. Subjects in a non-probability sample are usually selected on the basis of their accessibility or by the purpossive perThusnal judgement of researcher. The sampling technique in this study is to use non-probability sampling, namely purposive sampling. According to Sugiyono (2018:84), non-probability sampling is a sampling technique that does not provide an opportunity or opportunity for e element or population member to be selected as a sample. Purposive sampling is a technique for determining

samples with certain considerations. In this case, the researcher took a amount of visitors to Bikin Betah Cafe with the criteria of having visited the cafe. This aims to get true and accurate results.

## 3. Results and Discussion

### 3.1  Characteristics of Respondents

Based on the results of the study obtained the characteristics of respondents conclude by gender, age, occupation and income. Characteristics of respondent by gender are grouped as follows:

**Table 1 Characteristics of respondents by gender**

| Gender | Amount | Percentage |
|--------|--------|------------|
| Male | 35 | 35% |
| Female | 65 | 65% |
| Total | 100 | 100% |

*Source: Data processed, 2020*

Table 1 presents 35 male respondents with a percentage of 35% and 65 respondents with a female gender of 65 respondents with a percentage of 65 % respondents. Thus, it can be concluded that the majority of respondents are female. Characteristics of respondents by age are presented in the following table :

**Table 2 Characteristics of respondents by age**

| Age | Amount | Percentage |
|-----|--------|------------|
| <18 Years old | 2 | 2% |
| 18–22 Years old | 76 | 76% |
| 23–29 Years old | 18 | 18% |
| >30 Years old | 4 | 4% |
| Total | 100 | 100% |

*Source: Data processed, 2020*

Based on Table 2, it can be seen that respondents who are younger than 18 years old are 2 respondents  with a percentage of 2%, respondents aged between 18 to 22 years old are 76 respondents with a percentage of 76%, respondents aged between 23 to 29 years old are 18 respondents  with a percentage of 18% and respondents aged over 30 years old were 4 respondents  with a percentage of 4%. It can be concluded that the most customers in Bikin Betah Cafe are respondents  aged between 18 to 22 years. Description of respondents by occupation are groups as follows:

**Table 3 Characteristics of respondents by occupation**

| Occupation | amount | Percentage |
|------------|--------|------------|
| Student | 5 | 75% |
| Entrepreneur | 6 | 6% |
| Employees/ Government employees | 10 | 10% |
| Others | 9 | 9% |
| Total | 100 | 100% |

*Source:: Data processed, 2020*

Table 3 explains that respondents who are still students are 75 respondents  with a percentage of 75%, respondents who work as entrepreneurs are 6 respondents  with a percentage of 6%, respondents who work as employees/government employees are 10 respondents  with a percentage of 10% and respondents with work others not mentioned above are 9 respondents  with a percentage of 9%. This it can be concluded that the majority of customers make Betah Cafe are students. Characteristics of respondents based on income are presented in the following table:

**Table 4 Characteristics of respondents by income**

| Income | Amount | Percentage |
|--------|--------|------------|
| 0 - < Rp.500,000 | 3 | 63% |
| Rp.500,000- 1,000,000 | 9 | 9% |
| Rp.1,000,000-.2,500,000 | 5 | 15% |
| Rp.2,500,000-5,000,000 | 10 | 10% |
| > Rp.5,000,000 | 3 | 3% |
| Total | 100 | 100% |

*Source: Data processed, 2020*

Based on Table 4, it can be seen that the income of respondents varies. Respondents with an income level of 0 to Rp.500,000 were 63 respondents  with a percentage of 63%, respondents with an

income level of Rp.500,000 to Rp.1,000,000 were 9 respondents with a percentage of 6%, respondents with an income level of Rp.100,000 to Rp. 2,500,000 as many as 15 respondents with a percentage of 15%, respondents with an income level of Rp. 2,500,000 to Rp. 5,000,000 as many as 10 respondents with a percentage of 10% and respondents with an income level more than Rp. 5,000,000 as many as 3 respondents with a percentage of 3 %. It can be concluded that the majority of respondents are customers who earn 0 to Rp. 500,000.

### 3.2 Analysis of Multiple Linear Regression

This analysis is to determine the directio of the relationship between the independent variable with the dependent variable weathe each independent variable is positively or negatively. Multiple linear regression test result as follows:

**Table 5 Multiple Linear Regression Test Results**

Coefficients [a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -.082 | 2,223 | | -.037 | .971 |
| Price | .827 | .081 | .641 | 10248 | .000 |
| Store Atmosphere | .745 | .136 | 342 | 5,472 | .000 |

a. Dependent Variable: Customer Satisfaction

*Source: Output SPSS18, 2020*

Based on Table 5, it is alThus known that the constant value is -0,082 and the price coefficient regression coefficient a is 0.827 and the store atmosphere variable is 0.745 Thus the regression equation results are obtained as follows:

$$Y = -0.082 + 0,827X_1 + 0,745X_2 + e$$

From the regression equation can be explained as follows:

1. Constant value = -0,082 shows a constant value, its means if the value of the independent variable is equal to zero, then the customer satisfaction variable (Y) equals -0.082
2. Coefficient X1=0.827 shows that the variable of price has a positive influence on customer satisfaction, its meaning if the price variable is increased, customer satisfaction alThus increases by 0.827 (82.7%).
3. Coefficient X2=0.745 shows that the variable of store atmosphere has a positive effect on customer satisfaction, it meaning if the variable of store atmosphere is increased the customer satisfaction alThus increases by 0.745 (74.5%).

A positive value on the regression coefficient of the independent variable illustrates that the relationship with the dependent variable is unidirectional. The price coefficient is 0.827 and the store atmosphere is 0.745, meaning that if each of the independent variables increases, customer satisfaction will alThus improve.

### 3.2.1 t Test (Partial)

The t test basically shows individually how independent variables affect the dependent variable. Decision making based on the hypothesis that $H_0$ is insignificant regression and $H_1$ is a significant regression coefficient. While decision making is based on probability if Sig. less than 0.05 then $H_0$ is rejected and $H_1$ is accepted. The following are the results of the t test using the SPSS application as follows:

Based on Table 5 by observing rows t and Sig. can be explained as follows:

1. Variable of Price to customer satisfaction
   Variable of Price has a positive and significant effect on customer satisfaction at Bikin Betah Cafe. This can be seen from the t $_{count}$ 10,248 and the significant price (X1) 0,000<0.05 means that the then $H_0$ is rejected and $H_1$ is accepted.
2. Variable store atmosphere on customer satisfaction
   Variable of store atmosphere have a t $_{count}$ of 5,472 and the significant number of 0,000 <0.05 means there is a positive and significant influence on customer satisfaction of Bikin Betah Cafe.

The results of the research hypothesis test on Bikin Betah Cafe partially showed that the price variable had a positive and significant effect on customer satisfaction. Its meaning that if prices increased, customer satisfaction alThus increased. In this case, high prices can make customers satisfied because the place they are visiting is a cafe. Thusme people feel hanging out in the cafe has become a necessity because this can increase prestige and often used as a symbol to describe the status of Thuscial class. For example, many people visit a cafe by buying a product just to be uploaded on Thuscial media.

Based on the results of hypothesis testing in this study partially shows that the store atmosphere variable has a positive and significant effect on customer satisfaction, it is meaning that if the store atmosphere is improved, customer satisfaction alThus increases. The more interesting atmosphere inside

and outside the cafe be it cafe nuances, colors, lighting and music then the customer will feel happy and satisfied. A cafe that offers a much more comfortable atmosphere can familiarize visitors.

### 3.2.2 F Test (Simultaneous)

This test is done by comparing the significance of the value of $F_{count} > F_{table}$. F test result as follows:

**Table 6 F Test Results**

ANOVA [b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1088,952 | 2 | 544,476 | 90,615 | .000 [a] |
| | Residual | 582,838 | 97 | 6:00 | | |
| | Total | 1671,790 | 99 | | | |

a. Predictors: (Constant), Store Atmosphere, Price
b. Dependent Variable: Customer Satisfaction

*Source: Output SPSS18, 2020*

Based on the F test results in Table 6 it can be seen that the $F_{count}$ is 90.615 with a $F_{table}$ value of 3.09. Thus the value of $F_{count} > F_{table}$ or 90.615>3.09 and a significant level of 0.000 <0.05 Thus that $H_0$ is rejected and $H_1$ is accepted. It can be concluded that the variable of price (X1) and variable of store atmosphere (X2) simultaneously have a significant effect on customer satisfaction at Bikin Betah Cafe.

Based on the result of the hypothesis test simultaneously shows that the price and store atmosphere together have a positive and significant effect on customer satisfaction. This means that the greater the price and store atmosphere policies set by Bikin Betah Cafe Thus the customer satisfaction will increasing. The product prices set by Bikin Betah Cafe are adjusted to store atmosphere created. Thus, by looking at the influence of the price and the atmosphere of the store on customer satisfaction, the two independent variables should be considered by the owner of Bikin Betah Café in increasing the value and store atmosphere. If the specified price and perceived atmosphere meet customer expectations, this will be considered satisfying the customer.

### 3.2.2 Coefficient of determination Test ($R^2$)

This test measures how far the model's ability to explain variations in independent variables. The coefficient of determination is zero and one. A low $R^2$ value means that the ability of the independent variable is limited. Where a value approaching one means that the independent variable gives all the information on the variation of the dependent variable.

**Table 8  Coeffient of determination Test Results ($R^2$)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .807 | .651 | 644 | 2,451 |

*Source: Output SPSS18, 2020*

Based on the results of Table 8, it can be seen that the coefficient of determination is found in the Adjusted R Square value of 0.644. This shows that the ability of the independent variable in explaining the dependent variable is 64.4% while the remaining 35.6% is explained by other variables not discussed in this study.

## 4. Conclusion

Based on the results of research and analysis in this study, this study was faced to determine the Influence of prices on customer satisfaction, the influence of the store atmosphere on customer satisfaction and the influence between price and store atmosphere simultaneously on customer satisfaction. From the formulation of the problems raised in this study, the results of tests and analyzes that have been carried out can be drawn several conclusions, namely:

1. Variable of price has a positive and significant effect on customer satisfaction. It means that if prices increased, customer satisfaction alThus increased.
2. Variable of store atmosphere has  a positive and significant influence on customer satisfaction. it means that if the store atmosphere is improved, customer satisfaction alThus increases. The more interesting atmosphere inside and outside the cafe be it cafe nuances, colors, lighting and music then the customer will feel happy and satisfied
3. Variable of price and variable of store atmosphere simultaneously have a positive and significant effect on customer satisfaction. This means that the greater the price and store atmosphere policies set by Bikin Betah Cafe Thus the customer satisfaction will increasing.

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