

Analysis Of The Influence Of Customer Experience And Store Atmosphere On Customer Satisfaction At Nyctophily Coffee

Egga Arimbi Rudyta Klintan Sekarwangi¹, Mellasanti Ayuwardani^{2*}

^{1,2}Politeknik Negeri Semarang, Indonesia

*Corresponding Author: mellasantiayuwardani@polines.ac.id

Abstract

*The increasingly modern lifestyle of society has led to diverse consumer desires and demands for products or services. One industry whose production has increased very rapidly in recent years is the coffee commodity. The purpose of this study was to analyze the effect of customer experience and store atmosphere on customer satisfaction at Nyctophily Coffee. This study uses accidental sampling method with 100 respondents as samples. The data collection methods used are questionnaires, literature study and observation. From the results of multiple linear regression analysis, the equation $Y = 0.546 + 0.252X_1 + 0.205X_2$ is obtained. The customer experience variable has a greater influence than the store atmosphere. The *t* test results show that customer experience and store atmosphere individually affect customer satisfaction. The coefficient of determination in this study is 0.417, which means that customer experience and store atmosphere contribute to customer satisfaction by 41.7% and 58.3% is influenced by other variables not examined in this study.*

Keywords: customer experience, store atmosphere, customer satisfaction

INTRODUCTION

The development of the business world is very increasing, ranging from large-scale to micro-scale, one of which is the cafe business or what people usually call "hangout places". Starting from the "kucingan" scale to an expensive cafe with an attractive room

166

IJEBIR, Volume 02 Issue 03, 2023



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

design. Not a few we encounter various kinds of cafes that not only sell food and drinks, but also sell attractive and comfortable spatial design views. Technological developments, one of which is the use of social media, are familiar to the public. The need for social media is not only for communication but also utilized by people to share photos of interesting places they have visited. The increasingly modern lifestyle of society causes consumer desires and demands to be diverse for products or services. One industry whose production has increased very rapidly in recent years is the coffee commodity. According to Databoks (2022) based on the Indonesian Statistical Report that the amount of coffee production reached 774.60 thousand tons in 2021 . The increasing amount of coffee production in Indonesia is also followed by an increase in the number of coffee outlets or coffee shops that have sprung up in Indo

The trend of coffee shop proliferation is also happening in Semarang. Many new coffee shops have sprung up on almost every street with their unique concepts and characteristics. Here's a list of some of the coffee shops around Tembalang and Banyumanik, Semarang City:

Table 1 List Of Coffee Shops Around Tembalang And Banyumanik

No.	Name	Year Established
1	Nyctophily Coffee	2017
2	Senja Coffee and Space	2019
3	Kayo Coffee and Space	2019
4	Pesandua Coffee	2019
5	Pukul Lima Kopi	2020
6	Kopi Teman Kerja	2020
7	Lokatara Kahwa	2020
8	Buntara Coffee	2020
9	Kopi Kemenangan	2020
10	Keopi	2021
11	Mitsu Coffee	2021
12	IQ Coffee	2021



13	Ejaan Koffie	2021
14	Canofee Coffee 2.0	2021
15	Matera Café	2021

Source: Researcher observation, 2022

The list of coffee shops in Table 1 are coffee shops that are located in the same area or region and offer similar main products, namely coffee. The number of coffee shops that continues to grow causes consumers to have more alternative choices when going to a coffee shop so that competition between business actors becomes increasingly fierce.

According to Kotler & Keller (2009) in Usma (2021) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product against their expectations. Usually consumers will carry out an evaluation process of something they have consumed or felt. The results of the evaluation process will lead to feelings of satisfaction or dissatisfaction. Satisfaction will encourage consumers to increase their purchases and re-consume the product. If what happens is dissatisfaction, it is possible that consumers wi

In fulfilling customer satisfaction, coffee shops must be able to provide different experiences and comfort to instill a positive impression that is not easily forgotten by consumers. This is supported by Hansemark and Albinsson (2004) in Harsono et al. (2020) that customer satisfaction can be seen from consumers who have good experiences and relationships with a product or brand company in the market. Customer experience according to Steve Walden (2017) in Ayaumi & Komariah (2021) is a subjective experience contained in memory or experienced at that time, which affects and is influenced by our impulses which in turn lead to behavior.

Store atmosphere is also one of the important factors in a coffee shop business. Store Atmosphere is an environmental design through communication, color, music and fragrances to design emotional responses and customer perceptions and to influence customers in buying goods. A unique and comfortable store atmosphere setting can cause a positive emotional response which in turn will affect the sense of satisfaction in consumers which results in consumers being at home in a coffee shop. This is supported by Miranda (2009) in Tandean & Widodo (2015) who state that the themes carried in the cafe space setting will create a positive atmosphere that affects customer satisfaction [6].



Nyctophily Coffee is a coffee shop in Semarang which is located at Jalan Tembalang Selatan IV No 2, Pedalangan, Banyumanik District and has been established since 2017. Nyctophily Coffee had experienced problems with declining sales as seen in the sales data below:

**Table 2 sales amount of nyctophily coffee (in cups)
Period august 2021 - may 2022**

No.	Month	Sales
1	August 2021	154
2	September 2021	367
3	October 2021	363
4	November 2021	417
5	December 2021	364
6	January 2022	128
7	February 2022	137
8	March 2022	86
9	April 2022	92
10	May 2022	276

Source: Nyctophily Coffee Sales Data (2021-2022)

Based on table 2, it can be seen that the sales of Nyctophily Coffee had experienced a significant decline from December 2021 to April 2022. Previously, there were also several complaints from visitors such as less fast Wifi, a less spacious place and a less varied snack menu. This must be considered and evaluated so that in the future customer satisfaction can be better guaranteed so that the number of sales can stabilize and increase. Although it has been experienced for almost five years, Nyctophily Coffee is still required to excel in competing with other coffee shops in order to survive and exist in the market and even develop better.

Dewi & Hasibuan (2016) in their research entitled "The Effect of Customer Experience on Customer Satisfaction at the Javanese Culinary Restaurant in Rantauprapat" prove that customer experience has a significant effect on customer satisfaction. Atifa et al., (2015) also proved in their research entitled "The Effect of Store Atmosphere on Consumer Satisfaction at Cafe Refresho in Palu City" that store

169



atmosphere has a positive and significant effect on customer satisfaction. However, in a study conducted by Septian & Handaruwati (2021) with the title "The Effect of Customer Experience on Consumer Satisfaction of Soto Mbok Geger Pedan Klaten Local Culinary Products" it was found that the feel experience had no significant effect on customer satisfaction .

Based on the description of the company's conditions and the findings of the research gap in the background, the problem in this study is "How does Customer Experience and Store Atmosphere affect Customer Satisfaction at Nyctophily Coffee".

Research Problem

Based on the description of the background of the previous problem, the problem of this research is "How does Customer Experience and Store Atmosphere affect Customer Satisfaction at Nyctophily Coffee".

This research formulates the following research questions:

1. Is Customer Experience able to influence Customer Satisfaction at Nyctophily Coffee?
2. Is Store Atmosphere able to influence Customer Satisfaction at Nyctophily Coffee?

LITERATURE REVIEW

Consumer Satisfaction

Satisfaction (satisfaction) according to Kotler & Keller (2009) is a person's feeling of pleasure or disappointment that arises after comparing product performance (results) against their expectations. Tjiptono & Candra (2012) suggest that customer satisfaction is a condition shown by consumers when they realize that their needs and desires are as expected and are well met. According to (Tjiptono & Candra, 2012) in (Septian & Handaruwati, 2021: 23), there are five main factors that companies must pay attention to in analyzing customer satisfaction, namely Product Quality, Service Quality, Emotional, Price, and cost.

Indicators of customer satisfaction according to Hawkins and Lonney in Tjiptono (2014: 101) indicators forming customer satisfaction consist of:

- a. Expectation match

Is the level of conformity between what consumers expect and what consumers get and feel.



b. Return visit interest

It is the willingness of consumers to visit again or make repeat purchases after the first purchase.

c. Willingness to recommend

Is the willingness of consumers to recommend products that have been consumed to friends or family.

Customer Experience

Customer experience is an important thing that must be given as well as possible by companies to their consumers. Companies must be able to create positive impressions and memories in the minds of consumers. Meyer and Schwager in (Usma, 2021) Customer experience is an individual and subjective customer response as a result of direct or indirect interactions with the company. customer experience can be interpreted as a consumer's interpretation of the consumer's total interaction with a brand. And the ultimate goal of applying this concept is to create a good relationship with consumers and build loyalty with consumers.

According to Bern H Schmitt in (Leni, 2017: 13) to determine the customer experience can be through the following five indicators:

- a. Sense experience is an experience felt by consumers that is related to the five senses through sight, sound, taste, touch and smell.
- b. Feel experience is an experience felt by customers that is related to emotional feelings. For example, such as the impression that arises after getting good and friendly service from employees is a feeling of pleasure. Emotions can influence the judgment and behavior of a consumer. an and smell.
- c. Think experience is a perceived experience related to the creative and rational stimulation of consumers.
- d. Act experience is an experience related to lifestyle (how the cafe can follow the existing trends) and the image that is formed.
- e. Relate experience is the experience felt by consumers about how the cafe can interact, build and maintain good relationships.

1. Store Atmosphere

According to Utami in (Purba, 2016), store atmosphere is a combination and physical characteristics of stores such as architecture, layout, lighting, display, color, temperature,



music, aroma as a whole will create an image in the form of consumers. According to Berman and Evans (2004) store atmosphere is "Store's physical characteristics that are used to develop an image and draw customers". Based on this definition, the store atmosphere is a characteristic that is usually used to build an impression and attract customers [10]. According to Berman and Evans (2010) the elements of the store atmosphere can be divided into four main elements, namely:

a. Exterior

Exterior is the outermost part of the store. Exterior is the first part seen by visitors, therefore this part is expected to give an attractive first impression.

b. General Interior

General interior is the inside of the store. The general interior must be designed as much as possible so that visitors feel comfortable and at home in the store. Part of the general interior includes lighting, aroma and tranquility around, cleanliness, the presence of prayer rooms and toilets.

c. Store Layout

Store layout is an arrangement in terms of determining the layout of store facilities or furniture. The store must be able to utilize the existing store space as effectively as possible. For example, such as setting the width of the room, placing tables and chairs.

d. Interior Display

Displays are decorations, displays or signs that add to the atmosphere of the store and provide information to visitors. For example, displays and display racks.

RESEARCH METHODS

This research is "Explanatory Research" which is explanatory in nature, is research that emphasizes the relationship between research variables by testing hypotheses.

Population and Sample

The population in this study are consumers who have purchased and consumed Nyctophily Coffee products on the spot (dine in). The sampling technique uses the Rao Purba Theory. According to Rao Purba, if the population is too large and unknown, then to determine the sample size can use the following formula [8]:



$$n = \frac{z^2}{4(moe)^2}$$

Description:

n = sample

z = the level of confidence required in determining the sample

moe = margin of error which is the maximum tolerable error of 10%

The confidence level used in this study is 95% or z = 1.96 (normal distribution table). Then the number of samples in this study is as follows:

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{(1.96)^2}{4(0,1)^2}$$

$$n = 96,04$$

Based on the above calculations, the minimum sample size needed is 96.04 respondents, to facilitate research, the number of samples is rounded up to 100 respondents. With the sampling technique used in this study is Non Probably Sampling with Accidental Sampling, which is a technique that determines the sample by chance, anyone who meets the researcher by chance if the person encountered is suitable as a data source.

Operational Definition

The operational definitions of the two variables are as follows:

Table 3 Operational Definition

No	Variables	Operational Definition	Indicator	Measurement Scale
1	Customer Experience	Customer experience is a subjective experience contained in memory or experienced at that moment,	<ul style="list-style-type: none"> • Sense experience • Feel experience • Think experience • Action experience • Relate experience 	Likert Scale



		which influences and is influenced by our drive which in turn leads to behavior. Steven Walden[4]		
2	Store Atmosphere	Store atmosphere is a combination and physical characteristics of stores such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create an image in the form of consumers. Utami [10]	<ul style="list-style-type: none"> • Exterior • General Interior • Store Layout • Interior Display 	Likert Scale
3	Consumer Satisfaction	Consumer satisfaction is the result of experience with the product, a consumer's feeling after comparing expectations with the actual performance of the product Simamora [7].	<ul style="list-style-type: none"> • Conformity to expectations • Interest in revisiting • Willingness to recommend 	Likert Scale

Data Analysis Method

The analysis technique uses several approaches, namely:

- a. Instrument testing utilizes the Validity Test and Reliability Test approaches.



- b. Analysis using the Three-box Method index analysis technique
- c. Data analysis testing with the Classical Assumption Deviation Test approach which includes Normality Test .
- d. Model and hypothesis testing using the Regression Equation Test:
 - 1) T Statistical Test (Partial), in the Regression Model Feasibility Test using IBM SPSS Statistic 25 in this case to test how far the influence between variables is.
 - 2) Test the Coefficient of Determination in the Regression Model Feasibility Test to examine how much the relationship between variables is.

Validity Test

The validity test is carried out to measure whether a questionnaire is valid or not. In this case, to find out the value of r table with a significance of 5% (0.05) can be calculated using degree freedom or (df) = n-2, where n is the number of samples used in the study, namely 30 samples. The validity calculation obtained (df) = 28, so the value of r table with (df) = 28 with a significance of 5% is 0.361. Each question item has a value of r count > r table, so it can be interpreted that all question items are valid..

Reliability Test

A questionnaire is reliable if a person's answer to a statement obtains stable results over time (consistent). Reliability testing uses the Cronbach's Alpha (α) statistical test whose data processing uses IBM statistical SPSS 25. A variable is said to be reliable if it obtains a Cronbach's Alpha value > 0.70. The results of the reliability test of the research variables in table 4 below:

Table 4 Reliability Test Results

Variables	Cronbach's Alpha	Alpha Value	Decription
Customer Experience	0,753	0,70	RELIABEL
Store Atmosphere	0,748	0,70	RELIABEL
Consumer Satisfaction	0,737	0,70	RELIABEL

Source: Processed Primary Data, 2022



Table 4 shows that the Cronbach's Alpha of each variable is greater than 0.70, which means that all questionnaire questions in the study are declared reliable or trustworthy.

RESULTS AND DISCUSSION

Determination Coefficient Test

The coefficient of determination measures how far the model's ability to explain the variation in the dependent variable. The results of the coefficient of determination test in this study can be seen in table 5 below:

**Table 5 Determination Coefficient Test Results
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.428	.417	.298198

a. Predictors: (Constant), Store Atmosphere, Customer Experience

b. Dependent Variable: Consumer Satisfaction

Source: Primary Data Obtained, 2022

Table 5 shows that the Adjusted R Square value is 0.417 or 41.7%, which means that the customer experience and store atmosphere variables contribute to customer satisfaction by 41.7%, while 58.3% is influenced by variables not examined in this study.

Hypothesis Test

The t statistical test shows the effect of independent variables individually in explaining the variation in the dependent variable.[12] Table t with a significance of 0.025 and degrees of freedom (df) = $n-2 = 30-2 = 28$ obtained t table 1.98472. Based on the acquisition of t table 1.98472, the decision-making criteria for the t test are as follows:



1. "If the calculated t value < t table or Sig value. > 0.025 then H0 is accepted or Ha is rejected."
2. "If the t value > t table or Sig value. <0.025 then H0 is rejected or Ha is accepted."

The results of the t test in this study on material understanding can be seen in table 6 as follows:

Table 6 Result of t test

Variables	t _{Count}	t _{table}	Sig Value
Customer Experience	5,524	1,98472	0,000
Store Atmosphere	4,752	1,98472	0,000

Source: Primary Data Obtained, 2022

Based on the table, the tcount value of the customer experience variable is 5.524 with a significance value of 0.000. This means that tcount > ttable (> 1.98472) and the significance value is <0.025. So it can be concluded that H01 is rejected and Ha1 is accepted, which means that customer experience has a significant effect on customer satisfaction.

And based on the table, the tcount value of the store atmosphere variable is 4.752 with a significance value of 0.000. This means that tcount > ttable (> 1.98472) and the significance value is <0.025. So it can be concluded that H02 is rejected and Ha2 is accepted, which means that store atmosphere has a significant influence on customer satisfaction.

CONCLUSION

The conclusion obtained from this study is that there is a positive and significant influence between customer experience on customer satisfaction and store atmosphere variables also have a significant effect on customer satisfaction. The coefficient of determination obtained by the Adjusted R Square value is 41.7%, while 31.1% is influenced by other variables not examined in this study.



REFERENCE

- Ayaumi, R. S., & Komariah, N. S. (2021). Pengaruh Customer Experience dan Trust Terhadap Minat Beli Ulang Layanan Pesan Antar Gofood Saat Pandemi Covid-19 Pada Generasi Z. *Jurnal Ilmiah Manajemen Ubhara*, 3, 181–192.
- Atifa, F. N., Wahyuningsih, & Ponirin. 2015. Pengaruh Store Atmosphere terhadap Kepuasan Konsumen pada Cafe Refresho di Kota Palu. *Jurnal Ilmu Manajemen Universitas Tadulako*, 1(3), 297–306.
- Databoks. 2022. Produksi Kopi Indonesia Naik Jadi 774,60 Ribu Ton pada 2021. Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/09/produksi-kopiindonesia-naik-jadi-77460-ribu-ton-pada-2021>. Diakses pada tanggal 10 April 2022.
- Dewi, I. T., & Hasibuan, M. I. 2016. Pengaruh Pengalaman Pelanggan (Customer Experience) terhadap Kepuasan Pelanggan pada Rumah Makan Kuliner Jawa Rantauprapat. *Jurnal Ecobisma*, 3, 93–103.
- Harsono, D., Ruslie, A., & Jokom, R. 2020. Analisa Pengaruh Pengalaman Konsumen terhadap Kepuasan Konsumen di Hotel Yello Jemursari Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 8(1), 222-238
- Leni, Y. 2017. Pengaruh Customer Experience Terhadap Minat Beli Ulang (Studi Kasus pada Konsumen Hanbingo Korean Dessert Cafe Yogyakarta). Universitas Sanata Dharma.
- Mulya, N., Sg, S., & Wardhana, A. 2015. Pengaruh Store Atmosphere terhadap Kepuasan Konsumen pada Roemah Kopi Bandung. *e-Proceeding of Management*, 2(3), 3947-3952.
- Muhidin , Sambas Ali, Maman Abdurrahman. 2007. Analisis korelasi regresi dan jalur dalam penelitian. Bandung: Pustaka Setia.
- Purba, S. S. 2016. Pengaruh Store Atmosphere terhadap Loyalitas Pelanggan (Studi Kasus Pada Black White Centro Tea and Coffee Bar Jalan Setia Budi. Universitas Sumatera Utara.
- Sugiyono. 2019. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: CV Alfabeta.



- Septian, B. P., & Handaruwati, I. (2021). Pengaruh Customer Experience Terhadap Kepuasan Konsumen Produk Kuliner Lokal Soto Mbok Geger Pedan Klaten (Vol. 3, Issue 2). Juni-September. <http://bisnisman.nusaputra.ac.id>
- Tandean, A., & Widodo, A. 2015. Pengaruh Store Atmosphere Terhadap Kepuasan Konsumen (Studi pada Maja House Sugar & Cream Bandung). E-Proceeding of Management, 2(2), 2-7.
- Usma, E. R. (2021). Pengaruh Kualitas Pelayanan dan Customer Experience Terhadap Kepuasan Pelanggan Good Fella Coffee & Kitchen Tanjung Morawa.

