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The Influence of Service Quality and Store Atmosphere on Customer Satisfaction

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Abstract

The increasingly intense competition in the café industry requires business owners to create sustainable customer satisfaction to maintain competitiveness. Customer satisfaction is influenced by various factors, particularly service quality and store atmosphere that are directly experienced by customers. This study aims to examine the effect of service quality and store atmosphere on customer satisfaction. A quantitative approach was applied using a survey method, with questionnaires distributed to 130 respondents. Data were analyzed using SPSS version 27, including validity and reliability tests as well as multiple linear regression analysis. The results show that service quality has a positive and significant effect on customer satisfaction. Likewise, store atmosphere also has a positive and significant effect on customer satisfaction. Simultaneously, service quality and store atmosphere jointly have a significant positive effect on customer satisfaction. These findings indicate that improving service quality and creating a comfortable and attractive store atmosphere are essential to enhancing customer satisfaction and strengthening the competitiveness. This study contributes to marketing management theory by examining the influence of service quality and store atmosphere on customer satisfaction and provides a practical basis for improving service quality, store atmosphere, and marketing strategies to enhance customer satisfaction.

Keywords

Competitiveness, Customer Satisfaction, Marketing Management, Service Quality, Store Atmosphere.

1. Introduction

The Indonesian coffee industry has experienced rapid growth in recent years. According to data from the Indonesian Coffee Exporters and Industry Association (*Asosiasi Eksportir dan Industri Kopi Indonesia/AEKI*), domestic coffee consumption is increasing by around 10% annually (AEKI, 2022). This phenomenon has encouraged many coffee businesses, particularly coffee shops, to compete by providing the best service and creating a comfortable store atmosphere to attract and retain customers. According to the Central Statistics Agency, Indonesian coffee production reached 794,762 tons in 2022, an increase of around 0.9% compared to the previous year (Central Bureau of Statistics, 2023). This growth has encouraged the emergence of various coffee shops, especially in urban areas like Yogyakarta, which serve not only as places to drink coffee but also as social and lifestyle spaces for millennials and Gen Z. This phenomenon underscores the importance of store atmosphere and service quality as key factors in attracting and retaining customers (Boesroh, 2024; Agustin & Badi'ah, 2025). This also aligns with the findings of Ryu et al. (2012), who stated that store atmosphere plays a crucial role in influencing consumer behavior and customer satisfaction in the service sector.

In an era of increasingly competitive coffee shop business, service quality and store atmosphere are crucial factors in shaping customer satisfaction. Recent trends indicate that consumers in Yogyakarta increasingly prioritize a comfortable visiting experience and responsive service as determinants of their loyalty and satisfaction. The growing trend of specialty coffee and increasing customer expectations require continuous improvement in service quality and the creation of an attractive store atmosphere to maintain and expand market share. Service quality is also a key differentiating factor in the competitive coffee shop business. Fast, friendly, and responsive service can increase customer satisfaction and build loyalty (Parasuraman et al., 1988). Kobessah Kopi 2 is a growing coffee shop and a branch of the Kobessah Kopi chain. The research object faces the challenge of retaining customers amidst increasingly fierce competition. While its strategic location and modern concept, combining natural surroundings with contemporary design, are advantages, these need to be supported by excellent service quality to maintain customer satisfaction.

Although Kobessah Kopi 2 has strived to improve service quality and create an inviting atmosphere, there are indications that customer satisfaction levels are suboptimal. Customer reviews on Google in 2024 indicate that customers often experience dissatisfaction with service quality and comfort. The urgency of this research is heightened because customer satisfaction is a key indicator of loyalty and business sustainability in the competitive coffee industry. Previous research confirms that good service quality and an attractive store atmosphere can increase customer satisfaction, build loyalty, and strengthen a coffee shop's position in the market (Ryu et al., 2012; Ginting & Suherman, 2024; Agustin & Badi'ah, 2025).

The novelty of this study lies in examining the combined effect of service quality and store atmosphere on customer satisfaction in a local coffee shop context in Yogyakarta, an area characterized by intense competition and evolving preferences among millennials and Gen Z. Unlike prior studies that mainly focus on chain cafés or single factors, this research provides empirical evidence from a growing local coffee shop by integrating both variables as simultaneous predictors. Moreover, it reflects contemporary consumer expectations shaped by lifestyle trends, digital reviews, and experiential consumption, offering an updated perspective on customer satisfaction in the Indonesian coffee shop industry.

This study aims to examine the influence of service quality and store atmosphere on customer satisfaction in an effort to provide a more objective and comprehensive picture of the actual conditions at Kobessah Kopi 2, Yogyakarta. Therefore, this study not only provides academic contributions but also provides clarification and

recommendations that are useful for Kobessah Kopi 2 management in improving service quality and store atmosphere to meet customer expectations.

2. Literature Review and Hypothesis Development

2.1. The Effect of Service Quality on Customer Satisfaction

According to Tjiptono (2014), service quality is the desired or expected level of excellence, and control over that level of excellence aims to meet each customer's desires. Service quality is defined as the customer's or consumer's assessment of the service they receive (perceived services) compared to the desired or expected level of service. According to Parasuraman et al. (1988), service quality is more difficult for customers to evaluate than product quality, and perceptions of service quality are derived from comparing customer satisfaction with the actual service provided. Furthermore, quality evaluation is not solely based on the final outcome of a service but also includes an assessment of the entire service process.

According to Marlina and Wufron (2021), service quality refers to the degree to which the level of service provided meets or exceeds customer expectations. Service quality is perceived as high when the service received equals or surpasses what customers expect, whereas it is considered low when the service falls below e Fauzi and Purnomo (2023) found that service quality does not have a significant effect on customer satisfaction while research by Satrya and Telagawathi (2021) and Boesroh (2024) shows that service quality has a positive and significant effect on customer satisfaction. Aspects of service quality that contribute to customer satisfaction include speed of service, staff friendliness, cleanliness of the premises, and a comfortable atmosphere. These findings confirm that improving service quality can directly increase customer satisfaction and support customer loyalty. Ginting and Suherman (2024) found that product quality and service quality have a positive and significant effect on customer satisfaction, indicating that improvements in taste, consistency, menu variety, as well as staff friendliness, speed, and responsiveness simultaneously enhance customer satisfaction and support customer loyalty.

H1: Service quality has a positive effect on customer satisfaction.

2.2. The Effect of Store Atmosphere on Customer Satisfaction

Store atmosphere refers to the physical environment of a store designed to create comfort and attractiveness, encouraging customers to stay longer and enhancing their satisfaction. It includes elements such as exterior and interior design, layout, lighting, sound, temperature, and overall ambiance. Kotler (1973) introduced the concept of atmospherics as the design of a shopping environment that influences consumer emotions and decisions, while Bitner (1992) expanded it through the service scape concept, which encompasses ambient conditions, spatial layout, and symbolic elements within service settings.

According to Rijali and Rahmawati (2022), store atmosphere emphasizes the physical appearance of a store as a strategy to attract customers and shape their perceptions, with customer feelings and first impressions playing a key role in evaluating the shopping experience. Previous studies consistently show that store atmosphere has a positive and significant effect on customer satisfaction and purchasing behavior. Research by Agustin and Badi'ah (2025) confirms that a comfortable and attractive atmosphere enhances customer satisfaction and purchasing decisions, while studies by Siona and Dewantara (2024) and Christalia and Djunaid (2024) demonstrate that elements such as interior and exterior design, lighting, aroma, and spatial layout improve customer comfort, satisfaction, and repeat purchase intentions.

H2: Store atmosphere has a positive effect on customer satisfaction.

2.3. Simultaneous Effect on Customer Satisfaction

Customer satisfaction in the coffee shop industry is formed through customers' simultaneous evaluation of service performance and the physical environment experienced during their visit (Lee & Kim, 2021; Handayani et al., 2022). Service quality reflects how well services are delivered through responsiveness, reliability, and friendliness, encompassing both the efficiency of service processes and the interpersonal interactions between staff and customers. Meanwhile, store atmosphere represents the physical and sensory conditions within the coffee shop, including lighting, interior design, cleanliness, aroma, music, and seating comfort, all of which can influence customers' comfort, mood, and emotional responses. When service quality and store atmosphere are managed in tandem, they create a holistic service experience that not only meets customers' functional expectations but also appeals to their emotional and sensory needs, ultimately enhancing overall customer satisfaction (Munawaroh & Simon, 2023).

Recent empirical studies provide strong support for the importance of these two factors. Tambun et al. (2021) and Maelan (2022) found that service quality and store atmosphere simultaneously have a significant positive effect on customer satisfaction in a coffee shop. Aisyah and Aramita (2025) found that service quality and store atmosphere jointly influence customer satisfaction, indicating that customers form satisfaction perceptions by evaluating both service interactions and the surrounding environment. Similarly, Tanaya (2022) and Wahyuni (2025) reported that the combination of high-quality service and a pleasant store atmosphere produces a positive and significant effect on customer satisfaction. Furthermore, research by Maulana (2016) demonstrates that store atmosphere and service quality together significantly enhance customer satisfaction in coffee shop settings, suggesting that coffee shops seeking to build customer loyalty should focus on simultaneously optimizing both service performance and environmental comfort.

H3: Service quality and store atmosphere simultaneously have a positive effect on customer satisfaction.

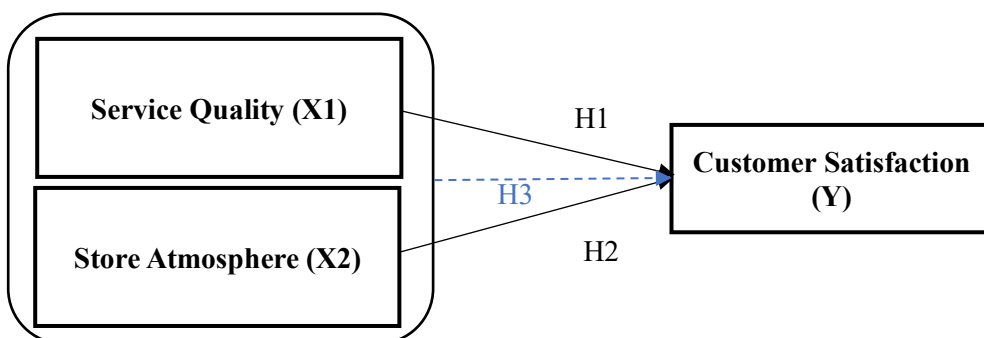


Figure 1. Conceptual Framework

The suggested study methodology is depicted in Figure 1, which also shows the connections between the dependent variable, customer satisfaction (Y), and the independent variables, store atmosphere (X2) and service quality (X1). Three hypotheses make up the framework, this H1 predicts how service quality will affect customer satisfaction, H2 predicts how store atmosphere will affect customer satisfaction, and H3 suggests a simultaneous effect service quality and store atmosphere on customer satisfaction.

3. Methods

This study uses a quantitative approach to examine measurable relationships between variables (Sugiyono, 2019). Conducted at Kobessah Kopi 2, the research focuses on practical issues such as customer complaints about service and comfort reflected in digital reviews. The study investigates service quality (X1), assessed via tangibles, reliability, responsiveness, assurance, and empathy, and store atmosphere (X2), including exterior, interior, layout, and displays (Parasuraman et al., 1988). Both factors are expected to affect customer satisfaction (Y), measured by expectation fulfillment, repurchase interest, recommendations, and overall satisfaction (Kotler, 2012).

The research instrument is a measuring tool used to collect data from the research object (Ardiawan et al., 2022). This study uses primary data obtained directly from respondents through a questionnaire, ensuring accurate, reliable data that reflects customers' real experiences. Secondary data were also collected from internal documents, digital reviews, and scientific literature to complement and strengthen the primary data. The population consisted of all Kobessah Kopi 2 customers aged 17 years and above who had made at least one transaction, as they have direct experience with service quality and store atmosphere. The sample was determined based on Hair et al. (2019) guideline, which recommends 5–10 times the number of indicators for multivariate analysis. With 13 indicators, the minimum sample is 65, but this study used 130 respondents. The sample criteria included customers who had visited and transacted at least once, were aged 17 or older, and were willing to complete the questionnaire voluntarily and completely (Sugiyono, 2019). Purposive non-probability sampling was employed to ensure respondents had direct experience with the café's services, making the data relevant and aligned with the research objectives.

The respondents in this study were selected based on the following criteria: customers who had visited and made at least one transaction at Kobessah Kopi 2, aged 17 years or older to ensure objective and rational assessments, and willing to complete the questionnaire voluntarily and thoroughly. Validity testing was conducted using the Corrected Item–Total Correlation in SPSS Version 27, with items considered valid if $r > 0.30$ (Chan & Idris, 2017; Ghozali, 2018). Cronbach's Alpha ≥ 0.70 indicates strong reliability, and reliability testing evaluates internal consistency. To ensure objective results, traditional assumption tests such as multicollinearity, heteroscedasticity, and normality were conducted prior to regression. Kolmogorov-Smirnov was used to confirm normality, Tolerance > 0.10 and VIF < 10 were used to confirm multicollinearity, and the Glejser method and residual scatterplots were used to confirm heteroscedasticity. Sig > 0.05 and randomly distributed residuals indicated a valid, homogenous model. General equation of multiple linear regression:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Customer Satisfaction

X_1 = Service Quality

X_2 = Store Atmosphere

a = Constant / intercept

b_1, b_2 = Regression coefficient for each independent variable

e = Error / residual

4. Results

The empirical findings of the study, including the characteristics of the respondents and the results of the statistical analyses carried out to assess the suggested hypotheses, are presented in this section. To give a general picture of the sample used in this study, the analysis starts with a summary of the demographics of the respondents. To make sure the research tool is suitable for assessing the variables, validity and reliability tests are then provided. In order to investigate the connections between customer satisfaction, store atmosphere, and service quality, the outcomes of multiple regression analysis and traditional assumption tests are finally presented.

Table 1. Respondent Characteristic

Characteristic	Category	Frequency	Percentage
Gender	Male	72	55.4%
	Female	58	44.6%
Age	17-25 Years	85	65.4%
	25-35 Years	20	15.4%
	>35 Years	25	19.2%
Occupation	Student	11	8.5%
	University Student	58	44.6%
	Private Employee	30	23.1%
	Entrepreneur	11	8.5%
	Others	20	15.3%
Number of Visits	1-3 Times	88	66.7%
	4-7 Times	29	22.3%
	>7 Times	13	10%
Total		130	100%

The respondents' demographic details are shown in Table 1. Gender-wise, 55.4% of respondents were men and 44.6% were women. In terms of age, the majority of respondents (65.4%) were between the ages of 17 and 25, followed by those over 35 (19.2%) and those between the ages of 25 and 35 (15.4%). In terms of occupation, the largest group consisted of university students (44.6%), followed by private employees (23.1%), others (15.3%), and both students and entrepreneurs, each representing 8.5% of the respondents. Finally, the distribution of the number of visits showed that most respondents visited 1–3 times (66.7%), 4–7 times (22.3%), and more than 7 times (10%). These findings provide an overview of the respondents' characteristics, which are important for understanding the context of this study.

Table 2. Validity & Reliability Test

Variable	Indicator	Pearson Correlation	r-table	Sig.	Cronbach's Alpha	Results
Service Quality (X1)	X1.1	0.703	0.1723	0.000	0.847	Valid & Reliable
	X1.2	0.817				
	X1.3	0.812				
	X1.4	0.808				
	X1.5	0.803				
Store Atmosphere (X2)	X2.1	0.848	0.1723	0.000	0.862	Valid & Reliable
	X2.2	0.827				
	X2.3	0.860				
	X2.4	0.832				
Customer Satisfaction (Y)	Y.1	0.757	0.1723	0.000	0.757	Valid & Reliable
	Y.2	0.792				
	Y.3	0.762				
	Y.4	0.738				

Table 2 presents the results of the validity and reliability tests for the research variables. All indicators of service quality, store atmosphere, and customer satisfaction are considered valid, as their Pearson correlation values are higher than the r-table value of 0.1723 and have a significance level of 0.000, indicating that each indicator appropriately measures its intended construct. The reliability test results further show that all variables are reliable, with Cronbach’s Alpha values of 0.847 for X1, 0.862 for X2, and 0.757 for Y, all exceeding the minimum threshold of 0.60. These findings demonstrate that the research instruments are both valid and reliable, providing consistent and dependable measurements, which ensures that the data collected is suitable for further statistical analysis and supports the credibility of the study.

Table 3. Normality Test

Items	Statistics	Value
Unstandardized Residual	n	130
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.04866206
Most Extreme Differences	Absolute	0.074
	Positive	0.074
	Negative	-0.048
Test Statistic	Kolmogorov-Smirnov Z	0.074
Asymp. Sig. (2-tailed)	Significant	0.081
Monte Carlo Sig. (2-tailed)	Sig.	0.082
99% Confidence Interval	Lower Bound	0.075
	Upper Bound	0.089

Referring to Table 3, the Kolmogorov-Smirnov test shows that the residual data follow a normal distribution. The test statistic is 0.074 with a significance value of 0.081, which exceeds the 0.05 threshold. This finding is consistent with the Monte Carlo significance value of 0.082 within the 99% confidence interval. These results indicate that the normality requirement is fulfilled.

Table 4. Multicollinearity & Heteroscedasticity Test

Variable	Multicollinearity		Heteroscedasticity
	Tolerance	VIF	Sig.
Constant	–	–	0.013
Service Quality (X1)	0.523	1.914	0.581
Store Atmosphere (X2)	0.523	1.914	0.232

The multicollinearity test results presented in Table 4 show that the Tolerance values for both service quality and store atmosphere are 0.523, which exceed the minimum threshold of 0.10. In addition, the Variance Inflation Factor (VIF) values for these variables are 1.914, remaining well below the maximum limit of 10. These results indicate that there is no multicollinearity among the independent variables in the regression model. Furthermore, heteroscedasticity was examined using the Glejser test by regressing the absolute residuals (Abs_Res) on the independent variables. A regression model is considered free from heteroscedasticity when the significance value is greater than 0.05. The results show that the significance values for service quality and store atmosphere are 0.581 and 0.232, respectively, both exceeding the 0.05 threshold. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity and satisfies the classical assumption requirements.

Table 5. Coefficient of Determination Test

Items	Value
Dependent Variable (Y)	Customer Satisfaction
Correlation Coefficient (R)	0.860
Coefficient of Determination (R^2)	0.740
Adjusted R-Square	0.736
Std. Error of the Estimate	1.057

As shown in Table 5, the coefficient of determination (R^2) is used to assess how well the independent variables explain variations in the dependent variable. The results show an R^2 value of 0.740, indicating that 74.0% of the variation in customer satisfaction can be explained by service quality and store atmosphere, while the remaining 26.0% is influenced by other factors outside the research model. Furthermore, the Adjusted R^2 value of 0.736 suggests that the regression model retains strong explanatory power even after accounting for the number of independent variables included in the analysis.

Table 6. Hypothesis Test

Path	B	Beta	t-statistics	Sig.	Result
Service Quality → Customer Satisfaction	0.347	0.465	7.435	0.000	Accepted
Store Atmosphere → Customer Satisfaction	0.385	0.470	7.513	0.000	Accepted

A coefficient value of 0.347, a standardized beta of 0.465, a t-statistic of 7.435, and a significance level of 0.000 suggest that service quality has a positive and statistically significant impact on customer satisfaction, according to the results shown in Table 6. This result lends credence to Hypothesis 1, which holds that increased customer satisfaction is a direct result of better service quality. With a coefficient of 0.385, a standardized beta of 0.470, a t-statistic of 7.513, and a significance value of 0.000, store atmosphere also demonstrates a positive and significant impact on customer satisfaction, supporting Hypothesis 2.

Table 7. F Test

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	403.870	2	201.935	180.782	0.000
Residual	141.860	127	1.117	–	–
Total	545.731	129	–	–	–

The F-test is used to evaluate the overall significance of the regression model and investigate the simultaneous impact of all independent variables on the dependent variable. With degrees of freedom $df_1 = 2$ and $df_2 = 127$, the F table value of 3.07 at a 5% significance level ($\alpha = 0.05$) is exceeded by the computed F value of 180.782 based on Table 7. Furthermore, the significance value is less than 0.05 (0.000). Consequently, it can be said that service quality and store atmosphere simultaneously have a significant impact on customer satisfaction, suggesting that the regression model is appropriate for this investigation. This outcome validates that the regression model is appropriate for explaining differences in customer satisfaction and supports Hypothesis 3.

5. Discussion

The study's findings show that customer satisfaction is positively and significantly impacted by service quality. This result suggests that customer

happiness is positively correlated with service quality. Customers' opinions of a company's performance are greatly influenced by the quality of its services, especially in the coffee sector, where direct customer-employee contact is vital. These results align with the concept of service quality proposed by Parasuraman et al. (1988) through the SERVQUAL model, which emphasizes that dimensions such as reliability, responsiveness, assurance, empathy, and tangibles contribute directly to customer satisfaction. The findings of this study also support previous research conducted by Marlina and Wufron (2021), Raharja (2023), and Boesroh (2024), which stated that service quality has a significant influence on customer satisfaction in coffee shops and similar businesses. Thus, these results reinforce the view that service quality is a key factor in creating customer satisfaction and maintaining business sustainability amidst increasingly fierce competition in the coffee industry.

Based on the analysis, store atmosphere was proven to have a positive and significant effect on customer satisfaction. This indicates that a comfortable, attractive store atmosphere that meets customer expectations can enhance the customer experience and encourage customer satisfaction. This finding is consistent with Bitner's (1992) servicescape theory, which states that the physical environment plays a crucial role in influencing customers' cognitive, emotional, and behavioral responses. Furthermore, the concept of atmosphere as a marketing tool is further strengthened by Kotler's (2012) perspective, which asserts that store environmental design can influence consumer perceptions and decisions. The results of this study align with those of Rijali and Rahmawati (2022), Dahur and Ningsih (2024), and Aisyah and Aramita (2025), who found that store atmosphere significantly influences customer satisfaction in cafes and retail businesses. Thus, store atmosphere serves not only as a supporting element but also as a strategic factor in enhancing customer satisfaction.

The results of the simultaneous test indicate that service quality and store atmosphere jointly have a significant effect on customer satisfaction. The findings show that the null hypothesis is rejected, meaning that customer satisfaction is significantly influenced by the combination of service quality and store environment conditions. This result confirms that customer satisfaction is not determined by a single factor, but rather by the interaction between service quality and the physical store atmosphere perceived by customers. This finding supports Oliver's (1980) theory of customer satisfaction, which states that satisfaction is the result of a customer's evaluation of the overall consumption experience. The results of this study also align with research by Raharja (2023), Dana (2023), and Kusuma (2024), which concluded that service quality and store atmosphere simultaneously contribute significantly to increasing customer satisfaction in coffee shops. Thus, this study confirms that increasing customer satisfaction can be optimally achieved if businesses are able to manage service quality and store atmosphere in an integrated manner. This strategy is highly relevant in facing the ever-growing competition in the coffee industry, as reported in the Indonesian Coffee Industry Annual Report by AEKI (2022).

The findings imply that coffee shop managers should focus on improving both service quality and store atmosphere to enhance customer satisfaction. Providing responsive and friendly service while maintaining a comfortable and attractive environment can create a better customer experience. By managing these two aspects simultaneously, businesses can strengthen customer satisfaction and remain competitive in the coffee shop industry.

6. Conclusion

Based on the results of the data analysis, it can be concluded that service quality and store atmosphere have a positive and significant effect on customer satisfaction at Kobessah Kopi 2. Service quality enhances customer satisfaction through aspects

such as employee friendliness, responsiveness, order accuracy, and the ability of staff to address customer needs and complaints. A consistent and professional service experience encourages repeat visits and strengthens overall satisfaction. Likewise, store atmosphere significantly contributes to satisfaction, as elements such as interior design, lighting, cleanliness, layout, and seating comfort create a pleasant environment that supports the customer experience. When high service quality is combined with a comfortable and attractive store atmosphere, customers tend to experience greater satisfaction and are more likely to engage in positive word-of-mouth.

From a managerial perspective, coffee shop managers should continuously improve service quality through regular staff training and consistent service standards, while also maintaining a comfortable and appealing store atmosphere through proper layout, cleanliness, lighting, and adequate facilities to enhance the overall customer experience. However, this study has limitations. The coefficient of determination indicates that approximately 26% of customer satisfaction is influenced by factors outside the research model, such as price, product quality, brand image, location, and promotions. In addition, the study focuses on a single coffee shop, which may limit the generalizability of the findings. Therefore, future research is recommended to include additional variables such as customer experience, engagement, or perceived value, and to explore the role of digital technologies such as online ordering and social media in influencing customer satisfaction.

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Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.



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