

The Influence of Atmosphere, Price and Facilities Provided on Consumer Satisfaction at Meraki Cafe, Cirebon City, West Java

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ABSTRACT

Enjoying a banquet at a cafe has become a new habit or lifestyle trend for millennials today. Consumer satisfaction is always a must to be paid attention to by every business person, especially the café sector in carrying out their business activities. The purpose of this study is to analyze how much the atmosphere, price and facilities affect consumer satisfaction at Meraki Cafe, both partially and simultaneously. The research method used was quantitative with a sample of 100 respondents with 20 indicators. After the data was collected, the researcher continued the analysis with a linear regression study using SPSS 24. The results and discussions obtained were that the atmosphere variable affected consumer satisfaction, the price affected consumer satisfaction, the facility affected consumer satisfaction, as well as when tested simultaneously the three variables had a significant effect. The impression obtained from this study is that Meraki café managers can pay attention to the three variables, namely atmosphere, price and facilities.

Keywords : atmosphere, price, facilities, consumer satisfaction

INTRODUCTION

The development of the times has caused changes in people's habits in activities, especially eating and drinking habits. One of the changing habits of society is coffee consumption. Coffee consumption has been carried out by Indonesian people for a long time. However, people used to only drink coffee in a simple way of making and serving coffee such as black coffee, sachet coffee, ground coffee or tubruk coffee (Malisan, 2021).

The growth of coffee shops is in line with lifestyle changes, especially among young people. Today, drinking coffee in shops is not just about enjoying the drink, but has become part of the modern lifestyle (Wachdijono & Jaeroni, 2021).

A *café* that is not strong will be easily defeated by its competitors. *Cafe* is considered a classy dining place that is able to present the relaxed atmosphere needed. *Cafes* are used as a means of relaxing with friends or family, socializing with business partners, and some come to find an atmosphere of solitude. Currently, enjoying a banquet at a *café* has become a new habit or lifestyle for executives to do tasks, continue a business or just relax after a long day of work (Maya, 2018).

Enjoy a feast at *Cafe* has become a new lifestyle habit or trend for millennials today. Judging from the side of today's consumers, they have many variant alternatives and are more selective in choosing *Cafe* to be visited. When consumers consider a *Cafe* unsatisfactory, then *Cafe* It will be very easy to leave. Thus, business people must be able to prepare the right strategy to seize the market and win the competition. One of them is by paying attention to the aspects offered through a marketing strategy that focuses on how to be able to provide a different experience and be able to touch the emotions and feelings of consumers (Permatasari, Prasetyo, & Santoso, 2021).

One of the *cafes* in Cirebon City is Meraki *Cafe* which is located on Jl. DR. Sutomo No.185, Pekiringan, Kec. Meraki *Cafe* provides various types of food and drinks ranging from coffee, *fresh drinks*, *frappe*, snacks to heavy foods such as chicken sambal matah. The attraction of Meraki *café* is that it has a unique concept with an *instagramable* design, plus Meraki *café* has a good view if visited in the afternoon because visitors can enjoy a beautiful sunset view. Meraki *café* has two areas for visitors, namely *indoor* and *outdoor* where it is usually *used by* visitors who want to do assignments or meetings while *outdoor* has a large area with many seating options (tourisminfo, <https://www.wisatainfo.com>

Consumer satisfaction is always a must to be paid attention to by every business person, especially in the field of *Cafe* in carrying out their business activities. Nowadays many businesses *Cafe* who increasingly understand the importance of consumer satisfaction and develop strategies to provide satisfaction for their consumers. According to (Kotler & Keller, 2009) satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected performance (results). After consumers consume a product or service, consumers will have a feeling of satisfaction or dissatisfaction with the product or service they consume. Satisfaction will encourage consumers to buy and reconsume the product. Instead, dissatisfied feelings will cause consumers to become disappointed and stop buying and consuming the product again (Sihombing, Arifin, & Maryono, 2021).

In this case, the research focuses on one *café* that has aspects of competition and the phenomenon of atmosphere, price and menu variety at Meraki *café*. This is what makes researchers interested in researching whether the atmosphere *of the café*, prices, and facilities, have an influence on consumer interest in visiting Meraki *café*. The results of this study are expected to provide insights and recommendations to increase consumer interest in visiting Meraki *Cafe*. By paying attention to factors that affect consumer interest in visiting.

Meraki *Cafe* has become one of the favorite destinations in the city of Cirebon, which offers a unique and pleasant coffee experience and has a comfortable atmosphere and is visited by many middle and upper class people. With all these developments, Meraki *Cafe* is not only about cooking and serving coffee, but also about innovation, and technology, Meraki *Cafe* proves that culinary business can be one of the solutions to solve economic and social problems in the city of Cirebon (aboutcirebon.id)

Based on the description above, the researcher looks at how the atmosphere, facilities and prices affect consumer satisfaction at Meraki *Cafe* in Cirebon. Based on previous research, it can be said that *the atmosphere of the café* affects consumer satisfaction with several variables that are in accordance with consumer desires. However, there are several variables that are not good. Therefore, the research gap in this study is in the form of *a theoretical gap*, which is a research gap due to different theories or research results (Miles, 2017). The purpose of this study is to analyze the influence of *café* atmosphere variables, product prices and facilities provided on consumer satisfaction at Meraki *Cafe* Cirebon City, West Java.

There are several previous studies that discuss consumer satisfaction and the factors that affect it, as shown in table 1 below.

Table 1 Previous Research

It	Author's Name	Heading	Conclusion
1	(Arif & Ekasari, 2020)	The Influence of Cafe Price and Atmosphere on Consumers at Café D'malaka Watansoppeng	The results of this study show that the price variable (X1) and the Cafe Atmosphere variable (X2) have a positive and significant effect on customer satisfaction (Y) partially and stimulants (together).
2	(Tondang, Nasution, & Dharma, 2023)	The Influence of Cafe Atmosphere, Price, Menu Variation on Consumer Interest in Visiting (Case Study: Dbest Cafe Tuamang)	The results of this study show that the variables of café atmosphere (X1) and price (X2) have a positive and significant effect while menu variations (X3) have an influence but are not significant, this happens because the variety of menus is not a factor that affects visits at Dbest café.
3	(Tawakkal, Suaib, & Zein, 2021)	The Effect of Cafe Price and Atmosphere on Customer Satisfaction (Case Study on Cafelayar Gading, Sorong City)	The results of this study show that the price variable and the Cafe Atmosphere variable have a positive and significant effect on customer satisfaction and of the two variables, the most dominant variable is the price variable. Determination test, price variables and Cafe Atmosphere simultaneously affect Customer Satisfaction
4	(Sanusing & Giyartiningrum, 2023)	The Effect of Product Quality, Service Quality and Price on Consumer Satisfaction (Case Study on Pamella Empat Supermarket)	The results of the study show that product quality (X1) partially has a significant effect on consumer satisfaction Service quality (X2) partially has a significant effect on consumer satisfaction. Price (X3) partially has a significant effect on consumer satisfaction (Y). Simultaneously product quality, service quality, and price have a significant effect on consumer satisfaction
5	(Sihombing, Arifin, & Maryono, 2022)	The Influence of Menu Variants, Prices, and Cafe Atmosphere, on Consumer Satisfaction of Cafe Miltie Garden Mulawarman Banjarmasin	The results of this study show that the menu variant variable (X1) and the Cafe Atmosphere variable (X3) partially have a positive effect, while the Price variable (X2) partially has a negative effect on customer satisfaction (Y) and there is a positive significance of the Simultaneous Test together
6	(Irfan, 2019)	The Effect of Service Quality, Prices and Facilities Provided by Kenari <i>Waterpark</i> Bontang on Customer Satisfaction Levels	The results of this study show that partially the variables of service quality (X1) and facilities (X3) have a significant effect but the price variable (X2) has no significant effect on the level of customer satisfaction (Y), simultaneously the variables of service quality, price and facilities have a significant influence on customer satisfaction of Canary <i>Bontang waterpark</i>

7	(Budiarto & Suhermin, 2018)	The Influence of Service Quality, Store Atmosphere and Word of Mouth on Consumer Satisfaction	The results of this study show that the Influence of Service Quality (X1), and <i>Word Of Mouth</i> (X2) partially have a significant effect on consumer satisfaction, while <i>Store Atmosphere</i> (X2) does not have a significant effect on consumer satisfaction.
8	(Ningtias, Indriyatni, & Widodo, 2022)	The Influence of Facilities, Service Quality, and Promotions on Consumer Satisfaction (Case Study on <i>Coffee Shop</i> in Semarang City)	The results of this study show that partially Facilities (X1) do not have a significant effect on consumer satisfaction. Meanwhile, Service Quality (X2) and Promotion (X3) partially have a significant effect on consumer satisfaction.

From the introduction given, the novelty that can be taken is the purpose of the research, which is to analyze the influence of the variables of café atmosphere, product prices and facilities provided on consumer satisfaction at Meraki Cafe Cirebon City, West Java. This study aims to provide insights and recommendations to increase consumer interest in Meraki Cafe by paying attention to factors that affect consumer interest in visiting.

Meraki Cafe is shown as one of the favorite destinations in Cirebon City with a unique and fun coffee experience and a comfortable atmosphere and is often visited by the middle and upper class. In addition, at Meraki Cafe there has been no in-depth research on consumer satisfaction. Most of the previous studies in Cirebon only used 2-3 variables, while in this study, the researcher used 4 variables, namely Atmosphere, Price, Facilities, and the Y variable (Consumer Satisfaction).

Furthermore, there is also a research gap in this study in the form of a lack of theory or research results that are in accordance with consumer desires. The existence of this gap shows that this research is expected to provide new contributions and solutions to solve problems in business people, especially in the café sector.

RESEARCH METHOD

The research was carried out at the Meraki café Jl. DR. Sutomo No.185, Pekiringan, Kesambi District, Cirebon City, West Java 45131 and was carried out during the month of April. The variables used in this study are dependent and independent variables. In this study, there are three independent variables and one bound variable, namely café atmosphere (X1), product price (X2), café facilities (X3) and consumer satisfaction (Y).

In this study, a quantitative method is used. This method can be interpreted as a research method based on the philosophy of positivism, used to research on a specific population or sample, data collection using research instruments, quantitative or statistical data analysis, with the aim of describing and testing hypotheses that have been determined. (Sugiyono & Lestari, 2021).

The quantitative research procedure is the operationalization of scientific methods by paying attention to scientific elements. There are a number of quantitative research steps that must be taken that are expected to ensure the validity of the results. The steps are as follows: Determining the problem, Conducting preliminary research, Identifying and formulating the problem, Formulating a hypothesis, Determining variables,

Determining research methods and instruments, Determining data sources (Population and Sampling), Collecting data, Analyzing data, Drawing conclusions and Writing reports (Murjani, 2022).

RESULT AND DISCUSSION

Descriptive Analysis

Based on the results of the variable (X1), an actual score of 1,648 was obtained with a percentage of 82.4% of the expected score of 2,000 (100%). That is, the variable Atmosphere *Cafe* (X1) has an influence with the category of Very Satisfied. As seen in table 2.

Table 2 Mood Respondent Statement (X1)

It	Indicators	Actual Score (Real)	Ideal Score (Hope)	Percentage (%)	Category
1	Exterior	409	500	81,8 %	Strongly Agree
2	Interior	402	500	80,4 %	Strongly Agree
3	Layout	415	500	83 %	Strongly Agree
4	Interior Display	422	500	84,4 %	Strongly Agree
Total Indicators		1.648	2.000	82,4 %	Strongly Agree

Source: Primary Data Processed, 2024

Based on the results of the variable (X2), an actual score of 1,621 was obtained with a percentage of 81.05% of the expected score of 2,000 (100%). That is, the Price variable (X1) has an influence with the Very Satisfied category. As seen in table 3

Table 3 Price Respondent Statement (X2)

It	Indicators	Actual Score (Real)	Ideal Score (Hope)	Percentage (%)	Category
1	Price Suitability	389	500	77,8 %	Agree
2	Price List	408	500	81,6 %	Strongly Agree
3	Discounts	444	500	88,8 %	Strongly Agree
4	Price Reception	380	500	76 %	Agree
Total Indicators		1.621	2,000	81,05 %	Strongly Agree

Source: Primary Data Processed, 2024

Based on the results of the Facility variable (X3), an actual score of 2,433 was obtained with a percentage of 81.1% of the expected score of 2,000 (100%). This means that the Facility variable (X3) has an influence with the Very Satisfied category. As seen in table 4.

Table 4 Facility variable (X3)

It	Indicators	Actual Score (Real)	Ideal Score (Hope)	Percentage (%)	Category
1	Hygiene	417	500	82,4 %	Strongly Agree
2	Exquisite	411	500	82,2 %	Strongly Agree
3	Accommodation	418	500	83,6 %	Strongly Agree
4	Where to Eat/Drink	406	500	81,2 %	Strongly Agree
5	Toilet	394	500	78,8 %	Agree
6	Parking Lot	387	500	77,4 %	Agree
Total Indicators		2.433	3.000	81,1 %	Strongly Agree

Source: Primary Data Processed, 2024

Based on the results of the Consumer Satisfaction (Y) variable, an actual score of 2,503 was obtained with a percentage of 83.4% of the expected score of 2,000 (100%). This means that the Consumer Satisfaction (Y) variable has an influence on the Very Satisfied category. As seen in table 5

Table 5 Consumer Satisfaction (Y)

It	Indicators	Actual Score (Real)	Ideal Score (Hope)	Percentage (%)	Category
1	Service as expected	405	500	81 %	Strongly Agree
2	Menu as Expected	411	500	82,2 %	Strongly Agree
3	Want to try again	418	500	83,6 %	Strongly Agree
4	Want to try other menus	425	500	85 %	Strongly Agree
5	Recommendations to Others	422	500	84,4 %	Strongly Agree
6	Providing Positive Things	422	500	84,4 %	Strongly Agree
Total Indicators		2.503	3.000	83,4 %	Strongly Agree

Source: Primary Data Processed, 2024

Validity and Reliability Test Results

The data of the research results will be unbiased if obtained using valid and reliable research instruments. An indicator of a variable is said to be valid if it has a correlation coefficient with a total of $> r$ tables. In addition, the research instrument is said to be revelable if it has an Alpha Cronbach coefficient $\alpha \geq 0.60$. The results of the validity and reliability testing of the research instrument in full can be seen in Appendix 1 and can be briefly seen in the following table:

Table 6 Validity Test Results

Research Variables	Items	r calculate	r table	Validity Test
Cafe Atmosphere (x1)	X1.1	0.754	0.197	Valid
	X1.2	0.663	0.197	Valid
	X1.3	0.742	0.197	Valid
	X1.4	0.747	0.197	Valid
Price (x2)	X2.1	0.735	0.197	Valid
	X2.2	0.705	0.197	Valid
	X2.3	0.674	0.197	Valid
	X2.4	0.626	0.197	Valid
Facilities (x3)	X3.1	0.698	0.197	Valid
	X3.2	0.690	0.197	Valid
	X3.3	0.656	0.197	Valid
	X3.4	0.654	0.197	Valid
	X3.5	0.656	0.197	Valid
	X3.6	0.712	0.197	Valid
Consumer Satisfaction (Y)	Y1	0.672	0.197	Valid
	Y2	0.723	0.197	Valid
	Y3	0.566	0.197	Valid
	Y4	0.618	0.197	Valid
	Y5	0.742	0.197	Valid
	Y6	0.651	0.197	Valid

Source: Primary data processed, 2024

The validity test and reliability test in this study used 100 respondents. It is known from the results of the validity test using SPSS 24 software can be seen in the table. That each statement item has a correlation coefficient value $> r$ table. So that the validity requirements with the value of the coefficient $> r$ of the table are met.

The results of the reliability test showed that each variable had an *Alpha Croncach* coefficient value > 0.6 . Therefore, each variable in this study is declared reliable or reliability requirements are met.

Table 7 Reliability Test Results

Variable	Reliability Values	Status
Cafe Atmosphere (X1)	0,700	Reliable
Product Price (x2)	0,616	Reliable
Café Facilities (x3)	0,757	Reliable
Consumer Satisfaction (Y)	0,744	Reliable

Source: Results of questionnaire data processing with SPSS 24

Based on the table above, it shows that all the variables used in this study are reliable because they have a *cronbuch alpha* coefficient value greater than the crisis value of 0.60.

Normality Test

The normality test aims to test whether in the regression model, the residuals have a normal distribution. A regression model with a normal residual distribution is a good model. Residual normality testing was carried out using the Kolmogorov-Smirnov Test statistical technique presented in the following table:

Table 8 Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.99783415
Most Extreme Differences	Absolute	.062
	Positive	.059
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary data processed, 2024

The results of the residual normality test with Kolmogorov-Smirnov showed a Asymp. Sig. (2-tailed) 0.200. Based on the output table, the Asymp.Sig test value > α value (0.05), so it can be concluded that the residual regression model is normally distributed.

Multicollinearity Test

Table 9 Multicollinearity Test Results

Coefficients ^a			
Type		Collinearity Statistics	
		Tolerance	VIF
1	Atmosphere (x1)	.484	2.068
	Price (x2)	.554	1.806
	Facilities (x3)	.410	2.436

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Primary data processed, 2024

By looking at the VIF (*Inflation Factor Variant*) value, it is known that all variables do not have a VIF value of more than 10, as well as a tolerance value of less than 0.10. Thus, it can be concluded that there is no problem of multicollinearity or the assumption of multicollinearity has been fulfilled.

Heteroscedasticity Test

The heteroscedasticity test is used to see the variance inequality from the residual of one observation. The Glejser test was carried out to ensure that the assumption of heterokedasticity was met. The results of the Glejser test are presented in the following table:

Table 10 Glacier Test Results

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.968	.893		5.563	.000
	Atmosphere (x1)	-.095	.065	-.199	-1.457	.148
	Price (x2)	-.073	.065	-.143	-1.122	.264
	Facilities (x3)	-.026	.050	-.076	-.516	.607

a. Dependent Variable: Absres

Source: Primary data processed, 2024

The results of the heterokedasticity assumption test found that the significance value for all variables was not significant with p-value > α value (0.05) so it was concluded that there were no symptoms of heterokedasticity.

Multiple Linear Analysis

Table 11 Multiple Linear Analysis Results

Type	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	4.679	1.605	
1 Cafe Atmosphere	.421	.117	.311
Product Price	.291	.117	.205
Cafe Facilities	.363	.089	.390

Source: Results of questionnaire data processing with SPSS 24

A good regression equation model is one that meets the requirements of classical assumptions, including models that must be free from multicollinearity, free from heterokedasticity, and free from normality (Tondang, et al., 2023). The table above shows that the calculation of regression results where a regression equation can be made that reflects the relationship between the variables used, which is as follows:

$$\hat{Y} = 4.679 + 0.412 \text{ Atmosphere (X1)} + 0.291 \text{ Price (X2)} + 0.363 \text{ Amenities (X3)} + e$$

From the results of the above test, it can be concluded as follows:

- a) Testing the influence between Atmosphere (X1) on Consumer Satisfaction (Y) obtained a coefficient value of 0.412 with a significance value of 0.001, because the significance value < 0.05, there is a significant influence between Atmosphere (X1) and Consumer Satisfaction (Y). Considering that the coefficient marked positively indicates that the relationship between the two is positive, it means that the higher the respondent's perception of the atmosphere (X1) will result in higher Consumer Satisfaction (Y), and vice versa.
- b) Testing the effect between Price (X2) on Consumer Satisfaction (Y) obtained a coefficient value of 0.291 with a significance value of 0.015, because the significance value < 0.05, there is a significant influence between Price (X2) and Consumer Satisfaction (Y). Considering that the coefficient with a positive sign indicates that the relationship between the two is positive, it means that the higher the respondent's perception of Price (X2) will result in higher Consumer Satisfaction (Y), and vice versa.
- c) Testing the influence between Facilities (X3) on Consumer Satisfaction (Y) obtained a coefficient value of 0.363 with a significance value of 0.000, because the significance value < 0.05, there is a significant influence between Facilities (X3) on Consumer Satisfaction (Y). Considering that the coefficient marked positively indicates that the relationship between the two is positive, it means that the higher the respondent's perception of the facility (X3) will result in a higher Consumer Satisfaction (Y), and vice versa.

Partial Test (t-Test)

Table 12 Partial Test Results

	Type	t	Sig.
1	(Constant)	2.915	.004
	Cafe Atmosphere	3.524	.001
	Product Price	2.479	.015
	Cafe Facilities	4.068	.000

Based on the results of the calculation, it was obtained:

1. Independent Variable X1 (Cafe Atmosphere)

The results for the café atmosphere variable showed that there was a positive and significant influence of café atmosphere on consumer satisfaction. This is evidenced by the calculated t-value of 3.524 and the t-value of the table 1.661 with a significance less than 0.05 ($0.01 < 0.05$). It can be concluded that X1 is accepted, so the atmosphere of the café has a significant effect on consumer satisfaction.

2. Independent Variable X2 (Product Price)

The results for the product price variable show that there is a positive and significant influence of product price on consumer satisfaction. This is evidenced by the calculated t-value of 2.479 and the t-value of the table 1.661 with a significance less than 0.05 ($0.015 < 0.05$). It can be concluded that X2 is accepted, so the Product Price has a significant effect on consumer satisfaction.

3. Independent Variable X3 (Cafe Facility)

The results for the product price variable show that there is a positive and significant influence of product price on consumer satisfaction. This is evidenced by the calculated t-value of 4.068 and the t-value of the table 1.661 with a significance less than 0.05 ($0.000 < 0.05$). It can be concluded that X3 is accepted, so the Cafe Facility has a significant effect on consumer satisfaction.

Simultaneous Test (Test F)

The F test was carried out to prove simultaneously that the independent variable has a significant influence on the dependent variable.

Table 13 Simultaneous Test Results

ANOVAa						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	695.767	3	231.922	56.346	.000b
	Residual	395.143	96	4.116		
	Total	1090.910	99			
a. Dependent Variable: Consumer Satisfaction (Y)						
b. Predictors: (Constant), Facilities (x3), Price (x2), Atmosphere (X1)						

Source: Primary data processed, 2024

Based on the results of the F Test, a significance value of 0.000 ($\alpha < 0.05$) was obtained. So it can be concluded that the variables Atmosphere (X1), Price (X2), and Facilities (X3) simultaneously have a significant effect on the Consumer Satisfaction variable (Y).

Determination Coefficient Test (R2)

The determination coefficient (R2) is used to determine the magnitude of the contribution value or influence between independent variables, namely Atmosphere (X1), Price (X2), and Facilities (X3) on the bound variable, namely on the Consumer Satisfaction variable (Y). The value of the determination coefficient (R2) is as follows:

Table 14 Coefficient of Determination Test (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799a	.638	.626	2.02881

a. Predictors: (Constant), Facilities (x3), Price (x2), Atmosphere (X1)

Source: Primary data processed, 2024

The table above is part of the results of the multiple linear regression test which can be referred to as the Coefficient of Determination (R2) Analysis. This analysis is used as a measure of the influence of Atmosphere (X1), Price (X2), and Facilities (X3) on the bound variable, namely on the Consumer Satisfaction variable (Y). The table above shows that the R Square value (R2) is 0.638 which can be concluded that Atmosphere (X1), Price (X2), and Facilities (X3) have an influence of 63.8% while the remaining 36.2% are influenced by other variables that are not studied by the researcher.

Hypothesis Test Results

Based on the results of calculations using the Multiple Regression Analysis approach, the results of hypothesis testing are obtained as presented as follows:

Hipotesis 1. Atmosphere (X1) has a partial effect on Consumer Satisfaction (Y) is accepted. Testing the influence between Atmosphere (X1) on Consumer Satisfaction (Y) obtained a coefficient value of 0.412 with a significance value of 0.001, because the significance value < 0.05, there is a significant influence between Atmosphere (X1) and Consumer Satisfaction (Y). Considering that the coefficient marked positively indicates that the relationship between the two is positive, it means that the higher the respondent's perception of the atmosphere (X1) will result in higher Consumer Satisfaction (Y), and vice versa.

Hipotesis 2. Price (X2) has a partial effect on Consumer Satisfaction (Y) is acceptable. Testing the effect between Price (X2) on Consumer Satisfaction (Y) obtained a coefficient value of 0.291 with a significance value of 0.015, because the significance value < 0.05, there is a significant influence between Price (X2) on Consumer Satisfaction (Y). Considering that the coefficient with a positive sign indicates that the relationship between the two is positive, it means that the higher the respondent's perception of Price (X2) will result in higher Consumer Satisfaction (Y), and vice versa.

Hipotesis 3. Facility (X3) has a partial effect on Consumer Satisfaction (Y) is accepted. Testing the influence between Facilities (X3) on Consumer Satisfaction (Y) obtained a coefficient value of 0.363 with a significance value of 0.000, because the significance value < 0.05, there is a significant influence between Facilities (X3) on Consumer Satisfaction (Y). Considering that the coefficient marked positively indicates that the relationship between the two is positive, it means that the higher the respondent's perception of the facility (X3) will result in a higher Consumer Satisfaction (Y), and vice versa.

Atmosphere (X1), Price (X2), and Facilities (X3) have a simultaneous effect on Consumer Satisfaction (Y) is accepted. Based on the results of the F Test, a significance

value of 0.000 ($\alpha < 0.05$) was obtained. So it can be concluded that the variables Atmosphere (X1), Price (X2), and Facility (X3) simultaneously have a significant effect on the Consumer Satisfaction variable (Y).

CONCLUSION

Based on the research that has been carried out and the explanation of the results of the research related to the influence of the atmosphere, prices and facilities provided on consumer satisfaction at Meraki Cafe Cirebon City, West Java, the following conclusions can be drawn:

The influence between Atmosphere (X1) on Consumer Satisfaction (Y) obtained a coefficient value of 0.412 with a significance value of 0.001, because the significance value is 0.05, there is a significant influence between Atmosphere (X1) and Consumer Satisfaction (Y). The higher the respondents perceive the Atmosphere (X1) will result in higher Consumer Satisfaction (Y).

The influence between Atmosphere (X2) on Consumer Satisfaction (Y) obtained a coefficient value of 0.291 with a significance value of 0.015, because the significance value is 0.05, there is a significant influence between Atmosphere (X1) and Consumer Satisfaction (Y). The higher the respondents perceive the Price (X2) will result in higher Consumer Satisfaction (Y).

The influence between Atmosphere (X3) on Consumer Satisfaction (Y) obtained a coefficient value of 0.363 with a significance value of 0.000, because the significance value is 0.05, there is a significant influence between Atmosphere (X1) and Consumer Satisfaction (Y). The higher the respondents perceive the Facility (X3) will result in higher Consumer Satisfaction (Y).

Atmosphere (X1), Price (X2), and Facilities (X3) have a simultaneous effect on Consumer Satisfaction (Y) is accepted. Based on the results of the F Test, a significance value of 0.000 was obtained less than 0.05 ($\alpha < 0.05$). Therefore, it can be concluded that the variables Atmosphere (X1), Price (X2), and Facilities (X3) simultaneously have a significant effect on the Consumer Satisfaction variable (Y).

This study has not explained which indicators have the most influence on consumer satisfaction, therefore we hope for further research using other data analysis methods, such as Structural Equation Modelling (SEM), so that we can find out which indicators of which variables have the most influence on satisfaction.

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