BARISTAS, PRODUCTS, STORE ATMOSPHERE, PRICES, SOCIAL MEDIA, AND CONSUMER SATISFACTION COFFEE SHOP IN THE LOWLANDS

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KEYWORDS

Barista, Coffee shop, Lowlands, Loading factors, Social media

ABSTRACT

Coffee shop business opportunities show a positive trend, encouraging business actors to set up new coffee shops. The growth of coffee shops causes competition to become increasingly high. Therefore, coffee shop management must strengthen the main variables in its business. The main variables in a coffee shop include barista, product, price, atmosphere, social media, and customer satisfaction. This research aims to determine and describe the variable conditions of the barista, product, price, atmosphere, social media, and consumer satisfaction. The research location is Tangerang City, Banten Province, Republic of Indonesia, considering that the area is included in lowland topography and many modern coffee shops are standing. The research was conducted in July-September 2023 with a sample size of 131 respondents. The research design is descriptive, using survey methods. Data analysis uses confirmatory factor analysis (CFA) instruments and the calculation of variable scores, which are compared with expected scores. The research results show that the condition of the barista is in the very skilled category (83.57%), the condition of the product is in the outstanding category (82.33%), the condition of the coffee shop atmosphere is in the very comfortable category (83.77%), the condition of the price is in the very affordable category (83.17%), social media conditions are in the outstanding category (81.76%), and consumer satisfaction conditions are in the very satisfied category (81.50%). The results of this research are very useful in planning/determining coffee shop business management strategies to win competition in the lowlands.

INTRODUCTION

The coffee industry has proliferated recently, with many new coffee shops in various cities. Based on a study conducted (Hariyanto, 2019) it is known that the condition of coffee shops in Indonesia grew throughout 2019 by 23%. This phenomenon is caused mainly by lifestyle changes, increasing public interest in high-quality coffee and coffee shop social experiences (Nurikhsan, 2019). Urban culture considers coffee shops part of their lifestyle, and coffee shops are not only used as a place to enjoy coffee (Song et al., 2019). More than that, consumers can carry out various activities such as social interactions with colleagues, negotiations with business partners, a place for creativity, and enjoying a comfortable atmosphere (Ferreira et al., 2021).

Opportunities in the coffee shop business show a positive trend, thus encouraging business actors to compete to create coffee shops to seize existing opportunities (Li et al., 2019). These conditions cause competition between coffee shops to become increasingly high. Each coffee shop uses different strategies according to its human resource capabilities and operational strengths (Sari & Halim, 2022). Coffee shop management must strengthen various components in its business line, including the role of the barista, product condition, pricing, environmental atmosphere, and social media communication to achieve consumer satisfaction.

Baristas have the skills to process coffee into delicious beverage products that meet consumer preferences (Ferreira et al., 2021). Apart from that, baristas have in-depth knowledge regarding the characteristics of coffee beans, including the origin of the coffee beans, types of coffee, coffee flavor characteristics, and brewing techniques into drinks (Muhammad Ainun Nasihin et al., 2020). According to Rafsanjani (2022), Baristas are responsible for mixing coffee drinks, serving them well, and consistently providing friendly service to consumers.

Coffee shops offer products to consumers consisting of coffee drinks and complementary foods. Products are the leading service in a coffee shop, so they play a significant role in shaping the consumer's experience when visiting a coffee shop (Ferreira & Ferreira, 2018). Creating a good product starts with selecting quality coffee beans so that the characteristics of the coffee beans can be released when they are made into a drink. Coffee shop management needs to look for the best raw materials for coffee beans from suppliers to create unit products that are different from competitors (Tama & Cahyono, 2023).

Quality products can influence the level of selling price attached to the product (Adhinda et al., 2022). Generally, every business emphasizes optimal income, but in its efforts to build competitiveness against competitors, coffee shops need to set competitive prices without reducing the coffee shop's factors in gaining profits. Product price conditions can reflect the image of a coffee shop in certain circles (Sulistyorini & Rahardjo, 2018).

The atmosphere of a coffee shop consists of interior design and other supporting aspects. The situation is created to help the comfort of consumer activities when visiting a coffee shop. This atmosphere is created based on aspects of interior design, music playback, and customer service. According to Tumanan & Lansangan (2012), consumers generally want a coffee shop atmosphere that is comfortable and does not limit consumer activities. This condition can encourage consumers to experience positive impressions.

Social media has become essential in coffee shop marketing and building a better image (Mulyadi & Zuhri, 2020). Coffee shops can interact with audiences through social media networks and post positive content to improve the brand image of their products. Currently, coffee shops already have media accounts such as Instagram and Facebook. Furthermore, the coffee shop can hold a lottery to attract consumers' attention to the coffee shop.

Consumer satisfaction is the final result that is the main focus of the activities carried out by the coffee shop. Consumers will feel satisfied if their expectations of visiting a coffee shop and enjoying the existing services can be adequately fulfilled. Consumers who think satisfied tend to repeat purchases and become loyal (Rasmikayati et al., 2020). Consumer loyalty in the context of business competition between coffee shops can increase the value of coffee shops (Gunawan & Syahputra, 2020).

Considering that knowledge of the variables above is essential in managing a coffee shop business, much research has been carried out to reveal these variables' conditions. However,

this research is more in-depth because it uses a different analytical instrument from the previous one, namely the confirmatory factor analysis (CFA) instrument. With this instrument, we can reveal the indicators that best explain the condition of the variables so that they can provide a clearer picture or description of the variables and are very useful in supporting the successful management of coffee shop businesses, especially in the lowlands (Sasongko et al., 2016).

This research aims to determine and describe the variable conditions of baristas, products, prices, coffee shop atmosphere, social media, and consumer satisfaction of coffee shop consumers in the lowlands. Knowledge of the conditions of these variables individually can be used to design effective coffee shop business management strategies because they are based on consumer behavior. Thus, apart from being different from previous research, this research also contributes to the development of knowledge both theoretically (academic) and practically, so the study is entitled: Baristas, Products, Prices, Coffee Shop Atmosphere, Social Media, and Coffee Consumer Satisfaction Shops in the Lowlands are important to implement.

METHOD RESEARCH

This research was conducted in Tangerang City, Banten Province, Republic of Indonesia, with the consideration that in Tangerang City, there are many coffee shops established and located in lowland areas, so it can present the conditions of variables in the coffee shop business in national and world cities with topography. similar. The research was carried out in July – September 2023. The research population was coffee shop consumers in Tangerang City and its surroundings whose number is unknown, so the sample size was determined based on a representative loading factor figure of 0.55 so that it was determined as 131 respondents (Hair et al., 2010).

The variables in this research are latent (variables that cannot be measured directly), so what is measured are the indicators for each variable (Ghozali, 2018). The latent variables are barista (X1), product (X2), price (X3), coffee shop atmosphere (X4), social media (X5), and consumer satisfaction (X6). To make it easier and more concise to carry out measurements on each variable and its indicators, an operational definition of the variable is created, as follows:

1. Barista (X1) is a person who has the competence to mix/make and serve good coffee drinks in the coffee shop at the research location (Rafsanjani, 2022), which is measured by five indicators, namely: skill, accuracy, speed, friendliness, and knowledge. The five indicators are calculated using a Likert Scale.
2. Products (X2) are all types of goods offered by coffee shops to consumers, especially types of drinks (Soedirlan et al., 2022), which are measured by seven indicators, namely: taste, aroma, availability, product variants, unique products, packaging/ container, and product popularity. The seven indicators are measured using a Likert Scale.
3. Coffee shop atmosphere (X3) is a coffee shop environmental situation that is created so that consumers are comfortable and feel satisfied when visiting a coffee shop (Adhinda et al., 2022), which is measured by ten indicators, namely: layout, music, consumer space, security, internet facilities, parking, interior design, non-cash payments, online marketing, and toilets. The ten indicators are measured using a Likert Scale.
4. Price (X4) is the amount of money consumers spend to buy products at a coffee shop at a certain time and location (Tama & Cahyono, 2023), which is measured by four indicators, namely: affordability, suitability for quality, brand suitability, and recommendation.

5. Social Media (X5) is a social network used by coffee shops to interact via online media (Raniya et al., 2023), which is measured by four indicators, namely: establishing good relationships through social media, regular interaction, post-purchase communication, and informative media. The four indicators are measured using a Likert scale.

6. Consumer Satisfaction (X6) is the consumer's feeling after purchasing a product at a coffee shop (Purnomo & Munggaran, 2023), which is measured by five indicators, namely: consumers feel happy, repeat purchases, fulfill expectations, give positive comments and do not pay attention to the coffee brand from another coffee shop. The five indicators are measured using a Likert scale.

To operationalize the measurement of latent variables and their indicators can be seen in Table 1.

Table 1
Operational variables

Variable	Indicators	Question Number	Measurement scale	Unit of Measurement
Baristas (X1)	Skills (X1.1)	1	Likert/Ordinal	5,4,3,2,1
	Accuracy (X1.2)	2	Likert/Ordinal	5,4,3,2,1
	Speed (X1.3)	3	Likert/Ordinal	5,4,3,2,1
	Friendliness (X1.4)	4	Likert/Ordinal	5,4,3,2,1
	Knowledge (X1.5)	5	Likert/Ordinal	5,4,3,2,1
Product (X2)	Taste (X2.1)	6	Likert/Ordinal	5,4,3,2,1
	Aroma (X2.2)	7	Likert/Ordinal	5,4,3,2,1
	Stock availability (X2.3)	8	Likert/Ordinal	5,4,3,2,1
	Variant (X2.4)	9	Likert/Ordinal	5,4,3,2,1
	Innovation (X2.5)	10	Likert/Ordinal	5,4,3,2,1
	Packaging/container (X2.6)	11	Likert/Ordinal	5,4,3,2,1
	Brand popularity (X2.7)	12	Likert/Ordinal	5,4,3,2,1
Coffee shop Atmosphere (X3)	Table and chair layout (X3.1)	13	Likert/Ordinal	5,4,3,2,1
	Music sound (X3.2)	14	Likert/Ordinal	5,4,3,2,1
	Room conditions (X3.3)	15	Likert/Ordinal	5,4,3,2,1
	Environmental safety (X3.4)	16	Likert/Ordinal	5,4,3,2,1
	Internet fasilities (X3.5)	17	Likert/Ordinal	5,4,3,2,1
	Parking lot (X3.6)	18	Likert/Ordinal	5,4,3,2,1
	Desaign interior (X3.7)	19	Likert/Ordinal	5,4,3,2,1
	Non-cash payments (X3.8)	20	Likert/Ordinal	5,4,3,2,1
	Online marketing (X3.9)	21	Likert/Ordinal	5,4,3,2,1
	Toilet (X3.10)	22	Likert/Ordinal	5,4,3,2,1
Prices (X4)	Affordability (X4.1)	23	Likert/Ordinal	5,4,3,2,1
	Quality suitability (X4.2)	24	Likert/Ordinal	5,4,3,2,1
	Brand suitability (X4.3)	25	Likert/Ordinal	5,4,3,2,1
	Recommendation (X4.4)	26	Likert/Ordinal	5,4,3,2,1
Social Media (X5)	Build good relationships through social media (X5.1)	27	Likert/Ordinal	5,4,3,2,1
	Regular interactions (X5.2)	28	Likert/Ordinal	5,4,3,2,1
	Communication post-purchase (X5.3)	29	Likert/Ordinal	5,4,3,2,1
	Informative media (X5.4)	30	Likert/Ordinal	5,4,3,2,1
	Feeling happy (X6.1)	31	Likert/Ordinal	5,4,3,2,1

Consumer satisfaction (X6)	Make a repeat purchase (X6.2)	32	Likert/Ordinal	5,4,3,2,1
	Expectations fulfilled (X6.3)	33	Likert/Ordinal	5,4,3,2,1
	Give positive comments (X6.4)	34	Likert/Ordinal	5,4,3,2,1
	Don't pay attention to other coffee shop brands (X6.5)	35	Likert/Ordinal	5,4,3,2,1

The design of this research is descriptive quantitative using a survey method on the research population. The collected data was processed using the confirmatory factor analysis (CFA) instrument to obtain factor loading values for each variable indicator (Ghozali, 2018). Apart from that, the data is also processed using mathematical calculations to get a score for each variable so that the condition of these variables can be known. Calculation of the score for each variable is based on the proportion of the score obtained (observation/survey value) compared to the highest score (expected value) with the results in the form of categories (Kuncoro & Riduwan, 2014; Mardapi, 2008), as can be seen in Table 2.

Table 2
Variable categories in descriptive analysis

No	Percentage	Category
1	81 - 100%	Very good
2	61 - 80%	Good
3	41 - 60%	Pretty good
4	21 - 40%	Not good
5	10 - 20%	Very not good

Table 2 measures the interpretation of observation scores which are used as real scores from very good to very poor. Bearing that the measurement of each latent variable indicator above uses a Likert Scale, the interpretation provisions are set as in Table 3.

Table 3
Terms of use of the Likert scale

Likert Scale	Category	Condition (criteria)
1	Strongly agree	If the statement closely matches the facts
2	Agree	If the statement corresponds to the facts
3	Quite agree	If the statement is sufficiently consistent with the facts
4	Don't agree	If the statement does not correspond to the facts
5	Strongly disagree	If the statement is completely inconsistent with the facts

RESULTS AND DISCUSSION
Descriptive analysis

This research describes the variables of the barista, product, price, coffee shop atmosphere, social media, and consumer satisfaction. The variable description is based on the

descriptive score on each questionnaire item answered by the respondent. In descriptive analysis, this is known as the real score (observation score) and expected score. The real score is the result of multiplying the number of samples by the average response value and multiplied by the number of questions, while the expected score is the result of multiplying the number of samples times the highest response value and times the number of questions (Mardapi, 2008). The descriptive score which is the standard in this research is in Table 4.

Table 4
Standard expected score

Percentage	Variable expectancy score *						Category
	Baristas	**Product**	**Atmosphere**	**Prices**	**Some**	**Satisfaction**	
81-100%	3.275*	4.585*	6.550*	2.620*	2.620*	3.275*	Very good
61-80%	2.620	3.668	5.240	2.096	2.096	2.620	Good
41-60%	1.965	2.751	3.930	1.572	1.572	1.965	Pretty good
21-40%	1.310	1.834	2.620	1.048	1.048	1.310	Not good
10-20%	655	917	1.310	524	524	655	Very not good

Table 4 shows that each variable has a different standard expected score. This happens because there are differences in the number of indicators (question items) given to respondents. The results of calculating expected scores and real scores for descriptive analysis can be seen in Table 5.

Table 5
Variable, real score, and expected score

No	Variable	Response frequency					Number of indicators	Real score	Expected score	Percentage
		5	**4**	**3**	**2**	**1**				
1	Baristas	262	282	89	10	12	5	2.737	3.275	83,57%
2	Product	349	382	145	26	15	7	3.775	4.585	82,33%
3	Coffee shop atmosphere	559	502	203	29	17	10	5.487	6.550	83,77%
4	Prices	212	203	94	10	5	4	2.179	2.620	83,17%
5	Social media	198	215	83	15	13	4	2.142	2.620	81,76%
6	Satisfaction	245	267	106	21	16	5	2.669	3.275	81,50%

Table 5 shows that all variables have a percentage of real scores in the very good category, but the descriptive scores are the largest in sequence, namely: (1) the coffee shop atmosphere variable with a percentage of 83.77%, (2) the barista variable with a percentage of 83.57%, (3) price variable with a percentage of 83.17%, (4) product variable with a percentage

of 82.33%, (5) social media variable with a percentage of 81.76%, and (6) consumer satisfaction variable with a percentage of 81.50%.

Description of Baristas Variable (X1)

The condition of the barista variable as shown in Table 5 has a real score of 2,737 or 83.57%, which means it is in the very good category. This condition shows that the baristas in the Tangerang City coffee shop (lowland) are very proficient (competent) in carrying out their functions, namely: skill, accuracy, speed, friendliness, and knowledge in the context of serving coffee shop consumers. This result is higher than the score for the conditions of baristas in coffee shops in Bandung City, namely 76.3% (Jaeroni & Wachdijono, 2023), but still lower than the score for conditions of baristas in coffee shops in Kuningan City, West Java, namely 92% (Oktafiani et al., 2023). The difference in scores shows that the level of proficiency of the baristas in serving coffee shop consumers in each city is different. This difference is influenced by many factors so it is important to investigate further.

Regarding the score for the condition of the barista in the Tangerang City coffee shop, which is 83.57% or in the very skilled/competent category, it can describe several conditions of the barista, as follows:

1) Baristas have mixed and made coffee drinks with consistent quality for each order so that consumers get the same good experience when making purchases at different times (Rafsanjani, 2022).

2) The barista has understood how to measure coffee beans correctly, grind correctly and extract espresso with precision, master various coffee brewing methods, identify various flavors and aromas in coffee, and mix various characteristics of beans to achieve the taste profile desired by consumers (Lee & Ruck, 2022).

3) Baristas understand the various types of coffee beans and different roasts as well as how to have suitable beans for various drinks so that the baristas can adapt to consumer tastes or preferences (Rasmikayati et al., 2020).

4) Baristas have skills in latte art so they have created beautiful images on the surface of coffee drinks which not only add to the aesthetics but also show high skill (Putri & Deliana, 2020).

Apart from the conditions above, the barista has also interacted with consumers in a friendly manner, answered consumer questions, recommended drinks according to consumer preferences, and resolved consumer complaints so that service was better. Thus, it can be said that the baristas have provided excellent service so that they can provide positive experiences (experience marketing) to coffee shop consumers in Tangerang City. This is to the research results of Sofia et al. (2023) and Alvarizy & Deliana (2021). To find out the most dominant indicators in explaining the condition of the barista variables, we use the Confirmatory Factor Analysis (CFA) analysis instrument which is part of the Structural Equation Model (SEM) analysis (Ghozali and Fuad, 2005). The results can be seen in Table 6.

Table 6
Factor loading value for each indicator of the barista variable (X1)

Indicator		Variable	Loading factor
X1.1	<---	X1_Barista	0,806
X1.2	<---	X1_Barista	0,780
X1.3	<---	X1_Barista	0,634
X1.4	<---	X1_Barista	0,752
X1.5	<---	X1_Barista	0,656

Source: Text output SEM-AMOS, 2023

Table 6 shows that the largest factor loading value on the barista variable indicator (X1) is 0.806 and is located on the indicator X1.1 (skills). This result is different from the research of Sofia et al. (2023), Prasetyo et al. (2023), and Oktafiani et al. (2023) which shows that the largest factor loading value lies in the X1.4 indicator, namely the friendliness of the barista and the research of Rohim et al., (2023) which shows the largest factor loading value on the X1.3 indicator, namely the speed of the barista. The difference in factor loading values (weights) for each of the indicators above shows that consumer assessments or experiences at coffee shops in each city are also different so generalizations cannot be made.

The dominant variable indicator for baristas in Tangerang City coffee shops is skill, meaning that the barista is very skilled in mixing or making various types of coffee drinks, for example: latte art, americano, espresso, black coffee, cappuccino (Santana et al., 2021; Sidewalk, 2019). Barista skills are very important in managing a coffee shop business because they can create a positive consumer experience so that they can increase consumer perceptions of the coffee shop. The impact will be to encourage consumers to make repeat purchases with the potential to become loyal buyers (Kotler & Keller, 2016). Therefore, good consumer perception of the existence of baristas is very necessary, as is in line with the research results of Wachdijono & Yahya (2021) which show that consumer perceptions of baristas are in the optimistic category (68.23%), meaning that baristas play a very important role in supporting the success of the coffee shop business.

Skilled baristas have in-depth knowledge of coffee beans, the origin of coffee, and how coffee is processed so they can ensure that each drink served has consistent quality (Supangkat et al., 2020). This consistency shows that the coffee produced by baristas in coffee shops in Tangerang City is characterized by the fact that the coffee always has the same taste and is in line with consumer expectations for various types of coffee drinks. According to Asiah et al. (2017), this consistent taste is achieved by a barista's perfect mastery of technique and mastery of using tools.

Baristas can produce coffee drinks by collaborating between taste and aesthetics so that they can provide a visual experience that is felt by consumers. According to Rasmikayati et al. (2020), for young consumers, coffee drinks are not only about taste but also about the visual experience. A barista's ability to make beautiful latte art or drinks with aesthetic presentation has its appeal for certain groups. This barista's skills can be used to differentiate from other coffee shops. Rafsanjani (2022) is of the view that a barista is considered a skilled coffee artist and has extraordinary abilities in producing appetizing coffee drinks.

Description of Product Variables (X2)

The condition of the product variable as can be seen in Table 5 has a real score of 3,775 or 82.3%, meaning it is in the very good category. The various coffee-based beverage products produced by baristas are very acceptable to consumers. The things that consumers consider very good include taste, aroma, availability, product variants, unique products, packaging/containers, and product popularity (Sidewalk, 2019). To find out the indicators that best explain the condition of the product variables, you can see the factor loading values in Table 7.

Table 7
Factor loading value for each product variable indicator (X2)

Indicator		Variable	Loading factor
X2.1	<---	X2_Product	0,759
X2.2	<---	X2_Product	0,705
X2.3	<---	X2_Product	0,662
X2.4	<---	X2_Product	0,706
X2.5	<---	X2_Product	0,676
X2.6	<---	X2_Product	0,656
X2.7	<---	X2_Product	0,588

Source: Text output SEM AMOS, 2023

Table 7 shows that the largest factor loading value on the product variable indicator (X2) is 0.759 and is located on the indicator X2.1 (taste), meaning that the condition of the product variable in the Tangerang City coffee shop is explained more by the taste indicator. This result is different from the research of Prasetyo et al. (2023) and the research of Pradina & Rohim (2023) which shows the largest factor loading value on the X2.2 indicator, namely product aroma. The difference in factor loading values (weights) for each of the indicators above shows that consumers' assessments or experiences of coffee shop product variables in each city are also different so general conclusions cannot be drawn.

However, the beverage product variable at the coffee shop (X2) must have a consistent, delicious taste and suit consumer preferences. Good taste can create a satisfying experience for consumers and can be a reason for consumers to return (Tama & Cahyono, 2023). Good coffee has a fresh and appetizing aroma so it can attract consumers when enjoying coffee drinks. The aroma itself can increase visual and sensory appeal to consumers. The aroma of coffee tends to be diverse and this can be diversified with flavor variants so that it can reach consumers of various preferences (Suharyanto & Lestari, 2022).

Consumers have now developed into coffee connoisseurs who are increasingly aware of quality and are looking for experiences that are more than just drinking coffee (Tama & Cahyono, 2023). Consumers' attention when visiting a coffee shop is focused on the appetizing taste of coffee. Furthermore, Sari & Halim (2022) stated that coffee shops can be known because their products have different qualities compared to other coffee shops. Therefore, taste is the reason consumers decide to visit a coffee shop.

Several coffee shops in Tangerang City can provide the taste of coffee drinks that consumers from various circles like. These conditions show the professionalism of the coffee shop in providing coffee drinks with high taste so that it can establish a good coffee shop

reputation among consumers. Additionally, the great taste of coffee can drive additional sales such as other foods that are considered complementary to coffee drinks.

Description of Coffee Shop Atmosphere Variables (X3)

The condition of the coffee shop atmosphere variable as shown in Table 5 has a real score of 5,487 or 83.7%, meaning it is in the very good category. This condition can illustrate that consumers feel very comfortable consuming coffee beverage products in Tangerang City coffee shops so it can be a reason for a consumer or group of consumers to make repeat purchases. The atmosphere of a coffee shop can play a very important role in creating a satisfying consumer experience. A good table and chair layout is very important to create a comfortable and functional atmosphere. Well-arranged tables and chairs can provide private space for consumers and allow group consumers to interact easily. The coffee shop's interior design must reflect the brand image and create a pleasant atmosphere (Adhinda et al., 2022). The use of color, lighting, decoration, and furniture must be chosen carefully to create a unique identity (Motoki et al., 2021).

Music can provide a different feel in a coffee shop. The music must be adjusted to the target market and consumer brand image. Apart from the type of music, the role of volume can also make consumers feel comfortable with the sound so that consumers do not feel disturbed by the presence of music (Jeon et al., 2016). The aroma of fresh coffee is one of the main attractions of a coffee shop. The smell of coffee that is felt when entering the coffee shop can increase consumer appetite. Keeping the room clean and fresh is essential for creating an inviting atmosphere. A clean and dry room and toilet is a must. Cleanliness reflects service quality and can give a positive impression to consumers (Song et al., 2019).

A stable internet connection is something that consumers appreciate, especially consumers who want to work or relax while using digital devices. Coffee shops providing free Wi-Fi or internet access that can be used efficiently is a benefit consumers wish. Apart from that, supporting the existence of a parking space also plays a role in facilitating consumer access and influencing consumer intentions to visit the coffee shop. To find out which indicator of the coffee shop atmosphere variable (X3) can best explain the condition of this variable, you can look at the factor loading values, namely in Table 8.

Table 8
Factor loading on each indicator of the coffee shop atmosphere variable (X3)

Indicator		Variable	Loading factor
X3.1	<---	X3_Atmosphere	0,735
X3.2	<---	X3_ Atmosphere	0,662
X3.3	<---	X3_ Atmosphere	0,731
X3.4	<---	X3_ Atmosphere	0,742
X3.5	<---	X3_ Atmosphere	0,777
X3.6	<---	X3_ Atmosphere	0,724
X3.7	<---	X3_ Atmosphere	0,708
X3.8	<---	X3_ Atmosphere	0,703
X3.9	<---	X3_ Atmosphere	0,687
X3.10	<---	X3_ Atmosphere	0,717

Source: Text output SEM AMOS, 2023

Table 8 shows that the factor loading value for the coffee shop atmosphere variable indicator (X3) is 0.77 and is located at indicator X3.5, namely "availability of internet facilities." These conditions suggest that coffee shops in Tangerang City already provide internet facilities that function well so that consumers feel happy. This is related to changes in the function of coffee shops, which have become part of the lifestyle of modern society and are used as a means of social interaction with colleagues, negotiations with business partners, a place for creativity, and enjoying a comfortable atmosphere (Ferreira et al., 2021). Internet access can support consumer activities while in the coffee shop, so consumers need free Internet services and tend to spend more time there. When consumers sit longer, they will order more food and drinks, increasing coffee shop sales.

A coffee shop that provides internet access can be a comfortable place to work and do other tasks while enjoying coffee. Apart from that, the mobility and creativity of the young generation are currently actively surfing in cyberspace, so many young people visit coffee shops to relax (Rasmikayati et al., 2020). In addition, internet services enable consumers with a multitasking lifestyle to do various jobs simultaneously.

Description of Price Variable (X4)

The condition of the price variable, as shown in Table 5, has an actual score of 2,179 or 83.1%, meaning it is in the outstanding category. This condition illustrates that the prices of coffee shop products in Tangerang City are very affordable for consumers. Consumers are satisfied with the prices offered by the coffee shop. To find out the most dominant indicator explaining the condition of the price variable (X4), you can see each indicator's highest factor loading value, in Table 9.

Table 9
Factor loading on each price variable indicator (X4)

Indicator		Variable	Loading factor
X4.1	<---	X4_Price	0,709
X4.2	<---	X4_ Price	0,802
X4.3	<---	X4_ Price	0,784
X4.4	<---	X4_ Price	0,618

Source: Text output SEM AMOS, 2023

Table 9 shows that the factor loading value on the product price variable indicator (X4) is 0.802 and is located in quality suitability. This is very similar to the research results of Tama & Cahyono (2023) and Gossen II's Law, which essentially explains that consumers will buy goods at prices that match their benefits (Gilarso, 2008). Benefits can be interpreted as the quality of the goods because only quality goods will provide actual benefits. Therefore, price is often used as a quality standard so that the higher the price, consumers will judge that the quality of the goods is higher (Kotler & Armstrong, 2008). Product prices always reflect quality, so products from high-quality coffee with unique processing methods tend to command a higher price level. Thus, coffee shop business managers must pay attention to the quality of coffee according to consumer capabilities or market segments (Putri & Deliana, 2020).

In the end, coffee shop managers realize that efforts to face business competition include adjusting the price attributes of their products (Pramatatya et al., 2004), and the joint effort is to offer affordable (cheap) prices for coffee drink products so that they can be attractive. More consumers, especially consumers from groups who have a limited budget. However, coffee shop managers must be able to ensure that their business can still earn sufficient profits to cover operational costs and still be able to obtain optimal profits (Adhinda et al., 2022).

On further investigation, the product price can reflect the position of the coffee shop brand and its market segmentation. Consumers in the premium market can accept higher prices for an exclusive experience. The friendly and casual market segment can set lower prices to match their brand image (Rasmikayati et al., 2020). However, consumers' experiences when visiting coffee shops tend to be shared with others in the same segment, whether they feel satisfied or disappointed. Therefore, coffee shop business managers must always follow trends in the purchasing power of consumers who are their segmentation and also pay attention to coffee prices, which not only take into account production costs but also aspects of business strategy, brand image, location, and market preferences.

In practice, coffee shops in Tangerang City have determined the selling price of their products by considering the quality offered so that setting prices on the quality of their products can optimize income, allowing coffee shop managers to invest in better equipment and high-quality raw materials. – training for baristas and other efforts to improve product quality (Juniarti et al., 2022). Apart from that, coffee shops that sell coffee drink products at prices that match the quality usually try hard to maintain the quality of the drinks offered (Sulistyorini & Rahardjo, 2018) so that consumers can expect consistent coffee drinks every time they visit the coffee shop. Prices given by quality can build consumer perceptions that coffee shops in Tangerang City are high quality and professional places so that they can influence perceptions

of the coffee shop brand and increase the attractiveness of consumers to get an impressive experience (experience marketing) and encourage them to do so. Repeat purchase.

Description of Social Media Variable (X5)

The condition of the social media variable (X5), as shown in Table 5, has an actual score of 2,142 or 81.7%, meaning it is in the outstanding category. This condition describes that coffee shops in Tangerang City have utilized social media (internet access) openly, productively, and firmly with their consumers. Internet access is one of the service attributes provided by coffee shops to consumers. Internet access is not only for consumer purposes but also for coffee shops to market their business online through social media, websites, and customer reviews to attract new customers and build strong communities (Raniya et al., 2023). To find out which indicator can best explain the condition of the social media variable (X5), you can see each indicator's highest factor loading value, in Table 10.

Table 10
Factor loading on each social media variable indicator (X5)

Indicator		Variable	Loading factor
X5.1	<---	X5_Social_Media	0,769
X5.2	<---	X5_ Social_Media	0,810
X5.3	<---	X5_ Social_Media	0,763
X5.4	<---	X5_ Social_Media	0,636

Source: Text output SEM AMOS, 2023

Table 10 shows that the most significant factor loading value is 0.810 and is located in indicator X5.2, namely "periodic interaction." These results show that the indicator that can explain the condition of the social media variable (X5) is the periodic interaction indicator, meaning that coffee shop consumers in Tangerang City want the irregular interaction indicator to be given more attention. Therefore, these findings can be input for coffee shop business managers to improve the quality of their service to consumers to retain old consumers and attract new ones. This argument is based on the opinion of Kotler & Armstrong (2008), who explain that good service can increase consumer satisfaction. One form of service to coffee shop consumers is through social media. Coffee shops must interact with consumers regularly, pre- and post-purchase coffee drinks. Such conditions can attract consumers' attention because they feel they are being provided with good service. The results of this research develop the results of Rosdiana and Wachdijono's (2021) study, which is only at the stage of knowing the condition of social media variables, but not yet knowing the factor loading values for each indicator.

Social media is a means that allows coffee shops to reach a vast audience efficiently (Dilasari & Yosita, 2022). Social media provides coffee shops with opportunities to interact with consumers. Therefore, coffee shops must build good consumer relationships through social media in this digital era. Social media platforms need to be identified, such as Instagram, Facebook, and Twitter, which tend to be popular among coffee shop consumers (Song et al., 2019). Coffee shops need to post content on targeted social media platforms that are considered attractive and then provide active interaction with consumers, such as responding to comments, questions, and direct messages from consumers quickly and in a friendly manner.

Thus, coffee shops in Tangerang City have built their image and have social media such as Instagram, Facebook, and Twitter. Coffee shops provide special social media workers tasked with creating and sharing visual content, such as photos and videos related to attractive and aesthetic coffee drinks, to help attract consumers' attention and create a desire to try their products. Coffee shops that are active on social media by posting content or responding to consumer messages can increase interaction between the coffee shop and consumers. A coffee shop's active consumer interaction can help build a community around its business. This can create a sense of ownership and affiliation between customers and the coffee shop, making consumers feel like they are part of something big. Regular interactions can increase consumer loyalty because they feel emotionally connected to the coffee shop (Wachdijono, 2022). Emotional ties encourage consumers to become loyal and repeat purchases regularly (Dilasari & Yosita, 2022).

Description of Consumer Satisfaction Variables (X6)

The condition of the consumer satisfaction variable (X6), as shown in Table 5, has an actual score of 2,142 or 81.7%, meaning it is in the very satisfied category. This condition can illustrate or describe that the coffee shops in Tangerang City have satisfied their consumers. Consumer satisfaction is a critical factor in the success of a coffee shop business because satisfied consumers tend to return, provide recommendations to others, and contribute to overall business growth (Suhud et al., 2020). To find out the indicator that best explains the consumer satisfaction variable (X6) condition, you can see each indicator's highest factor loading value in Table 11.

Table 11
Factor loading on each indicator variable of consumer satisfaction (X6)

Indicator		Variable	Loading factor
X6.1	<---	X6_Consumer_Satisfaction	0,720
X6.2	<---	X6_Consumer_Satisfaction	0,734
X6.3	<---	X6_Consumer_Satisfaction	0,802
X6.4	<---	X6_ Consumer_Satisfaction	0,778
X6.5	<---	X6_ Consumer_Satisfaction	0,474

Table 11 shows that the most significant factor loading value is 0.802 and is located in the indicator of the consumer satisfaction variable that pays the most attention: the fulfillment of consumer expectations. Consumer expectations include product quality, delicious taste, excellent service, affordable prices, and adequate promotions (Tjiptono, 2014). Consumers expect consistent taste in coffee taste, portion, presentation, and service every time they visit a coffee shop (Sefrianto & Handayani, 2021). Consumers hope for friendly customer service. Baristas are friendly, quick to respond to orders and communicate well (Lee & Ruck, 2022). Coffee shops in Tangerang City already provide adequate facilities such as free internet access, power sockets, and comfortable seating, as well as a clean and comfortable environment in line with consumers' expectations when visiting a coffee shop (Putri & Deliana, 2020) further emphasized that consumer preferences in visiting coffee shops are based on the availability of adequate facilities, reasonable prices, varied menus, comfortable atmosphere and responsiveness to feedback.

The results of this research are to the results of the Purnomo et al., (2023) study, which shows that the most dominant variable indicator of coffee shop consumer satisfaction in the lowlands of Cirebon City, West Java Province is "feeling happy" with a factor loading value of 0.84. The suitability of the research results is because the indicators "fulfillment of expectations" and "feeling happy" theoretically have a solid relationship, meaning that consumers feel happy because their expectations are fulfilled or because their expectations are fulfilled, and consumers feel happy.

Managerial Implication

The results of the findings and data analysis that have been carried out and explained in the discussion mean that these findings can contribute to the development of knowledge theoretically and practically. The variable conditions of the barista, product, coffee shop atmosphere, price, social media, and consumer satisfaction are in excellent condition, so special attention is needed. This research has various managerial implications that can help coffee shops formulate strategies or efforts in managing coffee shop businesses to win competition in the lowlands. The multiple actions mentioned, which need to be carried out by coffee shop business managers in Tangerang City, include (1) Improving barista skills, (2) Improving the taste of the coffee drinks offered, (3) Increasing internet service network capacity to support consumer mobility; (4) Consider the price by the quality provided; (5) Increasing the quality of interactions with consumers regularly via social media platforms; and (6) Pay attention to consumer expectations, including quality products and excellent service and prices appropriate to quality.

CONCLUSION

Based on the discussion presented above, conclusions can be drawn, namely: (1) The condition of the barista variable is in the outstanding category, which is manifested by the barista's skills in making/serving delicious coffee drinks; (2) Product variables in the outstanding category which are manifested by the fragrant taste of coffee; (3) The coffee shop atmosphere variable is in the outstanding category which is manifested by the availability of internet services; (4) The price variable is in the outstanding category which is manifested by the suitability between price and quality; (5) The social media variable has an outstanding category which is manifested by regular interactions; and (6) The consumer satisfaction variable is in the outstanding category which is manifested by fulfilling consumer expectations. For this reason, it is recommended that coffee shop business managers pay attention to the variables above along with the indicators that best explain them to formulate a business management strategy that will win the competition in Tangerang City (lowland).

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