
**THE INFLUENCE OF BARISTA AND PRODUCT ON THE STORE
ATMOSPHERE AND ITS IMPACT ON COFFEE SHOP CUSTOMER
SATISFACTION IN THE LOWLAND**

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KEYWORDS

Store atmosphere;
indicators; Factor
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ABSTRACT

Coffee shops are businesses in the downstream agribusiness subsystem proliferating in various countries. This growth has created competition, so every coffee shop tries to Win it by giving more satisfaction to its consumers. The research aims to analyze the influence of baristas and products on the store atmosphere and its impact on coffee shop consumer satisfaction in the plains. The research location is in Cirebon City, Province West Java, Indonesia, because the city can represent the geographical conditions of world cities in the lowlands where many coffee shops stand. The research will be carried out in August–December 2023. The research design uses descriptive quantitative survey methods. The sample size was set at 100 coffee shop consumers in Cirebon City an accidental sampling technique. Measurement of indicators for each variable uses a Likert Scale. The data analysis technique uses Structural Equation Modeling. Research results conclude that the barista and the product each directly influence the store atmosphere, and the store atmosphere directly affects coffee shop consumer satisfaction. Baristas and products indirectly impact consumer satisfaction through the store atmosphere. The indicator that best reflects the condition of the barista variable is "accuracy," the product variable is "availability of product stock," and the store atmosphere variable is "coffee drinking room." Therefore, it is recommended that coffee shop business managers in Cirebon City and surrounding areas improve the quality of baristas through training, provide raw materials in the form of coffee beans in a sustainable manner, and always maintain the cleanliness of the coffee drinking area if they want to increase coffee shop customer satisfaction.

INTRODUCTION

Coffee shops are a form of business in the downstream agribusiness subsystem (Krisnamurthi, 2020) or downstream agroindustry (Soekartawi, 2000) whose existence in the marketing era of this decade (Kotler, 2000) is no longer just for drinking coffee but has developed into a place for discussion. (chatting), doing assignments, gathering with friends/family, performing art, relaxing, playing live music, and attending business meetings. Therefore, coffee shops support various social and economic activities, making it attractive for other business people to open coffee shop businesses worldwide, including in Indonesia. (NW

Utami, 2022) . The number of coffee shops in the United States has increased in the last two years (2020-2022) by 3.3% (statista.com, 2023), in the UK 2.8% (Allegra World Coffee Portal, 2018), in Australia 5 .4% (IBISWorld, 2022), in China 21.2% (Kopi Keliling, 2015), in Thailand 10% (MacDonnell, 2023) and in Indonesia 23% in the 2016-2017 period (Hariyanto, 2019).

The large number of similar businesses on the market will bring an unavoidable risk, namely competition (Casapuas-Masanell & Ricart, 2009; Sukirno, 2014). Competition Inter coffee shops have happened well abroad as well as domestically, such as in Vietnam; competition occurs due to the rapid growth of coffee shops (Tran, 2019) in the Philippines because of solid growth between local and global coffee shops (Ang, 2010), in China between local coffee shops and modern Starbucks coffee shops (Ferreira, 2018), in South Korea (Patterson et al., 2010), in Thailand, competition between international branded coffee shops (Cyenny Liong, 2020) and in Indonesia itself, between Starbucks modern coffee and Excelso (Susanty & Kenny, 2015). Meanwhile, coffee shop competition also occurs on the Australian continent (Australia, New Zealand), on the European continent (Russia, Turkiye Norway, England, Poland, Belgium, Germany), on the African continent (Morocco, Kenya, South Africa, Nigeria, Egypt), and on the American continent (Brazil, Argentina, Mexico, America, Canada) (Euromonitor International's Team, 2022). Global market competitors generally are also at the regional market level (Öztopcu, 2017).

Competition is not avoided Because the more profitable something is, the more Newcomers hurry up _ or attack similar businesses (good) _ so old coffee shop business people are afraid of the threat of rivalry or competition (Sulistiowati, 2019). As for the impact of existing competition, there are coffee shops that survive and continue to thrive; however, there are also closed businesses (Febriyanti et al., 2022). At the same time, cost investment and operational costs to establish or operate a coffee shop are considered high, reaching above IDR 1,000,000,000.00 (Julianti & Djunaedi, 2019; Lubis, 2020). Therefore, it required an attempt to win the competition. Coffee shop businesses are everywhere in this modern era, including in the Republic of Cirebon City, Indonesia.

Cirebon is a city in the lowlands (Lala, 2023), close to the north coast of Java Island, and located in the easternmost part of West Java Province. In this city, many modern coffee shop businesses have been established. In 2021, there will be 300 coffee shops recorded (Sofyan, 2021), including Starbuck, Exelco, Janji Jiwo, Loralona, Baraja, Manao, Janji Kopi, Dclassic, Born, Core, Bento, Little Black, Olive Bistro, Kafe Famouz, Kopi Mekayo, Kopi Tremor, and so on. In 2023, Cirebon, new coffee shops will be established so that their numbers will increase, and so will the number of consumers (Fitria, 2023).

However, without realizing it, coffee shops that have been established with relatively the same products and goals will sooner or later create competition among the coffee shops themselves (Kotler & Armstrong, 2008). This is very relevant to the research results of Afriyanti & Rasmikayati (2018) and Deliana et al. (2018), which explain that coffee shops' problems in some of Indonesia's territories are competitive. Considering the severe risks of competition, every coffee shop business actor must try to win their competition competition (Zuhriyah, 2019). These efforts can refer to several book references or relevant research results

Some previous research results related to the matters above include: 1) Haristianti et al. (2021) and Farasa & Kusuma (2015) explained that consumers feel at home in coffee shops for a long time because they feel comfortable with the atmosphere of the shop; 2) Indasari & Bachri (2021) and Purnomo (2017) summarize the store atmosphere influence purchasing decisions; 3) Medikana et al., (2018) and Pramatyta et al., (2004) concluded that the store atmosphere influence on purchases; 4) Afriyanti and Rasmikayati (2018) explained that consumers visit coffee shops to enjoy the atmosphere; 5) Spence et al., (2014) emphasized that the store atmosphere has a strong influence on consumer behavior in purchasing (Spence et al., 2014); 6) Aprilia & Suryani (2020), Pratiwi et al., (2022) and Ayuningtyas et al., (2022) summarize the store atmosphere has a natural effect on consumer satisfaction. Apart from that, several other research results add that the barista variable can increase brand values, including the image of the store atmosphere (Dhifan & Yuningsih, 2022), consumer perceptions of the coffee shop barista variable are at an optimistic level in supporting business development (Wachdijono & Yahya, 2021), Barista interpersonal communication variables influence consumer satisfaction (Pambayun & Soedarsono, 2019) and the barista competency variable in the very high category so that it can support the store atmosphere which is convenient for consumers (Alvarizy & Deliana, 2021). However, there are differences with the research results of Utomo (2023), who shows that the barista service at the Starbucks Coffee Shop still needs to be higher. Hence, it could be more optimal in supporting consumer satisfaction.

Based on the research results above, the store atmosphere variable can influence purchasing decision variables, repeat purchases, and feeling at home/comfortable, where the three variables affect the characteristics of winning the competition. If it is related to opinion, Kotler & Keller (2016), winning the competition is synonymous with providing a greater sense of satisfaction to consumers when compared to its competitors (Zuhriyah, 2019). Next, the store atmosphere variable is influenced by the barista variable, but the barista variable cannot affect consumer satisfaction.

This research aims to determine the influence of barista and product variables on store atmosphere variables and their impact on coffee shop consumer satisfaction in the plains of low Cirebon City. The difference between this research and previous research lies in the analysis method, where this research uses structural equation model (SEM) analysis. In contrast, the research above uses simple and multiple linear regression analysis. Apart from that, previous research did not apply intervening variables. In contrast, in this research, they have been used where intervening variables will better explain the effects of the actual variables (Sumanto, 2022). SEM analysis tools are considered better than regression because SEM analysis can measure latent (unobserved) variables and measure each indicator's factor loading value (weight). (Ghozali (2011), where this measurement cannot be carried out by regression analysis. Thus, the gap in this research (research gap) is in the form of a methodological gap, namely the use of analytical methods that are considered better than previous ones (Miles, 2017).

Due to the research gaps above, this research has an element of novelty to provide benefits or contribute to the development of consumer behavior science and statistics, especially regarding the measurement of indicators on each variable (factor loading) so that the most effective indicators can be identified. Can explain (reflect) the conditions of each of these

variables. Furthermore, this indicator will become a practical/technical recommendation for coffee shop business actors to win the competition in this third marketing era, such as improving interior-exterior design and the quality of waiters (baristas) and specialty (high-quality) products. Apart from that, the role of intervening variables can mediate the influence of the independent variable barista on the consumer satisfaction variable. Therefore, the results of this research can contribute to the real sector, namely opening up work and business opportunities for people related to developing coffee shop businesses in their area to support local economic growth towards better economic conditions due to the multiplier effect. (Sukardi, 2009). Thus, the research entitled: **The Influence Of Barista And Product On The Store Atmosphere And Its Impact On Coffee Shop Customer Satisfaction In The Lowland**, Is Essential To Implement.

Based on the results from the previous research above, it can be summarized that the barista and product variables influence the store atmosphere, and the store atmosphere affects consumer satisfaction. However, the barista variable has no impact on consumer satisfaction. In this way, a framework for thinking can be prepared for this research, as seen in Figure 1.

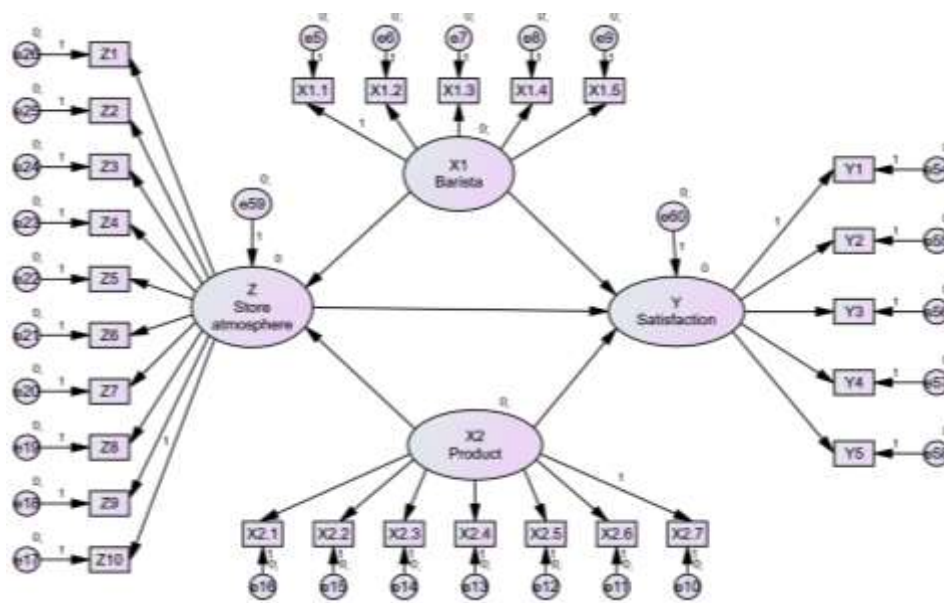


Figure 1
Framework for thinking

Referring to Figure 1, seven research hypotheses can be proposed, namely:

- H 1: It is suspected that the barista variable (X1) has a direct effect on the store atmosphere variable (Z) in the lowlands of Cirebon City;
- H 2: It is suspected that the product variable (X2) has a direct influence on the store atmosphere variable (Z) in the lowlands of Cirebon City;
- H 3: It is suspected that the store atmosphere variable (Z) has a direct influence on the consumer satisfaction variable (Y) in the lowlands of Cirebon City;
- H 4: It is suspected that the barista variable (X1) does not have a direct influence on the consumer satisfaction variable (Y) in the lowlands of Cirebon City;

- H 5: It is suspected that the product variable (X2) has no direct influence on the consumer satisfaction variable (Y) in the lowlands of Cirebon City;
- H 6: It is suspected that the barista variable (X1) has an indirect influence on the consumer satisfaction variable (Y) through the store atmosphere variable (Z) in the lowlands of Cirebon City;
- H 7: It is suspected that the product variable (X2) has an indirect influence on the consumer satisfaction variable (Y) through the store atmosphere variable (Z) in the lowlands of Cirebon City;

METHOD RESEARCH

The research location was determined purposively, namely in Cirebon City, West Java Province, Republic of Indonesia, with the consideration that this city is a city that can represent the geographical conditions of towns or regions located in the lowlands throughout the world (tropical areas) where many modern coffee shops have been established. This research was carried out from July 2023 to December 2023. The research objects are the barista variable (X1), product variable (X2), store atmosphere variable (Z), and the consumer satisfaction variable (Y); the four variables are latent (variables that cannot be measured directly) so that the measurement is carried out on each indicator (Narimawati & Sarwono, 2019). To facilitate and confirm the implementation of measurements on each variable, the following operational definition of variables is needed:

- a. A barista (X1) is a person or group of people who are capable or have competence related to coffee drinks in Cirebon City coffee shops (Panggabean, 2012), which is measured by five indicators, namely skill, accuracy, speed, friendliness, and knowledge. All indicators are calculated using a Likert Scale.
- b. Product (X2) is the product processed by the barista in the form of a coffee-based drink served to coffee shop consumers in the cities of Cirebon (Sidewalk, 2019), which is measured by seven indicators, namely: taste, aroma, availability, product variants, product uniqueness, packaging/container, and product popularity. All indicators are measured using a Likert Scale.
- c. Store atmosphere (Z) is the condition of the room and coffee shop environment in Cirebon City, which seeks to make consumers feel comfortable and happy in enjoying coffee drinks (Rosdiana, 2021), which is measured by ten indicators, namely layout, music, consumer space, security, internet facilities, parking, interior design, non-cash payments, online marketing, and toilets. All indicators are measured using a Likert Scale.
- d. Consumer satisfaction (Y) is the consumer's feeling after purchasing and consuming coffee drinks at a coffee shop in Cirebon City, which is measured by five indicators, namely: feeling satisfied, repeat purchases, fulfilling expectations, making positive comments and not caring about other brands (D. Purnomo et al., 2023).

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

Table 1
Operationalization of research variables and indicators in 2023

Variable	Indicator	Criteria	Scale Measurement	Units of measurement
Baristas (X1)	1) Skilled (X1.1)	1. Skilled in making various coffee-based drinks	Ordinal/Likert	5,4,3,2,1
	2) Precision (X1.2)	2. Drinks are made according to consumer wishes/orders	Ordinal/Likert	5,4,3,2,1
	3) Speed (X1.3)	3. Making coffee drinks ordered by consumers does not take long (fast)	Ordinal/Likert	5,4,3,2,1
	4) Friendliness (X1.4)	4. Demonstrate a smooth, friendly, and polite attitude and speech	Ordinal/Likert	5,4,3,2,1
	5) Knowledgeable (X1.5)	5. Have adequate knowledge of coffee	Ordinal/Likert	5,4,3,2,1
Product (X2)	1) Product taste (X 2 .1)	1. Good taste	Ordinal/Likert	5,4,3,2,1
	2) Aroma (X2.2)	2. Fragrant aroma	Ordinal/Likert	5,4,3,2,1
	3) Availability (X2.3)	3. Always available	Ordinal/Likert	5,4,3,2,1
	4) Product variants (X2.4)	4. There are many product variations	Ordinal/Likert	5,4,3,2,1
	5) Unique products (X2.5)	5. There are unique products	Ordinal/Likert	5,4,3,2,1
	6) Packaging/container (X2.6)	6. Containers/packaging are clean and hygienic	Ordinal/Likert	5,4,3,2,1
	7) Product popularity (X 2 .7)	7. The product brand is well-known	Ordinal/Likert	5,4,3,2,1
Store atmosphere (Z)	1) Table and chair layout (Z1)	1. Give consumers the freedom to choose a place. Sit down	Ordinal/Likert	5,4,3,2,1
	2) Music sound (Z2)	2. The sound of the music is to the wishes/likes of consumers	Ordinal/Likert	5,4,3,2,1
	3) The room smells fresh and fresh (Z3)	3. The indoor conditions look healthy, fragrant, fresh and clean	Ordinal/Likert	5,4,3,2,1
	4) Security guarantee (Z4)	4. There is a guarantee of safety for consumers and their vehicles	Ordinal/Likert	5,4,3,2,1
	5) Internet facility available (Z5)	5. Wif is available to facilitate online consumer communication	Ordinal/Likert	5,4,3,2,1
	6) Large parking space (Z6)	6. Consumer vehicle traffic can be carried out easily	Ordinal/Likert	5,4,3,2,1
	7) Unique and Instagrammable interior design (Z7)	7. The interior design (inside and outside) is unique and interesting to photograph	Ordinal/Likert	5,4,3,2,1
	8) Non-cash payment facility available (Z8)	8. Digital (online) payments are available, for example, credit cards, e-money	Ordinal/Likert	5,4,3,2,1
	9) Doing online marketing (Z9)	9. Promotions, sales, orders, and payments are made online	Ordinal/Likert	5,4,3,2,1
	10) Dry and clean toilet room (Z10)	10.The condition of the toilets is dry, fresh, spacious, and clean	Ordinal/Likert	5,4,3,2,1
Consumer satisfaction (Y)	1) Feeling satisfied/happy (Y1)	1. The feeling of satisfaction after consuming coffee drinks	Ordinal/Likert	5,4,3,2,1
	2) Make a repeat purchase (Y2)	2. Purchase coffee drinks again after the 1st purchase	Ordinal/Likert	5,4,3,2,1
	3) Fulfillment of expectations (Y3)	3. Consumer expectations are met, for example, price, quality, service	Ordinal/Likert	5,4,3,2,1
	4) Provide positive comments (Y4)	4. Telling good things about coffee drink products to other parties	Ordinal/Likert	5,4,3,2,1
	5) Don't care about other brands (Y5)	5. Ignore brands of coffee drinks from other coffee shops	Ordinal/Likert	5,4,3,2,1

The research population is unknown coffee shop consumers in Cirebon (Indonesia). Therefore, the sample size was determined based on the loading factor figure, which was chosen deliberately and was considered representative, namely 0.55 (Joseph F. Hair, Jr et al., 2010), so the number is 100 respondents. The sampling technique was accidentally carried out and only counted once for the same consumer. The data analysis technique uses the Structural Equation Modeling (SEM) instrument with the help of AMOS (Analysis Moment of Structural) application calculations.

Bearing in mind that the measurement of the indicators of each latent variable above uses a Likert Scale, the provisions are as follows:

- Scale 5 means "strongly agree" if the statement is very consistent with the facts
- Scale 4 means "agree" if the statement matches the facts
- Scale 3 means "quite agree" if the statement is entirely on the facts
- Scale 2 means "disagree" if the statement does not check the facts
- Scale 1 means "strongly disagree" if the statement contradicts the facts.

To test the hypothesis that has been proposed, it is carried out based on hypothesis testing criteria (Wijaya, 2019) as follows:

- If the significance value (sig) < 0.05, then Ho is rejected, meaning that the independent variable has a real influence on the dependent variable.
- If the significance value (sig) is > 0.05, then Ho is accepted, meaning there is no influence.

RESULTS AND DISCUSSION

Research result

The primary data collected are the results of consumer assessments of variables X1 (barista), X2 (product), Z (store atmosphere), and Y (consumer satisfaction). The results can be seen in Figure 2.

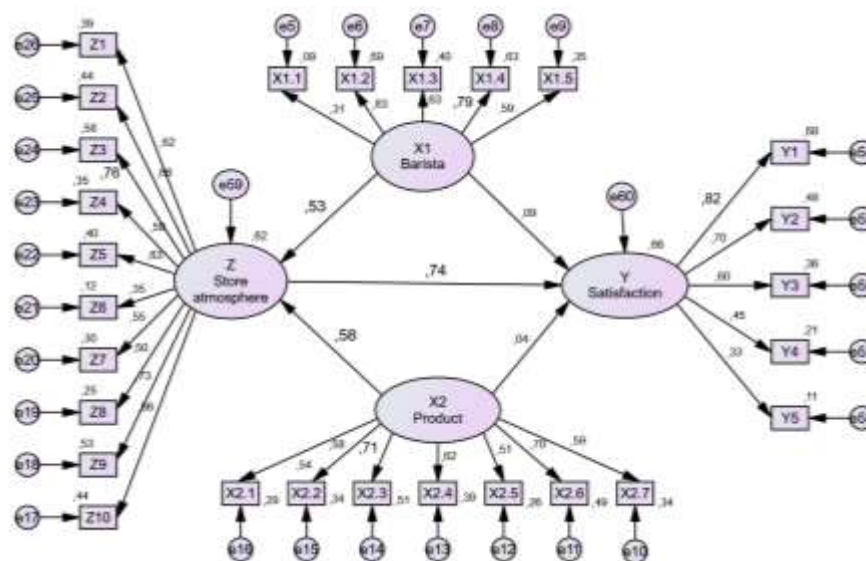


Figure 2
SEM-AMOS text results, 2023

Figure 2 shows X1 and the significance of each influence, a significance test was carried out, which can be seen in Table 2.

Table 2
Significance of the influence of X, Z, and Y

Endogenous variables		Variable exogenous	Estimate	S.E.	C.R.	P	Label
Z_ Store atmosphere	<---	X1_Barista	1,105	,434	2,548	,011	par_15
Z_ Store atmosphere	<---	X2_Product	,582	,141	4,124	***	par_16
Y_ Satisfaction	<---	X1_Barista	,192	,301	,640	,522	par_9
Y_ Satisfaction	<---	X2_Product	,038	,152	,249	,803	par_10
Y_ Satisfaction	<---	Z_ Store atmosphere	,763	,208	3,672	***	par_11

Source: SEM-AMOS text results, 2023

Table 2 shows that the influence of X1 (Barista) on Z (Store atmosphere) is positive and significant because the P value (probability) is < 0.05 . The influence of X2 (Product) on Z is positive and effective because the P value is < 0.05 . The influence of Z on Y (consumer satisfaction) is positive and very real because the P value is < 0.05 . However, the influence of X1 on Y is insignificant because the P value is > 0.05 . Likewise, the influence of X2 on Y is not significant. As for knowing the indirect impact of X1, and X2 to Y through Z, the Sobel test can be carried out (Ghozali, 2011), as seen in Figure 3.

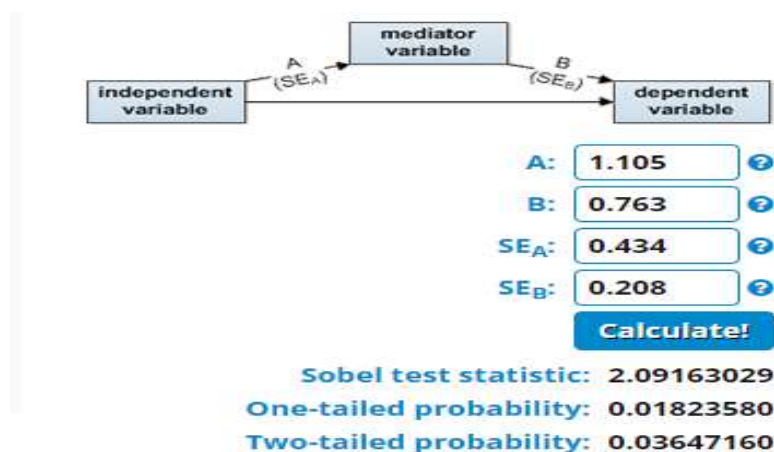


Figure 3

Significance of Z as an intervening (mediator) variable between X1 and Y

Source: Calculator Sobel Test For The Significance of Mediation, 2023

Figure 3 shows the Sobel test statistic value of 2.09163029 and more than 1.96, so it can be concluded that Z as an intervening (mediator) variable between X1 and Y is significant,

meaning that Z acts as an intervening variable, so it can be interpreted that X1 has an indirect effect on Y through Z. Next, to find out the role of Z in mediating X2 with Y, you can see in Figure 4.

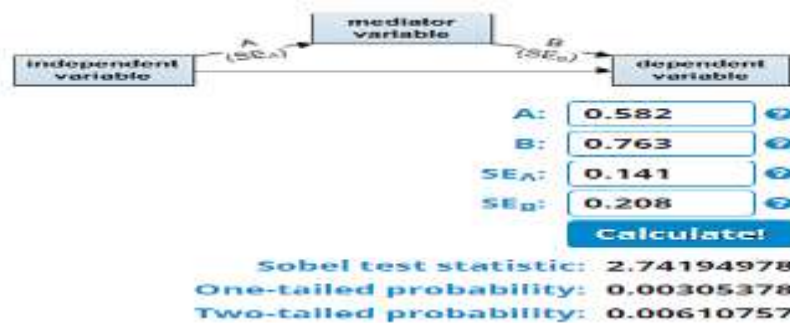


Figure 4

Significance of Z as an intervening (mediator) variable between X2 and Y

Source: Calculator Sobel Test For The Significance of Mediation, 2023

Figure 4 shows the Sobel test statistic value of 2.74194978 and more than 1.96, so it can be concluded that Z as an intervening (mediator) variable between X2 and Y is significant, meaning that Z acts as an intervening variable, so it can be interpreted that X2 has an indirect effect on Y through Z.

Based on primary data and the results of the analysis above, it can be concluded as follows:

- a. A hypothesis that states the barista variable (X1) has an effect directly on variable store atmosphere (Z) in the lowland Cirebon City, **can accepted;**
- b. The stated hypothesis variable product (X2) has an effect directly on irregular store atmosphere (Z) in the lowland Cirebon City, **can accepted;**
- c. The stated hypothesis that variable store atmosphere (Z) is influential directly to variable satisfaction consumer (Y) in the lowland Cirebon City, **can accepted;**
- d. The stated hypothesis that the variable barista (X1) does not influence direct to variable satisfaction consumer (Y) in the lowland Cirebon City, **can accepted;**
- e. The stated hypothesis that variable product (X2) has no influential direct on variable satisfaction consumer (Y) in the lowland Cirebon City, **can accepted;**
- f. Stated hypothesis that the barista variable (X1) has an effect No direct to variable satisfaction consumer (Y) through variable store atmosphere (Z) in the lowland Cirebon City, **can accepted;**
- g. The stated hypothesis variable product (X2) has an effect No direct to variable satisfaction consumer (Y) through irregular store atmosphere (Z) in the lowland Cirebon City, **can accept;**

Discussion

Variable (X1) has an effect direct to variable store atmosphere(Z)

Variable X1 has a direct and significant effect against Z, with a mark coefficient regression standardized of 0.53 (see Figure 1). It means if variable X1 is increased by 100%, then it will result in variable Z increasing, amounting to 53% (Riduan, 2015). Proportion Z changes smaller from proportion changes to X1, so the change is inelastic (Gilarso, 2008; Sukirno, 2017; Wachdijono, 2020). Such conditions because the variable barista (X1) has operated his task in a way good (performing), including speed, accuracy, and skill in making coffee drinks ordered by consumers, friendly in communicating with consumers, and baristas knowledgeable, so consumers feel more like. Besides, coffee shop consumers in Cirebon City are also very popular with giving attention to performance or the role of the barista in giving his service to the consumer. Performance is terrible so the consumer will be disappointed; however, if it performs well, the consumer will feel hopeful and fulfilled. Consumers who feel more optimistic and fulfilled due to good barista performance have created an atmosphere that makes shops more comfortable, more impressive, and not forgotten by consumers. Therefore, the barista becomes a critical part of supporting the success of the coffee shop business.

The argument above is the opinion of several coffee practitioners, including Sidewalk (2019), Hamdan and Santani (2018), Musika (2018), and Panggabean (2012), who explains that a barista is the most critical and expert coffee shop business resources in make various product coffee drink, then serve and serve it to buyers/consumers. Besides that, the appearance of a superior barista in its performance can play a strategic role in marketing coffee in this third era, namely integrating subsystem coffee plantations, subsystem coffee processing, and subsystems downstream (Wachdijono & Jaeroni, 2021). The results of this study are also consistent with results - the results of previous ones, including 1) Sofia et al., (2023); 2) Arnawa et al., (2022); 3) Dhifan & Yuningsih (2022); 4) Wachdijono & Yahya (2021); 5) Alvarizy & Deliana (2021); 6) Sholihah (2020); 7) Pambayun & Soedarsono (2019); and 8) Syahsudarmi (2018) which is, in essence, explain that the presence of the barista is influential or support for build atmosphere more shops comfortable and more pleasant so that an exciting consumer new for do a purchase or for old consumers for do purchase repeat.

Remembering that X1 (barista) is a latent variable, namely a variable that is not can be measured directly, to find out the variable indicators (X-n) that play the most role in reflecting condition variable X is by looking at the highest factor loading (weight) value, such as seen in Figure 4. This action is jointly known with the designation confirmatory factor analysis (CFA). CFA first-order model is a model relating to the relationship between latent variables and their indicators (Ghozali & Fuad, 2005; Narimawati & Sarwono, 2019; Santoso, 2021).

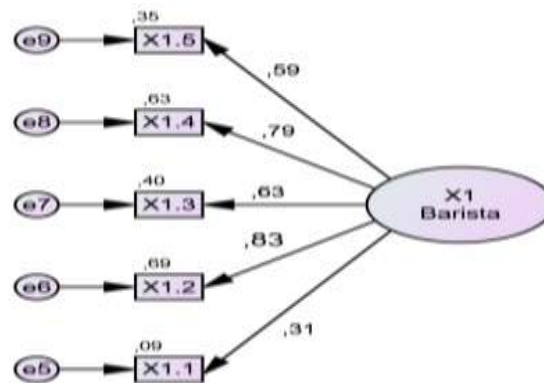


Figure 4
Factor loading value on variable X1 (barista)

Source: AMOS SEM text results, 2023

Figure 4 shows that the highest loading factor (weight) value is in the indicator X1.2, namely 0.83, meaning that the condition of the variable makes coffee drink products according to consumer orders. The "accuracy" indicator is the highest, showing that coffee shop consumers in Cirebon City generally include "The Coffee Shop," namely consumers who understand and know about coffee drinks (Yuliandri, 2015), so they want the right coffee drink according to their request (order). Furthermore, consumers feel more satisfied/happy when their coffee drink order matches (exactly) the coffee drink made by the barista and then served at the drinking table. For example, a consumer orders a "late art" coffee drink. The barista correctly makes a "late art" coffee drink so that the consumer becomes increasingly confident that the barista in the coffee shop performs well, especially in "accuracy" in making coffee drinks according to the consumer's order. Therefore, the opportunity for consumers to repurchase coffee drinks at the coffee shop is increasingly open. In this way, the barista can apply some of his experience in experiential marketing to consumers (Schmitt, 2010) because consumers are more interested in experienced and knowledgeable baristas (Maxwell Colonna-Dashwood, 2017 in Foedinatha and Hartanto, 2022).

This result is different from the results studies Prasetyo et al., (2023), Sofia et al., (2023), and Oktafiani et al., (2023), which shows that the most suitable indicator reflects or explains barista variable conditions are "friendliness" and results study Auyaghlib et al., (2023) is "skill." The difference signifies that the results of the study or related theories with variable barista characteristics are dynamic or Inconsistent. Such conditions are beneficial for developing knowledge on the related topic because there is a considerable research valuable gap For further study (Miles, 2017).

Variables product (X2) has an effect direct to variable store atmosphere(Z)

Variable X2 has a direct and significant effect against Z, with a mark coefficient regression standardized of 0.58 (see Figure 1). It means if variable X1 is increased by 100%, then it will result in variable Z increasing, amounting to 58% (Riduan, 2015). Proportion Z changes small from proportion changes X2, so the change is inelastic (Hidayati, 2019; Mubyarto, 1989; Rosyidi, 2017). Variable X2 affects and significantly affects variable Z due to the product variable (X2) being offered, already fulfilling the hope of consumers, including

the product quality, the dream that it feels fragrant, delicious, and consistent, the product diverse and always available, as well it's a brand already famous, so contribute in form store atmosphere they become more comfortable, more exciting and giving experience that is not forgotten yourself consumer (Schmitt, 2010), so chance For visit or buy repeat very tall. Therefore, coffee shop consumers in Cirebon City are trendy and pay attention to product variables due to the entry of the third era of coffee marketing (third wave coffee) currently (time study). Third-wave coffee is something period new in the coffee industry, emphasizing that coffee consumption is not only considered a need but has become an integral part of the style life (lifestyle) of society (Hamdan and Santani, 2018). The consequence is that the knowledge consumers about coffee is increasingly high (soaring) and makes consumers want to know more deeply about coffee, including types of coffee, methods of brewing coffee, way roast (roasting) coffee beans, origin area of coffee beans (single origin) and start known quality coffee beans (specialty).

These results are encouraging Prasetyo et al., (2023) concluded that product variables are influential and significant to the atmosphere of coffee shops in Cirebon City. However, it's different from the results of the study. Dinova & Tuti (2022) explain that quality products are not influential to the satisfaction of consumers at Starbucks Setiabudi One Jakarta. Differences are widespread Because of the different places and times of his research. Next, please pay attention that the product in this research is variable latent, and then his assessment is carried out on the indicators (Ghazali, 2016; Santoso, 2021). To identify the most capable indicia, explain the condition variable le for the above product by inspecting the highest loading factor (weight) value on the indicator variable product, as seen in Figure 5.

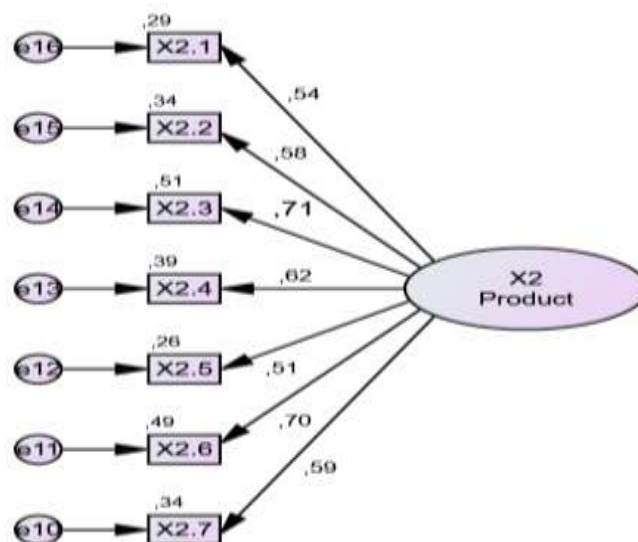


Figure 5

Factor loading value on variable X2 (product)

Source: AMOS SEM text out results, 2023

Figure 5 shows that the indicator with the highest loading factor value, namely 0.71, is located in indicator X2.3, namely "availability of stock of coffee products". These results show

that coffee shop consumers in Cirebon City are trending and paying attention to the condition of coffee product stocks. The stock of coffee shop products, with coffee always available, will be very supportive in creating a store atmosphere that reassures consumers about the guaranteed availability of product stock so that it can contribute to increasing consumer satisfaction. Consumers will feel more satisfied if the coffee drinks they order at the coffee shop are always available and served immediately without experiencing delays. What is included in "availability stock product" is the availability of various types of coffee that are consumers' preferences and favorites in Cirebon City on an ongoing basis (product stock is always available every day). This situation supports the research findings of Soedirlan et al., (2022) which explain that coffee shops are explicitly designed to serve and provide various types of coffee to customers/consumers. Afriyanti & Rasmikayati (2018) added, that if coffee shops are still popular with consumers, they should provide various types of coffee beans from all over Indonesia and abroad. This is also in line with the explanation by Putri & Deliana (2020) which states that coffee shops can serve coffee drinks that suit consumer preferences, thereby providing customer satisfaction.

This result is different from the results of Auyaghlib et al., (2023), which shows that the most suitable indicator reflecting or explaining The product variable condition in Tangerang City is "taste," while the results study Prasetyo & Maulana (2023) and Rohim et al., (2023) is "aroma." There are different results. This research is very understandable Because studies with socio-economic topics are limited by time and place research, meaning results research in one place may not be the same as results research elsewhere or results research this year did not be the same within year front. With the study results of socio-economic topics, no can be enforced in general or generalized (Auyaghlib et al., 2023).

Variables store atmosphere(Z) is influential direct to variable satisfaction consumer (Y)

Variable Z has a direct and significant effect against Y, with a mark coefficient regression standardized of 0.74 (see Figure 1). It means if variable Z is increased by 100%, then it will result in variable Y increasing, amounting to 74% (Riduan, 2015; Supranto, 2008). Proportion Y changes are more minor than proportion Z changes, so the change is inelastic (Hidayati, 2019; Mubyarto, 1989; Rosyidi, 2017). Variable Z directly affects variable Y because Coffee shop consumers in Cirebon City are trendy and notice the atmosphere of the shops. Therefore, the conditioned atmosphere of that shop anyway will be evaluated by the consumer; if the condition is not comfortable or not enjoyable, the consumer will rate it as bad or disappointed. However, if the condition is satisfied, clean, consistent, and attractive, the consumer will feel joy or satisfaction (Adhinda et al., 2022). With this atmosphere, shops in Cirebon City are Already more conditions comfortable and attractive for consumers, for example, in things like tables and chairs, sound music, room aroma, security environment, internet facilities, place parking, and interior design. Atmosphere fun shops can interest consumers, create an experience that is not forgotten, and build a base of loyal customers (Rasmikayati et al., 2020). On the contrary, uncomfortable consumers visit to buy returns (Kotler, 2000). Therefore, yes be delivered that consumers tend to come back and recommend to others if the shop's atmosphere is the preference of the personality consumer (Ilyas & Sari, 2021). As for choice, Consumers choose a coffee shop more determined by the store atmosphere (Afriyanti &

Rasmikayati, 2018; Farasa & Kusuma, 2015; Haristianti et al., 2021; Poniman & Sentoso, 2015) so the store.

The results of this study are consistent with several results studies previously, including Yoo (2016); Shen, Xiandong & Bae, Byung-Ryul (2018); Medikana et al. (2018); Dewi et al., (2019); Pratiwi et al., (2022); Adhinda et al., (2022); Aprilia & Suryani (2020); Ayuningtyas et al., (2022) and Apriyana & Efiani (2023) who concluded that variable store atmosphere influential honest and positive to decision purchase repeat and satisfaction coffee shop consumers. However, the results of this research are different from the results of Safitri & Rini (2021) and Rijali & Rahmawati (2022), who concluded that the atmosphere variable shop is not influential to the satisfaction of consumers. Remembering that the store atmosphere (Z) is a latent variable (cannot be measured directly) (Ghozali, 2016). Then, to find out the indicators that best reflect or explain the condition of the atmosphere store variable (Z) can be seen from the loading factor (weight) value for each indicator, which can be seen in Figure 6.

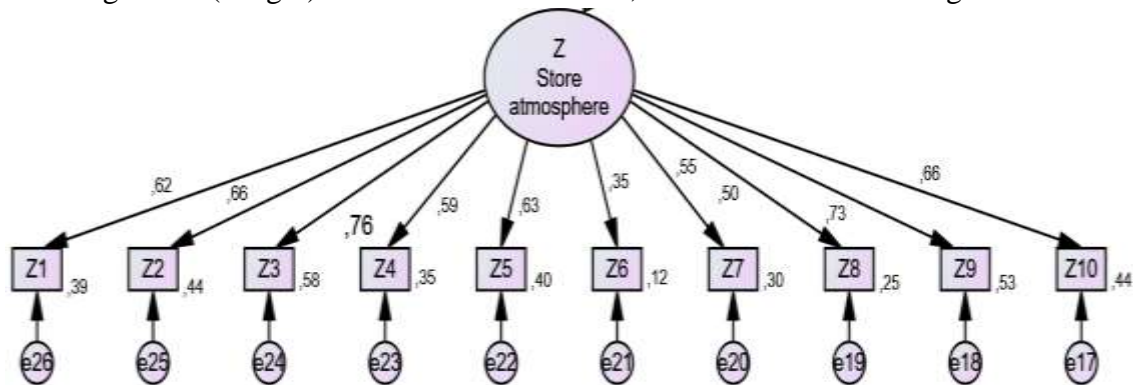


Figure 6

Factor loading value on variable Z (store atmosphere)

Source: AMOS SEM text out results, 2023

Figure 6 shows that there are two most significant factor loading values, namely indicators Z3 and Z10, each of which is 0.76, meaning that the condition of the variable Z (store atmosphere) better reflects or is explained by indicator Z3, namely "the condition of the room where you drink coffee." These results can be interpreted that coffee shop consumers in Cirebon City prefer a fresh, fragrant, and clean coffee-drinking atmosphere to provide an impressive experience (experiential marketing). To support the creation of consumer satisfaction. This meaning is easy to understand because of the room where you drink coffee is the first room that consumers see and feel, so it is natural that the condition of the room where you drink coffee is a main concern that consumers will never forget. This argument is strengthened by the results of research by Kim & Bachman, (2019) which states that restaurant cleanliness is one of the most important aspects when consumers evaluate the quality of a restaurant and intend to return (repeat purchase). Therefore, room cleanliness is important because it can reflect other cleanliness conditions and thus have an impact on consumer satisfaction (Riell, 2021; Tucker, 2015).

The results of this research differ from those of Ilyas & Sari (2021), who explain that consumers choose a coffee shop in Bandung City because it has clean toilet facilities

(indicators). However, the two research results above can strengthen the research results of Sofia et al., (2023), which show that the indicators that best reflect or explain the condition of the "store atmosphere" variable are the "coffee drinking room" indicator and the "toilet" indicator with The loading value of each factor is 0.77 in research by Sofia et al. (2023) added one more indicator, namely "toilet," which is also part of the shop environment and must be paid attention to by business managers. This argument is related to the views of a practitioner named Mandarina (2021), who, according to consumers, stated that the most important aspect of coffee shop facilities is the cleanliness of the toilets. This especially applies to consumers who intend to spend a long time at the coffee shop. Therefore, it is essential to maintain the cleanliness and atmosphere of the coffee drinking room and the coffee shop environment so that consumers can feel comfortable and satisfied when enjoying products from the coffee shop (Adhinda et al., 2022).

Variables barista (X1) no influential direct to variable satisfaction consumer (Y)

Figure 1 shows the influence of X1 on Y. The standardized regression coefficient value is 0.09, and the significance value (sig) is 0.522 (see Table 1), meaning that the influence of variable X1 on Y is inaccurate. Or deficient category, so it cannot make a significant contribution. This is because in position as a single variable in connection bivariate (X—Y), the X1 influence is still weak, so there is no significance. Therefore, other variables are needed as intervening variables to have an effect become stronger in connection multivariate (X—Z—Y). This study's results align with the research results of Oktafiani et al., (2023), who concluded the barista variable has no natural effect on coffee shop consumer loyalty in Tangerang City. Sofia et al., (2023), who finished the barista variable, have no biological impact on satisfaction among coffee shop consumers in Cirebon City.

However, the findings from this study are not in line with the findings general from research others, including: 1) Umbase et al., (2022); 2) Arnawa et al., (2022); 3) Waluyowati & Bustomi (2022); and 4) Yurindera (2021), which is general conclude that there is significant influence from variable X (barista) against variable Y (satisfaction consumer). Therefore, there is a phenomenon interesting and necessary to get the discussion more deeply and be considered important.

Variables product (X2) no influential direct to variable satisfaction consumer (Y)

Figure 1 shows the influence of X2 on Y. The standardized regression coefficient value is 0.09, and the significance value (sig) is 0.803 (see Table 1), meaning that the influence of variable X2 on Y is inaccurate. Or deficient category, so it cannot make a significant contribution. This is because in position as a single variable in connection bivariate (X—Y), the X2 influence is still weak, so there is no significance. Therefore, other variables are needed as intervening variables to have an effect become stronger in connection multivariate (X—Z—Y). The results of this study are consistent with the results of Asti & Ayuningtyas (2020) concluded that the quality variable product does not influence the satisfaction of consumers at Resto Oto Bento Villa Nusa Indah.

However, the results of this study are contradictory to the research results of Adnan (2020), Aprilia & Efiani (2023), Arnawa et al. (2022), Juniarti et al. (2022), Mahyuddin & Juraidah (2017), Medikana et al., (2018); Mustamu & Ngatno, (2021); Utami & Oetomo, (2015); Oktafiani et al., (2023) which in general conclude variable product (X2) has no natural

effect on satisfaction coffee shop consumers. There are different results from the study. This topic is dynamic and exciting. For more research deep, we can find new theories helpful in developing knowledge.

The barista variable (X1) has an effect not directly on variable satisfaction consumer (Y) through irregular store atmosphere (Z)

Figure 2 shows that the standardized regression coefficient value on path X 1 to Y is 0.09, path X 1 to Z is 0.53, and path Z to Y is 0.74 (see Figure 2). The significance value (sig) on the path X 1 to Y is 0.522 (see Table 2), meaning that the variable X 1 has no direct effect on Y Because of the sig value. 0.522 smaller than 0.05. Thus, the hypothesis that states that the barista variable (X1) has no immediate impact on the consumer satisfaction variable (Y) (H6) can be accepted. The absence of influence of variable X1 on Y above indicates that other variables intervene in the influence of variable. The other variable referred to is the variable Z (store atmosphere) itself, which acts as an intervening variable (Junaidi, 2021) so that the influence of X on Y becomes significant indirectly after going through Z (see Figure 2). To know its significance, variable Z (store atmosphere) as the intervening variable, the Sobel test is carried out (see Figure 3), where it can be concluded that variable Z has a proven role as an intervening variable between variable X1 (barista) and the satisfaction variable consumer (Y). The existence of this intervening variable is also in line with the research results of Sofia et al. (2023), Binagusto et al. (2020), and Artha (2019).

Variables product (X2) has an effect No direct to variable satisfaction consumer (Y) through irregular store atmosphere (Z)

Figure 2 shows that the standardized regression coefficient value on path X 2 to Y is 0.04, path X 2 to Z is 0.58, and path Z to Y is 0.74 (see Figure 2). The significance value (sig) on the path X 2 to Y is 0.803 (see Table 2), meaning that the variable X1 has no direct effect on Y Because of the sig value. 0.803 is more significant than 0.05. Thus, the hypothesis states the product variable (X2) has no immediate effect on the consumer satisfaction variable (Y) (H7:), which is acceptable. Here, there is no influence of the variable X 2 on Y above, indicating that other variables intervene in the impact of the variable. The other variable referred to is the variable Z (store atmosphere) itself, which acts as an intervening variable (Junaidi, 2021) so that the influence of X 2 on Y becomes significant indirectly after passing through Z (see Figure 2). To know its significance, variable Z (store atmosphere) as the intervening variable, the Sobel test is carried out (see Figure 3), where it can be concluded that variable Z has a proven role as an intervening variable between variable X2 (product) and the satisfaction variable consumer (Y). The presence of this intervening variable is also in line with the research results of Prasetyo & and Maulana (2023), Binagusto et al. (2020), and Artha (2019).

The emergence of the intervening variable Z (store atmosphere) plays a vital role because it shows an event that to satisfy coffee shop consumers, it is not enough to rely on the role of the barista (X1) or product (X2) only, will but the role of another variable is required, namely Z, meaning no matter how excellent the condition of the barista variable (X1) such as very skilled, fast, precise, friendly and knowledgeable, or product variable (X2), such as fragrant taste, fresh aroma, availability stock always available, lots product variants, yes unique products, strong packaging /containers, and product popularity famous, but has not been able

to provide satisfaction to consumers without the support of variable Z (store atmosphere). The results of these findings benefit coffee shop business actors in that if they want to satisfy consumers in this third marketing era, they also need quality baristas (X1) who perform well. Well, especially on the "accuracy" indicator, you must also pay attention to the product, especially on the indicator "availability products" and store atmosphere (Z), especially the indicator "the condition of the coffee drinking room is fresh, fragrant and clean."

Based on the results and Discussion before, the most critical findings from this research are related to his contribution to the development of knowledge in a way theoretical and practical understanding of the most dominant factor loading values in explained condition variables X1, X2, and Z, as well exists intervening variable (Z). This is because focusing on the most significant factor loading (weight) values, especially on intervening variables, can make base recommendations for increasing the quality of these indicators and moderating variables. With so, this has the potential to trigger development in the sector that can be significant for enhancing the quality of life of humans, like in the development sector agroindustry (Sukardi, 2009).

CONCLUSION

Based on the results of the research and discussion above, baristas and their respective products directly influence the store atmosphere, and store atmosphere directly impacts customer satisfaction in coffee shops in the lowlands of Cirebon City. In addition, baristas and their products indirectly influence consumer satisfaction through the store atmosphere. The best indicator to reflect or explain conditions in the barista variable is "accuracy," the product variable is "product stock availability," and the store atmosphere variable is "coffee room." Therefore, it is recommended that coffee shop business managers in the lowlands of Cirebon City and its surroundings improve the quality of baristas through training, providing sustainable coffee bean ingredient standards, and always maintaining the cleanliness of coffee-drinking places to increase coffee shop consumer satisfaction.

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