

THE EFFECT OF STORE ATMOSPHERE ON CUSTOMER SATISFACTION AT TOMORO COFFEE IN CIBINONG BOGOR

Suci Rahmawati

Universitas Muhammadiyah Prof. Dr. Hamka

suci.rahmawati267@gmail.com

Abstract

This study aims to determine the effect of store atmosphere on customer satisfaction at Tomoro Coffee in Cibinong Bogor. The research method used is a quantitative method with descriptive and verification approaches. Data were collected through questionnaires distributed to 83 respondents who are customers of Tomoro Coffee. Data analysis techniques included validity testing, reliability testing, classical assumption testing, simple linear regression analysis, partial testing (t-test), and coefficient of determination (R^2). The results showed that all questionnaire items were valid and reliable. Based on the classical assumption tests, the data were normally distributed and showed no indications of multicollinearity or heteroscedasticity. The results of the partial test (t-test) indicated that store atmosphere has a significant effect on customer satisfaction, with a significance value of $0.000 < 0.05$. The coefficient of determination (R^2) value of 0.487 indicates that store atmosphere explains 48.7 percent of customer satisfaction, while the remaining percentage is influenced by other variables not examined in this study. Based on these findings, it can be concluded that store atmosphere plays an important role in increasing customer satisfaction at Tomoro Coffee in Cibinong Bogor. Therefore, management is advised to continuously improve the quality of the store atmosphere to create a more comfortable and enjoyable customer experience.

Keywords: Store Atmosphere, Customer Satisfaction, Coffee Shop

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh store atmosphere terhadap kepuasan pelanggan pada Tomoro Coffee di Cibinong Bogor. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 83 responden yang merupakan pelanggan Tomoro Coffee. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier sederhana, uji parsial (uji t), dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa seluruh item pernyataan dinyatakan valid dan reliabel. Berdasarkan uji asumsi klasik, data penelitian berdistribusi normal serta tidak ditemukan adanya multikolinearitas dan heteroskedastisitas. Hasil uji parsial (uji t) menunjukkan bahwa store atmosphere berpengaruh secara signifikan terhadap kepuasan pelanggan, dengan nilai signifikansi sebesar $0,000 < 0,05$. Nilai koefisien determinasi (R^2) sebesar 0,487 menunjukkan bahwa store atmosphere mampu menjelaskan kepuasan pelanggan sebesar 48,7 persen, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian ini. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa store atmosphere memiliki peran penting dalam meningkatkan kepuasan pelanggan Tomoro Coffee di Cibinong Bogor. Oleh karena itu, pihak manajemen disarankan untuk terus meningkatkan kualitas suasana toko guna menciptakan pengalaman berkunjung yang lebih nyaman dan menyenangkan bagi pelanggan.

Kata kunci: Store Atmosphere, Kepuasan Pelanggan, Coffee Shop



© Author(s) 2026

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

The coffee shop industry in Indonesia has seen rapid growth in recent years. Once synonymous with adult activities, coffee drinking has now become an integral part of the lifestyle of young people, particularly millennials and Gen Z.¹ This phenomenon is driven by changing consumer behavior, which has seen coffee shops become more than just places to enjoy a drink, but also social spaces for working, studying, relaxing, and interacting. According to data from Toffin and MIX Marketing Communication, the number of coffee shops in Indonesia has increased significantly, reaching over 3,000 outlets across major cities and districts. This demonstrates that competition in this industry is increasingly fierce, requiring every business to have a strong differentiation strategy to maintain customer loyalty.²

One of the factors that influences consumer decisions in choosing and assessing the quality of a coffee shop's service is the store atmosphere.³ Store atmosphere is a crucial element in modern retail marketing strategy, according to Rahman & Farhani.⁴ Store atmosphere is a physical environment designed to create a specific emotional impact on shoppers, thereby increasing the likelihood of a purchase. Store atmosphere elements include layout, lighting, color, aroma, music, and even the cleanliness and comfort of seating areas. A pleasant store atmosphere can provide a positive experience for customers, shape their brand perception, and increase their satisfaction levels.⁵

Customer satisfaction is an important indicator of the success of a service business, including coffee shops. According to Kotler & Armstrong Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived performance or results to their expectations. In the context of the coffee shop business, customer satisfaction is measured not only by the quality of the product offered, such as coffee flavor or menu variety, but also by the overall experience, including service, store atmosphere, and comfort during the visit.⁶ When customers are satisfied with the store atmosphere, they tend to have a positive

¹ S. Aisyah and F. Aramita, "Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan (Studi Cafe Seis Di Kota Medan)," *Riggs: Journal of Artificial Intelligence and Digital Business* 4, no. 3 (2025): 2119–27, <https://doi.org/10.31004/Riggs.V4i3.2276>.

² Teviana, "The Effect of Brand Image, Store Atmosphere, and Visual Merchandising on Purchase Decision in Miniso Plaza Medan Fair: Pengaruh Brand Image, Store Atmosphere, Dan Visual Merchandising Terhadap Keputusan Pembelian Di Gerai Miniso Plaza Medan Fair," *Eka Prasetya Journal of Management Studies* 308, no. 2 (2022): 308–18.

³ I. Anlisyah and I. Alam, "Pengaruh Store Atmosphere (Suasana Cafe) Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus Pada Maco Cafe and Eatery Bandar Lampung)," *Hirarki: Jurnal Ilmiah Manajemen Dan Bisnis* 7, no. 1 (2025): 148–60, <https://doi.org/10.30606/Rjnz5r80>.

⁴ J. Rahman and A. Farhani, "Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Di Toko Fin Pada MM Food Court Kabupaten Tabalong" (2024).

⁵ S. Azhari and A. Parhusip, "Pengaruh Kualitas Pelayanan, Store Atmosphere Dan Lokasi Terhadap Kepuasan Konsumen," *Jurnal Widya*, 2024, <https://jurnal.amikwidyaloka.ac.id/index.php/awl>.

⁶ I. Chairunnisaa et al., *Pengaruh Store Atmosphere, Keragaman Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Awanbrew Coffee Kota Pasuruan*, 2, no. 4 (2024): 439–48.

emotional experience, which ultimately increases their intention to revisit and recommend the place to others.⁷

Tomoro Coffee is one of the fastest-growing coffee shop chains in Indonesia, including in the Cibinong area of Bogor Regency. Tomoro Coffee presents a modern-minimalist concept that prioritizes a comfortable atmosphere, warm lighting, aesthetic interior design, and seating areas suitable for working or relaxing. The presence of Tomoro Coffee in Cibinong is a new alternative for people who want to enjoy quality coffee in a calming atmosphere. However, with the increasing number of competitors such as Kopi Kenangan, Janji Jiwa, Fore Coffee, and Kedai Kopi Kulo in the same area, Tomoro Coffee is required to continue to innovate in creating a store atmosphere that can provide a different experience for consumers.

Research on the influence of store atmosphere on customer satisfaction remains relevant, considering the dynamics of consumer behavior that change over time.⁸ Most previous studies have shown that store atmosphere has a positive influence on customer satisfaction, but the context and characteristics of each location can produce different results. Research by Rahmi et al.,⁹ This study shows that store atmosphere significantly influences customer satisfaction in urban coffee shops. Therefore, it is important to re-examine the influence of store atmosphere on customer satisfaction in the Cibinong Bogor area, which has its own market characteristics.¹⁰

This study aims to fill the research gap regarding the relationship between store atmosphere and customer satisfaction, particularly in the context of the rapidly growing local coffee shop business in Indonesia. Most previous studies have focused more on service and product quality as the main factors in shaping customer satisfaction, while the store atmosphere dimension has often not been explored in depth as an emotional factor that influences consumer perception and experience. The results of this study are expected to be a guideline for Tomoro Coffee managers in creating a more comfortable, aesthetic, and customer satisfaction-oriented cafe environment. Thus, this study is expected to enrich the literature and provide real implications for the development of retail business strategies, as summarized in the title "The Effect of Store Atmosphere on Customer Satisfaction of Tomoro Coffee Consumers in Cibinong Bogor."

⁷ T. Dewi and A. Mubarok, *Pengaruh Store Atmosphere, Kualitas Pelayanan, Dan Harga Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan*, 16, no. 1 (2024): 69–94, <https://doi.org/10.24905/permana.v1i2.352>.

⁸ M. Fauzi and A. Amri, "Pengaruh Store Atmosphere Dan Sosial Media Marketing Terhadap Kepuasan Pelanggan Pada Cafe D'japos Di Pasangkayu," *Jurnal Rumpun Manajemen Dan Ekonomi* 1, no. 2 (2024): 306–19, <https://doi.org/10.61722/jrme.v1i2.1518>.

⁹ Rahmi et al., "Pengaruh Store Atmosphere, Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Konsumen Pada Warkop Opik," *Jurnal Ekonomi* 3, no. 2 (2024).

¹⁰ M. Fikriyah et al., "Pengaruh Product Quality, Service Quality, Price Fairness, Dan Store Atmosphere Terhadap Kepuasan Pelanggan," *Jurnal Akuntansi, Manajemen & Perbankan Syariah* 4, no. 5 (2024).

LITERATURE REVIEW

Customer satisfaction

Customer satisfaction is one of the main indicators of a business's success in delivering value and experiences that meet consumer expectations, according to Kotler & Keller.¹¹ Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived performance or results to their expectations. If the performance of a product or service meets or exceeds expectations, the customer will be satisfied; conversely, if performance falls below expectations, the customer will be disappointed. In the context of a coffee shop, this performance includes not only product quality but also the physical environment and store atmosphere perceived by the customer.¹²

Tjipjono¹³ explains that customer satisfaction is the result of a post-purchase evaluation, in which consumers assess that the product or service they received has provided a level of enjoyment that meets or even exceeds their expectations. Factors influencing satisfaction in service businesses, such as store atmosphere, are crucial because the experience created by the store's ambiance can influence customers' perceptions of the value and quality of the service they receive.¹⁴

Customer satisfaction has two main dimensions: the affective dimension and the cognitive dimension. The affective dimension reflects customers' emotional feelings, such as comfort and enjoyment while in the store, while the cognitive dimension encompasses rational assessments of the quality of service, products, and the physical environment. An attractive, comfortable, and aesthetically pleasing store atmosphere can elicit positive emotional reactions that directly increase customer satisfaction.¹⁵

Elida¹⁶ argues that customer satisfaction is a condition in which consumer expectations for a product or service match the reality they receive. When a store's atmosphere, such as lighting, layout, music, and cleanliness, meet customer expectations, customers will perceive the service as highly valuable and in line with their expectations. Thus, store atmosphere elements significantly contribute to the formation of customer satisfaction perceptions.¹⁷

¹¹ Kotler and Keller, *Marketing Management*, 15th ed. (Pearson Prentice Hall, 2020).

¹² D. Putri and A. Pratiwi, "Pengaruh Harga, Kualitas Pelayanan Dan Store Atmosphere," *Jurnal Manajemen Dan Bisnis* 3 (2024).

¹³ F. Tjipjono, *Pemasaran* (2020).

¹⁴ Rahmi et al., "Pengaruh Store Atmosphere, Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Konsumen Pada Warkop Opik."

¹⁵ W. Ritonga, *Pemasaran* (2023).

¹⁶ Elida, *Pemasaran Digital* (IPB Press, 2020).

¹⁷ H. Rumpoko and E. Budiyo, "Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan Pada The Rooster Company Di Sidoarjo," *Yos Soedarso Economics Journal* 7, no. 2 (2025), <https://ejurnal.yossoedarso.ac.id/51>.

Simbolon et al.,¹⁸ states that customer satisfaction is a customer's response to a perceived evaluation of the difference between prior expectations and the actual performance of a product or service received. In the context of Tomoro Coffee, this means that customer satisfaction depends not only on the taste of the coffee, but also on the overall experience created by the store atmosphere, such as the aroma of the coffee, a comfortable layout for working or relaxing, and friendly service.¹⁹

According to Kotler & Keller²⁰ Customer satisfaction can be measured through several key indicators that reflect customers' perceptions and evaluations of their consumption experiences. These indicators include:

1. Expectancy Confirmation

This indicator measures the extent to which the products and services received by customers meet their pre-purchase expectations. When customers perceive that the product quality, service, and store atmosphere meet or even exceed their initial expectations, satisfaction levels increase. In the context of Tomoro Coffee, meeting expectations can be seen in how customers assess the coffee taste, speed of service, and the comfort of the venue, all of which align with the brand's image.

2. Repurchase Intention

This indicator reflects the extent to which customers intend to return to a product or service in the future. Satisfied customers are more likely to make repeat purchases due to their positive experience. At Tomoro Coffee, repeat purchases can be driven by a customer's comfort with the shop's atmosphere, attractive layout, and friendly and consistent service.

3. Willingness to Recommend (Word of Mouth Willingness)

This indicator reflects a customer's willingness to recommend a product or service to others, such as friends, family, or colleagues. Satisfied customers become natural promoters of a business through positive word of mouth, which significantly impacts brand reputation. In this regard, Tomoro Coffee's comfortable, clean, and aesthetically pleasing store atmosphere has the potential to create a positive experience that encourages customers to share their recommendations.

¹⁸ P. Simbolon et al., "Pengaruh Cita Rasa, Harga, Store Atmosphere, Dan Kualitas Pelayanan Terhadap Kepuasan," *Jurnal Bina Bangsa Ekonomika* 17, no. 2 (2024), <https://doi.org/10.46306/jbbe.v17i2>.

¹⁹ S. Vianda and M. Fadli, "Pengaruh Store Atmosphere, Variasi Menu Dan Harga Terhadap Kepuasan Konsumen Pada Kromatik Koffie Pekanbaru," *Riggs: Journal of Artificial Intelligence and Digital Business* 4, no. 2 (2025): 3057–62, <https://doi.org/10.31004/Riggs.V4i2.973>.

²⁰ Kotler and Keller, *Marketing Management*.

4. Overall Satisfaction

This indicator encompasses the customer's overall evaluation of the overall consumption experience, encompassing both emotional and rational aspects. Customers will be fully satisfied if all elements of the service, from the product and service to the physical environment (store atmosphere), provide a pleasant and memorable experience. At Tomoro Coffee, this is reflected in customer satisfaction with the consistent coffee taste, the calm atmosphere, and the fast and friendly service.

Store Atmosphere

Store atmosphere Store atmosphere is a crucial element of retail marketing strategy, creating a pleasant and memorable shopping experience for consumers. A well-designed store atmosphere can influence consumers' emotions, perceptions, and behaviors while in the store. Therefore, store atmosphere plays a strategic role in building customer satisfaction and loyalty.²¹

According to Kotler & Keller²² Store atmosphere is the effort to design a shopping environment to evoke certain emotional effects that encourage customers to purchase. Store atmosphere encompasses the layout, lighting, colors, aromas, and music, all of which create a sensory experience for customers. In the context of Tomoro Coffee, a comfortable and aesthetically pleasing atmosphere is a key factor in attracting customers to linger and enjoy the products on offer.

Tjipjono²³ Store atmosphere is defined as the combination of a store's physical characteristics used to create an image and attract customers. Elements such as interior layout, decor, cleanliness, and seating comfort are important aspects in shaping customer perceptions of service quality. In other words, store atmosphere can be a non-verbal communication tool that strengthens a brand's image in the minds of consumers.

According to Ritonga²⁴ Store atmosphere is the overall atmosphere within a store, created by elements of visual design, lighting, aroma, music, and spatial arrangement, that can influence customer perceptions and behavior. These elements can evoke feelings of happiness, relaxation, or even increase customer purchase intentions. In the context of a coffee shop like Tomoro Coffee, a comfortable and modern atmosphere plays a significant role in creating a pleasant customer experience.

²¹ P. Kotler and G. Armstrong, *Prinsip-Prinsip Pemasaran*, 12th ed. (Erlangga, 2020).

²² Kotler and Keller, *Marketing Management*.

²³ Tjipjono, *Pemasaran*.

²⁴ Ritonga, *Pemasaran*.

Elida²⁵ explain that store atmosphere is a combination of internal store environmental factors such as layout, temperature, lighting, aroma, music, and cleanliness that psychologically influence consumer responses. They emphasize that store atmosphere not only functions aesthetically but also influences impulse buying behavior and customer satisfaction levels.

In this study, store atmosphere was measured based on several indicators adapted from the Vianda & Fadli theory,²⁶ that is:

1. Layout

Layout refers to the arrangement of furniture, tables, chairs, and equipment within a store, designed to facilitate customer movement and create visual comfort. A good layout allows customers to feel comfortable and undisturbed during their time in the store. In the context of Tomoro Coffee, a well-organized and efficient layout will provide a pleasant experience for customers, whether they come to relax, work, or simply enjoy a coffee.

2. Cleanliness and Comfort of the Room

Cleanliness and comfort are fundamental aspects of creating a positive store atmosphere. Maintaining cleanliness in the tables, floors, and public areas will create the perception that the company cares about quality and cares about its customers. Room comfort is also influenced by temperature, ventilation, and appropriate seating arrangement. At Tomoro Coffee, cleanliness and comfort are crucial factors that encourage customers to linger and feel satisfied with their experience.

3. Lighting and Color (Lighting and Color)

Lighting and color play a crucial role in shaping a customer's emotional state. Warm, soft lighting can create a calm and relaxing feel, while harmonious interior colors enhance a store's visual appeal. According to Berman and Evans, the right combination of lighting and color can influence a customer's mood and strengthen a brand's image. At Tomoro Coffee, soft yellowish lighting combined with neutral interior colors creates a warm and modern atmosphere.

4. Scent and Music

Aroma and music are sensory elements that can influence a customer's mood and perception. The distinctive aroma of coffee permeating a room can create an authentic and calming experience, while music played at an appropriate volume and genre can create a relaxed atmosphere. According to research by Turley and Milliman, sensory elements such as aroma and music can enhance emotional well-being and encourage customers to linger

²⁵ Elida, *Pemasaran Digital*.

²⁶ Vianda and Fadli, "Pengaruh Store Atmosphere, Variasi Menu Dan Harga Terhadap Kepuasan Konsumen Pada Kromatik Koffie Pekanbaru."

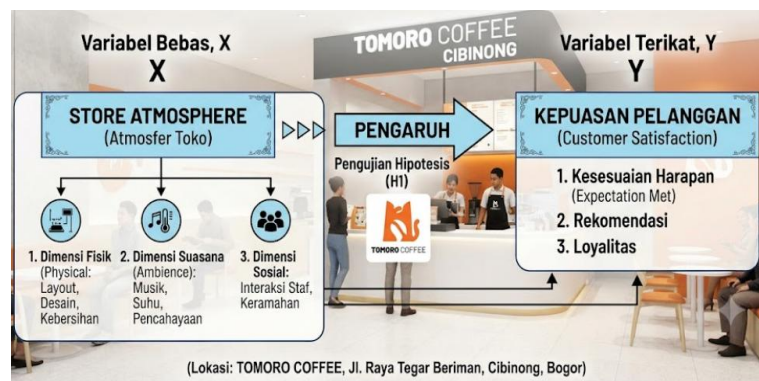
longer in the store. In this case, Tomoro Coffee uses the aroma of fresh coffee and relaxing music to reinforce the positive customer experience.

5. Interior Design and Aesthetic Appeal

Interior design and aesthetics reflect the store's visual identity, which serves to create a customer's first impression. Elements such as decor, furniture selection, materials, and architectural style contribute to creating an attractive image consistent with brand values. A modern, minimalist, and aesthetically pleasing design like that employed by Tomoro Coffee can appeal to young customers seeking a comfortable place to relax or work.

Framework

In the context of Tomoro Coffee in Cibinong Bogor, the store atmosphere implemented through a well-organized layout, consistently maintained cleanliness, warm lighting, the distinctive aroma of soothing coffee, soft music, and aesthetic interior design plays a crucial role in creating a positive experience for customers. The created store atmosphere not only provides physical comfort while customers are inside, but also creates psychological comfort that influences their perception of the quality of service provided. A pleasant physical environment can create an emotional bond between customers and the brand, thereby increasing satisfaction levels and encouraging customer loyalty.



Hypothesis

Store atmosphere is an important element in the retail mix that plays a strategic role in shaping customer perceptions and experiences of a brand. According to Berman and Evans, store atmosphere encompasses the entire physical environment designed to evoke specific emotional and behavioral responses from customers. Elements such as layout, lighting, color, aroma, music, and cleanliness and comfort can influence consumers' moods while in the store. Atmospheric design that is consistent with brand identity can create a multisensory experience that strengthens the company's image and fosters an emotional bond between customers and the establishment. In

the context of the coffee shop industry, store atmosphere is one of the main differentiating factors that determines consumer appeal, especially among the younger generation who use cafes as a place to relax, work, and socialize.

Customer satisfaction is essentially an emotional and evaluative response to a customer's consumption experience. According to Kotler & Keller²⁷ Customer satisfaction is the level of feeling a person has after comparing the performance of a product or service received with their expectations. Tjipjono²⁸ added that customer satisfaction is measured not only by the quality of the product consumed, but also by the quality of interactions, service, and the environment in which the service is provided. Therefore, a pleasant, clean, and aesthetic store atmosphere can enhance perceptions of quality and foster a sense of satisfaction with the visiting experience. In this case, store atmosphere functions not only as a physical aspect but also as a nonverbal communication medium that builds a positive emotional impression on customers.

Simple Regression Model

Testing was conducted using a t-test on a simple linear regression model. The decision-making criteria are as follows:

1. Null Hypothesis (H₀) :

There is no significant influence between Store Atmosphere and Customer Satisfaction at Tomoro Coffee in Cibinong Bogor.

2. Alternative Hypothesis (/) :H_a H₁

There is a significant influence between Store Atmosphere and Customer Satisfaction at Tomoro Coffee in Cibinong Bogor.

RESEARCH METHODOLOGY

Types of research

This study uses a quantitative approach with a descriptive verification method. The quantitative approach was chosen because this study attempts to measure and analyze the relationship between variables numerically using data in the form of numbers that are processed statistically. The descriptive method is used to describe the phenomenon or characteristics of the store atmosphere and customer satisfaction variables at Tomoro Coffee in Cibinong Bogor, while the verification method is used to test the hypothesis regarding the influence of the independent variable (store atmosphere) on the dependent variable (customer satisfaction). Data analysis was carried out using statistical software such as SPSS to obtain objective and measurable results.

²⁷ Kotler and Keller, *Marketing Management*.

²⁸ Tjipjono, *Pemasaran*.

Population and Sample

Population

The population in this study was all consumers who had visited and made purchases at Tomoro Coffee Cibinong Bogor. This population included both regular customers and occasional customers. Because the exact population size was unknown, the researcher used a theoretical approach to determine the sample size. The sampling technique used was non-probability sampling with a purposive sampling method, which selects samples based on specific criteria. The respondent criteria in this study included:

1. Consumers who have purchased products at Tomoro Coffee Cibinong at least twice.
2. Minimum age 17 years.
3. Willing to complete the research questionnaire in full.

Sample

The determination of the number of samples in this study refers to the opinion of Hair et al.,²⁹ which states that an appropriate sample size for quantitative research is 5 to 10 times the number of indicators used in the study. Based on Hair et al.'s formula, the required sample size is between 5 and 10 times the number of indicators, resulting in a range of 45 to 90 respondents. Therefore, the researcher set the sample size at 90 respondents, as it was considered sufficient to represent the population and meet the minimum criteria recommended in statistical analysis, particularly in simple linear regression tests.

Data collection technique

The data used in this study consists of two types, namely primary data and secondary data.

1. Primary Data

Primary data is the main data source obtained directly from respondents through questionnaire distribution. The questionnaire was compiled based on indicators from each research variable, namely store atmosphere as the independent variable and customer satisfaction as the dependent variable. The questionnaire instrument used a five-point Likert scale with a value range from 1 (strongly disagree) to 5 (strongly agree). Primary data collection was conducted by distributing questionnaires to consumers who had visited and made purchases at Tomoro Coffee Cibinong Bogor. The purpose of this primary data collection was to obtain factual information regarding customer perceptions, assessments, and levels of satisfaction with the store atmosphere

²⁹ J. F. Hair et al., *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2022), <https://www.researchgate.net/publication/354331183>.

created by Tomoro Coffee. In addition, primary data also allowed researchers to measure the extent to which store atmosphere directly influences customer experience and satisfaction.

2. Secondary Data

Secondary data was obtained from various sources that support and complement the primary data, such as theoretical books, scientific journals, academic articles, previous research reports, and official websites relevant to the research topic. This secondary data was used as a conceptual basis and scientific reference in the preparation of theoretical foundations, hypothesis development, and interpretation of research results. Furthermore, secondary data also helped researchers understand trends, findings, and gaps in previous research related to the influence of store atmosphere on customer satisfaction in the context of modern retail and cafe businesses. By combining these two types of data, this research is expected to produce a comprehensive, valid, and scientifically accountable analysis.

Operational Variables

This study uses two main variables, namely:

Independent Variable (X): Store Atmosphere

1. Layout
2. Aroma and music
3. Lighting and color
4. Interior design and room aesthetics
5. Cleanliness and comfort of the room

Dependent Variable (Y): Customer Satisfaction

1. Conformity to expectations
2. Willingness to recommend
3. Interest in visiting again
4. Overall feeling of satisfaction

Data Analysis Techniques

The data analysis in this study was conducted through several systematic stages to ensure scientific validity and empirical accountability. This data analysis procedure aimed to examine the relationship between the independent variable, store atmosphere (X), and the dependent variable, customer satisfaction (Y). Each stage of the analysis was conducted using statistical software such as SPSS, adhering to the principles of quantitative analysis.

Validity and Reliability Test

Validity and reliability tests are used to ensure that the research instrument in the form of a questionnaire is suitable for use as a data collection tool.³⁰

1. Validity testing aims to determine to what extent Each statement item is able to measure the intended concept. An item is declared valid if the calculated r value is greater than the table r value at a significance level of 0.05, which indicates that the question item has a significant relationship with the total score of the variable.
2. Reliability testing was conducted to assess the internal consistency of the research instrument. This testing was performed by examining the Cronbach's Alpha value. A variable is considered reliable if its Cronbach's Alpha value is > 0.70 . This value indicates that all questionnaire items have a high level of consistency in measuring the same construct.

Classical Assumption Test

Before conducting regression analysis, the data is first tested using the classical assumption test to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) criteria. The classical assumption test steps include:

1. The Normality Test is used to ensure the normal distribution of residual data. This can be tested using the Kolmogorov-Smirnov method or a PP Plot.
2. The multicollinearity test aims to determine the existence of a strong relationship between independent variables. The model is declared free of multicollinearity if the tolerance value is > 0.10 and the variance inflation factor (VIF) value is < 10 .
3. The heteroscedasticity test is used to detect whether there are differences in residual variance for each predicted value. A model is declared heteroscedasticity-free if the data distribution pattern in the scatterplot graph does not show any particular pattern (it is spread randomly).

Multiple Regression Analysis

Partial Test (t)

Simple linear regression analysis is used to determine the direction and magnitude of the influence of the store atmosphere variable (X) on customer satisfaction (Y). The simple linear regression model is formulated as:

³⁰ J. F. Hair et al., *An Introduction to Structural Equation Modeling* (2021), 1–29, https://doi.org/10.1007/978-3-030-80519-7_1.

$$Y = \alpha + \beta X + e$$

Information:

Y = Customer Satisfaction

α = Constant

β = R coefficient regression

X = *Store Atmosphere*

e = Error (error level)

Coefficient of Determination (R²)

The coefficient of determination (R²) test is conducted to measure how much of the variation in the dependent variable (customer satisfaction) can be explained by the independent variable (store atmosphere). The R² value ranges from 0 to 1. The closer it is to 1, the greater the independent variable's ability to explain variation in the dependent variable. Conversely, the smaller the R² value, the smaller the influence of the independent variable on the dependent variable.

RESULTS AND DISCUSSION

This section presents the research results obtained from the processing and analysis of data collected from respondents. The research data was obtained through the distribution of questionnaires to Tomoro Coffee customers in Cibinong, Bogor, and then processed using statistical analysis methods. The results include a description of respondent characteristics, data quality testing, classical assumption testing, simple linear regression analysis, and hypothesis testing.

The presentation of research results is conducted systematically and objectively in accordance with the established research objectives. The analysis presented is expected to provide a clear picture of the influence of store atmosphere on customer satisfaction. Therefore, these research results can serve as a basis for discussion and drawing conclusions in the following sections.

Respondent Description

The majority of respondents were in the 23–27 age range, totaling 36 people, or 43.9 percent. This indicates that Tomoro Coffee customers in Cibinong, Bogor, are dominated by young adults who generally have active lifestyles and use coffee shops as a place to socialize and work. The 18–22 age group came in second with 28 percent, indicating the younger generation's interest in the coffee shop concept and atmosphere. Meanwhile, respondents aged 32 and over had the smallest proportion, at 6.1 percent.

Based on gender, the study respondents were predominantly female, comprising 55 people, or 67.1 percent. This indicates that Tomoro Coffee's customers in Cibinong, Bogor, are predominantly female. This could be due to women's attraction to a comfortable, aesthetically pleasing atmosphere that encourages relaxation and photography. Meanwhile, 27 respondents, or 32.9 percent, were male, indicating that Tomoro Coffee also attracts male customers, albeit at a smaller proportion.

Based on visit frequency, the largest number of respondents were customers who had visited 4–5 times in the past five months, amounting to 29 people, or 35.4 percent. This indicates that Tomoro Coffee has a fairly high customer retention rate. Furthermore, 27 respondents, or 32.9 percent, recorded visiting Tomoro Coffee more than 5 times, indicating customer loyalty. Meanwhile, respondents with a single visit frequency accounted for the smallest percentage, at 7.3 percent.

Overall, the characteristics of this study's respondents were dominated by customers aged 23–27, female, and with a relatively high frequency of visits. This condition indicates that Tomoro Coffee in Cibinong Bogor has succeeded in attracting the young adult segment with a good frequency of visits. These respondent characteristics are relevant to the research focus on store atmosphere, as this age group tends to be sensitive to the atmosphere and comfort of a place. Therefore, the respondent data obtained is considered representative to support the research analysis.

Validity and Reliability Test

All 43 statement items had a calculated r value $> r$ table (0.217), so all items were declared valid and suitable for use to measure the store atmosphere variable. This instrument can be continued to reliability testing and regression analysis to prove that store atmosphere has a significant effect on customer satisfaction at Tomoro Coffee in Cibinong Bogor.

Reliability testing is used to determine the level of consistency and stability of the research instrument in measuring store atmosphere variables. A reliable instrument will produce relatively similar measurement results when used repeatedly under similar conditions. In this study, reliability testing was conducted after all statement items were declared valid through validity testing. The method used was Cronbach's Alpha because the instrument was in the form of a Likert scale.

Based on the reliability test results, the store atmosphere variable, consisting of 43 statement items, obtained a Cronbach's Alpha value of 0.942. This value is significantly higher than the minimum reliability limit of 0.60. This indicates that the instrument has a very high

level of internal consistency. Therefore, all statement items are reliable as a research measurement tool.

A high Cronbach's Alpha value indicates that each item in the store atmosphere variable is well correlated and measures the same construct. These items consistently represent store atmosphere dimensions, such as layout, lighting, cleanliness, comfort, aroma, and interior design. This consistency is important to ensure that customer perceptions of store atmosphere can be accurately measured. Therefore, the measurement results can serve as a valid basis for analysis.

A reliable instrument will minimize measurement error in research. With high reliability, data collected from respondents reflects actual conditions on the ground. This is a crucial factor in quantitative research, especially when examining the influence between variables. Good reliability also increases the level of confidence in the research results.

The results of this reliability test strengthen the questionnaire's suitability as the primary data collection tool in this study. All items were deemed to provide consistent results in measuring store atmosphere at Tomoro Coffee in Cibinong, Bogor. Therefore, the resulting data can be used for statistical hypothesis testing. This also indicates that respondents provided stable and non-random answers.

Once reliability requirements are met, the research instrument can proceed to the next stage of data analysis, such as simple linear regression analysis. High reliability provides confidence that the relationship between store atmosphere and customer satisfaction can be analyzed objectively. Furthermore, the research results can be scientifically validated. A reliable instrument also allows for replication of this research on other research subjects.

Based on the results of the reliability test, it can be concluded that the research instrument has a very good level of reliability. Store atmosphere, measured through 43 statement items, proved consistent in describing customer perceptions. This supports the hypothesis that store atmosphere significantly influences customer satisfaction at Tomoro Coffee in Cibinong, Bogor. Therefore, the research instrument is suitable for further analysis and conclusion drawing.

Classical Assumptions

1. Normality Test

The normality test aims to determine whether the residual data in a regression model is normally distributed. The assumption of normality is a crucial requirement in simple linear regression analysis to ensure the validity of statistical test results. In this study, the normality test was conducted on the residual values of the relationship between store

atmosphere and customer satisfaction. The one-sample Kolmogorov–Smirnov test was used because the sample size was greater than 50 respondents.

The basis for decision-making in the Kolmogorov–Smirnov test is to compare the significance value (Asymp. Sig.) with a significance level of 0.05. If the Asymp. Sig. value is greater than 0.05, the residual data is normally distributed. Conversely, if the significance value is less than 0.05, the data is not normally distributed. This criterion is widely used in quantitative regression-based research.

Based on the results of the normality test, the Asymp. Sig. value was 0.200. This value is greater than 0.05, so it can be concluded that the residual data is normally distributed. This indicates that the data distribution in this study does not deviate from the normal distribution. Thus, the assumption of normality in the regression model has been met.

Meeting the normality assumption indicates that the regression model used is suitable for further analysis. Normally distributed data will produce unbiased regression parameter estimates. Furthermore, the results of hypothesis testing, such as the t-test, can be accurately interpreted. Therefore, data normality is an important foundation for drawing research conclusions.

The normal distribution of the residual data also indicates that there are no significant disturbances in the data distribution pattern. This indicates that respondents provided relatively even and non-extreme answers. Under these conditions, the relationship between store atmosphere and customer satisfaction can be analyzed objectively. The regression model used is able to represent empirical conditions in the field.

Good normality test results provide confidence that the research data meets the requirements of parametric analysis. By meeting this assumption, the risk of error in drawing conclusions is minimized. Furthermore, research results are more scientifically sound. Data normality also supports the consistency of research results when retested.

Based on the results of the normality test, it can be concluded that the residual data in this study is normally distributed. Therefore, a simple linear regression model can be used to examine the effect of store atmosphere on customer satisfaction at Tomoro Coffee in Cibinong, Bogor. The classical assumption of normality has been met, allowing the analysis to proceed to the next stage. Thus, this study has a strong statistical basis for hypothesis testing.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong relationship between independent variables in a regression model. Multicollinearity can cause regression

coefficients to become unstable and difficult to interpret. Therefore, this test is important to ensure that each independent variable is independent. In this study, the multicollinearity test was conducted before the simple linear regression analysis.

The method used in multicollinearity testing is to examine the Tolerance and Variance Inflation Factor (VIF) values. The basis for decision-making is that if the Tolerance value is greater than 0.10 and the VIF value is less than 10, then it can be concluded that there is no multicollinearity. Conversely, if the Tolerance value is less than 0.10 and the VIF value is greater than 10, then multicollinearity is present. This criterion is commonly used in quantitative research.

Based on the test results, the store atmosphere variable has a tolerance value of 1.000 and a VIF value of 1.000. These values meet the established criteria, namely tolerance > 0.10 and VIF < 10 . Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model. This indicates that the independent variables do not influence each other excessively.

The absence of multicollinearity indicates that the store atmosphere variable can optimally explain the dependent variable. The resulting regression coefficients are more accurate and interpretable. This is crucial for maintaining the quality of the regression analysis results. Thus, the influence of store atmosphere on customer satisfaction can be analyzed objectively.

Good multicollinearity test results also indicate that the regression model used has a simple and effective structure. This is consistent with research using a single independent variable. A model free from multicollinearity will produce more efficient parameter estimates. Therefore, the research results can be used as a basis for more reliable decision-making.

By meeting the assumption of no multicollinearity, the regression model meets one of the main requirements of linear regression analysis. This allows researchers to proceed to the next stage of testing classical assumptions. Furthermore, the results of the regression analysis can be scientifically validated, further ensuring the reliability of the model.

Based on the results of the multicollinearity test, it can be concluded that the regression model in this study does not experience multicollinearity. The store atmosphere variable stands independently in explaining customer satisfaction at Tomoro Coffee in Cibinong, Bogor. Thus, the classical assumption of multicollinearity has been met. The analysis can proceed to further classical assumption tests and testing the research hypotheses.

3. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the residual variances from one observation to another in a regression model. A good regression model requires that the residual variances are constant, or homoscedastic. If heteroscedasticity is present, the regression estimation results can be inefficient. Therefore, this test is an essential part of the classical assumptions.

In this study, the heteroscedasticity test was conducted using the Glejser method. This method is carried out by regressing the absolute value of the residual against the independent variable. The basis for decision making is by looking at the significance value. If the significance value is greater than 0.05, then heteroscedasticity does not occur in the regression model. Based on the results of the Glejser test, the store atmosphere variable has a significance value of 0.428. This value is greater than the 0.05 significance level. Thus, it can be concluded that there are no symptoms of heteroscedasticity in the regression model used. This indicates that the residual variance is constant.

The absence of heteroscedasticity indicates that the regression model meets one of the main assumptions of linear regression. This condition is crucial because heteroscedasticity can lead to errors in statistical inference. By meeting this assumption, the resulting regression coefficients become more efficient, and the interpretation of the analysis results becomes more accurate. Good heteroscedasticity test results indicate that the distribution of respondent data is relatively even. This indicates that there is no significant difference in residual variation between levels of the store atmosphere variable. Thus, the relationship between store atmosphere and customer satisfaction can be analyzed stably. The regression model is able to represent the data conditions well.

Meeting the assumption of no heteroscedasticity provides confidence that the research data is suitable for analysis using the simple linear regression method. Furthermore, the results of the hypothesis testing will be statistically reliable. A heteroscedasticity-free regression model also enhances the internal validity of the study, strengthening the overall methodological quality of the study.

Based on the results of the heteroscedasticity test, it can be concluded that the regression model in this study does not experience heteroscedasticity. The store atmosphere variable consistently explains customer satisfaction at Tomoro Coffee in Cibinong, Bogor. Therefore, all key classical assumptions have been met. The analysis can proceed to simple linear regression analysis and hypothesis testing.

Partial Test (t-Test)

A partial t-test or t-test is used to determine the effect of each independent variable on the dependent variable individually. This test aims to verify the previously formulated research hypothesis. In this study, the t-test was used to determine the effect of store atmosphere on customer satisfaction at Tomoro Coffee in Cibinong, Bogor. This test was conducted after the regression model met all classical assumptions.

The basis for decision-making in a t-test is to compare the calculated t-value with the table t-value and assess the significance level. If the calculated t-value is greater than the table t-value and the significance level is less than 0.05, the alternative hypothesis is accepted. Conversely, if the calculated t-value is less than the table t-value and the significance level is greater than 0.05, the alternative hypothesis is rejected. This criterion is used to ensure a statistically significant effect.

Based on the test results, the store atmosphere variable has a calculated t-value of 8.742. This value is greater than the t-table value of 1.990. Furthermore, the significance value obtained is 0.000, which is less than 0.05. Thus, it can be concluded that store atmosphere has a significant effect on customer satisfaction.

The t-test results indicate that changes in store atmosphere are followed by changes in customer satisfaction levels. The better the store atmosphere perceived by customers, the higher their perceived satisfaction levels. This reflects the importance of physical and atmospheric aspects in creating a positive customer experience. This finding aligns with retail marketing theory, which emphasizes the importance of the store environment.

The significant influence of store atmosphere on customer satisfaction indicates that factors such as layout, lighting, cleanliness, comfort, and interior design are key considerations when assessing customer satisfaction. Customers evaluate not only the products they consume but also the atmosphere they experience within the store. Therefore, store atmosphere is a strategic factor in enhancing customer satisfaction. These results reinforce the importance of managing the physical store environment.

The results of this partial test provide managerial implications for Tomoro Coffee in Cibinong, Bogor. Management can focus more on improving the quality of the store atmosphere to increase customer satisfaction. Improvements to store atmosphere elements are expected to create a more enjoyable visiting experience. Thus, customer satisfaction can be maintained and continuously improved.

Based on the results of the partial test (t-test), it can be concluded that the research hypothesis stating that store atmosphere has a significant effect on customer satisfaction at Tomoro Coffee in Cibinong, Bogor, is accepted. The calculated t-value is greater than the t-table

and the significance value is less than 0.05, which is the basis for accepting the hypothesis. Thus, the store atmosphere variable is proven to have a significant effect on customer satisfaction. These results serve as the main basis for drawing research conclusions.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to determine the extent to which an independent variable can explain variations in the dependent variable. In this study, the coefficient of determination was used to measure the contribution of store atmosphere in explaining customer satisfaction at Tomoro Coffee in Cibinong, Bogor. The R^2 value ranges from 0 to 1, with a higher R^2 value indicating a greater ability of the independent variable to explain the dependent variable. This test was conducted after the classical assumption test and partial test were met.

Based on the results of the regression analysis, the R Square (R^2) value was 0.487. This indicates that 48.7 percent of the variation in customer satisfaction can be explained by the store atmosphere variable. Meanwhile, the remaining 51.3 percent is influenced by other variables not included in this research model. These other variables can include product quality, price, service quality, or customer emotional factors.

The Adjusted R Square value of 0.480 indicates that after adjusting for the number of variables and sample size, the regression model's performance remains relatively strong. The small difference between the R Square and Adjusted R Square values indicates that the regression model is quite stable. This also indicates that the model does not experience overestimation. Thus, the regression model is suitable for explaining the relationships between variables.

The R value of 0.698 indicates a strong relationship between store atmosphere and customer satisfaction. This positive relationship indicates that the better the store atmosphere perceived by customers, the higher their level of customer satisfaction. This finding supports the partial test results, which stated that store atmosphere significantly influences customer satisfaction. This strong relationship underscores the important role of store atmosphere in the coffee shop industry.

The coefficient of determination, which is in the moderate to strong category, indicates that store atmosphere is a significant factor in creating customer satisfaction. However, there is still room for further research on other variables. This opens up opportunities for further research to add additional variables to make the model more comprehensive. Therefore, the results of this study can serve as a basis for further research.

The results of this coefficient of determination also have practical implications for the management of Tomoro Coffee in Cibinong, Bogor. Management can prioritize store atmosphere management as a key strategy to increase customer satisfaction. Improvements in interior design,

room comfort, lighting, and cleanliness can have a significant impact. Contributing nearly half to customer satisfaction, store atmosphere is a strategic aspect.

Based on the coefficient of determination, it can be concluded that store atmosphere has a significant contribution to customer satisfaction at Tomoro Coffee in Cibinong, Bogor. The R^2 value of 0.487 indicates that the regression model adequately explains variations in customer satisfaction. Therefore, these results reinforce the conclusion that store atmosphere significantly influences customer satisfaction. This finding provides a strong basis for drawing the final conclusions of the study.

Discussion

This discussion aims to interpret the research results regarding the influence of store atmosphere on customer satisfaction at Tomoro Coffee in Cibinong, Bogor. The analysis results show that store atmosphere has a significant influence on customer satisfaction, as evidenced by partial tests (t-tests) and coefficients of determination. These findings confirm that store atmosphere is a crucial factor in creating a positive customer experience. Thus, store atmosphere not only functions as a supporting element but also becomes a key strategy in increasing customer satisfaction.

Store atmosphere This study measured various indicators, such as layout, lighting, cleanliness, comfort, aroma, and interior design. These indicators were proven to comprehensively describe customer perceptions of Tomoro Coffee's atmosphere. This aligns with the theory proposed by Kotler and Keller,³¹ which states that the physical environment of a store can influence consumers' emotional responses. A well-designed environment will create a feeling of comfort that impacts customer satisfaction.

The results of the study showed a t-test significance value of 0.000, which is less than 0.05, indicating that store atmosphere significantly influences customer satisfaction. This finding supports the stimulus–organism–response (SOR) concept, where store atmosphere acts as a stimulus that influences customers' emotional states and ultimately results in a response of satisfaction. Customers who feel comfortable and enjoy the store atmosphere tend to give positive assessments of their visiting experience.

The findings of this study align with those of Pratama and Lestari (2022), which found that store atmosphere has a positive and significant effect on customer satisfaction in coffee shops in Jakarta. The study emphasized that space comfort and interior design are dominant factors in shaping satisfaction. This similarity in results indicates that store atmosphere plays a consistent role in the coffee shop industry, strengthening the validity of this study's findings.

³¹ Kotler and Keller, *Marketing Management*.

Furthermore, research by Sari, Putri, and Wijaya also found that lighting and store layout significantly influence cafe customer satisfaction. The study found that good lighting can create a warm atmosphere and support customer activity. The results also indicate that lighting and layout are important aspects of the perceived store atmosphere at Tomoro Coffee. Therefore, these findings are relevant to recent empirical findings.

The coefficient of determination (R^2) of 0.487 indicates that store atmosphere can explain 48.7 percent of customer satisfaction. This value falls into the moderate to strong category, indicating that store atmosphere has a significant contribution. However, other variables still influence customer satisfaction by 51.3 percent. This finding aligns with research by Ramadhan and Hidayat, which states that customer satisfaction is influenced by various factors, both internal and external.

Other variables outside of store atmosphere that potentially influence customer satisfaction include product quality, price, service quality, and brand image. This aligns with research by Putra and Amelia, which found that coffee shop customer satisfaction is influenced by a combination of product quality and store atmosphere. Nevertheless, store atmosphere remains a dominant factor in creating customer experiences. Therefore, focusing on store atmosphere remains a relevant strategy.

The predominance of respondents aged 23–27 in this study also provides important context for the discussion. Young adults tend to have a high preference for spaces that are comfortable, aesthetically pleasing, and supportive of social activities. This aligns with research by Nugroho and Setiawan, which states that the younger generation uses coffee shops as both social spaces and workplaces. Therefore, store atmosphere is a key factor in meeting the expectations of this customer segment.

The results of the respondents' descriptions indicate that the majority of customers are women. This finding is relevant to research by Lestari and Wahyuni, which states that female customers tend to be more sensitive to visual aspects and spatial comfort. This suggests that store atmosphere elements such as interior design and cleanliness have a greater influence on female customer satisfaction. Therefore, store atmosphere management needs to consider customer demographic preferences.

The relatively high frequency of respondents' visits also indicates that store atmosphere plays a role in fostering customer loyalty. Customers who are satisfied with the store atmosphere are more likely to return. Research by Wijaya and Prakoso states that customer satisfaction is a key determinant of customer loyalty. Therefore, store atmosphere not only impacts satisfaction but also has the potential to increase customer loyalty.

The results of the classical assumption test, which showed no violations of the assumptions, strengthen the reliability of the regression model in this study. The model's freedom from statistical problems provides confidence that the relationship between store atmosphere and customer satisfaction is real. This aligns with the principles of quantitative methodology, which emphasize the importance of data validity and reliability. Therefore, the results of this study can be scientifically validated.

Theoretically, the findings of this study reinforce the concept of experiential marketing, which emphasizes the importance of customer experience. Store atmosphere is part of the experience directly experienced by customers. Research by Schmitt suggests that a pleasant experience will increase satisfaction and positive brand perceptions. The results of this study demonstrate that Tomoro Coffee is able to create this experience through its store atmosphere.

From a practical perspective, the results of this study offer important implications for Tomoro Coffee management. Improving the quality of store atmosphere can be an effective strategy for increasing customer satisfaction. Focusing on comfort, aesthetics, and cleanliness can have a significant positive impact. This aligns with research by Ananda and Yusuf which suggests managing store atmosphere as a competitive advantage.

However, this study has limitations due to the use of only one independent variable. Future research is recommended to expand the model by adding other variables to provide more comprehensive results. This aligns with the research recommendation by Kurniawan et al., which states that customer satisfaction is multidimensional. Therefore, further research can provide a broader picture.

Overall, the results of this study indicate that store atmosphere significantly influences customer satisfaction at Tomoro Coffee in Cibinong, Bogor. This finding is consistent with relevant and relatively recent theories and previous research. Therefore, this study provides both theoretical and practical contributions to the field of service and retail marketing. Store atmosphere has been shown to be a strategic element in creating customer satisfaction and enhancing coffee shop competitiveness.

CONCLUSION

Based on the research results and discussion regarding the influence of store atmosphere on customer satisfaction at Tomoro Coffee in Cibinong, Bogor, the following conclusions can be drawn. First, the results of the validity and reliability tests indicate that all statement items used in this study are valid and reliable, making the research instrument suitable for use as a data collection tool. This indicates that the questionnaire is able to accurately and consistently measure store atmosphere and customer satisfaction variables.

Second, the results of the classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, indicate that the research data meets all the requirements for simple linear regression analysis. The residual data is normally distributed, there are no signs of multicollinearity, and there is no heteroscedasticity. By meeting these classical assumptions, the regression model used in this study is deemed feasible and can be used for hypothesis testing.

Third, based on the results of the partial test (t-test), the calculated t-value was greater than the t-table and the significance value was less than 0.05. This indicates that store atmosphere significantly influences customer satisfaction at Tomoro Coffee in Cibinong, Bogor. Therefore, the research hypothesis stating that store atmosphere significantly influences customer satisfaction is accepted.

Fourth, the coefficient of determination (R^2) results show that store atmosphere contributes 48.7 percent to explaining variations in customer satisfaction. Meanwhile, the remaining 51.3 percent is influenced by other variables not examined in this study. This indicates that store atmosphere is a significant factor in creating customer satisfaction, although other factors also influence overall customer satisfaction.

Research Novelty

The novelty of this study lies in providing a location-specific empirical examination of *store atmosphere* within the rapidly developing coffee-shop market of Cibinong, Bogor. Rather than treating atmospheric design as a peripheral component of service delivery, the study positions it as an experiential variable that contributes substantially to customer satisfaction. This contextual focus is relevant because customer perceptions of coffee-shop environments may vary according to local market characteristics, consumer demographics, and competitive conditions.

A further contribution is the integration of multiple sensory and spatial dimensions—layout, cleanliness and comfort, lighting and color, aroma and music, and interior aesthetics—within a single *store atmosphere* construct. This approach emphasizes that customers respond to the overall configuration of the physical environment rather than to isolated design features. The finding that the model explains 48.7% of customer satisfaction provides an empirical basis for viewing atmospheric design as an important component of customer experience management in contemporary coffee-shop businesses.

The study also contributes to service and retail marketing discussions by demonstrating the relevance of physical experience in a market increasingly shaped by lifestyle-oriented consumption. For younger customer segments who use coffee shops not only for purchasing beverages but also for working, relaxing, and social interaction, the physical environment

becomes part of the value proposition. Thus, *store atmosphere* can be understood as both an experiential resource and a potential differentiation mechanism within an increasingly competitive coffee-shop market.

Research Implications

Theoretically, the findings imply that customer satisfaction in coffee-shop settings should be understood through an experiential perspective in which physical and sensory environments interact with customers' emotional and cognitive evaluations. The substantial contribution of *store atmosphere* suggests that service-marketing models should not focus exclusively on product and interpersonal service factors but also consider the designed environment in which consumption takes place.

Managerially, Tomoro Coffee Cibinong should maintain and periodically evaluate atmospheric elements that directly shape customers' experiences. Layout should support comfortable movement and multiple visit purposes, lighting and interior design should remain consistent with brand identity, and cleanliness and seating comfort should be maintained as basic service standards. Aroma and music can also be managed carefully to reinforce a pleasant atmosphere without interfering with customers who use the space for working or social interaction.

Strategically, management should avoid treating *store atmosphere* as the sole determinant of satisfaction because more than half of the variation remains outside the current model. Customer-experience improvement should therefore integrate atmosphere management with product quality, service responsiveness, price-value perceptions, and brand consistency. Future managerial evaluations could also examine which atmospheric dimensions have the strongest individual contribution so that investment in physical-store improvements can be prioritized more efficiently.

BIBLIOGRAPHY

- Aisyah, S., and F. Aramita. "Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan (Studi Cafe Seis Di Kota Medan)." *Riggs: Journal of Artificial Intelligence and Digital Business* 4, no. 3 (2025): 2119–27. <https://doi.org/10.31004/Riggs.V4i3.2276>.
- Anlisyah, I., and I. Alam. "Pengaruh Store Atmosphere (Suasana Cafe) Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus Pada Maco Cafe and Eatery Bandar Lampung)." *Hirarki: Jurnal Ilmiah Manajemen Dan Bisnis* 7, no. 1 (2025): 148–60. <https://doi.org/10.30606/Rjmz5r80>.
- Azhari, S., and A. Parhusip. "Pengaruh Kualitas Pelayanan, Store Atmosphere Dan Lokasi Terhadap Kepuasan Konsumen." *Jurnal Widya*, 2024. <https://jurnal.amikwidyaloka.ac.id/index.php/awl>.

- Chairunnisaa, I., E. Mufidah, and H. Wahyuni. *Pengaruh Store Atmosphere, Keragaman Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Awanbrew Coffee Kota Pasuruan*. 2, no. 4 (2024): 439–48.
- Dewi, T., and A. Mubarak. *Pengaruh Store Atmosphere, Kualitas Pelayanan, Dan Harga Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan*. 16, no. 1 (2024): 69–94. <https://doi.org/10.24905/permana.v15i2.352>.
- Elida. *Pemasaran Digital*. IPB Press, 2020.
- Fauzi, M., and A. Amri. “Pengaruh Store Atmosphere Dan Sosial Media Marketing Terhadap Kepuasan Pelanggan Pada Cafe D’japos Di Pasangkayu.” *Jurnal Rumpun Manajemen Dan Ekonomi* 1, no. 2 (2024): 306–19. <https://doi.org/10.61722/jrme.v1i2.1518>.
- Fikriyah, M., M. Kaukab, M. Asif, M. Akbar, M. Gilang, and M. Azka. “Pengaruh Product Quality, Service Quality, Price Fairness, Dan Store Atmosphere Terhadap Kepuasan Pelanggan.” *Jurnal Akuntansi, Manajemen & Perbankan Syariah* 4, no. 5 (2024).
- Hair, J. F., G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, and S. Ray. *An Introduction to Structural Equation Modeling*. 2021. https://doi.org/10.1007/978-3-030-80519-7_1.
- Hair, J. F., G. Tomas M. Hult, C. M. Ringle, and M. Sarstedt. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2022. <https://www.researchgate.net/publication/354331183>.
- Kotler and Keller. *Marketing Management*. 15th ed. Pearson Prentice Hall, 2020.
- Kotler, P., and G. Armstrong. *Prinsip-Prinsip Pemasaran*. 12th ed. Erlangga, 2020.
- Putri, D., and A. Pratiwi. “Pengaruh Harga, Kualitas Pelayanan Dan Store Atmosphere.” *Jurnal Manajemen Dan Bisnis* 3 (2024).
- Rahman, J., and A. Farhani. “Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Di Toko Fin Pada MM Food Court Kabupaten Tabalong.” 2024.
- Rahmi, Sufitrayati, Nelly, Zalikha, and Riska. “Pengaruh Store Atmosphere, Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Konsumen Pada Warkop Opik.” *Jurnal Ekonomi* 3, no. 2 (2024).
- Ritonga, W. *Pemasaran*. 2023.
- Rumpoko, H., and E. Budiyanto. “Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan Pada The Rooster Company Di Sidoarjo.” *Yos Soedarso Economics Journal* 7, no. 2 (2025). <https://ejurnal.yossoedarso.ac.id/51>.
- Simbolon, P., J. Lubis, and M. Ritonga. “Pengaruh Cita Rasa, Harga, Store Atmosphere, Dan Kualitas Pelayanan Terhadap Kepuasan.” *Jurnal Bina Bangsa Ekonomika* 17, no. 2 (2024). <https://doi.org/10.46306/jbbe.v17i2>.
- Teviana. “The Effect of Brand Image, Store Atmosphere, and Visual Merchandising on Purchase Decision in Miniso Plaza Medan Fair: Pengaruh Brand Image, Store Atmosphere, Dan Visual Merchandising Terhadap Keputusan Pembelian Di Gerai Miniso Plaza Medan Fair.” *Eka Prasetya Journal of Management Studies* 308, no. 2 (2022): 308–18.
- Tjipjono, F. *Pemasaran*. 2020.
- Vianda, S., and M. Fadli. “Pengaruh Store Atmosphere, Variasi Menu Dan Harga Terhadap Kepuasan Konsumen Pada Kromatik Koffie Pekanbaru.” *Riggs: Journal of Artificial Intelligence and Digital Business* 4, no. 2 (2025): 3057–62. <https://doi.org/10.31004/Riggs.V4i2.973>.