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# THE INFLUENCE OF PRODUCT VARIATION AND SERVICESCAPE ON CUSTOMER SATISFACTION AT KOPI KENANGAN MEGAMAS MANADO

## PENGARUH VARIASI PRODUK DAN SERVICESCAPE TERHADAP KEPUASAN PELANGGAN KOPI KENANGAN MEGAMAS MANADO

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**Abstract:** The objectives to be achieved in this study are to identify the influence of product variations on customer satisfaction at Kopi Kenangan Megamas Manado, identify the influence of servicescape on customer satisfaction at Kopi Kenangan Megamas Manado, the influence of product variations and servicescape on customer satisfaction at Kopi Kenangan Megamas Manado. This study uses a quantitative approach. The sampling method used was non-probability with a purposive sampling technique. The sample criteria for this study were people who had visited, purchased and dine in at Kopi Kenangan Kawasan Megamas Manado. The results show that Product Variation has a positive and significant influence on Customer Satisfaction at Kopi Kenangan Megamas Manado, Servicescape has a positive and significant influence on Customer Satisfaction at Kopi Kenangan Megamas Manado, and simultaneously Product Variation and Servicescape influence Customer Satisfaction

**Keyword:** product variation, servicescape, customer satisfaction

**Abstrak:** Tujuan yang ingin dicapai dalam penelitian ini adalah mengetahui pengaruh variasi produk terhadap kepuasan pelanggan di Kopi Kenangan Megamas Manado, mengetahui pengaruh servicescape terhadap kepuasan pelanggan di Kopi Kenangan Megamas Manado, pengaruh variasi produk dan servicescape terhadap kepuasan pelanggan di Kopi Kenangan Megamas Manado.. Penelitian ini menggunakan pendekatan kuantitatif. Metode pengambilan sampel yang digunakan adalah non-probability dengan teknik purposive sampling. Kriteria sampel penelitian adalah orang-orang yang pernah berkunjung, membeli dan makan di Kopi Kenangan Kawasan Megamas Manado. Hasil penelitian menunjukkan bahwa Product Variation berpengaruh positif dan signifikan terhadap Customer Satisfaction Kopi Kenangan Kawasan Megamas Manado, Servicescape berpengaruh positif dan signifikan terhadap Customer Satisfaction Kopi Kenangan Megamas Manado, dan secara simultan Product Variation dan Servicescape mempengaruhi Customer Satisfaction.

**Kata Kunci:** variasi produk, servicescape, kepuasan pelanggan

## INTRODUCTION

### Research Background

Customer satisfaction plays an important role in business success. According to Tjiptono and Chandra (2016), satisfaction is an attitude that is decided based on the experience gained. Customer satisfaction can be defined as the extent to which the product's perceived performance is appropriate with buyer expectations (Kotler and Armstrong, 2016). Customer satisfaction greatly determines business success because satisfied customers tend to re-purchase products or use the company's services, provide recommendations to others, and become loyal customers. Conversely, dissatisfied customers may spread negative information about the company, not repurchase products or use services, and choose products or services over competitors, which can harm the company's business. Several factors can increase customer satisfaction, namely servicescape and product variety.

Service environments, also known as *servicescape*, refers to the style and appearance of the physical environment and other experience elements encountered by the customer at the service delivery location (Wirtz and Lovelock, 2016). *Servicescape* or service environment is very important in a coffee shop because it can affect the customer's experience and perception of the coffee shop. According to (Gani, Hidayanti and Damayanti, 2022) *servicescape* consist to the design and structure of a physical environment, encompassing various external components like informational signage, parking facilities, natural surroundings, and internal attributes such as design, arrangement, equipment, and decor that are discoverable by customers.

Product variation or product mix is the totality of all products and goods sold by a particular seller (Kotler and Keller, 2016). Product variation is a marketing strategy to retain consumers, so consumers will not get bored with the product, besides that it will also have an impact on their own satisfaction in consumers, because the more product variants there are, the more consumers want to buy (Wijayasari and Mahfudz, 2018). Product variations are variations in the form of color variations, taste variations, sizes or dimensions, ingredients or materials, etc., offered by a company in the products or services they offer. Product variety has a close relationship with customer satisfaction. By offering a variety of products that meet customer needs and wants, companies can increase customer satisfaction with the products or services they offer.

Based on the previous research there is no consistency from the results of the effect of product variation variables and *servicescape* variable on customer satisfaction. This can be seen in previous research on product variation by Lestari, Hidayat and Budiwati (2019) that product variation had no positive and significant effect on customer satisfaction visiting Rocket Chicken in Lumajang. There are different research results which state that product variations have a significant effect on customer satisfaction (Efnita, 2017). Also, in research conducted by Lestari, Hidayat and Budiwati (2019) stated that *servicescape* has a positive and significant influence on customer satisfaction at Rocket Chicken in Lumajang. Meanwhile, in other research conducted by Muqimuddin (2017) stated that *servicescape* has no effect on customer satisfaction.

Coffee is one of the most popular drinks in Manado and people's interest in coffee has been increasing in recent years. This can be seen from the many coffee shops that have sprung up in the city of Manado. The number of new coffee shops that have sprung up in the city of Manado is an indicator that people's interest in coffee is increasing in this city. Coffee culture is also increasingly popular among the Manado people, especially among the young. They often visit coffee shops as a place to relax and hang out with friends or family. Coffee shops can be found in various places such as in shopping mall, campus environments, and housing.

One of the coffee shops with quite high popularity is Kopi Kenangan. It offers various types of drinks, both coffee and non-coffee, along with several complementary dishes such as bread. Even though coffee is the main menu, Kopi Kenangan also provides a variety of non-coffee drinks such as Thai Tea, Avocado Milk, Milo Dinosaur and there are many other choices of non-coffee drinks. Kopi Kenangan also provides a choice of toppings for their drinks. The choice of toppings given is also very varied, such as Oreos, Grass Jelly, Palm Sugar, Sultan Boba. Kopi Kenangan also provides a food menu in the form of snacks such as Martabak Bread, Classic Chocolate Bread, Sweet Cheese Bread and others.

Based on customer reviews of Kopi Kenangan in the Megamas Manado, of the many positive reviews about Kopi Kenangan in the Megamas Manado, it turns out that there are still negative reviews regarding product variations and *servicescape*. One of the customers who gave a review said that he felt uncomfortable at Kopi Kenangan Megamas Manado because there was no designated smoking area. Other customer said that when she bought a drink using boba topping but when the drink was served without boba. Based on these customer reviews, it can be concluded that Kopi Kenangan Megamas Manado still has problems regarding product variations and the *servicescape* provided to customers, which makes customers unsatisfied.

Based on the research background that has been described above, the authors are interested in analyzing the factors that influence customer satisfaction, namely product variations and *servicescape*. Therefore, the authors want to conduct research with the title "The Influence of Product Variation and *Servicescape* on Customer Satisfaction at Kopi Kenangan Megamas Manado"

### Research Objectives

1. To identify the influence of product variations on customer satisfaction partially.
2. To identify the influence of *servicescape* on customer satisfaction partially.
3. To identify the influence of product variations and *servicescape* on customer satisfaction simultaneously.

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**THEORETICAL FRAMEWORK****Marketing**

According to Tjiptono and Diana (2020), marketing is the process of creating, distribute, promote and price goods, services and ideas to facilitate satisfactory exchange relationships with customers and to build and maintain positive relationships with stakeholder's interests in a dynamic environment.

**Customer Satisfaction**

Customer satisfaction is a customer's evaluation of a product or service based on whether it has met their needs and expectations by comparing a product's perceived performance to a buyer's expectations. According to Kotler and Keller (2016), satisfaction as a person's emotions of either pleasure or disappointment, which arise from comparing a product's perceived performance or outcome to their expectations.

**Product Variation**

According to Kotler and Armstrong (2016), the product mix or product variation refers to the all product lines and items that a specific seller offers for sale. Product variation refers to the range of products and product lines that a seller offers to its customers with the purpose of attracting attention, being acquired, used, or consumed to satisfy a want or need. Understanding these concepts is essential for businesses to create a successful marketing strategy and meet the needs of their target market.

**Servicescape**

Wirtz and Lovelock (2016) define servicescape refers to the style and appearance of the physical environment and other experience elements encountered by the customer at the service delivery location. Wirtz and Lovelock (2016) identified three dimensions of servicescape, which are: ambient conditions, space/functionality, and signs, symbols and artifacts

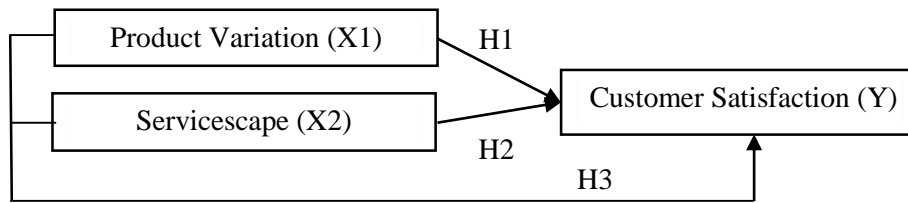
**Previous Research**

Norawati et al. (2021) determined the effect of either partially or simultaneously of the variable product variation and service quality on customer satisfaction. The data used of primary data which obtained by questionnaire, observation, interview and documentation methods. The sample is 96 customers done by accidental sampling method. The data analysis tool used multiple linear regression model, while hypothesis testing was done by F test and t test at five percent alpha. The result revealed that the product variation and service quality had a significant simultaneous and partial effect on customer satisfaction, furthermore there is evidence the strong relationship between the variables of product variation and service quality with customer satisfaction.

Yuwono and Yuwana (2017) determined the influence of store atmosphere and product variety on customer satisfaction. Store atmosphere and product variety are independent variables (X), while customer satisfaction is the dependent variable (Y). The method used in this research is descriptive and quantitative statistics. The population in this study consists of all customers of Hulubalang Culture Cafe Ujungbatu. A sample of 100 respondents was selected using accidental sampling technique. The data source for this research is from primary data, which is then statistically analyzed using the SPSS program. The analysis methods used in this research are simple and multiple linear regression, with validity and reliability tests. The results of this study indicate that Store Atmosphere (X1) significantly influences Customer Satisfaction (Y), Product Variety (X2) significantly influences Customer Satisfaction (Y), and both Store Atmosphere (X1) and Product Variety (X2) significantly influence Customer Satisfaction (Y) at Hulubalang Culture Cafe Ujungbatu.

Wardhani and Dwijayanti (2021) determined the influence of store atmosphere and product diversity on customer satisfaction at Rustic Market Surabaya Coffee Shop. The type of research conducted is quantitative, and the sample selection technique used is purposive sampling. Data was collected through the distribution of questionnaires. The population in this study consists of customers who have made at least one purchase at Rustic Market Surabaya Coffee Shop, and the sample includes 100 respondents. The analysis technique used is multiple linear regression with the assistance of SPSS 25 software. The results of this research indicate that the store atmosphere variable has a positive and significant effect on customer satisfaction, and the product diversity variable has a positive effect on customer satisfaction. Meanwhile, both store atmosphere (X<sub>1</sub>) and product diversity (X<sub>2</sub>) simultaneously have a positive influence on customer satisfaction (Y) at Rustic Market Surabaya Coffee Shop, with a contribution percentage of 58%, while the remaining 42% is influenced by other factors.



**Conceptual Framework****Figure 3. Conceptual Framework***Source: Literature Review, 2023***Research Hypothesis**

H1: Product variation influence customer satisfaction partially.

H2: Servicescape influence customer satisfaction partially.

H3: Product variations and servicescape influence customer satisfaction simultaneously

**RESEARCH METHOD****Research Approach**

In this research the author uses a quantitative approach method. The quantitative method is a research method that can be interpreted as a research method based on an understanding of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative data with the aim of testing established hypotheses. Sugiyono (2013) defines quantitative research as a method based on positivism philosophy, which focuses on studying specific populations or samples

**Population, Sample and Sampling Technique**

The population in this research are people who have visit, purchased and dine in at Kopi Kenangan Megamas Manado. In determining sample size, by considering the unknown number of populations, the researcher uses Cochran formula. By using the Cochran formula above, the value the sample (n) obtained was 96.04 which was later rounded up to 97 people. Thus, this research will obtain at least 97 respondents. The sampling method used was non-probability with a purposive sampling technique. The sample criteria for this study were people who have visit, purchased and dine in at Kopi Kenangan Megamas Manado.

**Data Collection Method**

Data collection techniques used in this study are first, questionnaire, is a data collection technique that is carried out by giving a set of questions or a written statement to the respondent to answer (Sugiyono, 2013). Library Studies also done to conduct a search sourced indirectly by the collector, such as data obtained from websites, published articles or journals.

**Operational Definition of Research Variable****Table 1. Operational Definition and Indicators**

Variable	Definition	Indicators
Product Variation (X1)	Product variation or product mix refers to the range of products and product lines that a seller offers to its customers with the purpose of attracting attention, being acquired, used, or consumed to satisfy a want or need	1. Size 2. Appearance 3. Product availability (Kotler and Keller, 2016)
Servicescape (X2)	Servicescape is an important aspect of the service environment that can significantly influence customer experiences and perceptions of the services they receive.	1. Ambient conditions 2. Spatial layout and functionality 3. Signs, symbols and artifacts (Wirtz and Lovelock, 2016)
Customer Satisfaction (Y)	Customer satisfaction is a customer's evaluation of a product or service based on whether it has	1. Suitability of expectations 2. Interest in visiting again

met their needs and expectations by comparing a product's perceived performance to a buyer's expectations.

3. Willingness to recommend (Hawkins and Looney, 2003 dalam Tjiptono, 2011)

*Source: Previous Studies, 2023*

### Data Analysis Method

In this research, multiple linear regression analysis is used to analyze the effect of the variables. The purpose of the regression analysis is to estimate how changes in the value of the dependent variable are affected by the value of the independent variable. In this study, the independent variables are product variations and servicescape, while the dependent variable is customer satisfaction.

### Validity and Reliability Test

Validity test is a test that is intended to determine whether a data can be trusted to be true according to reality. A valid instrument means that the measuring instrument used to obtain (measure) data is valid. The criteria used to make decisions in the validity test, namely, if the correlation of each item reaches a value of 0.3 or more, then the item is considered valid (Sugiyono, 2013). For reliability test, the technique used for reliability testing is Cronbach's Alpha. If the same data can be generated from research at different times, then the research can be considered as reliable research. A reliability test is an instrument that gives the same results when used repeatedly to measure the same object (Sugiyono, 2013). A construct or variable is said to be reliable if it provides Cronbach alpha value > 0.6

### Multiple Linear Regression Analysis

Multiple linear regression analysis is meant to analyze the effect of the variables Product Variation (X1), Servicescape (X2), on Customer Satisfaction (Y) with the following equation:

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + e$$

Description:

Y = Customer Satisfaction

a = Constant

$\beta_1, \beta_2$  = Coefficient

X1 = Product Variation

X2 = Servicescape

e = Error

## RESULTS AND DISCUSSION

### Results

#### Validity and Reliability Tests

**Table 2. Validity Test Results**

Variable	Indicator	Pearson Correlation	r-table	Status
Product Variation (X1)	X1.1	0.593	0.199	Valid
	X1.2	0.705	0.199	Valid
	X1.3	0.684	0.199	Valid
	X1.4	0.777	0.199	Valid
	X1.5	0.523	0.199	Valid
	X1.6	0.733	0.199	Valid
Servicescape (X2)	X2.1	0.709	0.199	Valid
	X2.2	0.639	0.199	Valid
	X2.3	0.756	0.199	Valid
	X2.4	0.710	0.199	Valid
	X2.5	0.372	0.199	Valid
	X2.6	0.523	0.199	Valid

Customer Satisfaction (Y)	Y1	0.710	0.199	Valid
	Y2	0.678	0.199	Valid
	Y3	0.631	0.199	Valid
	Y4	0.778	0.199	Valid
	Y5	0.707	0.199	Valid
	Y6	0.765	0.199	Valid

Source: Data Processed 2023

From table above, it can be seen that the Pearson Correlation value of Product Variation (X1), Servicescape (X2), and Customer Satisfaction (Y) are greater than 0.3 and greater than the r table value. So, the research instrument of this research is considered valid.

**Table 3. Reliability Test Results**

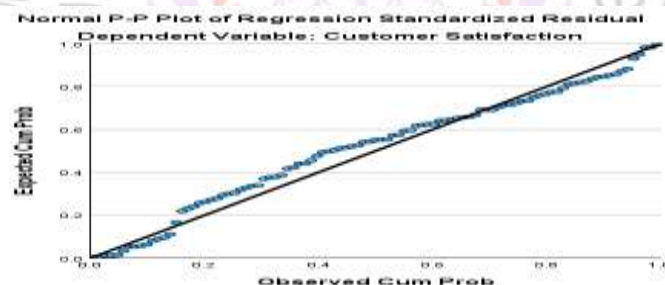
Variable	Cronbach's Alpha	Status
Product Variation (X1)	0.757	Reliable
Servicescape (X2)	0.693	Reliable
Customer Satisfaction (Y)	0.801	Reliable

Source: Data Processing

These results indicate that the Cronbach's Alpha values for Product Variation (X1) is 0.757, Servicescape (X2) is 0.693, and Customer Satisfaction (Y) is 0.801 in this research, that means that the statements in the questionnaire can be considered reliable because have Cronbach's Alpha values greater than 0.6. Therefore, the variables in this research are considered reliable. Variable has Cronbach Alpha is quite large (0.918), which is above 0.60.

### Classical Assumption Tests

#### Normality Test

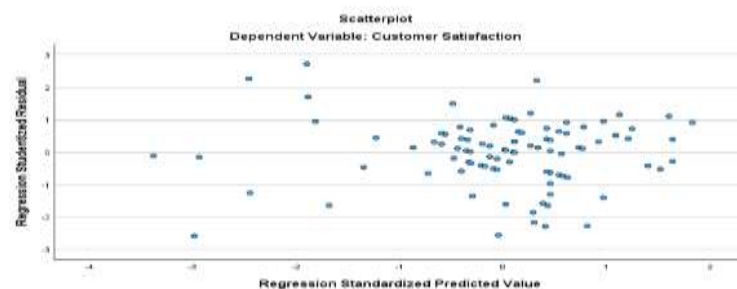


**Figure 4. Normality Test Result**

Source: Data Processed 2023

The graphing data (points) are spread out along the diagonal line in figure and the spread follow the direction of diagonal line. It can be concluded that the data is normally distributed.

#### Heteroscedasticity



**Figure 5. Heteroscedasticity Test Result**

Source: Data Processed 2023

It can be seen from the scatterplot image above that it can be seen that the points spread randomly and do not form a certain pattern and the points spread both above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity

### Multicollinearity Test

**Table 4. Multicollinearity**

Model	Collinearity Statistics	
	Tolerance	VIF
Product Variation (X1)	0.745	1.342
Servicescape (X2)	0.745	1.342

Source: Data Processed (2023)

According to the table 4, the tolerance value of Product Variation (X1) and Servicescape (X2) are 0.745, which means the tolerance value are greater than 0.1. The Variance Inflation Factor (VIF) value of Product Variation (X1) and Servicescape (X2) are 1.342, that means the value are less than 10. So it can be concluded that there is no multicollinearity in this study.

### Multiple Linear Regression Analysis

**Table 5. Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	14.902	3.958		3.765	.000
Product Variation	.388	.083	.427	4.663	.000
Servicescape	.298	.088	.312	3.404	.001

Source: Data processed (2023)

From the result in the table above, can be shown through the regression equation as follows:

$$Y = 14.902 + 0.388 X1 + 0.298 X2 + \varepsilon$$

From the multiple linear regression equation above it can be interpreted as follows:

1. The constant  $a$  is 14,902, which means that customer satisfaction with Kopi Kenangan, Megamas Manado, is 14,902 if the product variety and servicescape = 0.
2. The regression coefficient  $X1 = 0.388$  states that each additional product variation of one unit will increase consumer satisfaction as big as 0.388 at Kopi Kenangan Kawasan Megamas Manado.
3. The regression coefficient  $X2 = 0.298$  states that each additional servicescape of one unit will increase customer satisfaction as big as 0.298 at Kopi Kenangan Megamas Manado.

### Correlation of Determination ( $R^2$ )

**Table 6.  $R^2$  Result**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 <sup>a</sup>	.413	.401	3.005

Source: Data Processed (2023)

The value of the coefficient of determination ( $R^2$ ) is 0.413 or 41.3% meaning that the independent variables in this study have an effect of 41.3% on customer satisfaction and the remaining 58.7% influenced by external factors or variables that are not discussed or explained in this study.

### Hypothesis Test Results

From the results of F-Test, the calculated significance value is 0.001 with the F value is 33.131. The significant value for the influence of  $X1$  and  $X2$  simultaneously on  $Y$  is  $0.001 < 0.05$  (the significance value is less than 0.05), and from  $F_{count} 33.131 > F_{table} 3.090$  ( $F_{count}$  is greater than  $F_{table}$ ) so it can be concluded that Product Variation and Servicescape simultaneously have significant and positive influence on Customer Satisfaction at Kopi Kenangan Megamas Manado, therefore  $H3$  is accepted.



**Table 7. F-test Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	598.283	2	299.142	33.131	<.001 <sup>b</sup>
	Residual	848.727	94	9.029		
	Total	1447.010	96			

Source: Data Processing

**Table 8. T-test Results**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	14.902	3.958			3.765	.000
Product Variation	.388	.083	.427		4.663	.000
Servicescape	.298	.088	.312		3.404	.001

Source: Data processed (2023)

This test is done by comparing  $t_{count}$  and  $t_{table}$  at the level of significance 95% ( $\alpha = 0.05$ ). The criteria this test are if  $t_{count} \geq t_{table}$  (0.05) then  $H_a$  is accepted, otherwise if  $t_{count} < t_{table}$  (0.05) then  $H_a$  is rejected. Based on the table 6, it shows that:

1. The results of the t-test for product variation variable are obtained the t-count value is 4.663. The value t-count = 4.663 is greater than the value of t-table = 1.985 with the significance of 0.001 which smaller than 0.05. So, the hypothesis which states that "Product Variation influence customer satisfaction partially at Kopi Kenangan Kawasan Megamas Manado" is accepted.
2. The results of the t-test for servicescape variable are obtained the t-count value is 3.404. The value t-count = 3.404 is greater than the value of t-table = 1.985 with the significance of 0.001 which smaller than 0.05. So, the hypothesis which states that "Servicescape influence customer satisfaction partially at Kopi Kenangan Kawasan Megamas Manado" is accepted.

## Discussion

### The Influence of Product Variation on Customer Satisfaction

Based on the calculation results, it can be seen that there is a significant effect of product variation (X1) on customer satisfaction (Y). This research proves that product variation has a positive and significant influence on customer satisfaction at Kopi Kenangan Kawasan Megamas Manado. Significance means that the perceived product variation by customers has a good response in terms of size, appearance, and products availability provided by Kopi Kenangan Kawasan Megamas Manado. This can be seen from the questionnaire respondents who tend to agree on all aspects of the product variation indicators found at Kopi Kenangan Kawasan Megamas Manado. The findings of this study are in line with previous research conducted by Norawati et al. (2018) that showing a significant correlation between product variety and customer satisfaction. Contrary to Lestari, Hidayat, and Budiwati (2019) which did not find the influence of product variations on customer satisfaction, the results of the research were inversely proportional to this study. Most respondents are satisfied because of the product variation of Kopi Kenangan Kawasan Megamas Manado. The respondents perceive that the product variations provided by Kopi Kenangan Kawasan Megamas Manado are sufficient and meet their expectations, leading to their satisfaction. According to Peter and Olson (2003), product variety describes the cognitive commitment of consumers to buy different brands for various reasons, such as new desires or dissatisfaction with products they have consumed for a long time. Variations in certain product categories by consumers reflect the attitude of consumers who want to try new things and fulfill their curiosity about other products, and can be interpreted as a desire to change consumption habits. Therefore, product variety is not only limited to exploring curiosity or the satisfaction of trying new things, but also reflects the urge to change consumption routines. This indicates the importance for Kopi Kenangan Kawasan Megamas Manado to ensure that their products have an attractive appearance, offer a wide range of options, and are portioned appropriately according to customer expectations. The company should prioritize their focus on product variation by continually innovating and creating new and diverse options while also maintaining suitable sizes and portions that suitable for the customers. Based on the assessment of the respondents, the variety of Kopi Kenangan products in the Kawasan Megamas Manado is considered satisfactory. On average, the respondents agree that the product variation aligns with their expectations based on the indicators related to product variation. By offering a variety of products that meet customer needs



and wants, companies can increase customer satisfaction with the products or services they offer. However, if the beverage products at Kopi Kenangan do not vary, it will make customers disappointed and dissatisfied.

### **The Influence of Servicescape on Customer Satisfaction**

Servicescape also been shown plays a significant role in enhancing customer satisfaction at Kopi Kenangan Kawasan Megamas Manado. This can be seen from the positive and significant influence of Servicescape (X2) towards Customer Satisfaction (Y). There is a similiarity of this research and the previous research conducted by Lestari, Hidayat, and Budiwati (2019) that explains the servicescape has a significant effect on customer satisfaction. Muliana and Hadian (2021) also find that servicescape partially has a significant effect on customer satisfaction. The majority of respondents express satisfaction with the servicescape at Kopi Kenangan Kawasan Megamas Manado. It is because Kopi Kenangan have a good ambient conditions, comfortable and have a attractive interior design. It reveals on the results of every indicator of servicescape variable. Servicescape, can have a significant impact on customers' experiences, the way they interpret those experiences, their level of satisfaction, and their emotional attachment to the company that provides the service (Zeitham, Bitner, and Gremler, 2006). Kopi Kenangan must pay attention to the servicescape of the Kopi Kenangan Megamas Manado. Based on the results of the questionnaire on the servicescape variable, the ambient conditions indicator has the lowest average value, therefore Kopi Kenangan Megamas Manado must pay attention and improve the ambient conditions of Kopi Kenangan Megamas Manado by ensuring that Kopi Kenangan Megamas Manado has good air circulation, pay attention to the cleanliness of existing fans, provide a separate room for a non-smoking area, if possible Kopi Kenangan Megamas Manado can also consider installing air conditioning so that the room temperature is not too hot so that customers can feel comfortable and satisfied with the servicescape of Kopi Kenangan Megamas Manado. The implication of this study shows that the servicescape of Kopi Kenangan Kawasan Megamas Manado will increase the customer satisfaction. However, a bad servicescape can lead to negative perceptions of the cafe and can even make customers feel uncomfortable and dissatisfied.

### **The Influence of Product Variation and Servicescape on Customer Satisfaction**

There are many factors that can affect customer satisfaction, some of it was proven in this research which Product Variation and Servicescape. This research was dominated by female respondents with young age. This research model mainly examines customer satisfaction in coffee industry with a study on coffee shops that are popular in Indonesia, including Manado City. These results are supported by research conducted by Lestari, Hidayat, and Budiwati (2019) showing that product variation and servicescape simultaneously has a significant influence on customer satisfaction. This shows that the more product variety provided to customers, it will directly influence the customer satisfaction. This also applies to servicescape, the better the service environment that Kopi Kenangan Kawasan Mmegamas Manado offer, the more the customers satisfied. The implications of this research include: (1) Customer satisfaction at Kopi Kenangan Megamas Manado is influenced by both Product Variation and Servicescape. Therefore, it is essential to enhance these two factors. Kopi Kenangan should focus on improving these aspects to boost customer satisfaction. (2) Further research is recommended to explore the connection of these variables with different factors or by introducing new variables or making adjustments to the existing ones.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on results in previous chapter, the conclusion of this research is as follows:

1. The product variation variable partially has a positive and significant influence towards customer satisfaction.
2. The servicescape variable partially has a positive and significant influence towards customer satisfaction at Kopi Kenangan Megamas Manado.
3. There are simultaneous influences of product variation and servicescape on customer satisfaction in Kopi Kenangan Kawasan Megamas Manado.

### **Recommendation**

Recommendation given for further research are as follows:

1. In terms of product variation, the researcher recommend that Kopi Kenangan Kawasan Megamas Manado to ensure that their products have an attractive appearance, offer a wide range of options, and are portioned

- appropriately according to customer expectations.
2. In terms of servicescape, the researcher recommend that Kopi Kenangan Kawasan Megamas Manado must maintain and further enhance the service environment, both in terms of ambient conditions, comfortable and interior design. Kopi Kenangan Megamas Manado should ensuring that their has a good air circulation, pay attention to the cleanliness of existing fans, provide a separate room for a non-smoking area.
  3. Upcoming related researchers can add other factors that can affect customer satisfaction. Future studies should be able to include more variables that influence customer satisfaction.

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