

**THE INFLUENCE OF STORE ATMOSPHERE AND PRODUCT VARIATION ON
CUSTOMER SATISFACTION IN KEDAI SEDJAK 2019 MANADO**

*PENGARUH ATMOSFER TOKO DAN VARIASI PRODUK TERHADAP KEPUASAN PELANGGAN DI
KEDAI SEDJAK 2019 MANADO*

By:

**Vincent Prayoga¹
S.L.H.V. J Lopian²
Merinda H. Ch. Pandowo³**

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:

¹vincentprayoga@gmail.com

²lopianjoyce@gmail.com

³merindapandowo@unsrat.ac.id

Abstract: The majority of Indonesians prefer cafes for coffee, with customer satisfaction being vital. Kedai Sedjak 2019 in Manado, with its unique 80s photo studio vibe, excels in store atmosphere but faces challenges like traffic noise and limited air conditioning. Offering a varied menu, including signature drinks like Es Thai Tea and Es Kopi Kedai, it highlights the importance of product variety and innovation in keeping customers satisfied and engaged. Using a quantitative research approach by using Multiple Linear Regression as the method of analysis data. Data was collected through a survey questionnaire distributed to other millennials people who had experienced visited Kedai Sedjak 2019 around 100 sample. The study's findings that the independent variable which are Store Atmosphere and Product Variation have a simultaneous influenced to Online Purchase Decision. This indicates that in Kedai Sedjak 2019 Coffee and Eatery, a welcoming store atmosphere coupled with a diverse range of high-quality products can synergistically enhance customer satisfaction by providing a comfortable environment and offering ample choices to meet varying preferences, ultimately fostering positive experiences and loyalty among patrons.

Keyword: Store Atmosphere, Product Variation, Customer Satisfaction

Abstrak: Mayoritas orang Indonesia lebih suka membeli kopi di kafe, dengan kepuasan pelanggan menjadi hal yang sangat penting. Kedai Sedjak 2019 di Manado, dengan suasana unik ala studio foto tahun 80-an, unggul dalam atmosfer toko tetapi menghadapi tantangan seperti kebisingan lalu lintas dan pendingin udara yang terbatas. Menawarkan menu yang bervariasi, termasuk minuman khas seperti Es Thai Tea dan Es Kopi Kedai, menyoroti pentingnya variasi produk dan inovasi dalam menjaga kepuasan dan keterlibatan pelanggan. Menggunakan pendekatan penelitian kuantitatif dengan metode Regresi Linier Berganda, data dari sekitar 100 milenial yang mengunjungi Kedai Sedjak 2019 dikumpulkan melalui survei. Hasil penelitian menunjukkan bahwa Atmosfer Toko dan Variasi Produk memiliki pengaruh simultan terhadap Keputusan Pembelian Online, menunjukkan bahwa atmosfer toko yang ramah dan produk berkualitas tinggi dapat meningkatkan kepuasan dan loyalitas pelanggan.

Kata Kunci: Atmosfir Toko, Variasi Produk, Kepuasan Pelanggan

INTRODUCTION

Research Background

The new era of service sector improvement has developed rapidly compared to the previous period. Improvements to the service sector can be highlighted from various aspects of customer desires for many industries. To complete this desire, various types of business that are oriented to the service sector have sprung up, including the coffee shop business. By living in the new culture of life, people nowadays spend their time in a coffee shop either to hang out with friends, have a meeting, or complete a work or school tasks. Go to coffee shop became a new part of lifestyle for young generation of people in Manado. Besides brings a new culture, coffee shop as a Small Medium Enterprise (SMEs) increase the economy in Manado. Coffee shop business in Manado has increased and has many challenges, it would be necessary to innovate in a variety of ways to avoid the risk of loss.

Customer satisfaction has become a central concept in marketing theory and practice. Satisfaction is a feeling of pleasure or disappointment that arises from comparing the product's perceived performance against their expectations (Kotler and Armstrong, 2018). Customer Satisfaction is very important for companies because customers who are satisfied with the products means that the company has a good performance

Atmosphere is a perception of the store atmosphere as a result of the effects created by entrepreneurs to make a store attractive for consumers to visit, which is created from a combination of elements of exterior design (interior, visual, entrance, lighting), atmosphere, and layout. The atmosphere is an attempt to design an environment to produce special emotional influences on customer satisfaction. Store Atmosphere is the atmosphere created or generated to provide the added value and give a positive impression in the minds of customer (Tunjungsari et al. 2016).

Product Variation is a product mix, also known as product selection, which is a collection of all products and goods offered and sold by a particular seller (Kotler and Keller, 2016). The variation of the food and beverages might the factors to gain the satisfaction from customer. By spending a long time in a coffee shop, consumer will not be bored because they have a lot of choices for accompanying their activities.

A lot of coffee shop have sprung up in Manado by offering the convenience of place, as well as a good and comfortable spatial arrangement that causes customer satisfaction at the coffee shop. Customer satisfaction is one of the significant factors that can influence the coffee shop. In Manado, customer preferences, especially for a comfortable atmosphere and unique offerings, have driven businesses like Kedai Sedjak 2019 to create a distinctive experience by combining the nostalgia of an old photo studio with a cozy ambiance and a diverse menu.

Kedai Sedjak 2019 stands out due to its unique concept, offering a 80s-inspired atmosphere, drawing attention with its signature architecture and vintage appeal. Despite its success, challenges remain, including external factors like traffic noise, pollution, and hot weather, which affect customer comfort. In addition to create a comfortable place for the customer, Kedai Sedjak 2019 provide a variety menu to the customers starts with the appetizer, main course, dessert, snacks, beverages and of course coffee. Kedai Sedjak 2019 has their own signature products starts with Thai Tea and Es Kopi Kedai for the drinks, Roti Bakar Srikaya for the snacks, and Mie Rebus for the main course.

Research Objectives

The research objectives are:

1. To examine the influence of Store Atmosphere and Product Variation on Customer Satisfaction in Manado simultaneously
2. To examine the influence of Store Atmosphere on Customer Satisfaction in Kedai Sedjak 2019 Manado partially.
3. To examine the influence of Product Variation on Customer Satisfaction in Kedai Sedjak 2019 Manado partially.

LITERATURE REVIEW

Marketing

Marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a point (Kotler and Keller, 2016). Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Customer Satisfaction

The concept of Customer Satisfaction has prolonged history in terms of marketing thought. Studies about customer behavior treat customer satisfaction as a key element for period follow-up purchase. The reason is that customer satisfaction creates repeated purchase and positive word of mouth effect. Kotler and Keller (2016) define Customer Satisfaction as a top priority for every company, satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance or results of a product that is thought about the expected performance or results.

Store Atmosphere

There are several references to the definition of neighborhood atmosphere, Marquard, Makens, and Roe (1983) identifies that the overall sensory (sight, sound, smell, touch) impression that a store's physical facilities and merchandising activities creates. Berman and Evans (1995) suggests the atmosphere refers to the store physical characteristics that are use to develop the image and to draw customers.

Product Variation

Product is a combination of goods and services that the company offers to the target market. According to Kotler and Keller (2016) a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need. According to Sudaryono (2016), a product is something that is offered to the market to be noticed, owned, used, or consumed so as to satisfy wants and needs. Groover (2010) also defined product variations interpreted as products that have different designs or types produced by the company. customer gets situational or marketing influence from competitors to switch to another brand.

Previous Research

Miswanto and Angelia (2017) examined the influence of service quality (tangibles, reliability, responsiveness, assurance, and empathy) and store atmosphere on customer satisfaction and the influence of customer satisfaction on repurchase intention, trust, and word of mouth on customers of souvenir stores in Yogyakarta. Selection of the sample is done by using purposive sampling with one criterion: they have shopped in souvenir stores in Yogyakarta. Data are collected by using questionnaires and 200 souvenir store customers participate in this study. The data are analyzed by using Structural Equation Modeling (SEM) with Amos program. The findings show that none of service quality's dimension: tangibles and store atmosphere have positive influences on customer satisfaction.

Anderson and Sin (2020) analyzed the effect of store atmosphere on purchasing decisions, the effect of store atmosphere on customer satisfaction, and the effect of purchasing decisions on customer satisfaction. This is a quantitative descriptive research conducted in Pacific Restaurant, Blitar. The population of this study is 100 as the respondents chosen by purposive sampling techniques. The data were analyzed with path analysis. The finds that: (1) There is a significant effect between store atmosphere on purchasing decisions; (2) There is a significant effect between store atmosphere on customer satisfaction; and (3) Purchasing decisions have a significant effect on customer satisfaction.

Shin et al. (2015) examined how franchise coffee shop service quality and store atmosphere influence customer satisfaction and loyalty. Data was collected from 482 Korean coffee shop franchises and analysed using frequency analysis, reliability/validity assessments, correlation analysis, and regression analysis with the software program SPSS 19.0. The results are as follows. First, taste is revealed to be the most influential factor among components that have an impact on service quality. Second, taste also turned out to have the most impact on service quality among components influencing customer loyalty. Last, customer satisfaction affected customer loyalty. This study's findings show that taste was the most influential factor on service quality.

Conceptual Framework

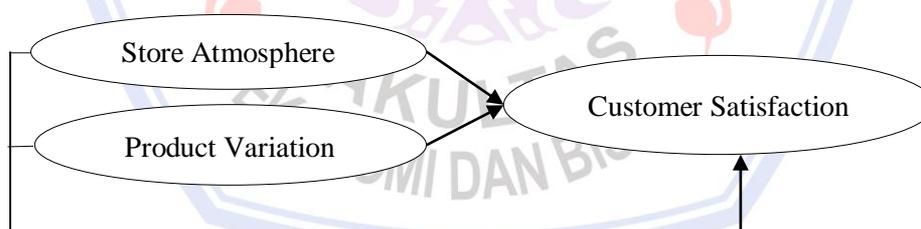


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

H1: There are significant influence of Store Atmosphere and Product Variation On Customer Satisfaction simultaneously.

H2: There are significant influence of Store Atmosphere on Customer Satisfaction partially

H3: There are significant influence of Product Variation on Customer Satisfaction partially.

RESEARCH METHOD

Research Approach

This is a quantitative research method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009).

Population, Sample and Sampling Technique

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for sample statistics). The population is the customer of Kedai Sedjak 2019 Manado. The population size in the study is very large and cannot be known with certainty, so the sample size used According to Hair et al (2010), the number of samples is at least 5 times the number of indicators. The consideration used in this research is purposive sampling, namely the technique of determining the sample with certain considerations.

Data Collection Method

The data collected in this study only used one type of data sources, namely primary data. The primary data used is collected by distributing questionnaires to the customers of Kedai Sedjak 2019 Manado.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Store Atmosphere	Created or generated to provide the added value and give a positive impression in the minds of customers in Kedai Sedjak 2019 Manado.	<ol style="list-style-type: none"> 1. Store Exterior 2. Interior Design 3. Store Layout 4. Product Display
Customer Satisfaction	Customer Satisfaction is a feelings or emotional assessment of customers against the use of products and services in which the expectations of customer are met in Kedai Sedjak 2019 Manado.	<ol style="list-style-type: none"> 1. Expectations 2. Revisit or repurchase 3. Recommendation
Product Variation	Product Variation is a product mix, also known as product selection, which is a collection of all products and goods offered and sold by Kedai Sedjak 2019 Manado	<ol style="list-style-type: none"> 1. Size Variations 2. Product Quality 3. Product Completeness

Source: Data Processed (2024)

Validity and Reliability Tests

According to Sekaran and Bougie (2016), "Validity is a test how well an instrument that is developed measures the particular concept it is intended to measure". The purpose of this test is to find out how far the respondent understands the statement of the proposed variable, therefore the answer is expected to be able to describe the actual conditions.

Reliability is requires dependable measurement that indicate of the consistency and stability with which the instrument measures the concept and helps to assess the "goodness" of a measure (Sekaran and Bougie, 2016).

Classical Assumption Test

Normality Test

Normality testing is a test of the normality of distribution data. Normality testing is carried out with the intention of seeing whether or not the data being analyzed is normal (Ghozali, 2011). There are several ways that can be used to see the normality of data in this study, namely by using the Kolmogrov Smirnov Test, in this test the guidelines used indecision making are: - If the significant value < 0.05 then the data distribution is not-normal; and If the significant value > 0.05 then the data distribution is-normal.

Multicollinearity Test

Linearity test is used to see whether the model specification which is used is correct not (Ghozali, 2011). A good regression model should not occur correlation between independent variables. How to find out whether there is multicollinearity or not is to see the value of Tolerance and Variance Infection Factor (VIF). A low tolerance value is the same as a high VIF value, this is because $VIF = 1 / \text{Tolerance}$. The cutoff value that is generally used to indicate the presence of multicollinearity is a Tolerance value > 0.10 or equal to a VIF value < 10 (Ghozali, 2011).

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in a regression model, there is an inequality of residual variance

from another observational observation (Ghozali, 2011). If the residual variance from one observation to another is fixed, then it is called Homoscedasticity. And if the variance is different, then it is called Heteroscedasticity. A good regression model is not heteroscedasticity. According to Ghozali (2011), heteroscedasticity test with the Glejser test using the following basis for decision making: If the Sig value of the independent variable is < 0.05 = heteroscedasticity occurs; and if the Sig value of the independent variable is > 0.05 = heteroscedasticity does not occur.

Multiple Linear Regression

This data analysis technique used in this research is multiple linear regression analysis method. This analysis is to know the direction of the relation between the independent and dependent variable whether each independent variable is positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. Generic form of a multiple linear regression is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y : Customer Satisfaction
 X1 : Store Atmosphere
 X2 : Product Variation
 α : Constant
 b_{1,2} : Regression Coefficient
 e : Standard Error

Coefficient of Correlation (R) and Coefficient of determination (R²)

Coefficient of Correlation (R) is measure of the strength and direction of a relationship between two variables (Holcomb and Cox, 2018). The correlation coefficient is used to see the percentage if the relationship between independent variables (X1 and X2) with dependent variable (Y). If the correlation (R) is getting bigger or closer to one hundred percent (100%) then the relationship is getting stronger while if the correlation coefficient (R) is close to zero (0), then it can be said that the relationship is getting weaker.

According to Supratno (2010), the coefficient of determination aims (R²) to see the effect of the independent variable on dependent variable. The coefficient of determination shows the contribution of the independent variable to the dependent variable, wherein described the to two independent variables (X1 and X2) have large contribution of role in influencing the dependent variable (Y), while the remaining percentage is another independent variable not included in this study.

Hypothesis Testing

T-Test

The T-Test is used to test the significance of the relationship between variables X and Y, whether the variables X1, X2 really affect the Y variables (Ghozali, 2011). The test shows whether the paired sample has significant changes. Significance value (2-tailed) > 0.05 indicates that there is no significant difference between the initial variable and the final variables. This shows that there is no significant effect on the different treatment given to each variable.

F-Test

The F – Test was used to determine the significance level of the influence of the independent variables together (simultaneously) on the dependent variable (Ghozali, 2011). This test is performed with the hypothesis acceptance criteria, as follows: H0 accepted and H1 is rejected if the Fcount $<$ Ftable at $\alpha = 0.5$; H0 rejected and H1 is accepted if the Fcount $>$ Ftable at $\alpha = 0.5$.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Table 2. Validity Tests

Variable	Indicator	R Result	r Table	Validation
Store Atmosphere (X1)	X1.1	0.634	0.196	Valid

	X1.2	0.785	0.196	Valid
	X1.3	0.733	0.196	Valid
	X1.4	0.711	0.196	Valid
	X2.1	0.634	0.196	Valid
	X2.2	0.778	0.196	Valid
Product Variation (X2)	X2.3	0.603	0.196	Valid
	X2.4	0.661	0.196	Valid
	X2.5	0.569	0.196	Valid
	X2.6	0.680	0.196	Valid
Customer Satisfaction (Y)	Y.1	0.736	0.196	Valid
	Y.2	0.792	0.196	Valid
	Y.3	0.773	0.196	Valid
	Y.4	0.565	0.196	Valid

Source: Data Processed (2024)

Based on table 2, it is known that the results of each variable statement item have r count $>$ r table 0.196 and are positive, so it can be said that each statement item is declared "valid".

Table 3. Reliability Test

Variable	Cronbach's Alpha	Limitation	Reliability
Store Atmosphere (X1)	0.676	0,6	Reliable
Product Variation (X2)	0.727	0,6	Reliable
Customer Satisfaction (Y)	0.786	0,6	Reliable

Source: Data Processed (2024)

Reliability test result in the table shows that all variables have Cronbach Alpha value above 0.6. It proves the data is reliable.

Classical Assumption Tests

Normality Test

Table 4. Normality Test

	Tests of Normality		
	Statistic	df	Sig.
Store Atmosphere	.156	101	.069
Product Variation	.102	101	.129
Customer Satisfaction	.173	101	.077

a. Lilliefors Significance Correction

Source: Data Processed (2024)

Based on table above it is known that the results of each variable statement item have significanty value $>$ 0.05 and are positive, so it can be said that each statement item is distributed normally.

Multicollinearity

Table 5. Multicollinearity Test

Model		Coefficients ^a	
		Tolerance	VIF
1	Store Atmosphere	.911	1.098
	Product Variation	.911	1.098

a. Dependent Variable: Customer Satisfaction

Source: SPSS Data Processed (2022)

It can be seen that all variables, both independent variable show a tolerance value greater than 0.100 and a VIF value less than 10.00. So it can be concluded from this test that there are no symptoms or multicollinearity problems.

Multiple Linear Regression Analysis**Table 6. Multiple Linear Regression Analysis**

Model	Coefficients ^a				
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	4.156	1.868		2.225	.028
Store Atmosphere	.227	.084	.234	2.706	.008
Product Variation	.362	.067	.464	5.367	<.001

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output Data (2024)

The regression equation formula in this study is as follows:

$$Y = 4.156 + 0.227X_1 + 0.362X_2$$

1. A constant value (α) of 4.156 with a positive sign states that if the Store Atmosphere, Product Variation, and Customer Satisfaction variables are considered constant then the value of Y is 1,225
2. The regression coefficient value of the Store Atmosphere variable (X_1) is 0.227 with a positive sign stating that if the Store Atmosphere level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.227
3. The regression coefficient value of the Product Variation variable (X_2) is 0.362 with a positive sign stating that if the Product Variation level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.362.

Coefficient of Correlation (R) and Coefficient of determination (R²)**Table 7. Result of R and R²**

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.320	1.886

a. Predictors: (Constant), Product Variation, Store Atmosphere

b. Dependent Variable: Customer Satisfaction

Source: SPSS Output Data (2024)

The correlation coefficient / R is 0.578 or equal to 57.8%, it means that the Store Atmosphere (X_1) and Product Variation (X_2) variables have a enough correlation with the Customer Satisfaction (Y) variable of 57.8%. The coefficient of determination/R Square is 0.334 or equal to 33.4%, meaning Store Atmosphere (X_1) and Product Variation (X_2) variables simultaneously (together) affect the Customer Satisfaction (Y) variable by 33.4%. While the rest (100% - 33.4% = 66.6%) is influenced by other variables outside the regression equation or variables not examined.

Hypothesis Testing**T-Test**

Table 6 indicates that the significance value of each Product Variation and store atmosphere are < 0.05 thus Product Variation has an effect on Customer Satisfaction (H₂ is accepted) and store atmosphere has an effect on Customer Satisfaction (Y) or H₃ is accepted.

Simultaneous Test (F-Test)**Table 8. F-Test**

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	174.837	2	87.418	24.583	<.001 ^b
Residual	348.490	98	3.556		
Total	523.327	100			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Variation, Store Atmosphere

Source: SPSS Output Data (2024)

The f test results indicate that the significance value of the influence of the Store Atmosphere (X1) and Product Variation (X2) on the Customer Satisfaction is $0.001 < 0.05$ thus Store Atmosphere and Product Variation have a simultaneous effect on Customer Satisfaction or H1 is accepted.

Discussion

The Effect Of Store Atmosphere (X1) And Product Variation(X2) Toward Customer Satisfaction

Store Atmosphere (X1) and Product Variation (X2) have a positive significant effect on Customer Satisfaction. This indicates that in Kedai Sedjak 2019 Coffee and Eatery, a welcoming store atmosphere coupled with a diverse range of high-quality products can synergistically enhance customer satisfaction by providing a comfortable environment and offering ample choices to meet varying preferences, ultimately fostering positive experiences and loyalty among patrons. Anderson and Sin (2020) found that there is a significant effect between store atmosphere on purchasing decisions; (2) There is a significant effect between store atmosphere on customer satisfaction; and (2) Purchasing decisions have a significant effect on customer satisfaction. This previous research can prove that the result from this study that there are positive simultaneous effect from the independent variables which are Store Atmosphere (X1) and Product Variation (X2) toward Customer Satisfaction (Y).

The Effect Of Store Atmosphere (X1) Toward Customer Satisfaction (Y)

Store Atmosphere has a positive significant directly on Customer Satisfaction. This indicates that Store Atmosphere can be one of many factors that can make someone to purchasing Wardah Cosmetic in online shop. According to Yanto, Mendo & Rauf (2020) that (1) Store atmosphere directly had a positive and significant effect on purchasing decisions; (2) Store Atmosphere directly has a positive but not significant effect on customer satisfaction; (3) The purchase decision directly has a positive and significant effect on customer satisfaction; (4) Store Atmosphere indirectly (through purchasing decisions) has a positive and significant effect on customer satisfaction.

The Effect Of Product Variation (X2) Toward Customer Satisfaction (Y)

Product Variation has a positive significant directly on Customer Satisfaction. This indicates that Product Variation factors from the destination are success and make the visitor will revisit the same destination again. According to Sisca et al. (2022) that product variation had a positive and significant effect on consumer satisfaction. There was a moderately high correlation between product variation on consumer satisfaction with price as moderator. Then the level of consumer satisfaction could be explained by product variation with price as moderater. The result of hypothesis testing indicated that there was a positive and significant effect between product variations on consumer satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusions

1. There is a positive significant simultaneous effect from Store Atmosphere and Product Variation toward Customer Satisfaction.
2. There is a positive significant partial effect from Store Atmosphere toward Customer Satisfaction.
3. There is a positive significant partial effect from Product Variation (X2) toward Customer Satisfaction.

Recommendations

1. Kedai Sedjak 2019 Coffee and Eatery to continue focus on ambiance such as regularly solicit feedback from customers about their experience and preferences regarding the store atmosphere through surveys or comment cards. Use this feedback to make targeted improvements, such as adjusting lighting, music playlists, or seating arrangements to better align with customer preferences.
2. Competitors to differentiate through unique ambiance. Conduct market research to identify gaps in the local market and develop a distinct brand identity that is reflected in the store atmosphere. For example, if there is a lack of cozy, book-themed cafes in the area, consider designing a space with shelves of books, comfortable reading nooks, and literary-themed decor to attract book-loving customers.
3. Further researchers are to do longitudinal studies on customer loyalty. Establish a panel of customers who regularly visit coffee shops and eateries and track their satisfaction levels and behavior over an extended period. This longitudinal approach would provide valuable insights into how changes in store atmosphere and product variation influence customer loyalty and retention over time.

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