THE INFLUENCE OF PRICE ANCHORING AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION AT STARBUCKS LUMIMUUT TIKALA

PENGARUH PENYANDARAN HARGA DAN SUASANA TOKO TERHADAP KEPUASAN PELANGGAN

DI STARBUCKS LUMIMUUT TIKALA

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Abstract: This study aims to analyse the influence of price anchoring and store atmosphere on customer satisfaction at Starbucks Lumimuut Tikala. Using a quantitative approach, data were collected through questionnaires distributed to 100 respondents' selected using purposive sampling. The results show that both price anchoring and store atmosphere have a positive and significant effect on customer satisfaction, both partially and simultaneously. Price anchoring enhances perceived value by creating a sense of getting a better deal, while a comfortable and aesthetically pleasing store atmosphere contributes to a more enjoyable customer experience. These findings suggest that effective pricing strategies and a well-designed store environment can increase customer satisfaction and potentially drive customer loyalty.

Keywords: Price Anchoring, Store Atmosphere and Customer Satisfaction

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh price anchoring dan atmosfer toko terhadap kepuasan pelanggan di Starbucks Lumimuut Tikala. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa baik price anchoring maupun atmosfer toko memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan, baik secara parsial maupun simultan. Price anchoring meningkatkan persepsi nilai dengan menciptakan kesan mendapatkan penawaran yang lebih baik, sedangkan atmosfer toko yang nyaman dan estetis memberikan pengalaman yang lebih menyenangkan bagi pelanggan. Temuan ini menunjukkan bahwa strategi penetapan harga yang efektif dan desain lingkungan toko yang baik dapat meningkatkan kepuasan pelanggan dan berpotensi mendorong loyalitas pelanggan.

Kata Kunci: Penyandaran Harga, Suasana Toko dan Kepuasan Pelanggan

INTRODUCTION

Research Background

The coffee industry has undergone significant transformation and expansion over the past decade, both globally and within Indonesia. What was once considered a simple daily necessity has evolved into a modern lifestyle choice, particularly among younger demographics and urban professionals. Coffee consumption today is not solely driven by the desire for caffeine, but also by the search for experiences, ambiance, social engagement, and personal expression. In this evolving market landscape, competition among coffeehouse chains—both local and international—has intensified, prompting companies to adopt increasingly sophisticated marketing strategies to capture and retain consumer interest.

One prominent strategy employed is price anchoring, a psychological pricing method wherein consumers are presented with an initial reference price—known as the "anchor"—which shapes their perception of value and fairness in subsequent prices. This tactic leverages behavioral economics, which suggests that individuals rely heavily on the first piece of information offered when making decisions. For instance, when a product is shown with

a higher price that is later crossed out and replaced by a lower one, customers often feel they are receiving a better deal, regardless of the actual value.

In parallel with pricing strategies, store atmosphere has emerged as a critical factor in shaping the customer experience and influencing purchasing behavior. The physical and sensory elements of a store—including lighting, aroma, music, layout, seating comfort, cleanliness, and visual design—collectively create an environment that can affect a customer's emotions, length of stay, and overall satisfaction. A well-designed store atmosphere can elevate mood, reduce stress, encourage social interaction, and cultivate a sense of belonging. For coffee chains like Starbucks, the goal is to establish the store not only as a place to purchase coffee, but also as a "third place" between home and work, where customers feel comfortable spending extended periods of time.

Starbucks, as a global leader in the coffeehouse segment, has successfully positioned itself as a premium brand that offers a consistent and high-quality experience across its international locations, including Indonesia. The Starbucks Lumimuut Tikala branch in Manado represents a key example of how global branding is localized to meet the preferences and behaviors of Indonesian consumers. Amidst increasing competition from specialty coffee shops, local artisan cafés, and other international franchises, it is essential for individual outlets like Lumimuut Tikala to continuously evaluate and refine their strategies to maintain relevance and customer loyalty.

Starbucks applies this strategy in various ways. Strikethrough pricing (e.g., Rp60,000 → Rp45,000) suggests savings, even if the customer had no prior intention of paying the full price. Bundling promotions, such as "Buy 2 drinks for only Rp55,000," create an illusion of added value, while tiered pricing structures between drink sizes—where the price difference between a Grande and a Venti is minimal—subtly nudge consumers toward the larger, higher-margin option. Additionally, limited-time seasonal drinks are typically priced higher, allowing regular menu items to act as reference points and reinforcing the exclusivity of the seasonal offerings. These strategies are carefully designed to steer consumer decision-making, enhance the perceived affordability of certain products, and increase the likelihood of upselling.

Although many studies have explored customer satisfaction in the retail and foodservice industries, limited empirical research has specifically examined how price anchoring and store atmosphere interact to influence customer satisfaction within the Indonesian coffeehouse context.

Research Objectives
1. To know the influence of price anchoring at Starbucks Lumimuut Tikala;
2. To know the influence of store Atmosphere at Starbucks Lumimuut Tikala;
3. To know the influence of price anchoring and store atmosphere at Starbucks Lumimuut Tikala;

LITERATURE REVIEW

Marketing
Marketing is a cornerstone of business success, enabling companies to identify, understand, and fulfill customer needs effectively. It bridges the gap between businesses and consumers by creating value and fostering strong relationships. Without marketing, even the most innovative products or services may struggle to reach their target audience or achieve their full potential.

Price Anchoring
Kahneman and Tversky (1979) introduced the concept of "anchoring and adjustment," where individuals start with available information (the anchor) and then make adjustments to reach a decision. In the context of pricing, the initial price serves as a reference point.

Store Atmosphere
According to Isnanudin and Sukandi (2014:216), store atmosphere is a variable that can influence the purchase decision-making process. Paila et al. (2018:45) states that many people form impressions of a place before entering or just after entering it. Consumers can judge a place before examining the merchandise and prices there. The atmosphere of a place can affect the enjoyment of people spending time there.

Customer Satisfaction
Customer satisfaction reflects how well a company meets customer expectations and plays a key role in ensuring repeat purchases and loyalty. It can predict future behavior, where satisfied customers are more likely to

return and recommend the brand. Ensuring product quality, service reliability, and clear communication is essential to achieving satisfaction (Hague and Hague, 2016). Retaining customers through consistent satisfaction is also more cost-effective than acquiring new ones (Bennett and Rundle-Thiele, 2004).

Previous Studies

Ndengane et al., (2021) aimed to examine the influence of atmospheric store elements on the factors that influence customers` satisfaction. A quantitative, cross-sectional, descriptive study was conducted in four retail outlets in Cape Town, South Africa, with data collected through a structured questionnaire distributed to the outlets' customers. A systematic random sample of 388 responses was achieved. The information collected was analyzed using relevant descriptive and inferential statistics. Although small, positive correlations were found between the independent variables (cleanliness, lighting, music, floor adverts, employee efficient service, and employee appearance) and the dependent variables (positive image of store, pleasant mood, time spent in store, intention to revisit store). As such, the study highlighted the importance of store atmospherics to the factors that encourage customers` satisfaction.

Ramadhania et al. (2022) aimed to analyze the effect of service quality and store atmosphere on customer satisfaction of Mbrio Billiard in Padang City. The population used in this study amounted to 100 people using purposive sampling technique in sampling. The results showed that the quality of service and store atmosphere had a significant effect on customer satisfaction of Mbrio Billiard in Padang City, either partially or simultaneously.

Triandewo and Yustine (2020) aims to test the factors that influence loyalty. This research was conducted by collecting 150 data as samples that would represent the population. Data collection is aimed at BCA customers in Jakarta who have used BCA services for at least 1 year. Based on the results of research that has been done there is a positive influence of trust on loyalty, there is a positive influence on service quality on trust, there is a positive influence on service quality on company image, however, there is no positive influence on service quality and company image on loyalty.
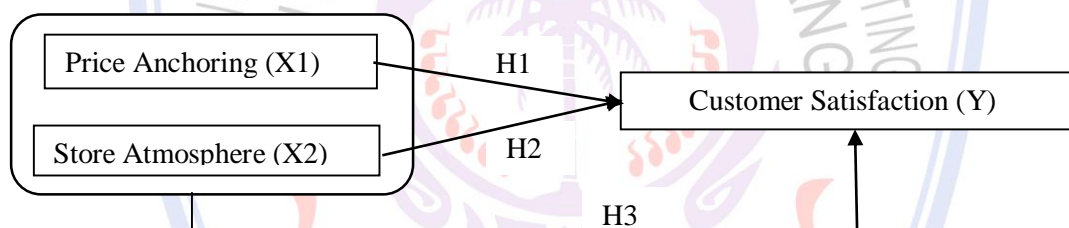
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H1: There is a significant and positive effect of Price Anchoring on Customer Satisfaction
H2: There is a significant and positive effect of Store Atmosphere on Customer Satisfaction
H3: There is a simultaneous positive effect of Price Anchoring and Store Atmosphere on Customer Satisfaction

RESEARCH METHOD

Research Approach

This research uses a quantitative approach. The quantitative approach is a research method that focuses on the collection and analysis of numerical data to identify measurable patterns, relationships, or trends. In this study, the data collected will be analyzed using statistical techniques to test the proposed hypotheses. According to Sugiyono (2013), quantitative research is a study that uses numerical data processed using statistical techniques.

Population, Sample, and Sample Technique

The population in this study consists of customers who have visited and made purchases at Starbucks Lumimuut Tikala. Since the total population is not precisely known but considered large and fluctuating daily, the sample size was calculated using the Slovin formula with a margin of error of 10%. The required sample size based on the Slovin formula is 97 respondents. However, to ensure the adequacy and representativeness of the data, the

number of respondents will be rounded up to 100. This study use non-probability sampling method, specifically purposive sampling.

Data Collection Method

Data were collected using a questionnaire distributed to respondents. A questionnaire includes a series of questions designed to gather data directly. This method involves handing out questionnaires created by the researcher based on the study's objectives.

Operational Definition and Measurements of Research Variables
Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Price Anchoring	Price anchoring is a psychological pricing strategy that refers to the tendency to capture and use the first price information encountered to make purchasing decisions.	1. Initial Reference Price 2. Tendency toRemember Purchace Price 3. Comparison With Historical Prices (Tversky and Kahneman, 1974)
Store Atmosphere	Store atmosphere refers to the overall physical and psychological environment of a retail store, including elements like lighting, music, layout, scent, and employee behavior.	1. Ambient Condition 2. Store Design 3. Climate Condition (Baker, Grewal, & Parasuraman, 1994)
Customer satisfaction	Customer satisfaction is the extent to which a product or service meets or exceeds a customer's expectations meets or exceeds customer expectations, resulting in a positive evaluation of the overall shopping experience.	1. Product Satisfaction 2. Service Satisfaction 3. Overall Satisfaction (Kotler and Keller, 2017)

Testing of Research Instruments
Validity and Reliability Tests

Validity is a measure that shows how valid an instrument is. An instrument with high validity is considered valid or reliable, while one with low validity is considered less reliable.

A reliability test is a tool used to evaluate a questionnaire's ability to consistently measure a variable as an indicator. This test is used to determine whether a questionnaire is reliable or dependable by assessing whether an individual's answers to questions are consistent or stable over time. According to Sekaran and Bougie (2016) In general, reliability of less than 0.60 is considered poor, reliability in the range of 0.70 is acceptable and reliability exceeding 0.80 is good.

Data Analysis
Test of Classical Assumption
Normality Test

Normality test is to determine whether the independent and dependent variables in a regression model significantly contribute to the analysis. A proper regression model assumes that the data is normally distributed or approximately normal.

Multicollinearity Test

Multicollinearity refers to the relationship between binary variables. Multicollinearity analysis is used to as certain whether the regression model has high or pure independent variables.

Heteroskedasticity Test

Heterskedasiticty test is to check whether the variance of residuals in a regression model differs among observations. If the residual variance remains consistent across observations, it is called homoskedasticity. If the variance varies, it is known as heteroskedasticity.

Multiple Linear Regression Analysis

Multiple linear regression (MLR), also known as multivariate regression, is a statistical method that employs several explanatory variables to forecast the value of a response variable. This analysis is valuable for understanding the complex relationships between multiple predictors and a response variable, allowing researchers to assess how various factors collectively influence an outcome.Multiple linear regression equations are usually expressed in the form of a formula as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:
Y   = Customer Satisfcaction
α   = Constant
X1   = Price Anchoring
X2   = Store Atmosphere
ε   = error regression

Hypothesis Testing
Partially (T-Test)

The t-test is a statistical method used for evaluate hypotheses, and the t-statistic is employed to gauge significance levels in hypothesis testing, often computed through bootstrapping. According to Ghozali (2016), the criteria for interpreting t-test statistics are as follows:
- If the p-value of the t-test exceeds 0.05, the null hypothesis (H₀) is upheld, while the alternative hypothesis (Ha) is dismissed, indicating no discernible relationship between the independent and dependent variables.
- If the p-value of the t-test falls below 0.05, the null hypothesis (H₀) is refuted, and the alternative hypothesis (Ha) is embraced, signifying a significant association between the independent and dependent variables.

Simultaneously (F-Test)

To evaluate the combined impact of independent variables on the dependent variable, the F-test is employed. According to Ghozali (2016), the threshold for significance is typically set at around 0.05 (or 5%). Ghozali (2016) notes one exception to this rule:
- When the significance value (F < 0.05), the null hypothesis (H₀) is invalidated, and the alternative hypothesis (H₁) is affirmed, demonstrating that each independent variable distinctly impacts the dependent variable.
- When the significance level (F > 0.05), both H₀ and H₁ are taken into account, suggesting that none of the independent variables exert a notable influence on the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Tests
Table 2. Validity Test

Variable	Statement	Sig.	R count	R table	Description
Price Anchoring	X1.1	0,000	0,678	0,165	Valid
	X2.2	0,000	0,712	0,165	Valid
	X3.3	0,000	0,737	0,165	Valid
	X4.4	0,000	0,763	0,165	Valid
	X5.5	0,000	0,766	0,165	Valid
	X6.6	0,000	0,816	0,165	Valid
Store Atmosphere	X2.1	0,000	0,414	0,165	Valid
	X2.2	0,000	0,791	0,165	Valid
	X2.3	0,000	0,831	0,165	Valid
	X2.4	0,000	0,812	0,165	Valid
	X2.5	0,000	0,837	0,165	Valid
	X2.6	0,000	0,335	0,165	Valid
Customer Satisfaction	Y.1	0,000	0,882	0,165	Valid
	Y.2	0,000	0,812	0,165	Valid
	Y.3	0,000	0,805	0,165	Valid

Y.4	0,000	0,658	0,165	Valid
Y.5	0,000	0,522	0,165	Valid
Y.6	0,000	0,456	0,165	Valid

Source: Data processed, SPSS 27 (2025)

According to the table 2, the results indicate that the calculated r count values for all items exceed the r table values, with pearson correlation coefficients above 0.3 and significance levels below 0.05%. Consequently, all statements related to the four variables, namely Price Anchoring, Store Atmosphere and Customer Satisfaction are deemed valid as they meet the required criteria.

Table 3. Reliability Test

Variable	Cronbach Alpha	Description
Price Anchoring	0,837	Reliable
Store Atmosphere	0,778	Reliable
Customer Satisfaction	0,772	Reliable

Source: Data processed, SPSS 27 (2024)

The analysis results obtained through SPSS indicate that the Cronbach's Alpha values for the Price Anchoring variable is 0.837, Store Atmosphere is 0.778 and Customer Satusfaction is 0.772. Based on theoretical foundations, the general criterion for evaluating reliability is measured using the Cronbach's Alpha value, where a value of 0.7 or higher is generally considered to reflect a good level of reliability.

Classical Assumption Tests
Normality Test
Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0000000.
Most Extreme Differences	Std.Deviation	1.61091287
	Absolute	.089
	Positive	.089
	Negative	-.080
Test Statistic		.089
Asymp. Sig. (2-tailed)		.051
Monte Carlo Sig. (2-tailed)	Sig.	.056
	95% Confidence Interval Lower Bound	.050
	Upper Bound	.062

a. Test distribution is normal.
b. Calculated from data.
Source: Data processed, SPSS 27 (2025)

According to the criteria established for the Kolmogorov-Smirnov test, where a p-value greater than 0.05 indicates normality, this result meets the requirement, suggesting that the data is normally distributed.

Multicollinearity Test
Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Price Anchoring	0,811	1,991	Non-Multicollinearity
Store Atmosphere	0,811	2,818	Non-Multicollinearity

Source: Data processed, SPSS 27 (2024)

These values indicate that the variance inflation occurring is still within acceptable tolerance limits. With a Tolerance value greater than 0.100 and a VIF value below the 10.00 threshold, it can be concluded that there is no

multicollinearity. This means that the independent variables in this study, namely Price Anchoring and Store Atmosphere do not have significant multicollinearity.

Heteroscedasticity Test
Table 6. Heteroscedasticity Test

Variable	Sig.	Description
Price Anchoring	0,08	Non- heteroscedasticity
Store Atmosphere	0,28	Non- heteroscedasticity

Source: Data processed, SPSS 27 (2024)

Heteroscedasticity in this research identified using Glejser test. The condition is that if the significance value is more than 0,05, then heteroscedacity does not occur, but if the significance value is less than 0,05 then heteroscedacity occurs. In table 6 shows that the significance value of X1 (Price Anchoring) is 0,08 and X2 (Store Atmosphere) is 0,28. So it can be concluded that, these two variables are more than 0,05, and that means heteroscedasticity was not detected.

Multiple Linear Regression
Table 7. Multiple Linear Regression

	Coefficients[a]				
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	-4.164	2.587		-1.610	.111
Price Anchoring	.506	.057	.492	8.821	.000
Store Atmosphere	.620	.065	.533	9.547	.000

a. Dependent Variable: Customer Satisfaction
Source: Data processed, SPSS 27 (2024)

$$Y= -4.164 + 0.506X1 + 0.620X2 + \varepsilon$$

The explanation for the statistical equation above is:
1. The constant value is -4.164, which suggests that when both independent variables (X1 and X2) are equal to zero, customer satisfaction (Y) is predicted to be -4.164.
2. Price Anchoring (X1) has a coefficient value of 0.506, which implies that an increase of one unit in price anchoring will decrease customer satisfaction by 0.506 units. This indicates a positive relationship between price anchoring (X1) and customer satisfaction (Y).
3. Store Atmosphere (X2) is 0.620, which means that an increase of one unit in store atmosphere will reduce customer satisfaction by 0.620. This indicates a positive relationship between store atmosphere (X2) and customer satisfaction (Y).

Coefficient of Determination Analysis (R2)
Table 8. R and R Square Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869[a]	.755	.750	.61718

a. Predictors(Constant),Price Anchoring,Store Atmosphere
Source: Data processed, SPSS 27 (2025)

The coefficient of determination (R^2) showed that 75.5% of the variation in customer satisfaction can be explained by price anchoring and store atmosphere, while the remaining 24.5% is influenced by other factors. The Adjusted R^2 of 0.750 confirms the model's stability, indicating that both independent variables significantly contribute to customer satisfaction..

Hypothesis Testing
T-Test
        The partial t-test results in table 7 show that price anchoring (β = 0.506, Sig. = 0.000, t = 8.821) and store atmosphere (β = 0.620, Sig. = 0.000, t = 9.547) both have a significant positive effect on customer satisfaction. Since

all significance values are below 0.05 and t-values exceed the critical value of 1.660, it confirms that each variable individually contributes meaningfully to customer satisfaction.

F-Test
Table 9. F–Test Table

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	113.802	2	56.901	149.382	.000[b]
Residual	36.948	97	.381		
Total	150.750	99			

a. Dependent Variables: Customer Satisfaction
b. Predictors: (Constant), Price Anchoring, Store Atmosphere
Source: Data processed, SPSS 27 (2025)

Based on the table 9, it can be seen that the Fcount value is 149.382 with a significance value of 0.000. The high F value and and the very small significance value (less than 0.05) indicate that the regression model constructed is significant overall. To determine the Ftable ($\alpha = 0.05$) value, we can find it in the F distribution table using the formula (K; n-k) = (3; 100-3 = 97). Based on the F distribution table, the Ftable ($\alpha = 0.05$) value for 97 is 3.09. Because the Fcount value of 149.382 is greater than the Ftable ($\alpha = 0.05$) of 3.09 this indicates that the independent price anchoring (X1) and store atmosphere (X2) simultaneously have a significant effect on the dependent variable customer satisfaction (Y)..

Discussion
The Influence of Price Anchoring on Customer Satisfaction
        The purpose of this study was to examine the influence of Price Anchoring and Store Atmosphere on Customer Satisfaction at Starbucks Lumimuut Tikala. Through the use of multiple linear regression analysis, the results indicate that both independent variables exert a positive and significant influence, whether analyzed partially or simultaneously. This confirms that customer satisfaction is shaped by multiple touchpoints throughout the customer journey, not just by product quality alone. Price anchoring plays a crucial role in shaping customers' perceptions of value. When consumers see promotions, discounts, or tiered pricing, they tend to evaluate the fairness of the price based on the initial reference point presented. This affects their perceived benefit and satisfaction with the purchase. In a brand like Starbucks, which is often viewed as premium, strategically presenting price anchors can make customers feel that they are getting more than just a drink—they are receiving a better deal, which enhances the sense of satisfaction even at higher price points. On the other hand, store atmosphere addresses the emotional and psychological aspects of the customer experience. Elements such as lighting, background music, aroma, cleanliness, and comfort create a multisensory environment that influences how long customers stay, how relaxed they feel, and how positively they remember the visit. In the case of Starbucks Lumimuut Tikala, the store is more than a retail outlet—it functions as a third place: a space between home and work where people can focus, unwind, or connect. This emotional connection, created through atmosphere, contributes strongly to customer satisfaction.
The simultaneous significance of both variables highlights the interdependence between pricing strategy and physical environment. It suggests that businesses like Starbucks cannot rely solely on either competitive pricing or ambiance alone. Instead, a synergistic approach is needed—one that combines rational pricing cues with emotional experiential design. When both are aligned, customers feel both mentally convinced and emotionally fulfilled, which increases their likelihood of returning and recommending the brand to others. Ultimately, these findings emphasize the importance of understanding customer behavior holistically. Satisfaction is not just a reflection of the product consumed, but also of the context in which it is consumed and how it is framed. For Starbucks Lumimuut Tikala, maintaining this balance between perceived value and store experience is key to ensuring long-term customer loyalty in an increasingly competitive coffee shop industry.

The Influence of Store Atmosphere on Customer Satisfaction
        Based on research, Store Atmosphere also shows a positive and significant impact on customer satisfaction. This supports the idea that the environment in which a product or service is consumed plays a crucial role in shaping the overall customer experience. A comfortable, clean, and aesthetically pleasing store environment encourages customers to stay longer and enjoy their visit. At Starbucks Lumimuut Tikala, several aspects of store atmosphere contribute to this effect — such as warm lighting, clean interior design, pleasant aroma of freshly brewed coffee,

ergonomic seating, the availability of power outlets, and friendly service from baristas. These factors create an inviting space that goes beyond the simple act of purchasing coffee. This finding aligns with studies by Ndengane et al. (2021) that highlight the strong relationship between store atmosphere and customer satisfaction. A positive atmosphere leads to emotional comfort, which in turn boosts satisfaction and the likelihood of repeat visits. In the context of Starbucks Lumimuut Tikala, the store's aesthetic design, seating availability, presence of power outlets, ambient lighting, and barista hospitality all contribute to a pleasant experience. Many customers use the space not only to enjoy beverages but also to work, hold meetings, or relax — proving that the store atmosphere supports diverse customer needs and enhances their overall satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion
Conclusions are drawn based on the results of this research are as follows:
1. Price Anchoring and Store Atmosphere simultaneously shows positive and significant effect on Customer Satisfaction at Starbucks Lumimuut Tikala. The indicators of Customer Satisfaction are product satisfaction, service satisfaction and overall satisfaction.
2. Price Anchoring partially shows positive and significant effect on Customer Satisfaction at Starbucks Lumimuut Tikala. The indicators of Price Anchoring are initial reference price, tendency to remember purchase price and comparison with historical prices.
3. Store Atmosphere partially shows positive and significant effect on Customer Satisfaction at Starbucks Lumimuut Tikala. The indicators of Store Atmosphere are ambient conditions, store design and climate condition.

Recommendations
1. Starbucks can further optimize its Price Anchoring strategy by offering more attractive dine-in promotions, such as bundling packages or discounts for purchases of a certain quantity. This can enhance customers' perception of better value and contribute to increased satisfaction.
2. Future researchers is encouraged to explore other factors such as product quality, barista service, or customer loyalty in order to provide a more comprehensive understanding of the elements that influence customer satisfaction at Starbucks Lumimuut Tikala.

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