

The Influence of Menu Variations, Prices, and Atmosphere of The Place on Consumer Satisfaction at Commonroom Coffee Cilandak

Anisa Putri Kusumaningrum¹; Gagih Pradini²; Ardissa Dwi Eranti³;
Edouard Aryadi Supriyadi²; Ajie Wicaksono³

Universitas Nasional, Jakarta¹

Sekolah Tinggi Ilmu Pariwisata Ambarrukmo Yogyakarta²

Universitas Negeri Yogyakarta³

Email: anisa.putri.kusumaningrum@civitas.unas.ac.id

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Abstract.

This study aims to (a) determine the variety of menus, prices, and atmosphere of the place affect consumer satisfaction at the Commonroom Coffee Cilandak café (b) to determine the variance of menu, price, and atmosphere of the place simultaneously on consumer satisfaction at the Commonroom Coffee Cilandak café (c) to find out which variables affect consumer satisfaction at the Commonroom Coffee Cilandak café. The research sample was 138 respondents who were buyers at Commonroom Cofee Cilandak, the study used quantitative analysis methods of data collection using questionnaires. The results of the study are menu variations, prices and atmosphere of the place produce data that have a positive effect together and significantly on consumer satisfaction at Commonroom Coffee Cilandak.

Keywords: Menu Variety, Price, Place

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1. Introduction

In the 21st century, business has advanced at a very fast pace and is constantly changing. Examples of this shift include technological advances and ways of life, both of which cannot be understood separately from the current wave of globalization. The food and beverage or restaurant sector is a potential company. Due to this undeniable fact of human nature, the restaurant industry has a bright future. The main motivation for starting a company is to maximize profits. One of them is that the culinary business is the choice of the community for the reason that running a business becomes easier to do compared to other businesses. Furthermore, the culinary business is also in great demand by the public because it does not require large capital costs and can be done by all circles. In the era of globalization, where everything is required to be easy, and change must be faster Pradini, G., Febrianti, N. A., &

Kusumaningrum, A. P. (2022).

People in Indonesia are increasingly choosing to spend their free time in cafes and fast food businesses. It is generally agreed that fast-food cafes and restaurants can provide the quiet environment necessary for eating and drinking. The café provides a great place to relax with loved ones, network with colleagues, or simply enjoy some quiet time alone. Therefore, patronizing fast food cafes and restaurants is a common practice or hobby among teenagers and adults today. In the hospitality industry, a product or type of food served must have benefits and variations in taste, variety, menu, or the atmosphere of the restaurant itself so that the restaurant is more attractive to potential customers. Restaurant revenues can benefit from creative menu planning, competitive pricing, and a pleasant atmosphere. From a consumer point of view, price is often used as an indicator of value when the price is associated with the perceived benefits of a good or service. Thus it can be concluded that at a certain price level, if the benefits felt by consumers increase, the value will increase as well. Theoretically, buyers are less likely to buy something if the price is higher.

In addition, a decrease in the quantity of goods sold occurs simultaneously with a decrease in consumer interest in buying a product. As a result, the option to buy will be less profitable the higher the price. Conversely, if the price is lower, product sales will increase. (2018). Suparman, H. D. Price has evolved into a significant factor that can influence purchases, so product quality can be determined by price. Another important factor that becomes consumer choice is the variety of menus, which is a collection of various lists of food or beverages in a dining place that has been arranged systematically and is ready to present various types of food, such as appetizers and desserts is also one of the factors that can affect consumer satisfaction. Every consumer has a different appetite. If the restaurant provides a diverse or varied menu, it will be easier for the restaurant to attract consumers. The variety of menus available in each café is not much different. Like one café, namely Commonroom Coffee, there are various kinds of heavy food menus, snacks, coffee, tea, and the like. There are several menu choices in Commonroom Coffee Cilandak. The café has a variety of menu variations that can be enjoyed according to consumer tastes. The main food menu offered is by the tastes of students and office workers, especially in the South Jakarta area who prioritize good taste quality and can be showcased on their social media such as the Creamy Chicken Mushroom menu for the big meal, Creamsoup with Garlic Bread for snacks and Hazelnut Biscoff for the drink menu.

In addition, in the business world, there are several ways in retail to attract consumers to come to visit the café, one of which is by paying attention to the atmosphere of the place. The atmosphere of the place is a way of arranging the inside and outside of the store it can attract consumers to visit the store repeatedly (Restiana, R, 2023). The variable atmosphere of this place has a positive influence on the repurchase interest of consumers who visit the café (Ulfah and Oktaviani, 2018). If developed properly, the atmosphere of the place can be an added value for the café as an attraction to arouse consumer interest to visit. Product innovation also affects repurchase interest (Baskoro, D. A., & Mahmudah, F., 2021). Product innovations that continue to be carried out will not make consumers easily bored so consumers will be loyal to the café and make repeat purchases. Similarly, what happens to cafes in the South Jakarta area, namely Commonroom Coffee Cilandak which has innovative variations in food and beverage menus, appropriate prices and the atmosphere is a comfortable place to work or gather with

colleagues, friends, and family. Commonroom Coffee is a café that was established in March 2017 in the South Jakarta area, precisely in the Cilandak area. With the owner Mrs. Yane Wulansari. This café is uniquely located in a place called 1plus auto detailing flanked by a car wash and barbershop. Commonroom Coffee has a motto "We're very passionate about coffee. And here, in Commonroom Coffee, we're consistently serving high-quality products". Commonroom Coffee also has social media applications such as Instagram, Facebook, and Petakopi as their marketing tools and also they have partnerships with Gofood, t-cash, spotqoe, and djarum black. Menu variations that prioritize the quality of the coffee itself and its hidden and unique atmosphere are the attractions of Commonroom Coffee Cilandak.

Table 1 Commonroom Coffee Income Data Year 2022-2023 (October-March Period)

Month	Debit	Credit	Total Earnings (monthly)
October (2022)	8.632.737	22.105.892	13.473.155
November (2022)	6.419.955	25.952.228	19.532.273
December (2022)	6.848.292	22.939.128	16.090.836
January (2023)	11.660.318	27.963.985	16.303.667
February (2023)	5.452.684	18.593.645	13.140.961
March (2023)	6.952.913	22.182.061	15.229.148
Grand Total	45.966.899	139.736.939	93.770.040

Source: Commonroom Coffee sales revenue data

Based on Table 1 above, it can be observed that Commonroom Coffee's income level in October 2022 had a total percentage of 61% and F&B Cost of 38% or 39.1%, in November 2022 it had a total percentage of 75%, and F&B Cost of 38% of 24.7%, in December 2022 it had a total percentage of 70% and F&B Cost of 38% as much as 29.9%. And for January 2023 Commonroom Coffee has a total percentage of 58% and F&B Cost of 38% of 41.7%, in February 2023 it has a total percentage of 71% and F&B Cost of 38% of 29.3%, in March 2023 it has a total percentage of 69% and F&B Cost of 38% of 31.3%, so it can be concluded that the total overall income of Commonroom Coffee for the 5 months October 2022 to March 2023 is 93,770,040 with a total percentage of 67% and F&B Cost of 38% of 32.9%. From Table 1 above can also be concluded that Commonroom Coffee's income has increased and decreased not too significantly per month and the variety of menus, prices, and atmosphere of the place must be very influential on consumer satisfaction in this case. The above results were taken and recorded by the author himself.

Table 2 Commonroom Coffee Visitor Data 2022-2023 (October-March Period)

No	Era	Number of Visitors
1	October (2022)	465
2	November (2022)	600
3	December (2022)	620
4	January (2023)	1085
5	February (2023)	420
6	March (2023)	558

Source: Commonroom Coffee sales revenue data

Based on table 2 above, shows that the number of visitors or customers of Commonroom Coffee for the period of October 2022 to March 2023 also fluctuates every month. From October 2022 to January 2023, visitors to Commonroom Coffee continue to increase, especially during December and January, which are when holidays are in progress. For February 2023, the number of visitors has decreased again. According to the observations of researchers for five

months, cafes experience crowded visitors such as Sunday nights or other holidays, cafes tend to be empty of buyers on weekdays but not necessarily because when ordinary days cafes will be crowded with visitors who work at the café. Workers who like to come to Commonroom Coffee are usually attracted by the atmosphere of a comfortable and quiet place. So the total visitors to Commonroom Coffee during the five months from October 2022 to March 2023 were 3,748 consumers. Realizing the important role of menu variations, prices, and atmosphere of the place on customer satisfaction, Commonroom Coffee seeks to find ways to improve the quality of the café. This is also realized by Commonroom Coffee which provides food services that are required to continuously improve the quality of service and product quality to increase the number of consumers.

2. Research method

2.1. Research Objects

In this study, the object of this research is Commonroom Coffee where this café is located on Jl. Cilandak Tengah Raya No.1, RW.1, Cilandak Bar., Cilandak District, South Jakarta City, Special Capital Region of Jakarta 12430. This café was founded in 2017.

2.2. Data Sources and Types

Primary Data is defined as information obtained from primary sources or information from sources. (Sugiarto, 2017) The primary data in this study is the result of questionnaire answers distributed to respondents, namely consumers of Commonroom Coffee.

Secondary Data is taken using books, journals, articles, income data, and menu images at Commonroom Coffee.

2.3. Operational Definition and Variable Measurement

Operational definitions describe variables, allowing researchers to measure them in the same way or develop better methods for measuring them.

The operational definition aims to understand the degree of correlation between the variables of one factor and another variable and to improve the understanding of this study. This study consists of 3 independent variables Menu Variation (X1), Price (X2), and Place Atmosphere (X3), and one variable tied to Consumer Satisfaction (Y).

2.4. Analytical Methods Research Design

This method is used to measure data on whether or not there is a relationship between menu variations, prices, and the atmosphere of the place as an independent variable (independent) to consumer decisions as a dependent variable (bound). The formula for multiple linear regression according to Sugiyono (2014: 192) is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Consumer Satisfaction A = Constant

X1 = Menu Variation

X2 = Price

X3 = Atmosphere of the Place

b1 b2 b3 = Regression coefficient

e = Error

According to (Nanang Martono, 2014: 76) population is the number of objects or subjects that are in one place and meet the requirements that already exist and are relevant to the research problem. Furthermore, according to Sugiyono (2013: 148), "population is a generalization area consisting of objects/subjects that have certain qualities and

characteristics applied by researchers to be studied.

Based on the above understanding, researchers conclude that populations are all objects that have certain characteristics. So, the population in this study will be consumers of Commonroom Coffee.

The sample is half of the additions or characteristics possessed by the population (Sugiyono, 2014: 81). Meanwhile, according to Arikunto in Khabib Ali Reza (2019: 3) the sample is half of the population being researched. The sampling used is Purposive Sampling, which is a procedure for illustrating probabilities that are tested to certain standards.

In the explanation that has been explained, the sample information contained in the Slovin technique is in the range of 10-20% or 0.1-0.2 of the population studied. The number of the population recorded by researchers from Commonroom Coffee when researchers took observational data was the total consumers who came to Commonroom Coffee there were 3,748 people.

Therefore, the number of percent made is 10% or 0.1, and the calculation result can be rounded to achieve a good match. So to find out the research sample. With the following calculation:

$$\begin{array}{r}
 n = 3.748 \\
 \hline
 1 + 3.748(0,1)^2 \\
 n = 3.748 \\
 \hline
 1 + 37,48 \\
 n = 3.748 \\
 \hline
 38,48 \\
 n = 97.40 = 100
 \end{array}$$

From the formula described using the Slovin formula get a sample number of 100 people or more. And the main purpose of filling out the questionnaire that respondents will answer focuses on consumers.

Commonroom Coffee. The number of respondents who will be given questionnaires so that the results of this study are more valid is more than 100 people or more precisely as many as 138 people who will represent research samples that have been made and taken from a predetermined population.

The data collection technique carried out by researchers is using a questionnaire system commonly called a questionnaire. The questionnaire itself is a data collection by asking respondents to answer the map provided by the researcher. Then the data collection results will be analyzed using the SPSS application.

Respondents in the study were classified by gender, age, education level, occupation, and income. As well as other supports that can help describe identification based on samples identified in the study. This is done to obtain the characteristics of respondents in providing an overview of the research topic.

The data analysis method used in this study is the quantitative analysis method. According to Sugiyono (2015: 8), quantitative methods are positive philosophy-based research methods used in certain populations and samples. Data collection using statistical/quantitative research tools. Quantitative methods aim to test the hypotheses proposed by researchers. The quantitative method is a form of numerical value obtained from

measurements using a scale of research variables. The analysis was used using statistical tests of data collected using the SPSS program to test the validity and reliability of the research instrument.

The validity test is a test used to see if the statements listed on the questionnaire can explain something that will be measured by the questionnaire. An instrument must have a high potential to be considered a valid instrument. The validity test is used to measure the speed of an item in a questionnaire and whether it is suitable to measure what it wants to measure.

The validity test used in this study was a comparison of r -count values with r -tables for degrees of freedom (df). The formula $df = (n-2)$. If r -calculate $>$ r -table and has a positive value then the statement is considered valid. However, if r -count $<$ r -table, the statement is considered invalid (Ghozali, 2011). The provisions that have been determined in the measurement so that it can be seen as valid or not the research is r -value $>$ r -table in the tariff significant 0.05 or 5%. If r counts $<$ r tables, the tools used for measurement do not meet the valid criteria.

Reliability Test is a questionnaire measurement method that includes indicators between variables or structures. A questionnaire can be said to pass, that is, reliable or trustworthy if the respondent's response to the statement is consistent or stable over time. This measurement method uses the Cronbach Alpha (α) statistical test (Ghozali, 2018).

The normality test is used to review whether in a regression model, the disruptive or residual variables are normally distributed or not so that the correct regression model has a normal or near-normal data distribution. In this study, to examine residuals, a Kolmogorov-Smirnov one-sample test was used to correlate residuals (unnormalized residuals) of each variable using a significance value of 0.05 (Ghozali, 2018).

This test was conducted to examine whether the regression model was found to correlate with independent variables (Independent) or not (Ghozali, 2018). According to (Ghozali, 2018) the Heteroscedasticity Test aims to check whether, in the regression model, there are unequal variances from the residual of one observation to another. If the variance from the residual of one observation to another is fixed it is called homoskedasticity, but if it is different it is called heteroscedacity. A good regression model is homokedacity and not heteroscedasticity. The method used to determine the presence or absence of heteroscedasticity in this research uses the Glejser test. The Glejser test obtained the absolute value of residual regression on the independent variable.

The purpose of the autocorrelation test is to test whether, in a linear regression model, there is a correlation between confounding errors in period t with confounding errors in the previous period $t-1$ (Ghozali, 2011: 110). Usually, the minimum requirement to be considered eligible is if $DU < DW < 4-DU$ then accepted which means no autocorrelation occurs.

Test F aims to determine the effect of the independent (free) variable on the dependent variable (bound). To determine whether the results are significant or not have an effect together with the independent variable on the dependent variable, a probability of 5% ($\alpha = 0.05$) is used.

The coefficient of determination aims to measure the extent to which the regression model can explain changes in the dependent variable (Priyatno, 2016). The coefficient of determination has values ranging from $0 < R^2 < 1$. means the variability of the bound variable

is limited. If the value is close to one, the independent variable provides most of the information needed to estimate the variation of the dependent variable. Test T is performed to test the importance of the relationship between variable X and variable Y if variables X1, X2, and X3 (menu variation, price, and atmosphere of the place) affect variable Y (Consumer Satisfaction) separately or partially.

This provision is carried out based on the consideration of the significance value of the calculated value of each regression coefficient with a predetermined level of significance, which is 5% (0.05), if the significance of the calculation is greater than 0.05 then the null hypothesis (H0) is accepted which means that the independent variable does not affect the dependent variable. If the significance of the t-value is less than 0.05, then (H0) is rejected, which means that the independent variable affects the dependent variable (Priyatno, 2016).

3. Results and Discussion

In the questionnaire conducted in this study, it is known that the number of respondents with male sex was 46.38% or as many as 64 respondents. Then the female sex was 53.62% or as many as 74 respondents. In this case, it can be seen that Commonroom Coffee consumers are more women than men.

Based on 138 respondents, most Commonroom Coffee Cilandak consumers live in Jakarta, namely 58 (42.03%) respondents, Bogor as many as 7 (5.07%) respondents, Depok as many as 35 (25.36%) respondents, Tangerang 11 (7.97%) respondents, Bekasi as many as 11 (7.97%), and respondents residing outside Jabodetabek as many as 16 (11.59%) respondents. In the results of this questionnaire, it was found that most Cilandak Commonroom Coffee Consumers live in Jakarta.

Based on the table above, shows that from 138 respondents, most consumers of Commonroom Coffee Cilandak aged less than 17 years as many as 3 (2.17%) respondents, 17 - 25 years as many as 64 (46.38%) respondents, aged 26 - 35 years as many as 37 (26.81%) respondents, aged 36 - 45 years as many as 16 (11.59%), and respondents aged over 45 years as many as 18 (13.04%). Based on the results of the questionnaire, the number of consumers based on age factors is dominated by the age of 17-25 years.

The characteristics of the job category are known to be the number and percentage of respondents whose work as students is 34 people (24.64%), and respondents whose jobs are employees The number the private sector is 91 people (65.94%), respondents whose jobs are civil servants are 4 people (2.90%), respondents whose jobs are traders are 5 people (2.90%), and respondents who are not working/housewives are 4 people (2.90%). In the results of this questionnaire, it was found that most Cilandak Commonroom Coffee Consumers work as Private Employees.

The majority of respondents earn > 1 million as many as 22 people (15.94%), respondents earn between 1 million - 2.5 million as many as 6 people (4.35%), respondents earning between 2.5 million - 3.5 million as many as 10 people (7.25%), respondents earning between 3.5 million - 5 million as many as 37 people (26.81%) and respondents earning more than 5 million as many as 63 people (45.65%). In the results of this questionnaire, it was found that most Cilandak Commonroom Coffee Consumers have a dominant income of more than 5 million.

The calculated F value is greater than the table F value ($129.016 > 2.67$), with a significance value of $0.000 < 0.05$. Thus, H0 rejected Hypothesis 4 is accepted then variables X1 to X3 if

tested together or simultaneously affect variable Y. So the variety of menu, price, and atmosphere of the place together have a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak. R² value of 0.743 or 74.3% is obtained. This means that the independent variable in this study (menu variation, price, and atmosphere of the place) has a proportion of influence on the dependent variable (consumer satisfaction) of 74.3%. While the remaining 25.7% was influenced by other variables that were not in the linear regression model or error values.

Based on the t-test table, the submission of the coefficient above the effect of menu variation variables on consumer satisfaction variables is $0.003 < 0.050$, while for t values, the calculation is $3.007 > t \text{ table } (1.97783)$, where H_0 is rejected and hypothesis 1 is accepted which means that there is an influence of variable X1 on variable Y.

Based on the t-test table above, the influence of variable X2 on variable Y is $0.000 < 0.050$ while for the calculated t value of $3.647 > t \text{ table } (1.97783)$, where H_0 is rejected and hypothesis 2 is accepted which means that there is an influence of price variables on consumer satisfaction variables.

Based on the t-test table above, the influence of the place atmosphere variable on the consumer satisfaction variable is $0.000 < 0.050$ while for the t value calculate $5.793 > t \text{ table } (1.97783)$, where H_0 is rejected and hypothesis 3 is accepted which means there is an influence of variable X3 on Variable Y.

Based on the multiple linear regression equation obtained from this study is as follows;
$$Y = 4.703 + 0.259x_1 + 0.285x_2 + 0.376x_3 + e$$

The equation can be explained if the constant is positive 4.703 meaning that if variables X1 to X3 are zero (0) or the value is fixed (constant), then the variable Y has a value of 4.703.

The regression coefficient of the variable X1 is 0.259. The coefficient is positive which means that the relationship between menu variations and consumer satisfaction is in the same direction if the menu variations at Commonroom Coffee are diverse and liked by consumers, more many consumers are satisfied, and more and more consumers come to Commonroom Coffee Cilandak.

The regression coefficient of the variable X2 is 0.285. The coefficient is positive which means that the relationship between price and consumer satisfaction is interdependent if the price is right and the quality presented by Commonroom Coffee Cilandak, consumer satisfaction at Commonroom Coffee Cilandak will be fulfilled.

The regression coefficient of the variable X3 is 0.376. The coefficient is positive which means that the relationship between the atmosphere of the place and consumer satisfaction is in the same direction where if the atmosphere of the place is comfortable, fragrant, neat, or pleasing to the eye by consumers, the satisfaction of Commonroom Coffee Cilandak consumers will be fulfilled.

The Effect of Menu Variations on Consumer Satisfaction at Commonroom Coffee Cilandak

The results of the analysis in this study showed that menu variations have a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak. The analysis was strengthened by the results obtained through several tests and the results of hypothesis testing using the t-test, obtained a significant value of $0.003 < 0.050$ so that a calculated t value of $(3.007 > 1.97783)$ was obtained. From these criteria, researchers concluded that the variable of menu variation had a positive and significant effect on consumer satisfaction at Commonroom

Coffee Cilandak.

The Effect of Price on Consumer Satisfaction at Commonroom Coffee Cilandak

The results of the analysis in this study showed that price has a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak. The analysis is strengthened by the results obtained through several tests and the results of hypothesis testing using the t-test, obtained a significant value of $0.000 < 0.050$ so that a calculated t value of (3.647 was obtained 1.97783). From these criteria, researchers concluded that price variables have a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak.

The Influence of Place Atmosphere on Consumer Satisfaction at Commonroom Coffee Cilandak

The results of the analysis in this study showed that the atmosphere of the place has a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak. The analysis was strengthened by the results obtained through several tests and the results of hypothesis testing using the t-test, obtained a significant value of $0.000 < 0.050$ so that a calculated t value of (5.793 > 1.97783 was obtained). From these criteria, researchers concluded that the price variable has a positive and significant effect on consumer satisfaction at Commonroom Coffee Cilandak.

The Effect of Menu Variations, Prices, and Place Atmosphere Together on Consumer Satisfaction at Commonroom Coffee Cilandak

Based on the management of research results through several tests, the variables of menu variation, price, and atmosphere of the place together can have a positive effect and significant results. So that it can produce hypotheses whose overall results can be said to be significant.

4. Conclusion

The research that has been described, shows that the variable of menu variation has a positive and significant effect on Consumer Satisfaction at Commonroom Coffee Cilandak. The Price variable has a positive and significant effect on Consumer Satisfaction at Commonroom Coffee Cilandak. The variable of the atmosphere of the place has a positive and significant effect on Consumer Satisfaction at Commonroom Coffee Cilandak. The variables of menu variations, prices, and atmosphere of the place produce data that have a positive effect together and significantly on consumer satisfaction at Commonroom Coffee Cilandak. The variable Atmosphere of the place is the most influential factor in Consumer Satisfaction in Commonroom Coffee Cilandak.

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