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The Influence Of Building And Atmosphere On The Development Of Coffee Shop Businesses In The SDGs Era Through Social Media As Intervening Variable

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ARTICLE INFORMATION	ABSTRACT
	The purpose of this research is to analyze the variables of the coffee shop building and atmosphere directly on the social media variables, and to analyze the influence of the coffee shop building and atmosphere variables indirectly on the business development variables through social media variables. The research time is in May-July 2021 and the location is a coffee shop in Cirebon City. The research design is quantitative with a survey method. The research population is the owner of the coffee shop, amounting to 85 people so that the sampling technique is carried out by census. Measurement of data with Liker Scale and data analysis using path analysis. The results of the study concluded that the variables of the building and the atmosphere of the coffee shop had a positive effect on social media, and the building and atmosphere of the coffee shop had a positive effect on business development through social media in the coffee shop in the city of Cirebon. The results of this study are expected to be input for coffee shop owners in managing their business in this SDGs era.

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INTRODUCTION

Agriculture is an important sector for the economy, both in Indonesia and abroad. This is related to many countries that develop the sector in the form of agricultural companies or better known as agribusiness [1]. Some examples of agribusiness development include: cocoa agribusiness, coffee, tea, horticulture, fisheries and so on. One of the agricultural sectors (agribusiness) that is widely developed in tropical countries and has been very popular from the past until now is coffee agribusiness [2].

The existence of world and national coffee agribusiness led to an increase in demand for domestic coffee growth which resulted in an increase in per capita consumption and the establishment of *coffee shops* in each country [3]. The development of *coffee shops* in Indonesia is accompanied by an increase in national coffee consumption[4]. The growth of coffee consumption in Indonesia (8%) is greater than the growth of world coffee consumption (6%) [5]. Here is an overview of coffee consumption in several coffee exporting countries for the period 2016-2020 can be seen in Table 1.

Table 1. Coffee Consumption in Coffee Exporting Countries in 2016-2020

Exporting Country	Volume of Coffee Consumption in Thousands (tons)				Compound Annual Growth Rate
	2017/2018	2018/2019	2019/2020	2020/2021	
Brazil	1.327	1.375	1.3875	1.3875	1.2%
Indonesian	291	297	300	300	1.1%
Ethiopia	223	228	232	231	1.2%
Philippines	189	199	206	206	2.9%
Vietnam	150	156	162	162	2.7%
Mexico	147	150	153	153	1.3%
Colombia	108	112	112	112	1.0%

Source: (ICO, 2020)

Table 1 shows that there is an upward trend in consuming coffee in some of these coffee exporting countries. The phenomenon of the growth and development of *coffee shops* shows that the business is promising and becomes a business opportunity for the community[6]. The rapid growth *of coffee* shops can absorb labor and reduce the unemployment rate because according to the Plantation Office coffee is one of the leading commodities that contribute to the economy[7]. This is in line with one of the sustainable development goals (SDGs) which is decent jobs and economic growth[8]. Because many new *coffees shop* stands cause competitive competition between *coffee shop* business actors, and in fact there

are several *coffee shops* that are closed[9]. The condition of the coffee shop that is closed is characterized by a less strategic location, unkempt buildings and not optimal promotion[10]. From the background that has been explained, it is necessary to conduct a study on the influence between buildings, atmosphere, social media and business development within a framework of research concepts because the results of research on different objects or locations tend to be different[11]. Through this research, it is hoped that the influence of buildings and atmosphere on social media as well as the influence between buildings and the atmosphere on development through social media as intermediary variables.

RESEARCH METHOD

The research design used is quantitative descriptive with survey approach techniques. According to survey research uses several sample examples of population numbers[12]. Descriptive quantitative research prioritizes the measurement and analysis of causal relationships between various variables[13]. The location of the study was determined deliberately *(purposive)* namely in the *coffee shop* of Cirebon City, taking into account that Cirebon City has a strategic location because it is a crossing city from major cities on Java Island, in addition to cirebon city many *coffee shops* that are diverse both traditional and modern.

Respondents to this study are the owners or managers *of coffee shops* in Cirebon City which are recorded in the Indonesian *Coffee Shop* Association which amounts to 85 *coffee shops.* Sample determination techniques use the census method (total sample). The total sample is the same total sample as the population. The next step is to conduct interviews with all coffee shop owners or managers *in* Cirebon City. The number of respondents in the study was 85 people. The data is then processed and analyzed in a quantitative descriptive manner. Descriptive analysis is needed to describe each of the variables, while quantitative analysis used in this study is *path analysis* [14, 15].

The data collection technique in this study is divided into two sources, namely a) Primary data, namely through direct interviews with *coffee shop* owners with questionnaire tools that have been prepared; b) Secondary data, namely data obtained from books, research results first and journals and from various agencies.

RESULT AND DISCUSSION

Descriptive Analysis of Respondent Profiles

The gender of respondents was mostly male, which was 76 people (89%) out of a total of 85 respondents. This can be understood because in general men have more networks of coffee connoisseurs and are more interested in doing entrepreneurial activities than women. This opinion is in line that *coffee shop* entrepreneurs are dominated by men as their owners [16].

Descriptive Analysis of Building Variables

The percentage of respondents' answers to building variables was 82.13%, which indicates that *coffee shop* owners strongly agree with the building variable questions. The highest perception of consumers on building variables lies in the building design indicator which shows the highest total percentage of 83.41% so it is worth maintaining. While the lowest perception of building variables lies in the indicator of building location of 80.35%.

Descriptive Analysis of Mood Variables

The percentage of respondents' answers to the atmosphere variable was 86.6%, which indicates that *coffee shop* owners strongly agree with the mood variable questions. The highest perception of consumers on the atmosphere variable lies in the hygiene indicator which shows the highest total percentage of 91.41% so that it is worth maintaining and improving. While the lowest perception of mood variables lies in the *layout* indicator of 83.41%.

Descriptive Analysis of Social Media

The percentage of respondents' answers to social media variables was 84.68%, which indicates that *coffee shop* owners strongly agree with variable social media questions. Consumers' highest perception of social media variables lies in the communication indicator which shows the highest total percentage of 85.88% so that it needs to be maintained and improved. While the lowest perception of social media variables lies in the information format indicator of 83.13%.

Descriptive Analysis of Business Development Variables

The percentage of respondents' answers to business development variables was 85.41%, which shows that *coffee shop* owners strongly agree with the business development variable questions. The highest perception of consumers on social media variables lies in the indicator of labor growth which shows the highest total percentage of 86.27% so that it needs to be improved. While the lowest perception of social media variables lies in the indicator of increased sales turnover by 84.11%.

Validity Test

Test validity on building variables, atmosphere, social media and business development using *pre-test* data of 20 respondents. The results showed that each Rhitung of the question was greater than Rtabel, thus the questions in this study could be declared valid.

Reliability Test

Reliability tests on building variables, atmosphere, social media and business development were tested using a sample of 20 people. The test results showed that the variables of building, atmosphere, social media and business development resulted in *a Cronbach alpha* value of > 0.6. The conclusion is that the four research variables can be declared reliable.

Path Analysis Equations with Regression Techniques

Regression I: social media = 0.668 Buildings + 0.416 Atmosphere
Regression II: Business Development = 0.459 Buildings + 0.276 Atmosphere + 0.368 social media

Test t

The results of the regression of the influence of buildings on social media showed a value of the significance of the building variable t test to social media of 0.000. The results of regression of the influence of mood on social media showed a value of significance of the atmosphere variable t test to social media of 0.000. The results of the regression of the influence of buildings on business development show the significance of the building variable t test to business development of 0.000. The results of the regression of the influence of the atmosphere on business development showed the significance value of the atmosphere variable t test to business development of 0.001. The results of the social media variable t test on business development amounted to 0,000. It can be concluded that buildings and atmospheres have a significant effect on business development as well as buildings, atmosphere and social media have a significant effect on business development because the value of the t test significance of these variables < 0.05.

Direct, Indirect and Total Influences Between Variables
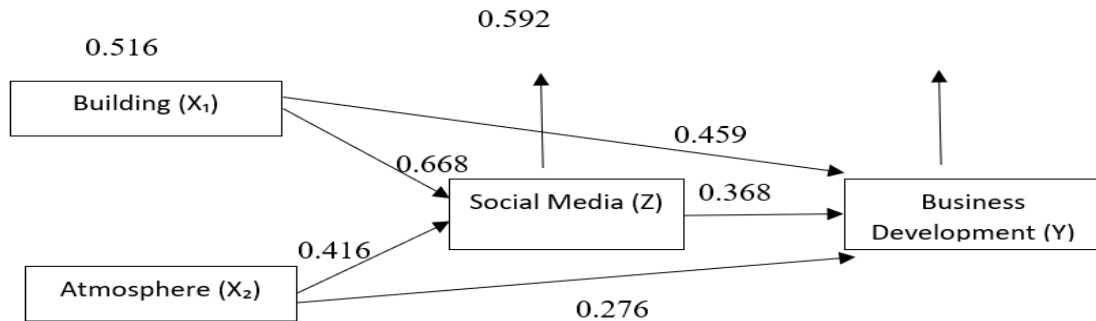
a. Direct *Effect*
   $X_1 \rightarrow Z = 0.668$
   $X_2 \rightarrow Z = 0.416$
   $X_1 \rightarrow Y = 0.459$
   $X_2 \rightarrow Y = 0.276$

b. Indirect *Effect*
   $X_1 \rightarrow Z \rightarrow Y = (0.668 \times 0.368) = 0.2458$
   $X_2 \rightarrow Z \rightarrow Y = (0.416 \times 0.368) = 0.153$

c. Total Effect (*Total Effect*)
   $X_1 \rightarrow Z \rightarrow Y = 0.459 + 0.245 = 0.704$
   $X_2 \rightarrow Z \rightarrow Y = 0.276 + 0.153 = 0.429$

Figure 1. Final Model Path Diagram

Mediation Test

1) $X_1 \rightarrow Z \rightarrow Y = 70.48\%$
The influence of building (X_1) through social media (Z) on business development (Y) is the multiplication between the beta value of the building (X_1) on social media (Z) and the beta value of social media (Z) with business development (Y).

$X_1 \rightarrow Z \rightarrow Y = (0.668 \times 0.368) = 0.2458$ or 24.58%

Then the value of indirect influence was obtained by 24.58%. The totalruh N1 to Y is direct influence + indirect influence = $X_1 \rightarrow Y$ = 45.9% + 24.58% = 70.48%.

From the results of the calculation above, it can be known that the value of direct influence is 45.9% and the total influence is 70.48% which means that the total influence value is greater than the value of direct

influence, the result proves that X_1 through Z has a significant influence on Y indirectly.

2) $X_2 \rightarrow Z \rightarrow Y = 42.9 \%$
The influence of atmosphere (X_2) through social media (Z) on business development (Y) is the multiplication between beta atmosphere (X_2) on social media (Z) with the beta value of social media (Z) with business development (Y).
$X_2 \rightarrow Z \rightarrow Y = (0.416 \times 0.368) = 0.1530$ or 15.3%

Then the value of indirect influence is obtained by 15.3%. The total effect of X_1 on Y is direct influence + indirect influence = $X_2 \rightarrow Y$ = 27.6% + 15.3% = 42.9%

Based on the calculations above, it can be known that the direct influence value is 27.6% and the total influence is 42.9% which means that the total influence value is greater than the value of direct influence, this result shows that indirectly X_2 through Z has a significant value to Y.

The Influence of Buildings (X₁) on Social Media (Z)

The significance value in regression test I is 0.000 < 0.05, so it can be concluded that the building has a significant effect on social media. The direct influence of buildings on social media is 0.668 which means that social media is influenced by the physical building of a *coffee shop.* Social media, especially *Instagram,* is a tool to attract consumers to visit the *coffee shop by* showing the design and location of the building. *Coffee* shops that have attractive buildings, easy to reach and strategic locations are better known to the public through social media.

Based on the results of the discussion above, the question hypothesis in this study is that buildings have a significant direct effect on social media in cirebon coffee shops can be accepted and the formulation of problems can be answered. The results of this study are also supported by previous research conducted by Bappy and Popy (2020) which showed the results that building design has a significant positive effect on social media.

The Effect of Mood (X₂) on Social Media (Z)

The significance value in the mood variable regression test against social media is 0,000 < 0.05, so it can be concluded that the atmosphere has a significant effect on social media. The direct influence of the atmosphere on social media is 0.416 which means that social media is influenced by *the atmosphere of the coffee shop*. The atmosphere can represent the comfort of a consumer when in a *coffee shop.* All *coffee shops* in Cirebon City have social media as a place for promotion and information about *coffee shops.* Through posts on social media consumers can find out the condition of the layout, parking page, availability of wi-fi, and coffee shop cleanliness. Consumers will be interested in *a coffee shop* that has a neat atmosphere, attractive and looks comfortable so that it will add to the curiosity of consumers to visit social media accounts owned by *coffee shops.*

From the results of the research and discussion, the hypothesis of the two studies is that the atmosphere of a significant direct influence on social media is acceptable and the formulation of problems can be answered. The results of this study are also supported by previous research which concluded that *store atmosphere* (atmosphere) has a significant effect on social media[17]. Consumers will be interested in coffee shops that have a neat atmosphere, attractive and look comfortable so that it will add to the curiosity of consumers to visit social media accounts owned by coffee shops [18]. Social media users can be a source of preference and influence other consumers to visit *coffee shops* through their social media posts [19].

The Effect of Building (X₁) on Business Development (Y)

The significance value on the building variable regression test to business development is 0,000 < (0.05), so it can be concluded that the building has a significant effect on business development. The direct influence of the building on business development is 0.459 which means that business development is influenced by *coffee shop* buildings. This shows that if the *coffee shop* building is interesting in terms of design, a strategic location and easily accessible will provide convenience and interest from consumers to visit. The more consumers who visit will grow their business. Just like in Cirebon City there are various kinds of *coffee shop* buildings, *instagramable coffee shop* design makes *coffee shops* crowded, it will increase the number of visitors and the

amount of income so that the *coffee shop* becomes developed[13].

From the results of the research and discussion, the third hypothesis of this study is that building has a significant direct influence on business development is acceptable and the formulation of problems can be answered. The results of this discussion are also supported by previous research conducted which concluded that the design of *coffee shop* buildings can affect the development of *coffee shop* businesses because it can attract consumers to visit [20]. Aweld someone visits a *coffee shop* is due to the influence of the physical environment of the coffee shop, in this case is the design of the *coffee shop* building[19]. Kang's research, et al concluded that design can influence business growth through social media[11].

Effect of Atmosphere (X₂) on Business Development (Y)

The significance value in the atmosphere variable regression test to business development is $0.001 < 0.05$, so it can be concluded that the atmosphere has a significant effect on business development. The direct influence of the building on business development amounted to 0.276 which means that business development is influenced by *the coffee shop* atmosphere. A clean and neat atmosphere will provide comfort for consumers to be in the *coffee shop.* If the *coffee shop* has provided a comfortable atmosphere to consumers, the *coffee shop* will develop. As is the case in terms of cleanliness, if *the coffee shop is* always in a clean state consumers will be interested to continue to visit the *coffee shop.* Because if the *coffee shop is* dirty, consumers are reluctant to buy coffee at the *coffee shop*.

From the results of the research and discussion, the fourth hypothesis of this study is that the atmosphere has a significant direct influence on business development is acceptable and the formulation of problems can be answered. The results of the study were also reinforced by previous research conducted which concluded that store atmosphere and consumer behavior have a significant influence on the development of a business [13]. There is a relationship between store layout and customer loyalty, store layout can be a competitive advantage of a business[8]. The overall atmosphere of the store (lighting, sound, aroma and design layout) resulted in a good perception of the *cofee shop* brand[17]. Aminan security atmosphere has a significant effect on customer satisfaction as well as the results of Ali and Gamil's research that restaurants in Jeddah use CCTV for restaurant security. Fasility affects customer satisfaction[21].

The Influence of Social Media (Z) on Business Development (Y)

The significance value of the social media variable regression test on business development is $0.001<0.05$, so it can be concluded that social media has a significant effect on business development. The direct influence of social media on business development amounted to 0.368 which means that business development is influenced by *coffee shop* social media. This shows that if social media is known to the public and interested in *coffee shops*, it will create a *coffee shop* that develops. Because in the present, social media is one of the tools for business development to attract customers. The development of a business can be shown one of them by increasing profits and increasing turnover.

From the results of the research and discussion, the fifth hypothesis of this study, namely social media, has a significant direct influence on business development is acceptable and the formulation of problems can be answered. The results of the study were also reinforced by previous research which concluded that social media can increase coffee sales [18]. Adeleke research results show that successful *coffee shop* owners provide premium products, use social media for marketing, promotion and *branding,* competitive prices, choosing the right location, providing good customer service and having differences in promoting brands [3]. Hanaysha's research concluded that social media advertising is one of the key success factors for building relationships and communication with customers [9]. Post-purchaseaction through social media affects consumer purchasing decisions and research results[5]. Restaurant businesses are encouraged to have social media as a forum for promotion and provide information to prospective consumers [12].

This shows that if the *coffee shop* building is attractive and according to customer tastes, it will affect the many social media followers and known by the public. If a coffee shop already has social media that many customers know, it will make it easier for coffee shops to grow because many customers know about *coffee shop* information from promos, discounts, locations and menus offered.

From the results of the research and discussion, the sixth hypothesis of this study is that building a significant influence on business development through social media can be accepted and the formulation of problems can be answered. The results of this study are also supported by previous research conducted that design can affect business growth through social media [14]. The characteristics of the building concept can result in many customers, especially teenagers visiting the *coffee shop.* Consumers will assess promotions on social media and will affect consumer visits[16].

The Influence of Buildings (X_1) Indirectly on Business Development (Y) through Social Media (Z)

The direct influence that X_1 exerts on Y is the multiplication between the beta value of X_1 to Z and the beta value Z against Y is: (0.668 x 0.368) = 0.2458 or 24.58%. Therefore, the total influence given by X_1 to Y is a direct influence coupled with indirect influences, namely: 45.9% + 24.58% = 70.48%. Based on the results of the calculation above, it is known that the value of direct influence is 45.9% and the total influence is 70.48% which means that the value of direct influence is greater than the value of direct influence, these results show that indirectly the building variable (X_1) through social media (Z) has a significant influence on business development (Y).

The Influence of Atmosphere (X_2) Indirectly on Business Development (Y) through Social Media (Z)

The direct influence given by Atmosphere (X_2) on Business Development (Y) is the result of times between the beta value of X to Z and the beta value of Z to Y is: (0.416 x0.368) = 0.1530 or 15.3%. Therefore, the total influence that X_2 exerts on Y is a direct influence coupled with indirect influences, namely: 27.6% + 15.3% = 42.9%. Based on the results of the calculation above, it is known that the value of direct influence is 27.6% and the total influence is 42.9% which means that the total influence value is greater than the value of direct influence, this result shows that indirectly X_2 through Z has a significant value to Y. This shows if the atmosphere given by the coffee shop is greater than the

value of direct influence, this result shows that indirectly X 2 through Z has a significant value to Y. This shows if the atmosphere given *by the coffee shop is* greater. Already in accordance with the wishes of customers, it will cause consumer curiosity to find out the social media of a *coffee shop.* If there is a sense of interest in consumers after seeing social media, consumers will visit *the coffee shop* with colleagues or family, so that the number of visitors becomes increasing, turnover increases and profits will increase.

From the results of the research and discussion, the seventh hypothesis of this study is that the atmosphere has a significant influence on business development through social media is acceptable and the formulation of problems can be answered.

This research is supported by previous research conducted by Pecotic, et al (2014) which concluded that the atmosphere of the store affects business development through social media. Spence's research concluded that the atmosphere of coffee shops can affect social media[19]. Coffee consumers are more interested in coffee shops that have an interesting atmosphere [8]. According to Ayase Begum et al. social media can influence the development of the coffee retail business[1].

Coefficient of Determination

The determination coefficient is a tool used to assess the ability of free variables to describe variations of bound variables.

Table 2. R^2 value
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695[a]	.484	.465	1.690

a. Predictors: (Constant), Social Media, Buildings, Atmosphere
b. Dependent Variable: Business Development
Source: Primary data processed, 2021

Based on this output, an R^2 value (coefficient of determination) of 0.484 is obtained, that is, if formulated:

$$Kd = (R^2)*100\%$$
$$= (0,484)*100\%$$
$$= 48,4\%$$

The Kd value of 48.4% means the ability of building variables (X_1), atmosphere (X_2) and social media (Z) in explaining variations in business development (Y) which is 48.4%. According the coefficient of determination is between 0 and 1[15]. The results of the Sejati study showed that the determination coefficient value in the study was 33.4% the

determination coefficient value of this study was greater than the study[19]. The results of Park and Jeon's research showed that the R^2 value in the study was 48%, the R^2 value of this study was greater than the study[18].

From a series of discussions of the results above, it can be concluded that the hypothesis that reads "There is an influence of buildings (X_1) and atmosphere (X_2) *coffee shops* on Business Development (Y) through Social Media (Z) as Intervening Variables in the SDGs Era is acceptable.

CONCLUSION

From the results of the discussion that has been presented, then the conclusions that can be taken as follows, there is a direct influence of building variables and atmosphere on social media in the SDGs Era in the Cirebon City *coffee shop* business. There is a direct influence of social media variables on the development of *coffee shop* businesses in Cirebon City in the SDGs Era. There is an indirect influence of building variables and atmosphere on the development of *coffee shop* business in Cirebon City in the SDGs Era through social media as intervening variables.

From the conclusions that have been described, the advice that can be given is as follows, For culinary business actors*, especially coffee shop businesses,* considering that competition in this business is getting tighter, it would be nice for coffee shops in Cirebon City to highlight social media as a forum for advertising and marketing, by building relationships and communication to the community, it is expected that *coffee shops* will become more developed. For consumers, it is expected to provide input and advice to the *coffee shop* regarding complaints felt by consumers so that the *coffee shop fixes* it. For other researchers, further research should be conducted that is more comprehensive including additional variables including service quality, product quality and price.

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