

Consumer Satisfaction Analysis Towards Store Atmosphere And Location Using Importance-Performance Analysis

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ABSTRACT

This study aims to analyze customer satisfaction with store atmosphere and location using Importance Performance Analysis (IPA). Sampling was done by using *probability sampling* technique used is *judgment sampling* with 100 consumer respondents who have visited and made purchases at Yugen Cafe. The results of the data from the distribution of the questionnaire were obtained using Gap analysis to determine the level of customer satisfaction and then retrieved using Important Performance Analysis (IPA) to find out which attributes need to be maintained by the company's performance. Based on the results of data processing, it can be seen that the customer's assessment of 30 performance attributes and 30 expectations attributes indicates that all attributes have a gap between customer perceptions of Yugen Cafe. Based on the level of conformity, the results obtained 95.1%, indicating that it is still below 100% and has not met customer expectations at Yugen café.

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INTRODUCTION

In this modern era, it has had a considerable impact on the development of the business world. The market is wide open, and the opportunities are getting more expensive. The variety of choices of consumer products is increasingly diverse. It makes consumer expectations grow to fulfill something they want. Business actors are required to maintain the market and win the competition. In winning the match, companies must understand the needs and desires of their consumers. Understanding the needs and wants of consumers will provide important input for companies to plan future strategies to create satisfaction for consumers to survive in competing in the market. Because the creation of customer satisfaction can provide several benefits, including a good relationship between the company and consumers, thus creating repeat purchases and customer loyalty.

Indonesia's coffee shop and coffee beverage business have been booming in recent years, becoming an emerging business that appears like fungus in the rainy season. Currently, there are more than 10,000 cafes in Indonesia which are predicted to continue to grow. From 2013- to 2018, the total revenue of the care sector is estimated to increase from USD 3.4 billion to USD 4.16 billion (Putra, 2016). Significantly growing in big cities or developing cities such as Bandung City, which is overgrowing, and competition is felt between cafe business people in the same field. The products offered are coffee, supported by affordable prices, practicality in presentation, and various flavors to suit consumer tastes.

Locally sourced, quality coffee and iced milk coffee-based drinks in a wide variety of flavors suited to local tastes are now in

the trend (Nurhayati-Wolff, 2022). Many *coffee shops* have sprung up, not least in Bandung. The data above shows that the number of cafes or *coffee shops* business growth continues to increase from year to year, which means that many business actors take advantage of the great opportunities in Bandung.

A cafe called a *coffee house* or *coffee shop* is a term used for a place that serves orders for coffee or other drinks. Cafe has the character of a restaurant but is different from a cafeteria. Many cafes serve coffee and tea with snacks to improve the quality of service to compete with other similar businesses. If the service provided to customers is as expected, it will give satisfaction. Thus the quality of service continues to be improved to achieve what consumers expect; they will be satisfied.

According to (Utami, 2017), Location is the physical structure of a store which is the main component seen informing the impression of a store that retailers carry out in placing their stores and activities in providing service channels needed by consumers. Store location also has a significant influence on consumer purchasing decisions. Stores that have easy access and strategic locations will be factors consumers consider in purchasing decisions. Every consumer must have a different consumer perception. In the end, the consumer will decide whether a product's price is right.

One of the cafe businesses in the city of Bandung is the Yugen cafe at 28, which is located on Jl. Moch. Yunus No. 28, Pasirkaliki, Cicendo District, Bandung City, West Java. The coffee shop provides a variety of drinks divided into two types: coffee and non-coffee. Yugen itself has snacks in terms of food. Based on the observations, the author has conducted a

mini-survey by interviewing several consumers who visited Yugen Café. Five consumers were interviewed to find out how they felt about Yugen. Consumers claim that the location and atmosphere offered at Cafe Yugen are not to their liking. This can be seen from the attitude of those who do not want to recommend the place to their surrounding relatives. The majority of respondents said the site's location is not common; in residential areas with small road access, portals are sometimes locked, and there is no other alternative, so finding a vehicle parking space becomes complicated. Respondents said it was better to use two-wheeled vehicles than four-wheeled vehicles. In addition, respondents complained that the cafe atmosphere was not comfortable because the distance between the tables was too close, causing noise if the cafe was complete, there was no nonsmoking area, and the indoor smoking area used a transparent roof which caused respondents to complain that they did not want to linger because of the heat. In addition, most of the respondents complained that the toilets were not clean, smelly, and cramped. So the writer suspects that there is a lack of atmosphere and location within the Yugen cafe.

Based on the data obtained that Yugen Café experienced a decrease in visitors. Yugen Café experienced an increase in the number of visitors in October 2021. And a downward trend in the following months, especially the last five months, namely November to March 2022. This indicates a problem in purchasing decisions, one of which is thought to be caused by customer dissatisfaction. The company hoped to increase customer satisfaction as well as stimulate consumer decisions. A literature search and conversations with consumer and company representatives identified

several attributes, such as store atmosphere in determining the level of consumer satisfaction (Indrasari, 2019) which has five main factors that must be considered by the company, namely *Product quality, Service quality, Emotional, Price, and Consumers*.

RESEARCH METHOD

This research is a descriptive study with quantitative methods using the Importance-Performance Analysis (IPA) approach as an analytical tool. The research method used is descriptive research. *Descriptive analysis* is an analysis conducted about phenomena that occur in the present. The data processing is carried out based on data collection/compilation and descriptive interpretation of the data. This descriptive research aims to make a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the phenomena being investigated.

In this study, the authors describe the variables in further dimensions, translated into indicators used as statements in the research questionnaire. To clarify the variables used in this study, the Operational Store Atmosphere variable, Location variable, and Customer Satisfaction Variable is presented. The scale used in this study uses the *Ordinal Scale measurement*. The scale of the instrument used in this study is the Likert Scale. Population and Sample Research.

The people of this study are customers who have come and bought products from Yugen cafe in Bandung. The sample of this research is *probability sampling* because of the precise arrival of the people of this research, namely Yugen Café consumers.

The technique used for selection is judgment sampling because the author has unique criteria to determine the sample taken from the population, namely people in the city of Bandung. They have come and bought Yugen Café products. The number of respondents born is 100 because there are criteria above, and minimizing the data obtained is unreliable.

Primary data was collected through observations and surveys by distributing questionnaires to obtain clear and accurate information. Secondary data, Research data obtained from graphic

documents (tables, notes, journal articles relevant to the research), photographs, and others can enrich primary data

RESULT AND DISCUSSION

Validity and Reliability Test

1. Validity Test

The table R-value for a total of 100 samples is 0.1966. Suppose the calculated R-value is lower than the table R-value. More details can be seen in Table 4.1:

Table 4.1 Store Atmosphere Performance Validity Test Results at Yugen Café

No. Item	Tcount	Ttable 5% (100)	Criteria
X1.1	0.653	0.1966	Valid
X1.2	0.581	0.1966	Valid
X1.3	0.464	0.1966	Valid
X1.4	0.562	0.1966	Valid
X1.5	0.693	0.1966	Valid
X1.6	0.707	0.1966	Valid
X1.7	0.714	0.1966	Valid
X1.8	0.715	0.1966	Valid
X1.9	0.693	0.1966	Valid
X1.10	0.768	0.1966	Valid
X1.11	0.752	0.1966	Valid
X1.12	0.696	0.1966	Valid

Source: Data Processed by Author, 2022

The value of the r table obtained is 0.1966. All indicators on the questionnaire are declared valid.

Table 4.2 Location Performance Validity Test Results at Yugen Café

No. Item	Tcount	Ttable 5% (100)	Criteria
X1.1	0.826	0.1966	Valid
X1.2	0.843	0.1966	Valid
X1.3	0.829	0.1966	Valid

Source: Data Processed by Author, 2022

The value of the r table obtained is 0.1966. all indicators on the questionnaire are declared valid.

Table 4.3 Customer Satisfaction Validity Test Results

No. Item	Tcount	Ttable 5% (100)	Criteria
CS 1	0.518	0.1966	Valid
CS 2	0.394	0.1966	Valid

CS 3	0.466	0.1966	Valid
CS 4	0.546	0.1966	Valid
CS 5	0.568	0.1966	Valid
CS 6	0.492	0.1966	Valid
CS 7	0.549	0.1966	Valid
CS 8	0.551	0.1966	Valid
CS 9	0.521	0.1966	Valid
CS 10	0.655	0.1966	Valid
CS 11	0.668	0.1966	Valid
CS 12	0.589	0.1966	Valid
CS 13	0.468	0.1966	Valid
CS 14	0.528	0.1966	Valid
CS 15	0.503	0.1966	Valid

Source: Data Processed by Author, 2022

The value of the r table obtained is 0.1966. all indicators on the questionnaire are declared valid.

2. Reliability Test

Table 4.4 Store Atmosphere Variable Test Results

Reliability Statistics		Description
Cronbach's Alpha	N of Items	Reliable
0.762	13	

Source: Data Processed by Author, 2022

Based on Table 4.4 above, the Cronbach's Alpha value of the Store Atmosphere variable is 0.762, so it can be concluded

that this research instrument is declared reliable with a powerful correlation level

Table 4.5 Location Variable Reliability Test Results

Reliability Statistics		Description
Cronbach's Alpha	N of Items	Reliable
0.839	4	

Based on Table 4.5 above, the Cronbach's Alpha value of the Location variable is 0.839, so it can be concluded that this research instrument is declared reliable with a powerful correlation level. The

reliability of the data can be trusted, which means that the statement on the Location questionnaire is the respondent's answer can be trusted, consistent from time to time.

Table 4.6 Customer Satisfaction Variable Reliability Test Results

Reliability Statistics		Description
Cronbach's Alpha	N of Items	Reliable
0.738	16	

Source: Data Processed by Author, 2022

Based on Table 4.6 above, the Cronbach's Alpha value of the Customer Satisfaction variable is 0.738, so it can be concluded that this research instrument is declared reliable with a powerful correlation level.

Descriptive Analysis

The following are respondents' responses to each variable the researcher has processed.

1. Analysis Variable Store Atmosphere

The independent variable in this study is the Store Atmosphere of Yugen Café in Bandung. To measure this variable, 12 questions were used as indicators. All these scores are added up into a total score and made in the form of a percentage.

a) Respondents Response Regarding Store Atmosphere Variables

Table 4.7 Consumer Assessment Analysis of the Store Atmosphere expectation

No	Statements	Alternative Answer				Total	Total Score	Ideal Score	%	Category
		SD (1)	D (2)	A (3)	SA (4)					
1.	How important is the ease of finding a parking space at a cafe?	0	0	46	54	100	146	400	88,5%	Very Good
		0%	0%	46%	54%	100%				
2.	How important is the safety of the parking space at the cafe?	0	0	48	52	100	148	400	88%	Very Good
		0%	0%	48%	52%	100%				
3.	How important is the distance between the parking lot and the cafe seating?	0	0	56	44	100	156	400	86%	Very Good
		0%	0%	56%	44%	100%				
4.	How important is the comfort of a table in a cafe?	0	0	49	51	100	149	400	87,7%	Very Good
		0%	0%	49%	51%	100%				
5.	How important is the comfort	0	0	51	49	100	151	400	87,2%	Very Good
		0%	0%	51%	49%					

	of a chair in a cafe?					100%				
6.	How important is the distance between diners' tables in a cafe?	0	0	47	53	100	147	400	88,2%	Very Good
		0%	0%	47%	53%	100%				
7.	How important is ease of movement when sitting in a cafe? (viewed from the distance of the chair and table)	0	0	53	47	100	153	400	86,7%	Very Good
		0%	0%	53%	47%	100%				
8.	How important is the neatness of the layout of chairs & tables in a cafe?	0	3	44	53	100	350	400	87,5%	Very Good
		0%	3%	44%	53%	100%				
9.	How important is the cleanliness of the floor in a cafe?	0	5	43	52	100	347	400	86,7%	Very Good
		0%	5%	43%	52%	100%				
10.	How important is the cleanliness of the toilet area for a cafe	0	0	47	53	100	147	400	88,2%	Very Good
		0%	0%	47%	53%	100%				
11.	How important is the cleanliness	0	0	46	54	100	146	400	88,5%	Very Good

	of the indoor room for a cafe?	0%	0%	46%	54%	100%				
12.	How important is the cleanliness of the outdoor space for a cafe?	0	5	47	48	100	343	400	85,7%	Very Good
		0%	5%	47%	48%	100%				
	Total Score						1,776	4,800	87,4%	Very Good

Source: Data Processed by Author, 2022

The calculation in the table shows the respondent's perception score obtained by 87.4%. Thus the response of respondents to the store atmosphere expectations have very good. Because based on the responses, these four items show the lowest presentation, which means there need to be improvements to increase consumer attractiveness.

The continuum line explains the recapitulation of respondents' scores on the store atmosphere variable. The table above shows that the percentage value obtained is 87.4%, including in the very good category in the interval range of 81.25% - 100%. So, the sum of these scores, when entered into the continuum line, is as follows:

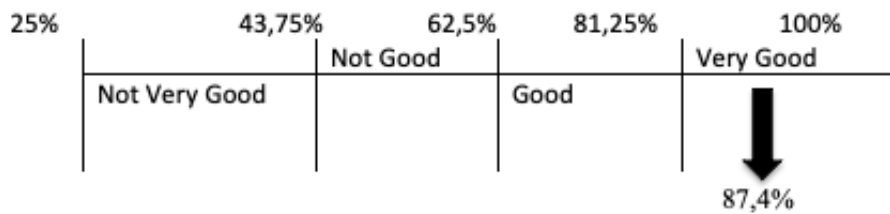


Figure 4.1 Store Atmosphere Variable Continuum Line

Source: Data Processed by Author, 2022

2. Variable analysis regarding Location

The dependent variable in this study is the location of the Yugen café in Bandung.

Table 4.8 Consumer Assessment analysis of the location expectation

No	Statements	Alternative Answer				Total	Total Score	Ideal Score	%	Category
		SD (1)	D (2)	A (3)	SA (4)					
1.	How important is the ease of the location to be reached	13	15	37	35	100	294	400	73,5%	Good

	by public transportation in a cafe?	13 %	15 %	37 %	35 %	100 %				
2.	How important is the ease of the location to be reached by private vehicle in a cafe?	9	16	41	34	100	300	400	75%	Good
		9%	16 %	41 %	34 %	100 %				
3.	How important is the location to be clearly visible when arriving in a cafe? (seen from the visible cafe marker)	11	15	41	33	100	296	400	74%	Good
		11 %	15 %	41 %	33 %	100 %				
	Total Score						900	1,200	74,1 %	Good

Source: Data Processed by Author, 2022

The calculations in the table show the respondent's perception score obtained at 74,1%. Thus the response of respondents about the location expectations has good. Because based on respondents' responses, one item produces the lowest percentage, which means there is a need for improvement to increase consumer attractiveness.

The continuum line explains the recapitulation of respondents' scores on the store atmosphere variable. The table above shows that the percentage value obtained is 74,1%, including in the very good category in the interval range of 62,5-81,25%. The sum of these scores, if entered into a continuum line, is as follows:

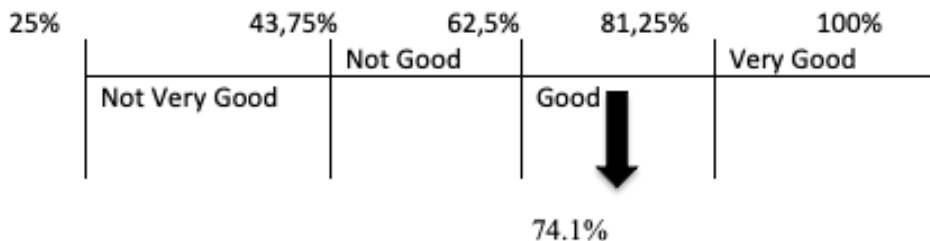


Figure 4.2 Location Variable Continuum Line
Source: Data Processed by Author, 2022

3. Variable analysis regarding Performance

The variable in this research is Performance at Yugen café in Bandung. To measure this variable, 15 questions were used as indicators. All these scores are added up into a total score and made in the form of a percentage.

Table 4.9 Consumer Perception on Yugen café performance

No	Statements	Alternative Answer				Total	Total Score	Ideal Score	%	Category
		SD(1)	D(2)	A(3)	SA(4)					
1.	How easy is it to find a parking space at Yugen cafe?	0	6	42	52	100	154	400	82,7%	Very Good
		0%	6%	42%	52%	100%				
2.	How safe is the parking lot at Yugen cafe?	0	5	50	45	100	160	400	85%	Very Good
		0%	5%	50%	45%	100%				
3.	How is the parking space from the seats at Yugen cafe?	0	3	60	37	100	166	400	83,5%	Very Good
		0%	3%	60%	37%	100%				
4.	How comfortable is the table at Yugen cafe?	0	3	54	42	100	159	400	84%	Very Good
		0%	3%	54%	42%	100%				
5.	How comfortable are the	2	4	55	39	100	169	400	82,7%	Very Good

	chairs at Yugen cafe?	2%	4%	55 %	39%	100 %				
6.	How is the distance between diners' tables at Yugen cafe?	1	4	48	47	100	159	400	85, 2%	Very Good
		1%	4%	48 %	47%	100 %				
7.	How easy is it to move when sitting at Yugen cafe? (viewed from the distance of the chair and table)	0	5	54	41	100	164	400	84 %	Very Good
		0%	5%	54 %	41%	100 %				
8.	How neat is the layout of chairs & tables at Yugen cafe?	1	5	54	40	100	167	400	83 %	Very Good
		1%	5%	54 %	40%	100 %				
9.	How clean is the floor in a Yugen cafe?	0	5	59	36	100	169	400	82, 7%	Very Good
		0%	5%	59 %	36%	100 %				
10 .	How clean is the toilet area at Yugen cafe?	1	6	47	46	100	162	400	84, 5%	Very Good
		1%	6%	47 %	46%	100 %				

11	How is the cleanliness of the indoor space at Yugen cafe?	0	5	51	44	100	161	400	84,7%	Very Good
		0%	5%	51%	44%	100%				
12	How is the cleanliness of the outdoor space at Yugen cafe?	0	3	53	44	100	159	400	85,2%	Very Good
		0%	3%	53%	44%	100%				
13	How easy is the location to be reached by public transportation at Yugen cafe?	0	6	50	44	100	162	400	84,5%	Very Good
		0%	6%	50%	44%	100%				
14	How easy is the location to be reached by private vehicle at Yugen cafe?	1	5	60	34	100	173	400	81,7%	Very Good
		1%	5%	60%	34%	100%				
15	How is the location clearly visible when you arrive at Yugen cafe? (seen from the visible cafe marker)	1	6	63	31	100	179	400	81,5%	Very Good
		1%	6%	63%	31%	100%				
Total Score							2,463	6,000	83,6%	Very Good

Source: Data Processed by Author, 2022

The calculation in the table shows the respondent's perception score obtained by 83.6%. Thus the response of

respondents about Performance is good. Because based on respondents' responses, the four items produce the lowest percentage, which means there is

a need for improvement to increase consumer attractiveness.

The continuum line explains the recapitulation of respondents' scores on the store atmosphere variable. The table

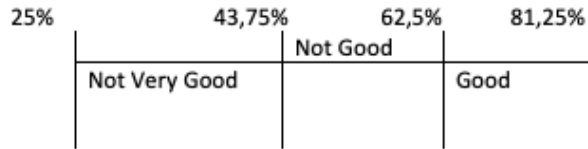


Figure 4.3 Customer Satisfaction variable Continuum Line
Source: Data Processed by Author, 2022

above shows that the percentage value obtained is 83,6%, including in the very good category in the interval range of 81,25% - 100%. The sum of these scores, if entered into a continuum line, is as follows:

4.1. Importance Performance Analysis (Analysis Diagram Kartesius)

Importance Performance Analysis is a research and data analysis procedure used to evaluate a firm's and its competitors' strengths and weaknesses and future actions that seek to identify key attributes that drive purchase behavior within a given industry (JR, 2006).

The intersection point of Y and X for each attribute determines the attribute's position among the four quadrants in the IPA matrix.

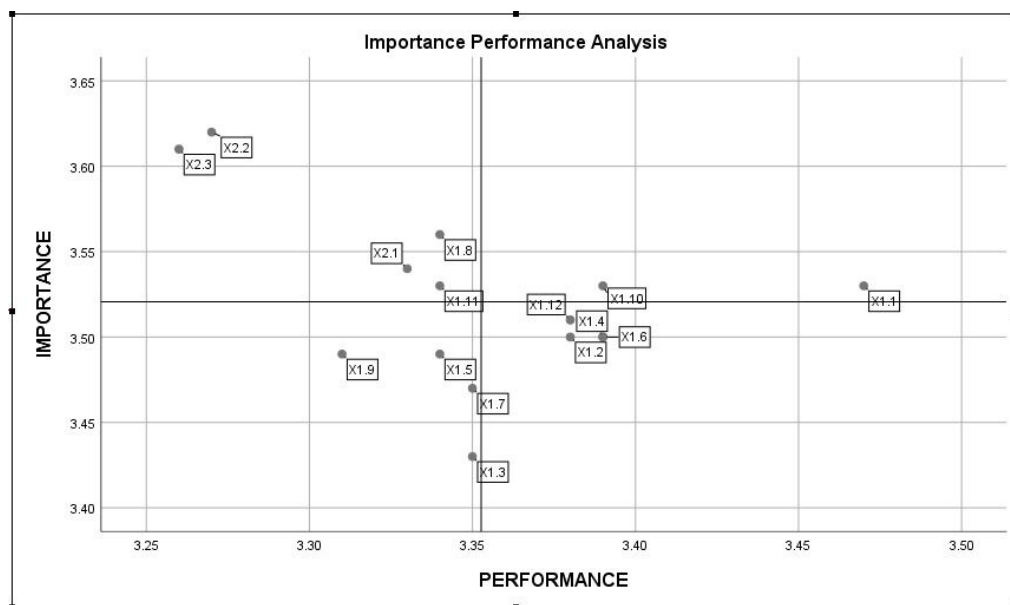


Figure 4.4 Gap Analysis based on Kartesius Diagram on Store Atmosphere and Location Variables

Source: Data Processing Results SPSS version 25, 2022

From the figure 4.7, it can be interpreted as follows:

1. Quadrant A : Concentrate Here

Quadrant A shows attributes that are considered important by customers but are not implemented properly by the company. The attributes in this quadrant need to be prioritized to be improved

first. The attributes included in this quadrant are The ease of the location to be reached by private vehicle in a café? (Indicator no. X2.2 with point coordinates 3,27 ; 3,62), The location to be clearly visible when arriving in a café? (seen from the visible café marker) (indicator X2.3 with point coordinates 3,26 ; 3,61), The ease of the location to be reached by public transportation in a café? (Indicator X2.1 with point coordinates 3,33 ; 3,54), The neatness of the layout of chairs & tables in a café (Indicator X1.8 with point coordinates 3,34 ; 3,56), The cleanliness of the indoor room for a café (Indicator X1.11 with point coordinates 3,34 ; 3,53).

1. Quadrant B: Keep Up the Good Work

Quadrant B shows the service attributes that are considered important by customers and satisfy customers that have been implemented well by Yugen Café. Therefore, the Yugen Café must maintain and maintain the quality of its service. The attributes included in this quadrant are The ease of finding a parking space at a café (Indicator X1.1 with point coordinates 3,47 ; 3,53), The cleanliness of the toilet area for a cafe (Indicator X1.10 with point coordinates 3,39 ; 3,53).

2. Quadrant C: Low Priority

In Quadrant C, Yugen Cafe has attributes that become minimal weaknesses and does not require additional efforts to improve each attribute in this quadrant, because these attributes have a low level

of importance for consumers, so Yugen cafe does not need to pay more attention to these things. the attribute. However, customer perception indicates that Yugen Café has performed well on these attributes. The attributes included in this quadrant are The cleanliness of the floor in a cafe (Indicator X1.9 with point coordinates 3,31 ; 3,49), The comfort of a chair in a cafe (Indicator X1.5 with point coordinates 3,34 ; 3,49), Ease of movement when sitting in a cafe? (viewed from the distance of the chair and table) (Indicator X1.7 with point coordinates 3,35 ; 3,47), The distance between the parking lot and the cafe seating (Indicator X1.3 with point coordinates 3,35 ; 3,43).

3. Quadrant D: Possible Overkill

Quadrant D shows attributes that are considered less important by the company but based on the results of customer perceptions obtained, the Yugen Café provides a very satisfactory service. This is sometimes considered excessive by customers. The attributes included in this quadrant are The safety of the parking space at the cafe (Indicator X1.2 with point coordinates 3,50 ; 3,38), The comfort of a table in a cafe (Indicator X1.4 with point coordinates 3,52 ; 3,38), The distance between diners' tables in a cafe (Indicator X1.6 with point coordinates 3,50 ; 3,39), The cleanliness of the outdoor space for a cafe (Indicator X1.12 with point coordinates 3,53 ; 3,37).

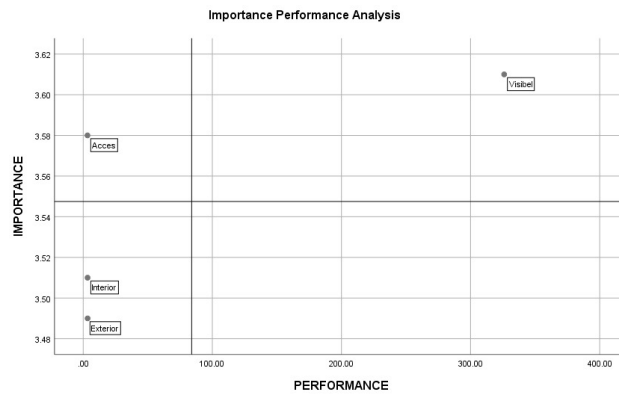


Figure 4.5 Gap Analysis based on Kartesius Diagram on Access, Interior, Exterior, and Visible Indicators

Source: Data Processing Results obtained Based on SPSS Version 25, 2022

Based on Figure 4.8 above shows several dimensions are in different quadrants.

Table 4.10 Comparison of Indicators Between Conformity Level and Quadrant

No.	Indicators	Sumbu X	Sumbu Y	Tingkat Kesesuaian	Kuadran
1.	The ease of finding a parking space at a café	3,47	3,53	98,3%	B
2.	The safety of the parking space at the café	3,38	3,5	96,5%	D
3.	The distance between the parking lot and café seating	3,35	3,43	97,6%	C
4.	The comfort of a table in café	3,39	3,5	96,8%	D
5.	Comfort of a chair in a café	3,34	3,49	95,7%	C
6.	The distance between diners' tables in a café	3,39	3,5	96,8%	D
7.	Ease of movement when sitting in a café (viewed from the distance of a chair and table)	3,35	3,47	96,5%	C
8.	The neatness of the layout of chairs & tables in a café	3,34	3,56	93%	A
9.	The cleanliness of the floor in a café	3,31	3,49	94,8%	C
10.	The cleanliness of the toilet area for a café	3,39	3,53	96%	B
11.	The cleanliness of the indoor room for a café	3,34	3,53	94,6%	A
12.	The cleanliness of the outdoor space for a café	3,38	3,51	96,2%	D
13.	The ease of the location to be reached by public transportation in a cafe	3,33	3,54	94%	A
14.	The ease of the location to be reached by private vehicle in a café	3,27	3,62	90,3%	A

15.	The location to be clearly visible when arriving in a cafe? (seen from the visible cafe marker)	3,26	3,61	90,3%	A
Average Score				95,1%	

Source: Data Processed by Author, 2022

Table 4.12 shows that the indicators are in different quadrants based on the comparison between the performance of Yugen Café and the expectations of Yugen Café's customers. The author will explain the indicators/attributes in Quadrant A, where customers consider this quadrant important. However, the performance of the Yugen café is still low, so it is not by customer expectations. This causes the need for improvements from Yugen Café to improve performance on attributes in quadrant A which are the main priorities for Yugen Café to be addressed.

CONCLUSION

Based on the results of research and discussion that have been stated previously to determine 'Consumer Satisfaction with Store Atmosphere and Location using Importance Performance Analysis Tools' on 100 respondents obtained from Yugen Café consumers, conclusions can be drawn which are expected to provide answers to the problems formulated in the study that the Store Atmosphere, which consists of the exterior and the general interior, gets a percentage value of 87.4% and is included in the very good category. Of the overall store atmosphere statement items, a statement received the respondent's response with the lowest score, namely 'cleanliness of the outdoor space for a café'. Locations of access and visibility get 74.1%, including in the very good category. Of all the items in the location statement, there is a statement that received the response from respondents with the lowest score,

namely 'The ease of the location to be reached by public transportation in a café'. The average of the Store Atmosphere and Location attributes regarding the performance at Yugen Cafe is 3.36 and 3.28. With the lowest average performance score in Store Atmosphere and Location, it is at attribute number 9 (cleanliness of the floor in a cafe) of 3.31, and number 3 (location to be visible when arriving in a café, seen from the visible café. marker) is 3.26. The most miniature average performance score based on the dimensions is the Visibility dimension, which is 3.26. At the same time, the average score of the most significant performance in the Store Atmosphere and Location based on attributes is number 1 (ease of finding a parking space at a cafe) and number 1 (ease of the location to be reached by public transportation in a café). Dimensions, the average score of the most significant performance on the Exterior dimension is 3.4. The average of the Store Atmosphere and Location attributes regarding expectations at Yugen Café is 3.50 and 3.59. The highest expected average score on the Store Atmosphere and Location is indicator number 3 (distance between the parking lot and café seating). Number 1 (ease of the location to be reached by public transportation in a café) and the average score of the slightest expectation based on dimensions is the Exterior dimension of 3.49. At the same time, the average score of the greatest expectations is at attribute number 8 (neatness of the layout of chairs & tables in a café) and number 2 (ease of the location to be reached by private vehicle in a café). When viewed from the dimensions, the average score of the most outstanding

expectation is on the Visibility dimension with a score of 3.61. Based on research using Importance Performance Analysis (IPA) on the Cartesian diagram, it shows the dimensions that need to be prioritized for Yugen Café to be improved are the dimensions that are in quadrant A, namely the Access dimension. And the attributes that are in quadrant A are as Neatness of the layout of chairs & tables in a café (Attribute no.

8), Cleanliness of the indoor room for a café (Attribute no. 11), Ease of the location to be reached by public transportation in a café (Attribute no. 13), Ease of the location to be reached by private vehicle in a café (Attribute no. 14) and Location to be clearly visible when arriving in a cafe? (Seen from the visible cafe marker (Attribute no. 15).

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