THE INFLUENCE OF TASTE AND ATMOSPHERE ON CONSUMER SATISFACTION IN THE CORNER OF LAGI CAFE, BANGGAE TIMUR DISTRICT, MAJENE DISTRICT

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Abstract

YASRIL HIDAYAT. 2024. The Influence of Taste and Atmosphere on Consumer Satisfaction at the Sudut Lagi cafe, East Pride District, Majene Regency. Thesis, Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Syartini Indrayani and Masrullah This research is a quantitative description type research which aims to find out and analyze the influence of taste and atmosphere on consumer satisfaction at the Sudut Lagi cafe, East Pride District, Majene Regency. The method used in the research is observation, questionnaires and documentation. The population and sample used in this research were 150 respondents with the data analysis method used was multiple linear regression analysis which was processed with the help of Statistical Product and Service Solutions (SPSS) Version 27 software. Based on the results of this research, it shows that the t test results that have been obtained on the variable. For the variable (X1) on the variable (Y), the calculated t value is greater than the t table with the value obtained 3,860 > 0.160 and the significance value obtained is 0.001 smaller than the value a 0.05 (0.001 < 0.05). From the values obtained, it can be concluded that variable (X1) on variable (Y) has a positive and significant influence on the corner cafe again, East Banggae District, Majene Regency. Based on the results of this research, it shows that the t test results obtained on the Atmosphere variable (X2) on the variable (Y) obtained that the calculated t value was greater than the t table with the value obtained 9,723> 0.160 and the significance value obtained was 0.001 smaller than the value a (0.001 < 0.05). From the values obtained, it can be concluded that the variable (X2) on the variable (Y) has a positive and significant influence on the corner cafe again, East Banggae District, Majene Regency.

Keyword: Taste, Atmosphere, Consumer Satisfaction

INTRODUCTION

In the current era of globalization, business development occurs with fast. The growth of various businesses is happening everywhere. According to (Santri Zulaicha, 2016), increasingly tight business competition exists by type The same effort makes every company increasingly required to move faster in attracting consumers. There is a change in lifestyle Indonesian people are increasingly liking the activity of drinking coffee in cafes.

Cafes have become a phenomenon and even a new culture has responded needs of modern society. Reduced comfortable space and Flexibility makes cafes an alternative space that is slowly becoming an option Main for socializing and interacting. For cafe students is the right choice to fill your time. It's no wonder why currently many cafes are popping up around campus and even inside campus itself. This is something that is familiar to many sitting students group in a cafe room discussing while staring at a laptop screen opened the book and

the papers and pens were scattered in between drink cups and snack plates (Wardhana, Hendra 2015). Gathering or hanging out in cafes has become a habit for Indonesian people. According to Desmita (2017), independence is self-readiness, both physical and emotional readiness to manage and carry out activities according to personal needs without being too dependent on others.

These habits are born from lifestyle changes People who want something practical in fulfillment the need for food and drink. That's the end Encourage business people to pioneer retail businesses in the culinary field in the form of cafes and restaurants. Many similar businesses require café owners to better understand the desires of the target market more specifically. The café owner had to rack his brains to find a way to get The attention and interest of consumers to visit their café, this Because many cafes sell almost the same thing.

By creating an interesting taste and atmosphere of a café can generate consumer interest to visit the café and then Supported by quality services allows for the creation of customer satisfaction, , if the consumer is satisfied then it does not close possibility for them to make purchases at a later date and does not rule out the possibility for those who feel satisfied to become a regular customer at the Cafe.

Consumer satisfaction is a post-purchase evaluation where alternatives selected at least the same outcome or exceed expectations from consumers According to Daryanto & Setyobudi in (Mursida & Anna, 2017). Other factors that can affect satisfaction The consumer is the taste. Taste is a way of choosing food which must be distinguished from the taste of the food (Indrasari, 2017). Taste is a food attribute that includes appearance, smell, taste, texture, and temperature. Another factor that affects consumer satisfaction is atmosphere. The atmosphere of the café is one of the factors that support the café business where The atmosphere that exists and is created makes consumers feel different for Every café they go to. The atmosphere in a café can be influence the emotions and feelings of consumers so that the process can occur purchase. The atmosphere of the café is created through the exterior and interior, sound or Rumbling, music, lighting and more can eventually form feelings of comfort or disappointment that can be felt by consumers (Dionysius Apecilus Nggaur, 2018).

Related to the explanation above, the objects in this study are One of the cafes located in Majene Regency is Angular Again. Now Angular again already has several branches in Sulawesi Province South and West Sulawesi. Angular Lagi café located in the sub-district East Banggae Majene district opened in 2019.

Researchers also found some phenomena in the corner café again east Banggae sub-district, Majene regency related to Taste where there is variants of flavors and natural mixtures in food and beverages for gives a unique touch to the Taste. But there are also where some Customers find the taste too experimental. But related to There are several complaints about the availability of parking Adequate, café lighting in the indoor part looks darker. But some consumers feel employees are less friendly, and duration employees in serving food and also some customers feel the atmosphere in the café Angular again east Banggae sub-district Majene Regency too Noisy with a game of bilyard in the café section. In the presence of Some complaints felt by consumers are likely affect the level of satisfaction in consumers.

RESEARCH METHODS

The method carried out in this study is quantitative method Descriptive. The descriptive method is used to answer the problem statement namely how the taste influences, how the atmosphere influences and How is the morale of employees at Cafe Angular Again, Regency Majene. Quantitative Methods According to (Sugiyono 2018) Explaining that quantitative is one of the methods carried out by research based on the philosophy of positivism, which is used to researching populations and determining specific samples, by means of collect data using research instruments, which are quantitative with the aim of testing hypotheses or provisional conjectures

In the study show and determine the place where is the place where someone researches. This research will be carried out at a café Another corner of Majene district located or with case studies in Labuang, East Banggae District, Majene Regency, Sulawesi Province West. The time of research to obtain data was carried out in the month March-April 2024

The type of data used by researchers in this study is Data quantitative which is data or information obtained in The form of numbers obtained from respondents' answers to The statement in the questionnaire is in the form of a grade or score. Deep In the form of this number, quantitative data can be processed using formulas mathematics or can also be analyzed with statistical systems.

RESULTS AND DISCUSSION

1. Characteristics of respondents
a) Characteristics of respondents by gender Characteristics of respondents by gender grouped into 2 types, namely Male and Female, for more details then presented in table form as follows:

Table 4. 3 Characteristics of respondents by gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	85	56.7	56.7	56.7
	female	64	42.7	42.7	99.3
	11.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source : Primary Data Processing

Quantitative descriptive analysis is a statistical method used to analyze numerical data. This method includes a wide range of techniques statistics used to describe, analyze, and infer numerical data. Furthermore, the results of the data that have been analyzed and obtained by researchers is presented systematically below.

Table 4. 4 Characteristics of Respondents According to Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 year	40	26.7	26.7	26.7
	21-30 year	107	71.3	71.3	98.0
	31-40 year	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Sumber : Olah Data Primer

Discussion

a. Variable analysis Taste (X1)

Descriptive analysis of the Taste variable in this study is based on on the answers to the questions filled in by 150 respondents which is from consumers at the corner café again. Here is a responses to respondents' results from the Taste variable. score, average, total score

Table 4. 5 Analysis of respondents' answers to variable X1

No	Item	scoer										total score	average
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)			
		F	N	F	N	F	N	F	N	F	N		
1	X1.1	1	9	2	76	3	54	4	280	5	75	414	3,0
2	X1.2	1	1	2	64	3	99	4	264	5	90	518	3,4
3	X1.3	1	1	2	48	3	78	4	288	5	120	535	3,5
4	X1.4	1	1	2	38	3	102	4	292	5	115	548	3,6
5	X1.5	1	1	2	40	3	105	4	292	5	105	543	3,6
6	X1.6	1	1	2	34	3	90	4	208	5	125	458	3,0
Average on Variable X1													3,3

Source : SPSS V.27 Data Processing Results

b. Mood variable analysis (X2)

The descriptive analysis of mood variables in this study was based on answers to questions filled in by 150 respondents who were consumers of sudat café again. The following is a response to the respondent's results from the Atmosphere variable.

Table 4. 6 Analysis of respondents' answers to variable X2

No	Item	scoer										total score	average
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)			
		F	N	F	N	F	N	F	N	F	N		
1	X2.1	1	4	2	38	3	69	4	284	5	165	560	3,7
2	X2.2	1	2	2	28	3	84	4	320	5	130	564	3,7
3	X2.3	1	0	2	34	3	84	4	300	5	150	568	3,7
4	X2.4	1	0	2	14	3	93	4	352	5	120	579	3,8
5	X2.5	1	1	2	26	3	81	4	296	5	170	574	3,8
6	X2.6	1	1	2	26	3	81	4	324	5	140	572	3,8
7	X2.7	1	2	2	30	3	60	4	336	5	145	573	3,8
8	X2.8	1	1	2	16	3	84	4	368	5	105	574	3,8
Average on Variable X2													3,7

Source : SPSS V.27 Data Processing Results

c. Analysis of consumer satisfaction variables (Y)

Consumer satisfaction variables in this study were measured through three indicators divided into six questions. The answer results of the consumer satisfaction variable are explained in the table as follows.

Table 4. 7 Analysis of respondents' answers to variable Y

No	Item	scoer										total score	average
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)			
		F	N	F	N	F	N	F	N	F	N		
1	X1.1	1	3	2	26	3	84	4	316	5	135	564	3,7
2	X1.2	1	0	2	22	3	78	4	356	5	120	576	3,8
3	X1.3	1	0	2	20	3	69	4	356	5	140	585	3,9
4	X1.4	1	1	2	20	3	72	4	332	5	160	585	3,9
5	X1.5	1	0	2	16	3	84	4	372	5	105	577	3,8
6	X1.6	1	0	2	20	3	72	4	364	5	125	581	3,8
Average on Variable Y													3,8

Source : SPSS V.27 Data Processing Results

d. Reliability Test

Reliability tests are used to measure the stability and consistency of respondents in answering questions in questionnaires. The reliability test in this study used Cronbach's alpha with an alpha value of 0.6. If the Output value is greater than the value of 0.6 then it is said to be reliable. The results of data reliability testing can be seen in the following table

Tabel 4. 9 Reliability Test Results

No	Variabel	Cronbach's alpha	reliabilitas
1	Taste	0,856	reliabel
2	Atmosphere	0,900	reliabel
3	Customer satisfaction	0,841	reliabel

Source : SPSS V.27 Data Processing Results

e. Multicollinearity test

Tabel 4. 10 Multicollinearity test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.769	.883		6.536	.000		
	Taste	.204	.053	.256	3.860	.000	.416	2.402
	Atmosphere	.427	.044	.644	9.723	.000	.416	2.402
a. Dependent Variable: Customer satisfaction								

Source : SPSS V.27 Data Processing Results

multicollinearity test is performed to determine whether there is a high or perfect correlation between the independent variables in the regression model. This test can be done by looking at the tolerance value and the value of Tolerance and Variance Inflation Factor (VIF). Testing can be done by looking at the value of Tolerance and Variance Inflation Factor (VIF) in the regression model. The decision-making criteria related to the multicollinearity test are as follows (Ghozali, 2016):
1. If the VIF value < 10 or the Tolerance value > 0.01, it is stated that multicollinearity does not occur.
2. If the VIF value > 10 or the Tolerance value < 0.01, multicollinearity is declared. Based on the table above, the Taste variable (X1) and Atmosphere Variable (X2) do not contain symptoms of multicollinearity because the Tolerance value is 0.416 > 0.01 and the value is 2.402 < 10. So it is stated that multicollinearity does not occur.

f.   Linearity test

The linearity test is a test that will ascertain whether the data we have corresponds to a linear line or not. Regression linearity tests are performed to measure the degree of closeness of the relationship, predict the magnitude of the direction of the relationship, and predict the magnitude of the dependent variable if the value of the independent variable is known. In this case, the variables to be tested are in table 4.11 Taste (X1), Atmosphere (X), and consumer satisfaction (Y) and in table 4.12 Atmosphere (X2) and Consumer satisfaction (Y).

The formulation of hypotheses to be tested for data linearity tests is as follows:

H0 : Linearly patterned data

H1 : Data is not linearly patterned

If the data is linearly patterned then the sign > α 0.05 and if the data is not linear patterned then the sign < α 0.05. The results of data linearity testing using SPSS 27 are as follows:

Table 4. 11 Linearity Test Results of Variable X1 and Variable Y

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
CUSTOMER SATISFACTION * TASTE	Between Groups	(Combined)	1186.828	19	62.465	11.200	.000
		Linearity	1068.597	1	1068.597	191.607	.000
		Deviation from Linearity	118.231	18	6.568	1.178	.289
	Within Groups		725.012	130	5.577		
	Total		1911.840	149			

Source : SPSS V.27 Data Processing Results

Based on table 4.11, the sign is 0.289 meaning that in this case the sign is greater than α (0.289> 0.05), so we can know that between taste and consumer satisfaction has a linear relationship or linear pattern.

Table 4. 12 Results of Linearity of Variable X2 and Variable Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
CUSTOMER SATISFACTION *ATMOSPHERE	Between Groups	(Combined)	1466.749	23	63.772	18.053	.000
		Linearity	1346.642	1	1346.642	381.219	.000
		Deviation from Linearity	120.107	22	5.459	1.545	.071
	Within Groups		445.091	126	3.532		
	Total		1911.840	149			

Sumber : Hasil Olah Data SPSS V.27

Based on the table above, the results of the linearity test can be seen that the significance value in the Deviation from Linearity row is 0.071. Because the significance value is greater than 0.05, it can be concluded that between the variables Atmosphere (X2) and consumer satisfaction (Y) there is a linear relationship.

CONCLUSION

Based on the results of previous research and discussion, it can be concluded that:
Taste For variable (X1) against variable (Y) obtained a calculated t value greater than the table t with the value obtained 3.860 > 0.160 and the significance value obtained 0.000 less than the value a 0.05 (0.000 < 0.05). From the value obtained, it can be concluded that the variable (X1) against the variable (Y) has a positive and significant influence on the corner café again, East Banggae District, Majene Regency. The Atmosphere variable (X2) against the variable (Y) obtained a calculated t value greater than the table t with a value obtained 9.723> 0.160 and a significance value obtained 0.000 smaller than a value (0.000 < 0.05). From the value obtained, it can be concluded that the variable (X1) against the variable (Y) has a positive and significant influence on the corner café again, East Banggae District, Majene Regency.
2. The Atmosphere variable (X2) against the variable (Y) obtained a calculated t value greater than the table t with a value obtained 9.723> 0.160 and a significance value obtained 0.000 smaller than a value (0.000 < 0.05)

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