

The Effect of Atmosphere, Price Perception and Service Quality on Customer Satisfaction Kaizen Heritage

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Abstract: *This research seeks to assess the effects of atmosphere, price perception, and service quality on customer satisfaction at Kaizen Heritage Café in Bekasi. A quantitative research design was employed through the dissemination of questionnaires to 133 customers, the study utilized accidental sampling, while SmartPLS 3.0 was applied to analyze the measurement and structural models. The results demonstrate that all three independent variables significantly and positively affect customer satisfaction. Among them, service quality exhibits the highest impact, followed by atmosphere and price perception. Collectively, these variables explain a considerable amount of the variability in customer satisfaction. Findings highlight the importance for café operators to consistently enhance the physical environment, ensure fair pricing strategies, and deliver exceptional service quality to achieve and sustain customer satisfaction. This study provides theoretical contributions to the field of service marketing and practical insights for improving business performance in the café industry.*

INTRODUCTION

The cafe industry in Indonesia has experienced rapid growth in recent years. Cafes are now not only a place to enjoy food and drinks, but also function as an important social space in society, especially for young people (Lukito & Xenia, 2017). Along with the increasing trend of coffee consumption by 16% per year (Anggreati, 2024), this sector is becoming increasingly competitive. In conditions of tight competition, customer satisfaction is a crucial element that determines the sustainability and excellence of a cafe business (Stonehouse & Snowden, 2007).

Customer satisfaction can be influenced by various non-material factors such as atmosphere, price perception, and service quality. The cafe atmosphere, also known as servicescape, plays an important role in shaping customers' emotional experiences while in the service environment (Bitner, 1992). A comfortable and attractive environment has been shown to increase customer value perception and satisfaction (Babin & Attaway, 2000; Arif & Ekasari, 2020).

In addition, the perception of fair prices and in accordance with the benefits received also contributes to building customer satisfaction (Zeithaml, 1988; Guzel - Ozdemir & Bas, 2020).

Competitive and sustainable pricing strategies are one of the determinants in creating a

positive customer experience (Kotler & Armstrong, 2017). So that quality for service is the main determinant in customer satisfaction in the service sector, including the cafe industry (Parasuraman et al, 1988).

Service quality refers to the ability of a service to exceed customer expectations (Budi et al., 2018), and is a key factor in determining satisfaction in the cafe industry. Customers assess not only the end result of the service, but also the experience during the interaction, such as the friendliness of the staff and the comfort of the atmosphere. Baker & Crompton (2000), stated that in the tourism sector, the willingness to pay more is greatly influenced by service quality. Quality service also encourages customers to recommend the cafe, which ultimately improves the business reputation. In addition, superior service quality is an important strategy to retain customers from switching to competitors (Venetis & Ghauri, 2004). Chen & Hu (2010), also stated that service quality plays a role in increasing customer satisfaction by increasing the value they perceive.

Customer satisfaction is a reaction to the fulfillment of consumer needs. As one of the main objectives in marketing strategy, customer satisfaction reflects the overall level of satisfaction felt by consumers (Zhang et al., 2013). Therefore, creating consistent customer satisfaction is an important part of modern business strategies that focus on value creation and competitive advantage.

Ryu et al., (2012), emphasize that the overall assessment of the consumption experience includes perceptions of the value and quality of various elements such as physical atmosphere, food, and service. These elements together form a customer experience that greatly affects their level of satisfaction.

Various previous studies have highlighted the influence of each of these variables on customer satisfaction separately. However, there are still limited studies that simultaneously examine the three variables in one comprehensive model, especially in the context of the café industry in Indonesia (Han & Ryu, 2009; Chen & Hu, 2010). Therefore, the researcher conducted a study to answer questions from the topic. Which is expected to provide theoretical contributions in enriching literature studies in the field of service marketing management, as well as being a practical reference for café business actors in designing business strategies that are oriented towards customer satisfaction and increasing competitiveness (Ha & Jang, 2010).

THEORETICAL BASIS

Atmosphere

Atmosphere is a characteristic of a place that is designed to create a certain impression and attract customers' attention (Berman et al., 2018). A superior atmosphere in business is able to build competitive advantage (Kotler, 1974). An optimally arranged atmosphere can provide a satisfying shopping experience and strengthen the emotional attachment between customers and the brand. This emotional attachment can motivate customers to make repeat visits and recommend the brand to others (Thomson et al., 2005). In addition, an effective atmosphere can also influence consumers' subjective feelings which ultimately increase their satisfaction (Sirgy et al., 2000). The influence of atmosphere on consumer emotions has been supported by various studies in the field of environmental psychology (Russell & Mehrabian, 1977). When consumers feel comfortable with the environment created, they tend to spend more time in that place and have a more enjoyable shopping experience. According to Berman et al. (2018), atmosphere can be measured through four main indicators:

1. Exterior
2. General Interior

3. Store Layout
4. Interior Displays

Price Perception

Price perception refers to how consumers interpret the explanation of the price offered and how they give meaning to the information in the decision-making process (Sudaryono, 2014). Price perception is different from objective price, because it is influenced by psychological and contextual factors (Lichtenstein et al., 1993). This indicates that how consumers view a price does not only depend on the nominal figure, but also on other factors such as comparison with previous prices and the context in which the price is presented (Monroe, 2012). According to prospect theory that consumers are more sensitive to losses than gains, so the perception of expensive prices can have a greater impact (Kahneman & Tversky, 1979). The benefits of positive price perception are that it can increase consumer assessment of value and build trust in the brand. High brand trust can reduce the risk perceived by consumers in purchasing (Sweeney & Soutar, 2001). Kotler & Armstrong (2018), suggest that price perception has four main indicators, namely:

1. Affordability of product price
2. Price match with quality
3. Price competitiveness
4. Price match with benefits

Service Quality

Service quality is conceptualized as the customer's subjective assessment of the service performance provided. Excellent service can not only increase customer satisfaction, but also attract new customers. Kotler & Armstrong (2012), Stressed that service quality serves as a critical determinant in the formation of customer satisfaction. Parasuraman et al, (1988), put forward five main indicators in assessing service quality, namely:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangible

Customer Satisfaction

Customer satisfaction represents the consumer's affective reaction upon assessing whether a product or service meets, exceeds, or falls short of their expectations (Tjiptono, 2015). Oliver's expectation – confirmation theory Oliver (1980), explains that satisfaction occurs when performance meets or exceeds consumer expectations. This level of satisfaction arises from the results of consumer evaluations of different elements, like service quality, price fairness, and corporate image. These factors significantly affect the overall level of satisfaction, especially in the fast food industry (Sajadi & Rizzuto, 2013). Furthermore, customer satisfaction is also influenced by assessments of service and product attributes, such as food taste, food temperature, order accuracy, staff friendliness, service speed, cleanliness, and ease of communication (Soulek et al., 2015). According to Tjiptono, (2014), there are three main indicators used to assess the level of customer satisfaction, namely:

1. Confirmation of Expectation
2. Repurchase Intention

3. Willingness to Recommend

Research

Ambiance includes various elements, such as noise level, aroma, color, music, interior design, layout, as well as social factors, including the type of customers present and the appearance of employees, which collectively contribute to the visitor experience (Soriano, 2002; Ha & Jang, 2012). These elements influence customers' emotional responses which in turn can impact consumer behavior. However, several studies such as those conducted by (Chang, 2000; Namkung & Jang, 2007), show conflicting findings, that the correlation between atmosphere and consumer behavioral intentions is not always linear. Nevertheless, atmosphere elements are still considered as important factors that influence customer satisfaction, although their influence is more indirect.

H1: Atmosphere influences customer satisfaction.

Price represents a consumer's perspective on the value of a good or service, including assessing whether the price is high or low and its level of fairness (Santi & Putra, 2021). This price evaluation plays an important role in shaping purchase intentions and customer satisfaction after a transaction. When consumers think that the rate they pay is not in line with the price received by others or previous prices, they tend to be dissatisfied. Price perception affects customer satisfaction mainly through the concept of price fairness, where prices that are considered fair can increase customer satisfaction, while prices that are considered unfair can decrease their satisfaction (Bolton et al., 2003; Xia et al., 2004).

H2: Price perception affects customer satisfaction.

To achieve high service, companies must focus on effective business process management. If the company fails to meet customer expectations, this can lead to dissatisfaction which has a negative impact (Devi et al., 2022). Research on service quality and customer satisfaction has been widely carried out across nearly all areas of the tourism sector. Many studies concentrating on the restaurant industry suggest that service quality positively influences customer satisfaction (Andaleeb & Conway, 2006; Bufquin et al., 2017; Tam, 2009; Wu, 2013; Zaibaf et al., 2013). Similarly, Uddin, (2019), found that in the context of fast food restaurants, service quality also has a favorable impact on customer satisfaction.

H3: Service quality affects customer satisfaction.

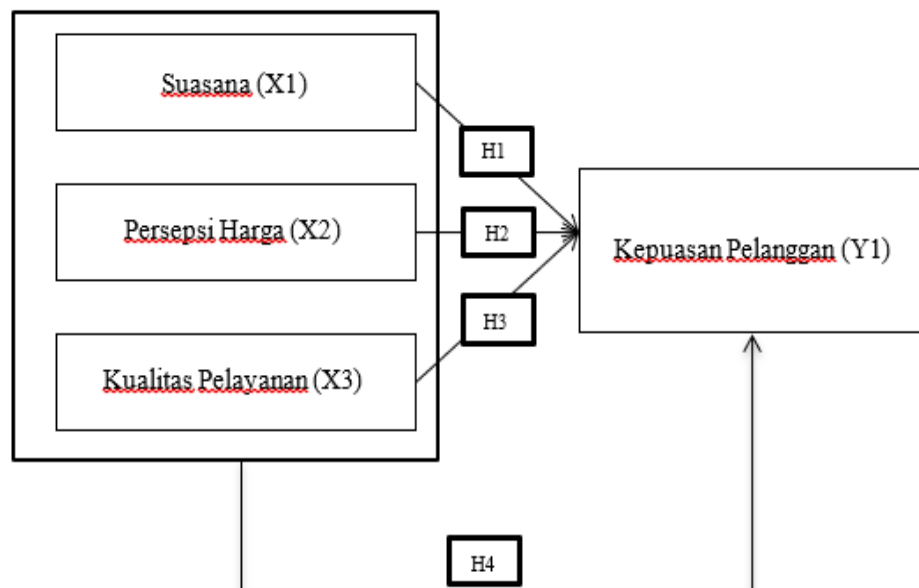
Social density in environment can be used strategically to create a certain atmosphere. As explained in the research of Argo & Dahl (2020), which states that social density can be used strategically in a retail or restaurant space. where the presence of other customers in a retail or restaurant space can affect the level of customer satisfaction individually if other customers are considered similar to the main customer, this can increase feelings of satisfaction and create a more positive atmosphere. the physical setting, dishes, and service together form the image of the restaurant which has an impact on the value perceived by customers and ultimately strengthens consumer satisfaction (Ryu et al., 2012). Therefore, this study assumes that atmosphere, price perception, and service quality simultaneously contribute to shaping customer satisfaction in the café business. This study found that restaurant atmosphere factors, such as beauty, facilities, atmosphere, room arrangement, and employee aspects have a direct impact that has a significant effect on the level of satisfaction.

H4: Customer satisfaction affects atmosphere, price perception, service quality.

RESEARCH METHODS

The study was conducted in January - February 2025, with the research location at Kaizen Heritage Café, Bekasi. The researcher used a quantitative method was employed through the use of surveys, with data gathered by administering structured questionnaires. with 133 respondents. Using the accidental sampling technique, namely sampling based on anyone who happened to be at the location and met the criteria as a café customer (Sugiyono, 2013). This study employed SmartPLS 3.0, a tool suitable for analyzing models with latent variables and limited sample sizes. The instrument used was a Likert-scale questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis included evaluating the measurement and structural models. The structural model was assessed using R^2 to determine explanatory power, VIF for multicollinearity, and f^2 for effect size. Predictive relevance was examined through Stone-Geisser's Q^2 , while hypothesis testing was conducted via bootstrapping, with significance determined by a t-value > 1.96 and $p < 0.05$.



Source: Authors (2025)

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

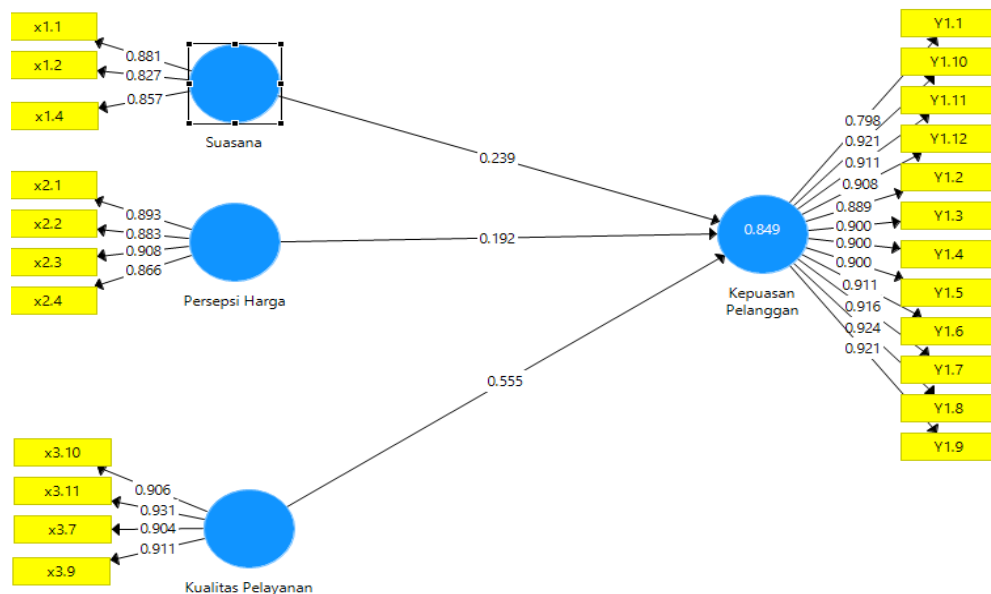
Respondent profile, 51.9% were male and 48.1% were female. This indicates that captures the attention of both genders visiting and making purchases at the café. Most respondents were aged 21 to 30 years, which was 60.2%, and the majority were students or college students as much as 45.1%. This data shows that the status of students or college students is generally in that age group. In addition, it is known that most cafe visitors come from outside the Bekasi area.

Karakteristik	Jumlah	Persentasi
Jenis Kelamin		
Laki – Laki	69	51,9%
Perempuan	64	48,1%
Usia		
< 20 tahun	21	15,8%
21-30 Tahun	80	60,2%
31-40 Tahun	21	15,8%
40>	11	8,3%
Pekerjaan		
Pelajar / Mahasiswa	60	45,1%
Pegawai Swasta	31	23,3%
Pegawai Negeri	19	14,3%
Lainnya	23	17,3%
Domisili		
Sekitar Bekasi	66	49,6%
Luar Bekasi	67	50,4%

Source: Authors (2025)

Figure 2. Respondent Description

In this study, there are three variables included in the model, namely atmosphere, price perception, and service quality, while customer satisfaction acts as an endogenous variable. An indicator is said to meet the criteria for good category validity if its the figure shows that the external loading value is more than 0.05, all indicators of each variable have values above 0.05, so all indicators are declared feasible and can be used for further analysis.



Source: Authors (2025)

Figure 3. Structural Model

In addition to assessing the Fornell-Larcker criterion, discriminant validity can also be determined by examining the Average Variance Extracted (AVE) values for each indicator of the construct. Typically, an AVE value greater than 0.05 is required to confirm model validity. According to the AVE table, the average values for the variables indicate compliance with this criterion. all exceed 0.05. Thus, each variable shows high discriminant validity.

Table 4. Evaluation of Measurement Model

Variabel	Indikator	Item	Standar Estimasi	Reliability	AVE
Suasana	1. Eksterior	X1.1	0.881	0.891	0.732
	2. General Interior	X1.2	0.827		
	3. Store Layout	X1.4	0.857		
	4. Interior Display (Berman et al., 2018).				
Persepsi Harga	1. Affordability of Product Price	X2.1	0.893	0.937	0.788
	2. Price Match with Quality	X2.2	0.883		
	3. Price Competitiveness	X2.3	0.908		
	4. Price Match with Benefits (Kotler et al., 2018).	X2.4	0.866		
Kualitas Pelayanan	1. Reliability	X3.7	0.904	0.953	0.834
	2. Responsiveness	X3.9	0.911		
	3. Assurance	X3.10	0.906		
	4. Empathy	X3.11	0.931		
	5. Tangible (Parasuraman et al, 1988)				
Kepuasan Pelanggan	1. Confirmation of Expectation	Y1.1	0.798	0.981	0.811
	2. Repurchase Intention	Y1.2	0.889		
	3. willingness to recommend	Y1.3	0.900		
	(Tjiptono, 2014)	Y1.4	0.900		
		Y1.5	0.900		
		Y1.6	0.911		
		Y1.7	0.916		
		Y1.8	0.924		
		Y1.9	0.921		
		Y1.10	0.921		
		Y1.11	0.911		
		Y1.12	0.908		

Source: Authors (2025)

In Figure V there is information, customer satisfaction (0.900), service quality (0.913), price perception (0.888), and atmosphere (0.856), that they exceed 0.5. This indicates that there is no substantial relationship between each variable has a very high discriminant validity so that it is possible to distinguish one from another.

	Kepuasan Pelanggan	Kualitas Pelayanan	Persepsi Harga	Suasana
Kepuasan Pelanggan	0.900			
Kualitas Pelayanan	0.895	0.913		
Persepsi harga	0.847	0.849	0.888	
Suasana	0.797	0.740	0.769	0.856

Source: Authors (2025)

Figure 4. Discriminant Validity – Fornell-Larcker

Based on the VIF value, there is an indication of multicollinearity between constructs. However, as shown in Figure VI, the VIF value in this study ranges from 2.624 to 4.251 which is still below the maximum limit of 5.0. Thus, it can be concluded that there is no indication of multicollinearity problems, so that the study can be continued to explore this topic further.

	Kepuasan Pelanggan	Kualitas Pelayanan	Persepsi Harga	Suasana
Kepuasan Pelanggan				
Kualitas Pelayanan	3.836			
Persepsi Harga	4.251			
Suasana	2.624			

Source: Authors (2025)

Figure 6. Multicollinearity-Inner VIF Value Results

In Figure VII a coefficient of determination of 0.849, It can be concluded that atmosphere, price perception, and service quality jointly contribute to 84.9% variance observed in customer satisfaction.

	R. Square	R. Square Adjusted
Kepuasan Pelanggan	0.849	0.846

Source: Authors (2025)

Figure 7. R-Square Result

The calculation of the effect size (f^2) in a model seeks to measure the extent of the removal a construct can significantly affect the endogenous construct. The analysis results reveal that the relationship between service quality and customer satisfaction yields an F-statistic value of 0.532,

suggesting a strong level of influence. In contrast, the relationship between price perception and customer satisfaction shows an F-statistic value of 0.057, which falls into the category of weak influence. Meanwhile, the relationship between atmosphere and customer satisfaction produces an F-statistic value of 0.144, indicating a moderate degree of influence.

	Kepuasan Pelanggan	Kualitas Pelayanan	Persepsi Harga	Suasana
Kepuasan Pelanggan				
Kualitas Pelayanan	0.532			
Pesepsi Harga	0.057			
Suasana	0.144			

Source: Authors (2025)

Figure 8. F-Square Result

Prediction accuracy testing can be done using Q2 listed in Figure 9, which shows that for variables with Q2 >0, the model provides high prediction accuracy, with a value range between 0.448 and 0.769.

	SSO	SSE	Q ² (=1-SSE/SSO)
Kepuasan Pelanggan	1596.000	368.453	0.769
Kualitas Pelayanan	532.000	157.751	0.703
Persepsi Harga	532.000	197.987	0.628
Suasana	399.000	220,313	0.448

Source: Authors (2025)

Figure 9. Test Prediction Accuracy (Q2)

Hypotheses are accepted when given as the p-value is under 0.05 and the t-statistic exceeds 1.96, the hypothesis concerning service quality is validated affects customer satisfaction, as shown by a t-statistic of 6.971 and a p-value of 0.000. Similarly, hypothesis asserting the influence of price perception on customer satisfaction is accepted, the hypothesis is confirmed with a t-statistic of 2.381 and a p-value of 0.018. Moreover, the effect of atmosphere on customer satisfaction is validated, as shown by a t-statistic of 3.159 and a p-value of 0.002. Overall, the three hypotheses are confirmed, fulfilling the predetermined statistical criteria.

	Original Sample (O)	Sample Mean (Y)	Standard Deviation	T Statiscs (O/STDEV)	P Values	Hasil
Kualitas Pelayanan ->Kepuasan Pelanggan	0.555	0.559	0.080	6.971	0.000	Diterima
Persepsi Harga - >Kepuasan Pelanggan	0.192	0.192	0.081	2.381	0.018	Diterima
Suasana - >Kepuasan Pelanggan	0.239	0.235	0.076	3.159	0.002	Diterima

Source: Authors (2025)
Figure 10. Path Coefficient

CONCLUSION

The results of the study at Kaizen Heritage Café, the researcher concluded that: (1) Analysis of the relationship between atmosphere and customer satisfaction showed a positive influence. Thus, the researcher's hypothesis (H1) was approved. To maintain and improve these results, the cafe atmosphere needs to be further improved in terms of interior design, lighting, cleanliness, background music, and room arrangement to create more optimal comfort. (2) Price perception was found to positively influence customer satisfaction based on the analysis. Thus, the researcher's hypothesis (H2) was approved. And to maintain it, the cafe needs to provide promos or discounts, and ensure That the price is fair relative to the quality and service provided. (3) Service quality analysis reveals a positive impact on customer satisfaction at Kaizen Heritage Café. (H3). To maintain this value, the cafe must consider environmental factors aspects, responsiveness, and employee capacity in meeting customer consistent needs and demands. (4) The results analysis at Kaizen Heritage Café indicate that atmosphere, price perception, and service quality have a simultaneous impact. Therefore, the researcher's hypothesis (H4) can be approved. To maintain it, café management needs to continue to understand every change and customer need that contributes to increasing satisfaction.

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