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Influence of Store Atmosphere, Promotion Application and Product Display Towards Consumer Satisfaction Tomoro Coffee Bengkulu City

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How to Cite :

Intan, Rindi P; yanti, T.R.; Rydarto, D (2024). Influence of Store Atmosphere, Promotion Application and Product Display on Consumer Satisfaction of Tomoro Coffee, Bengkulu City. Bima Journal: Journal of Business, Management and Accounting, 5 (2). DOI: https://doi.org/10.37638 /bima.5.2.83-93

ABSTRACT

Purpose: This study aims to examine the impact of store atmosphere, promotion application, and product display on consumer satisfaction at Tomoro Coffee in Bengkulu City. **Methodology:** A quantitative approach was employed using questionnaires as the primary data collection tool. The study sampled 150 consumers of Tomoro Coffee in Bengkulu City. **Results:** The multiple linear regression analysis produced the equation $Y = 1.454 + 0.325(X_1) + 0.240(X_2) + 0.411(X_3) + 2.837$, showing a positive relationship between the three variables and consumer satisfaction. The determination coefficient (R^2) of 0.640 indicates that 64% of consumer satisfaction is influenced by these factors, while 36% is attributed to other unexamined variables. **Findings:** The combined influence of store atmosphere, promotion application, and product display significantly affects consumer satisfaction, supported by an F value of 86.424 > 2.67 and a significance level of 0.000 < 0.05. **Originality:** This study provides insights into consumer behavior within the growing coffee shop culture in Bengkulu. **Novelty:** It highlights the importance of these factors in shaping customer satisfaction, specifically in a modern coffee shop context. **Conclusion:** Enhancing store atmosphere, promotions, and product displays can significantly boost customer satisfaction. **Type of Paper:** Empirical research paper .

INTRODUCTION

In this era of globalization, there is a change in people's lifestyles from traditional lifestyles to more modern lifestyles. The development of the era has changed a person's lifestyle, including in meeting their entertainment needs. The high routine of a person results in minimal time for them to enjoy entertainment, while this is very important in obtaining a promising quality of life. With this, entrepreneurs see a promising business opportunity, so that many coffee shops have emerged.

With the increasing popularity of coffee that has become part of the lives of Indonesian people. The existence of coffee shops in Indonesia, ranging from simple to prestigious. And each immediately opens dozens to hundreds of branches in various cities. As the coffee shop business grows, the competition in the coffee shop industry is at a level where only the best are able to survive the

competition. Therefore, in order to be successful in the competition, companies must strive to attract and retain consumers, one way is by creating the right marketing strategy.

One of the coffee shops in Bengkulu is Tomoro Coffee which already has 4 branches in Bengkulu City, especially the one located at Jl. Jati, Sawah Lebar, Bengkulu City. Tomoro Coffee is a coffee shop company that has 200 outlets in Indonesia. Tomoro Coffee is one of the coffee shops that is committed to providing a high-quality coffee experience to consumers. Consumer satisfaction at Tomoro Coffee is very important because it is directly related to the reputation and sustainability of the business. Basically, the purpose of doing business is to make all consumers feel satisfied with the products and services offered, because with that satisfaction they will continue to come back to make purchases.

According to Mutiara et al. , (2020) Satisfaction can be interpreted as consumers feeling satisfied, happy with the service that can be provided. Satisfaction is a kind of The process of comparing experiences with evaluation results can lead to greater spiritual comfort than just the comfort that is imagined or expected. In addition, According to Maulana (2016) When someone compares their perception of a product's performance to their expectations, they can determine if they are satisfied or disappointed.
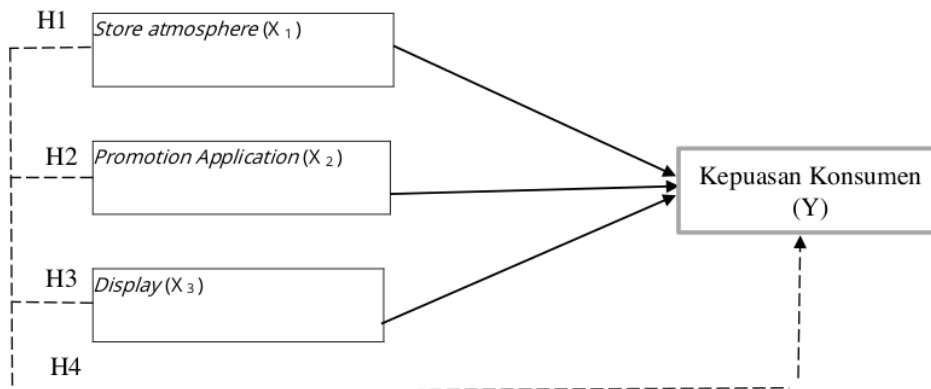
One physical aspect of a store that contributes to its cozy ambiance and encourages customers to stay is its atmosphere. This is supported by the opinion of Bermen and Even 2017: 149 in the journal (Nurjaya et al., 2019) Store atmosphere includes various *interior displays* , *exteriors* , layouts, store traffic, comfort, air, services, music, uniforms, goods guarding and so on that create an attraction for consumers and arouse the desire to buy. According to Indriastuty et al, (2017) One of the marketing mixes at an outlet that is crucial for drawing customers in, ensuring that they feel at ease when selecting products, and reminding them of the things they desire for both personal and domestic usage is the store environment.

According to Nasrul Efendi et al (2023) Consumer satisfaction is a feeling of pleasure Promotion is a communication technique designed to stimulate consumers to buy. Therefore, promotion activities must change according to consumer developments and desires. In general, companies use promotion methods to convey four things to consumers and potential buyers, namely making them aware, getting to know more, persuading and increasing sales of a product. Promotion Application is a sequence of actions taken to increase awareness, interest, and use of certain applications among users. The objective of this promotion is to attract users' attention, increase usage and ultimately encourage deeper interaction with the application.

According to Yoebrilianti (2018) Product display is the arrangement of items with consideration for grouping categories and applications, neatness, and attractiveness to create an appealing impression and urge and persuade buyers to purchase. According to Putra & Kumadji (2016) Display is placing goods is important, especially the placement of goods in window displays, interior displays and exterior displays.

The current phenomenon is the increasingly fierce competition in the coffee shop business in Bengkulu city. For this reason, based on the background and phenomenon, the authors want to conduct research and raise the title "The Effect of Store atmosphere, Promotion Application, and Product Display on Consumer Satisfaction of Tomoro Coffee Bengkulu City".

Figure 2.1 Analysis Framework

Research hypothesis

H1: It is suspected that there is a significant influence between store atmosphere and
Consumer satisfaction of Tomoro Coffee, Bengkulu City
H2: It is suspected that there is a significant influence between promotion applications and
Consumer satisfaction of Tomoro Coffee, Bengkulu City.
H3: It is suspected that there is a significant influence between product display and
Consumer satisfaction of Tomoro Coffee, Bengkulu City.
H4: It is suspected that there is a significant influence between store atmosphere and promotion.
application and product display simultaneously towards consumer satisfaction
Tomoro Coffee, Bengkulu City.

METODE

Analysis Method

The type of research used in this study is associative quantitative research, namely to determine the influence of store atmosphere, promotion application and product display on consumer satisfaction of Tomoro Coffee in Bengkulu City. The population in this study were all consumers of Tomoro Coffee in Bengkulu City. 150 responders served as the sample size. Purposive sampling was the method of sampling that was employed. A questionnaire was utilized as the data gathering tool. Validity, reliability, multiple linear regression analysis, t-test, and F-test were employed as data analysis methods in this study.

Validity Test

Validity test is a procedure used to assess how well a measuring device or measuring medium collects data. typically employed to gauge a questionnaire's effectiveness. The significance test is carried out by comparing the calculated r value with the table r value. A valid item is one where the calculated r is more than the table r and the value is positive; an invalid item is one where the calculated r is less than the table r.
The basis for decision making to test validity is:
a. If the calculated r is positive and the calculated r > r table then the variable is valid.
b. If the calculated r is not positive and the calculated r < r table then the variable is invalid.

Reliability Test

The instrument used to measure the questionnaire, which is an indication of construct variables, is the reliability test. If an individual's response to a statement is constant or steady throughout time, the variable can be considered dependable. The Cronbanch Alpha approach was used to examine this questionnaire's reliability. If Cronbach's Alpha is more than 0.6, it is acceptable. The dependability of internal consistency increases as Cronbach's alpha approaches 1.

Multiple Linear Regression Analysis

The purpose of this research is to ascertain if the independent variables store atmosphere (X1), promotion application (X2), and product display (X3)—have an impact. Consumer satisfaction (Y) is the study's dependent variable.

Coefficient of Determination (R ^{2})

According to Ghozali (2018:179) describes how the regression model's goodness-fit is evaluated using the coefficient of determination. Coefficient of determination values range from 0 (zero) to 1 (one) (0 < R 2). The model is completely incapable of explaining the variability if the coefficient of determination (R2) = 0. The model can explain all variability if the coefficient of determination (R2) is equal to 1.

t-TEST

According to Ghozali (2018:152) claimed that each independent variable is compared to the dependent variable using the t test. It is determined that each independent variable significantly affects the dependent variable if tcount> ttable or if the t test's significance value is less than < 0.5.

The basis for decision making used in the t-test is as follows:

a. If the probability value > 0.05 or the calculated t value < t table then the hypothesis is rejected. The hypothesis is rejected meaning that the independent variable does not have a significant effect on the dependent variable.

b. If the probability value <0.05 or the calculated t value > t table then the hypothesis is accepted. The hypothesis is accepted meaning that the independent variable has a significant effect on the dependent variable.

F Test

According to Ghozali (2018:179) To determine whether the independent factors jointly or concurrently affect the dependent variable, the simultaneous influence test is employed. The multiple correlation coefficient assessed in this instance is significant if Fcount>Ftable, and this conclusion holds true for the whole population.

To test this hypothesis, the F statistic is used with the following decision-making criteria:

a. If the probability value > 0.05 or the calculated F value < F table then the hypothesis is rejected. The hypothesis is rejected meaning that the independent variable does not have a significant effect on the dependent variable simultaneously (together)

b. If the probability value <0.05 or the calculated F value > F table then the hypothesis is accepted. The hypothesis is accepted meaning that the independent variable has a significant effect on the dependent variable simultaneously (together).

RESULTS AND DISCUSSION

RESULTS

Validity Test

Validity test is used to measure the validity of a questionnaire. With the criteria if $r_{count} > r_{table}$ and positive value then the item or question or indicator is declared valid.

Table 1. Validity test results

Variables	Indicator	R count	R table	Information
STORE ATMOSPHERE	X1.1	0.591	0.1603	Valid
	X1.2	0.563	0.1603	Valid
	X1.3	0.523	0.1603	Valid
	X1.4	0.510	0.1603	Valid
	X1.5	0.503	0.1603	Valid
	X1.6	0.447	0.1603	Valid
	X1.7	0.603	0.1603	Valid
	X1.8	0.540	0.1603	Valid
	X1.9	0.589	0.1603	Valid
	X1.10	0.562	0.1603	Valid
PROMOTION APPLICATION	X2.1	0.640	0.1603	Valid
	X2.2	0.622	0.1603	Valid
	X2.3	0.619	0.1603	Valid
	X2.4	0.599	0.1603	Valid
	X2.5	0.600	0.1603	Valid
	X2.6	0.602	0.1603	Valid
	X2.7	0.558	0.1603	Valid
	X2.8	0.666	0.1603	Valid
	X2.9	0.572	0.1603	Valid
	X2.10	0.632	0.1603	Valid
DISPLAY PRODUCT	X3.1	0.512	0.1603	Valid
	X3.2	0.636	0.1603	Valid
	X3.3	0.640	0.1603	Valid
	X3.4	0.680	0.1603	Valid
	X3.5	0.519	0.1603	Valid
	X3.6	0.521	0.1603	Valid
	X3.7	0.624	0.1603	Valid
	X3.8	0.645	0.1603	Valid
	X3.9	0.572	0.1603	Valid
	X3.10	0.698	0.1603	Valid
SATISFACTION CONSUMER	Y.1	0.540	0.1603	Valid
	Y.2	0.518	0.1603	Valid
	Y.3	0.663	0.1603	Valid
	Y.4	0.414	0.1603	Valid
	Y.5	0.443	0.1603	Valid
	Y.6	0.521	0.1603	Valid
	Y.7	0.418	0.1603	Valid
	Y.8	0.503	0.1603	Valid
	Y.9	0.548	0.1603	Valid
	Y.10	0.377	0.1603	Valid

Source: Research results, data processed 2024

Based on the table above, it can be stated that the results of the r count calculations are all greater than r table, namely df = (n-2) which is 150-2 = 148, and a = 5% of 0.1603 and a significant value <0.05. This means that all statements of the variables store atmosphere, promotion application, product display and consumer satisfaction are declared valid.

Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the statement is consistent over time. A construct or variable is said to be reliable if it provides a Cronbach alpha value> 0.60 (Ghozali, 2018).

Table 2. Reliability test results

No	Variables	Cronbach Alpha	Information
1	Store atmosphere	0.734	Reliable Cronbach alpha > 0.60
2	Promotion Application	0.813	Reliable Cronbach alpha > 0.60
3	Product Display	0.809	Reliable Cronbach alpha > 0.60
4	Customer Satisfaction	0.842	Reliable Cronbach alpha > 0.60

Source: Research results, data processed 2024

Based on the table above, it shows that the internal consistency reliability value for the alpha coefficient of each variable in each variable is stated to be reliable, the alpha coefficient value for the Store Atmosphere variable (X1) is 0.734, Promotion Application (X2) is 0.813, Product Display (X3) is 0.809 and Consumer Satisfaction (Y) is 0.842. It can be stated that each variable is reliable, thus, the items in this study can be applied for further research. This indicates that all items have met the eligibility standards to be applied to respondents.

Multiple Linear Regression Analysis

Multiple linear regression analysis in this study is to see the influence of store atmosphere (X1), promotion application (X2), product display (X3) on consumer satisfaction (Y) at Tomoro Coffee, Bengkulu City.

Table 3. Multiple Linear Regression Analysis

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,454	2,837		.512	.609
Store atmosphere	.325	.091	.281	3,573	.000
Promotion Application	.240	.086	.201	2,801	.006
Product Display	.411	.077	.409	5.312	.000

a. Dependent Variable: Consumer Satisfaction

Source: Research results, data processed 2024

As can be seen from the above table, the Store atmosphere variable (X1) has a positive sign and a coefficient value of 0.325. This suggests that Tomoro Coffee's customer satisfaction is positively impacted by Store atmosphere (X1). Tomoro Coffee's customer satisfaction in Bengkulu City is positively impacted by the promotion application variable (X2), as indicated by the variable's positive

coefficient value of 0.240. Customer satisfaction at Tomoro Coffee in Bengkulu City is positively impacted by product display (X3), as seen by the variable's coefficient value of 0.411, which has a positive sign. Thus, the regression equation is:

$$Y = 1.454 + 0.325 X_1 + 0.240 X_2 + 0.411 X_3 + 2.837$$

Test the coefficient of determination (R2)

The value of the coefficient of determination ranges from 0 to 1. The optimal regression model is determined by the Adjusted R2 value. Although a positive Adjusted R2 number is preferred, it might actually be negative. The determination coefficient test (R2) seeks to quantify the extent to which the model can account for the variance in the dependent variable. (Ghozali, 2018).

Table 4. Results of the coefficient of determination

				Std. Error of the
		Model Summary		
Model	R	R Square	Adjusted R Square	Estimate
1	.800 a	.640	.632	2.25797
a. Predictors: (Constant), Product Display, Promotion Application, Store atmosphere				

Source: Research results, data processed 2024

The table above shows that the coefficient of determination (R²) value is 0.640, which means that 64% of the consumer satisfaction variable is influenced by the Store atmosphere, promotion application and product display variables and the remaining 36% is influenced by other factors outside the model, namely variables that influence consumer satisfaction at Tomoro Coffee.

t-test

In essence, the t-statistic test illustrates the extent to which a single explanatory or independent variable may account for the variance of the dependent variable, with the testing criteria if the significance value is <5% or 0.05.

Table 5. t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,454	2,837		.512	.609
	Store atmosphere	.325	.091	.281	3,573	.000
	Promotion Application	.240	.086	.201	2,801	.006
	Product Display	.411	.077	.409	5.312	.000
a. Dependent Variable: Consumer Satisfaction						

Source: Research results, data processed 2024

The t distribution table is searched at a = 5% : 2 = 2.5% (2-sided test). With degrees of freedom/df = n – k – 1 = 147. Then the t_{table} is 1.976. In the table above, the results of the t test can be seen as follows

a. calculated t value for the Store atmosphere variable (X1) is 3.573 > from the t_{table} of 1.976 and the significance level is 0.00 (sig<0.05), this means that there is a significant influence of Store atmosphere on consumer satisfaction at Tomoro Coffee in Bengkulu City.

b. calculated t value for the promotion application variable (X2) is 2.801 > from the t table of 1.976 and the significance level is 0.00 (sig<0.05), this means that there is a significant influence of the promotion application on consumer satisfaction at Tomoro Coffee in Bengkulu City.

c. calculated t value for the product display variable (X3) is 5.312 > from the t table of 1.976 and the significance level is 0.00 (sig<0.05), this means that there is a significant influence of product display on consumer satisfaction at Tomoro Coffee in Bengkulu City.

F Test

The F test, with a significance level > 0.05 or 5%, is used to determine if the independent factors act on the dependent variable at the same time (Ghozali, 2018).

Table 6. F test results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA [a]				
1	Regression	1321.872	3	440,624	86,424	.000 [b]
	Residual	744,368	146	5,098		
	Total	2066.240	149			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Product Display, Promotion Application, Store atmosphere
Source: Research results, data processed 2024

Based on the table above, the calculated F value is 86.424 from the F table of 2.67 and the significance value is 0.00 less than 0.05 (<0.05), this shows that simultaneously there is a significant influence of Store atmosphere, promotion application, and product display on consumer satisfaction at Tomoro Coffee, Bengkulu City.

DISCUSSION

The Influence of Store Atmosphere on Consumer Satisfaction

The findings of the study indicate that the store atmosphere has an impact on Tomoro Coffee customers' satisfaction in Bengkulu City. Where the calculated t value is 3.573> t table 1.976 and a significant level of 0.00 (sig <0.05). So it can be concluded that *Store atmosphere* has a positive and significant influence partially on consumer satisfaction and has a positive and significant influence on consumer satisfaction and has a unidirectional relationship between the variables *Store atmosphere* , *promotion application* , and product *display* on consumer satisfaction.

These results are in accordance with previous research conducted by (Tendean & Widodo, 2015) which successfully proved that there is a significant partial influence between the variables Store Exterior, General Interior, Store Layout, and Interior Display on Consumer Satisfaction at Maja House Sugar & Cream Bandung.

The Influence of Promotion Application on Consumer Satisfaction

According to the researchers' findings, Tomoro Coffee's customer happiness in Bengkulu City is impacted by the use of promotions, with a significant level of 0.00 (sig <0.05) and a computed t value of 2.801> t table 1.976. Thus, it can be said that the variables of store atmosphere, promotion application, and product display have a unidirectional relationship with consumer pleasure and that promotion application has a positive and significant influence on consumer satisfaction to some extent.

These results are in accordance with previous research conducted (Yuliyanto, 2020) which proves that there is a significant partial influence between the Promotion variable and Customer Satisfaction at the Aleea Shopid Kebumen Store.

The Influence of Product Display on Consumer Satisfaction

According to the findings of the study, Tomoro Coffee Bengkulu City customers' pleasure is impacted by the way products are displayed, where the significance level is set at 0.00 (sig <0.05) and the t value is 5.312> t table 1.976. Therefore, it can be said that there is a unidirectional relationship between the variables of store atmosphere, promotion application, and product display and that product display has a positive and significant influence on consumer satisfaction, at least in part.

These results are in accordance with previous research conducted by (Muhammad Yusuf, 2023) which found that there was a significant partial influence between Product Display and Customer Satisfaction at the Jati Mulya Store.

CONCLUSION

Based on the results of this study and data analysis in Chapter IV, it can be concluded:

1. The results of the multiple linear regression equation Y = 1.454 + 0.325 (X1) + 0.240 (X2) + 0.411 (X3) + 2.837 show that store atmosphere, promotion application, and product display all significantly affect customer satisfaction at the same time. This means that if store atmosphere, promotion application, and product display are all increased by 100%, customer satisfaction will be worth 0.325, 0.240, and 0.411.

2. R square's coefficient of determination is 0.640. This indicates that 64% of consumer satisfaction (Y) is impacted by the value of shop environment (x1), promotion application (x2), and product presentation (x3), with the remaining 36% being influenced by other factors not included in this study.

3. *Store atmosphere* (X1) has a significant effect on consumer satisfaction (Y) at Tomoro Coffee, Bengkulu City. This can be proven by the t-test showing t $_{count}$ > t $_{table}$ (3.573 > 1.976) and (tsig < a = 0.000 <0.05) for the *Store atmosphere variable* (X1) this means Ha is accepted.

4. *Promotion Application* (X2) has a significant effect on consumer satisfaction (Y) at Tomoro Coffee, Bengkulu City. This can be proven by the t-test showing tcount > ttable (2.801 > 1.976) and (tsig < a = 0.006 <0.05) for *the promotion application* variable (X2) this means Ha is accepted .

5. *display* (X3) has a significant effect on consumer satisfaction (Y) at Tomoro Coffee, Bengkulu City. This can be proven by the t-test showing tcount > ttable (5.312 > 1.976) and (tsig < a = 0.000 <0.05) for the *product display* variable (X3) this means Ha is accepted.

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Proper Noun If this word is a proper noun, you need to capitalize it.

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Possessive You may need to use an apostrophe to show possession.

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