

MENU VARIETY, SERVICE QUALITY, STORE ATMOSPHERE EFFECTS ON CUSTOMER SATISFACTION AT CAFE SELEWAS ROLAS NGAWI

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh variasi menu, kualitas pelayanan, dan store atmosphere terhadap kepuasan konsumen di Cafe Sewelas Rolas Ngawi. Latar belakang penelitian ini didasari oleh ketatnya persaingan bisnis kuliner serta penurunan jumlah pengunjung yang diduga disebabkan oleh menu yang kurang variatif, pelayanan yang tidak konsisten, dan suasana café yang belum optimal. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 384 responden yang telah berkunjung minimal dua kali ke café. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, variasi menu, kualitas pelayanan, dan store atmosphere berpengaruh positif dan signifikan terhadap kepuasan konsumen, dengan store atmosphere menjadi variabel dominan. Temuan ini menegaskan pentingnya kenyamanan fisik dan pengalaman suasana yang menyenangkan dalam membentuk kepuasan dan loyalitas pelanggan.

Kata Kunci: Variasi Menu, Kualitas Pelayanan, Store Atmosphere, Kepuasan Konsumen, Cafe.

Abstract

This study aims to determine the effect of menu variety, service quality, and store atmosphere on customer satisfaction at Cafe Sewelas Rolas Ngawi. The background to this research is based on the intense competition in the culinary business and the decline in customer numbers, which is suspected to be caused by a lack of menu variety, inconsistent service, and a suboptimal café atmosphere. This study used a quantitative approach with a survey method by distributing questionnaires to 384 respondents who had visited the café at least twice. Data analysis was conducted using multiple linear regression with SPSS version 25. The results showed that, both partially and simultaneously, menu variety, service quality, and store atmosphere had a positive and significant effect on customer satisfaction, with store atmosphere being the dominant variable.

This finding underscores the importance of physical comfort and a pleasant atmosphere in shaping customer satisfaction and loyalty.

Keywords: menu variety, service quality, store atmosphere, customer satisfaction.

A. INTRODUCTION

The culinary industry in Indonesia has experienced rapid growth in recent years. One sector that has developed significantly is the café business. Cafés no longer function solely as places to eat and drink, but also serve as spaces for socializing, completing assignments, working remotely, or simply relaxing. Changes in lifestyle have positioned cafés as part of everyday social needs (Bariah & Humaira, 2021).

The increasing number of cafés has led to more intense business competition. In highly competitive conditions, business owners must understand the factors that can enhance customer satisfaction. Customer satisfaction is crucial because satisfied customers tend to demonstrate higher loyalty, make repeat visits, and recommend the café to others (Dwiantari, Setiawan, & Heriawan, 2025).

One factor that can improve customer satisfaction is menu variety. A diverse menu provides customers with more options, allowing them to adjust their choices according to their tastes, needs, and preferences. A comprehensive menu variety, in terms of food types, beverages, and product innovations, can increase purchase intention and provide added value to customers (Dewi, Fadli, & Junaidi, 2024). With many options available, customers are less likely to feel bored and have reasons to return to try different menu items (Bariah & Humaira, 2021).

In addition to menu variety, service quality also plays a vital role in creating customer satisfaction. Fast, friendly, polite, and responsive service toward customer needs and complaints can build positive perceptions of the café (Dwiantari, Setiawan, & Heriawan, 2025). When the service provided meets or exceeds customer expectations, the level of satisfaction increases (Bariah & Humaira, 2021).

Another important factor is store atmosphere. The café atmosphere includes layout, interior design, lighting, cleanliness, room aroma, music, and seating comfort. A comfortable and

attractive environment can create a pleasant experience for customers (Dwiantari, Setiawan, & Heriawan, 2025). The elements of a café's atmosphere can influence consumer emotions and behavior, including their decision to stay longer or make repeat purchases (Dewi, Fadli, & Junaidi, 2024).

Café Sewelas Rolas, located in Ngawi, also faces intense business competition and fluctuating visitor numbers. Accordingly, this research focuses on assessing the relationship between menu variety, service quality, store atmosphere, and customer satisfaction at Café Sewelas Rolas Ngawi. (Dwiantari, Setiawan, & Heriawan, 2025).

THEORETICAL STUDIES

Grand Theory

The Theory of Planned Behavior states that a person's actions are primarily determined by their intention, which develops from their attitude toward the action, social pressure, and their perceived ability to control the behavior. (Ajzen, 1991). Attitudes are formed through individual experiences and personal assessments of products or services. Within a café setting, customer interactions with menu options, service performance, and the overall ambiance contribute to the development of favorable perceptions, which in turn affect their satisfaction and intention to return. (Ajzen, 1991; Yuniarti & Rahadhini, 2024; Marcheliananda et al., 2023).

Customer satisfaction

Customer satisfaction occurs when the perceived performance matches or surpasses expectations, while dissatisfaction arises when the performance does not meet those expectations. (Kotler & Keller, 2016). Customer satisfaction arises when the performance perceived by customers equals or surpasses their expectations, while dissatisfaction emerges if the performance fails to reach those expectations. In the café sector, satisfaction plays a crucial role in fostering customer loyalty, encouraging favorable word-of-mouth communication, and increasing the likelihood of repeat visits. (Kotler & Keller, 2016; Pratondo & Eviani, 2024).

Menu Variety

Menu variety can be defined as the extent and assortment of food and beverage selections offered to meet the diverse preferences of customers. (Sihombing et al., 2021). This diversity may include various product categories, flavors, and innovative offerings designed to enhance customer appeal. A wider selection increases the likelihood that customers find options suited to their tastes, thereby contributing to higher satisfaction (Sihombing et al., 2021).

Service Quality

Service quality reflects a company's ability to deliver services that align with or surpass customer expectations (Mahira et al., 2021). It is demonstrated through employee friendliness, promptness, responsiveness, and the ability to ensure customer comfort. Superior service quality generates favorable customer experiences, which in turn enhance overall satisfaction. (Mahira et al., 2021).

Store Atmosphere

Store atmosphere describes the physical environment and overall ambiance perceived by customers during their visit to a café (Yuniarti & Rahadhini, 2024). It includes elements such as layout, lighting, cleanliness, interior design, music, and seating comfort. A well-designed and comfortable atmosphere enhances the customer experience and positively influences satisfaction levels (Yuniarti & Rahadhini, 2024).

CONCEPTUAL FRAMEWORK

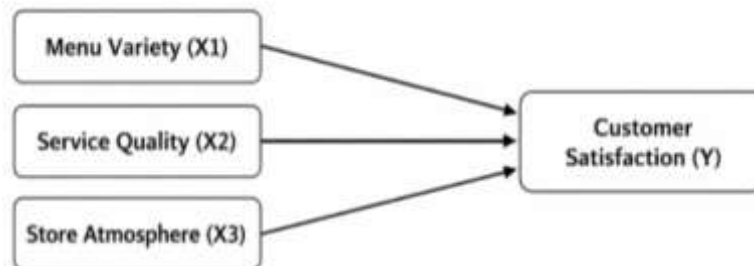


Figure 1. Conceptual Framework

Source: Developed from Dewi et al. (2024); Pratondo & Eviani (2024); Dwiantari et al. (2025).

Hypotheses

Referring to the developed conceptual framework, the research hypotheses are formulated as follows:

H1: Menu variety has a positive and significant effect on customer satisfaction.

H2: Service quality has a positive and significant effect on customer satisfaction.

H3: Store atmosphere has a positive and significant effect on customer satisfaction.

B. METHOD

This study employed a quantitative approach using a causal–associative design to examine how menu variety, service quality, and store atmosphere impact customer satisfaction. Café Sewelas Rolas Ngawi served as the site of this research. The population consisted of all individuals who had previously visited the café.

A purposive sampling method was employed to determine the sample, yielding 384 respondents who had visited the café on at least two occasions to ensure they possessed adequate experience to assess the services offered. The primary data were gathered by administering structured questionnaires to the participants. In this research, menu variety (X1), service quality (X2), and store atmosphere (X3) were treated as independent variables, whereas customer satisfaction (Y) was positioned as the dependent variable. Subsequently, the data were processed and examined using multiple linear regression analysis with the assistance of SPSS software to evaluate the formulated hypotheses.

C. RESULTS AND DISCUSSIONS

This section presents the research results and discussion concerning the effects of menu variety, service quality, and store atmosphere on customer satisfaction. The data analysis was conducted using SPSS software based on responses from 384 participants.

1. Validity Test.

Table 1 Results of the validity test of the menu variation variable (X1)

Variabel	r value	r tabel (0,100)	Interpretation
X1.1	0,756	r value > r tabel	Valid
X1.2	0,841	r value > r tabel	Valid
X1.3	0,628	r value > r tabel	Valid
X1.4	0,687	r value > r tabel	Valid
X1.5	0,768	r value > r tabel	Valid
X1.6	0,797	r value > r tabel	Valid

Source: Processed Primary Data (2025)

Referring to Table 1, each indicator of the menu variety variable (X1) shows an r-calculated value that exceeds the r-table threshold of (0.0841). The calculated r-values vary between 0.628 and 0.841, demonstrating that each statement item meets the validity criteria. The strongest correlation coefficient is identified in one of the items. X1.2 (0.841), while the lowest is in item X1.3 (0.628). Accordingly, the six indicators of the menu variety variable are considered valid and suitable for use as research instruments.

Table 2 Validity Test Results for Service Quality Variable (X2)

Variabel	r value	r tabel (0,100)	Interpretation
X2.1	0,772	r value > r tabel	Valid
X2.2	0,767	r value > r tabel	Valid
X2.3	0,78	r value > r tabel	Valid
X2.4	0,754	r value > r tabel	Valid
X2.5	0,786	r value > r tabel	Valid
X2.6	0,742	r value > r tabel	Valid

Source: Processed Primary Data (2025)

Referring to Table 2, the calculated r-values for each indicator of the service quality variable (X2) vary within a certain range 0.742 to 0.787. Each calculated r-value exceeds the r-table benchmark of (0.0841), which confirms that every item satisfies the validity requirements. The comparable r-values indicate that each indicator provides a nearly equal contribution in reflecting respondents' views on service quality. Therefore, All indicators of the service quality variable (X2) are considered valid and suitable for use as research instruments.

Table 3 Validity test results for the cafe atmosphere variable (X3)

Variabel	r value	r tabel (0,100)	Interpretation
X3.1	0,788	r value > r tabel	Valid
X3.2	0,875	r value > r tabel	Valid
X3.3	0,847	r value > r tabel	Valid
X3.4	0,846	r value > r tabel	Valid

Source: Processed Primary Data (2025)

Referring to Table 3, the calculated r-values for each indicator of the café atmosphere variable (X3) vary between 0.788 and 0.875. All of these values exceed the r-table threshold (0.0841), indicating that all four items are valid. Items X3.2 to X3.4 show similar values, suggesting consistent representation of respondents' perceptions of the café atmosphere. Although X3.1 has the lowest r-count value, it still falls within the valid category and shows a strong correlation. Therefore, all items of the café atmosphere variable (X3) are valid and appropriate to measure consumers' perceptions of the atmosphere created by Café Sewelas Rolas Ngawi.

Table 4 Results of the validity test of the consumer satisfaction variable (Y)

Variabel	R Value	r tabel (0,100)	Interpretation
Y1	0,763	r value > r tabel	Valid
Y2	0,818	r value > r tabel	Valid
Y3	0,828	r value > r tabel	Valid
Y4	0,756	r value > r tabel	Valid

Source: Processed Primary Data (2025)

Referring to Table 4, the calculated r-values for the customer satisfaction variable (Y) fall between 0.756 and 0.828, all of which surpass the r-table benchmark of (0.0841). Therefore, all items are valid. Items Y2 and Y3 have the highest correlations, but all four items are appropriate to measure consumer satisfaction at Café Sewelas Rolas Ngawi.

2. Reliability Test.

Tabel 5 Reliability Test Results

Variabel	Indicator	Cronbach's Alpha	Interpretation
menu variation	6	0.849	Reliabel
service quality	6	0.861	Reliabel
store atmosphere	4	0.860	Reliabel

Variabel	Indicator	Cronbach's Alpha	Interpretation
customer satisfaction	4	0.801	Reliabel

Source: Processed Primary Data (2025)

The reliability test was conducted to assess the internal consistency of the research instrument., namely menu variation (0.849), service quality (0.861), store atmosphere (0.860), and customer satisfaction (0.801). Therefore, all research instruments are considered reliable as they demonstrate good internal consistency. These results confirm that the instrument demonstrates good consistency.

3. Classical Assumption Test

a. Normality Test

Table 6 Normality Test Results

Total	Result	α	Interpretation
384	0.111	0.05	Normal

Source: Processed Primary Data (2025)

The Kolmogorov-Smirnov test yielded a significance value of 0.111, exceeding the 0.05 threshold. This result suggests that the data are normally distributed and satisfy the assumptions required for regression analysis.

b. Multicollinearity Test

Table 7 Multicollinearity Test Results

Variabel	Tolerance	VIF	Interpretation
menu variation (X1)	0.601	1.665	No multicollinearity
service quality (X2)	0.474	2.109	No multicollinearity
store atmosphere (X3)	0.570	1.756	No multicollinearity

Source: Processed Primary Data (2025)

All independent variables exhibit tolerance values greater than 0.1 and VIF values below 10 (1.665; 2.109; 1.756). indicating that the regression model is free from multicollinearity problems.

c. Heteroscedasticity**Table 8 Glejser Test Results**

Variabel	Sig.	α	Interpretation
menu variation (X1)	0.248	1.665	No Heterokedastisitas
service quality (X2)	0.351	2.109	No Heterokedastisitas
store atmosphere (X3)	0.001	1.756	heteroskedastisitas

Source: Processed Primary Data (2025)

The test results indicate that menu variety and service quality do not display heteroscedasticity, as their significance values exceed 0.05. In contrast, the store atmosphere variable has a significance value of 0.001, suggesting the presence of heteroscedasticity.

4. Multiple Linear Regression

The resulting regression equation is as follows:

$$Y = 1.059 + 0.147 X_1 + 0.158 X_2 + 0.463 X_3$$

Table 9 Multiple Linear Regression Results

Variabel	Sig	Interpretation
Konstanta (α)		
menu variation (X1)	0.000	Significant
service quality (X2)	0.000	Significant
store atmosphere (X3)	0.000	Significant

Source: Processed Primary Data (2025)

The equation shows that all independent variables positively influence customer satisfaction. Among them, store atmosphere has the largest coefficient (0.463), indicating it is the most dominant factor affecting customer satisfaction.

5. t-Test (Partial Test)**Table 10 t-Test Results**

Variabel	t-value	t-tabel	Sig.	Interpretation
menu variation (X1)	5.490	1,96	0.001	Significant
service quality (X2)	4.766	1,96	0.001	Significant

Variabel	t-value	t-tabel	Sig.	Interpretation
store atmosphere (X3)	11.528	1,96	0.001	Significant

Source: Processed Primary Data (2025)

The t-test results reveal that menu variety has a t-value of 5.490 with a significance of 0.001, service quality shows a t-value of 4.766 with a significance of 0.001, and store atmosphere exhibits a t-value of 11.528 with a significance of 0.001. Because all significance values are less than 0.05, the three independent variables exert a positive and significant influence on customer satisfaction.

6. Coefficient of Determination.

An R Square value of 0.626 suggests that 62.6% of the changes in customer satisfaction are accounted for by menu variety, service quality, and store atmosphere, while the remaining 37.4% is attributed to other factors outside the scope of this study.

Table 11 Results of the Determination Coefficient (R2) Test

R Square	Interpretation
0.626	62.6%

Source: Processed Primary Data (2025)

Discussion

1. The Effect of Menu Variation on Customer Satisfaction

The results reveal that menu variety positively and significantly affects customer satisfaction, with a t-value of 5.490 and a significance level of 0.001, which is less than 0.05. This finding implies that offering a broader selection of menu items enhances customer satisfaction. A diverse menu allows customers to choose according to their preferences and needs, which enhances their overall dining experience.

2. The Effect of Service Quality on Customer Satisfaction

Service quality was found to positively and significantly influence customer satisfaction, with a t-value of 4.766 and a significance level of 0.001, which is below 0.05. Prompt, courteous,

and responsive service fosters favorable perceptions of the café. When the service delivered meets or surpasses customer expectations, satisfaction levels increase accordingly.

3. The Effect of Store Atmosphere on Customer Satisfaction

The store atmosphere positively and significantly influences customer satisfaction, with a t-value of 11.528 and a significance level of 0.001, which is less than 0.05. This variable is the most dominant factor, as indicated by the highest regression coefficient (0.463). A comfortable environment, proper layout, and supportive ambiance create a pleasant experience, which significantly enhances customer satisfaction.

D. CONCLUSIONS

Based on the study's findings, it can be concluded that menu variety, service quality, and store atmosphere each exert a positive and significant influence on customer satisfaction at Café Sewelas Rolas Ngawi. Collectively, these variables contribute to enhancing customers' overall experience during their visits. Among the variables, store atmosphere stands out as the most influential factor on customer satisfaction, followed by service quality and menu variety. The results suggest that customer satisfaction is influenced not only by the products provided, but also by the service quality and the ambiance established by the café management.

E. SUGGESTIONS

Drawing from the results of this study, it is suggested that future research incorporate additional variables that could affect customer satisfaction, such as price, location, promotion, brand image, or product quality, to offer a more comprehensive insight into the factors determining customer satisfaction in the café industry. Future studies may also apply different research approaches, such as qualitative or mixed methods, future research could adopt alternative approaches, such as qualitative or mixed-method designs, and broaden the study to include

multiple cafés across various regions, improving generalizability and providing greater insights into marketing practices, especially regarding consumer behavior and customer satisfaction.

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