

The Effect Of Atmosphere Coffee Shop And Customer Experience On Customer Satisfaction At The Bagi Kopi Branch In Kiara Artha Park, Bandung

Pengaruh Suasana Kedai Kopi Dan Pengalaman Pelanggan Terhadap Kepuasan Pelanggan Di Cabang Bagi Kopi Di Taman Kiara Artha, Bandung

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ABSTRACT

This study aims to determine the influence of atmosphere coffee shop and customer experience on customer satisfaction at the Bagi Kopi branch in Kiara Artha Park, Bandung. This study employs a quantitative method with a descriptive and confirmatory approach. The results of the study indicate that the atmosphere coffee shop has a positive but insignificant effect on customer satisfaction ($t = 1.456$, $p > 0.001$), whereas customer experience has a positive and significant effect on customer satisfaction ($t = 8.134$, $p < 0.001$). Conversely, the atmosphere coffee shop and customer experience significantly influence consumer satisfaction ($F = 291.410$). These results imply that when the atmosphere and customer experience meet consumer expectations, satisfaction with the products and services provided is achieved.

Keywords: Atmosphere Coffee Shop, Customer Experience, Customer Satisfaction

ABSTRAK

Studi ini bertujuan untuk mengetahui pengaruh suasana kedai kopi dan pengalaman pelanggan terhadap kepuasan pelanggan di cabang Bagi Kopi di Taman Kiara Artha, Bandung. Studi ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan konfirmatori. Hasil penelitian menunjukkan bahwa suasana kedai kopi berpengaruh positif namun tidak signifikan terhadap kepuasan pelanggan ($t = 1,456$, $p > 0,001$), sedangkan pengalaman pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($t = 8,134$, $p < 0,001$). Sebaliknya, suasana kedai kopi dan pengalaman pelanggan berpengaruh signifikan terhadap kepuasan konsumen ($F = 291,410$). Hasil ini menunjukkan bahwa ketika suasana dan pengalaman pelanggan memenuhi harapan konsumen, kepuasan terhadap produk dan layanan yang diberikan akan tercapai.

Kata Kunci: Suasana Kedai Kopi, Pengalaman Pelanggan, Kepuasan Pelanggan

1. Introduction

In recent years, the coffee shop industry has experienced rapid growth both globally and regionally, becoming a remarkable phenomenon. This growth has boosted coffee consumption and shifted people's lifestyles, making coffee shops an everyday necessity. Today, coffee shops are no longer just places to buy drinks; they have evolved into social spaces (third places) that accommodate work, socializing, and even the development of personal identity. Indonesia is one of the world's largest coffee producing countries. As an agricultural nation with abundant natural resources, Indonesia is able to produce large quantities of coffee every year (Badan Pusat Statistik, 2022). Based on the growth in coffee production in Indonesia, this has led to an increase in coffee consumption in the country. This growth can be seen in annual consumption data, which reflects market demand over time (Agnes, 2025).

The growth of the coffee industry is increasingly evident from the proliferation of coffee shops in major cities, one of which is Bandung (Daffa, 2026). Bagi Kopi is a coffee shop

that appeals to a wide range of people as a place for socializing. Located in an integrated tourist area, the coffee shop caters to a diverse customer base (Salsa, 2025).

Several customer reviews on Google Reviews regarding experiences at Bagi Kopi. These reviews directly evaluate aspects of food, service, and atmosphere. Among the reviews, there are direct criticisms regarding the atmosphere or physical conditions at Bagi Kopi. These findings indicate that elements of a atmosphere coffee shop such as cleanliness, layout, comfort, and clear organization influence customer perception. Additionally, some reviews highlight customer experiences indicating that interactions between customers and staff were unsatisfactory. This reinforces the concept that customer satisfaction is the result of a comprehensive evaluation of all aspects experienced by the customer, not just the quality of the main product. In other words, the atmosphere coffee shop and customer experience play a crucial role in shaping customer satisfaction.

This study uses several marketing and consumer behavior theories to explain the relationship between café atmosphere, customer experience, and customer satisfaction. Customer satisfaction can also be defined as the feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or service against their expectations (Achmad & Fikrina, 2024). Store atmosphere is a key factor for companies in attracting customers to visit and ensuring they feel comfortable when purchasing goods or services (Dewi et al., 2025). Customer experience plays a vital role in shaping customer loyalty and satisfaction (Rizkianto et al., 2025).

As a coffee shop owner, one must be able to attract customers' attention in order to ensure their satisfaction. Customer satisfaction reflects the feelings and attitudes of customers who have purchased, used, and consumed a product or service. If service interactions are unresponsive, presentation falls short of expectations, product quality is inconsistent, or the atmosphere offered fails to meet expectations, customers' perceived value may decline. Conversely, an inviting atmosphere and a pleasant, memorable experience can increase satisfaction and even foster long-term loyalty. Variations in the quality of the customer experience are one of the key factors influencing customer satisfaction levels.

Previous studies have shown that atmosphere coffee shop and customer experience play a significant role in influencing customer satisfaction. Atmosphere Coffee shop has a positive and significant impact on customer satisfaction (Priyo & Ali, 2022). Additionally, research indicates that customer experience has a positive and significant impact on customer satisfaction (Bernadita & Indah, 2021). Other studies have also shown that café atmosphere and customer experience have a positive and significant effect on customer satisfaction; amenities such as live music, the café's ambiance, and the customer experience both directly and indirectly can enhance customer satisfaction (Tamara et al., 2021).

Other studies have shown that Atmosphere Coffee shop does not have a significant effect on customer satisfaction (Francesco, 2021). Other research also indicates that customer experience does not have a significant effect on satisfaction (Almasari et al., 2024). The existence of various previous studies showing differing, and even inconsistent, findings further underscore the importance of this research. These discrepancies indicate that there remains uncertainty regarding the influence of each variable on customer satisfaction, particularly in the context of the coffee shop business. Therefore, this study was conducted to provide a deeper understanding and strengthen the theoretical foundation regarding the factors that most influence customer satisfaction. Additionally, this study is expected to serve as a reference for business owners in designing effective strategies to improve service quality, customer experience, and business competitiveness amid the increasingly competitive coffee shop industry.

2. Literature Review

Atmosphere Coffee Shop

A comfortable and welcoming store atmosphere, combined with a visually appealing design, will make a business better able to attract customers (Nadiroh & Suja'i, 2022). Atmosphere Coffee shop to the arrangement of a store's environment that creates a sense of comfort for customers and can indirectly influence their behavior (Bimo & Bethani, 2025). There are four dimensions of a atmosphere coffee shop, exterior interior, store layout, and interior Point of Purchase (POP) display.

The impact of atmosphere coffee shop on customer satisfaction can be described as the influence of the ambiance created by a business to provide comfort and a positive experience to customers during their shopping activities. Atmosphere coffee shop encompasses various elements such as room layout, lighting, color, music, scent, cleanliness, and the comfort of facilities, all of which can influence customers' emotions and perceptions. A comfortable and appealing store atmosphere will make customers feel at home, enjoy the shopping process, and have a pleasant experience, thereby fulfilling their expectations regarding the quality of the store environment. These conditions will enhance customer satisfaction, whereas an uncomfortable store atmosphere can lower customer satisfaction levels. Therefore, the better a business's atmosphere coffee shop, the greater the likelihood of achieving customer satisfaction.

Customer Experience

Customer experience refers to the overall experience a customer has, encompassing their thoughts, feelings, actions, sensory stimuli, and social interactions throughout the purchasing process (Angelo & Vania, 2023). Customer experience is a customer's subjective and targeted response to their interactions with a company (Markus et al., 2023). Customer experience has six dimensions, affective, cognitive, physical, relational, sensory, and symbolic. Based on the opinions expressed, it can be concluded that customer experience refers to consumers' perceptions and responses to the products or services they have used or visited, as a form of evaluation of their perceived experience. This experience arises from various interactions between consumers and the company, whether before, during, or after the purchasing process takes place. Customer experience is not only related to the quality of products or services but also encompasses comfort, employee service, ease of transactions, the ambiance of the location, and the communication provided by the company to customers. If consumers have a pleasant experience that meets their expectations, it will foster satisfaction and increase the likelihood of repeat purchases and recommending the product or service to others. Conversely, a poor experience can lead to dissatisfaction and influence consumers' negative perceptions of the company. Therefore, customer experience is a key factor that can influence long-term customer satisfaction and loyalty.

Customer Satisfaction

Customer satisfaction is the emotional state that arises after evaluating the use of a product or service by comparing initial expectations with the actual performance experienced (Wilbrodus et al., 2023). Customer satisfaction can be defined as the effort to meet a need or achieve a certain level of fulfilment (Irwana et al., 2023). The dimensions of customer satisfaction can be measured through three main dimensions, expectation fulfillment, Willingness to revisit, and willingness to recommend. Based on the opinions expressed above, it can be concluded that customer satisfaction is a key indicator of a business's success in meeting customer needs and expectations. Customer satisfaction arises when the products,

services, or experiences provided by a company meet or even exceed customer expectations. In line with the previous discussion, customer satisfaction is influenced by various factors, one of which is the store atmosphere and customer experience. A store atmosphere that is comfortable, appealing, and capable of providing a positive experience will make consumers feel more at ease and enjoy the shopping process. Additionally, the experiences consumers have while interacting with products, services, or the business environment will shape their own perceptions of the company. If consumers have a pleasant experience through good service, a supportive atmosphere, and satisfactory product quality, their level of satisfaction will increase. Therefore, customer satisfaction is not only a measure of a company's success in providing service but also a key factor in fostering customer loyalty and ensuring long-term business sustainability.

3. Research Methods

This study employs a quantitative method with a descriptive and confirmatory approach, and its analysis is systematically structured. A quantitative method was chosen because this study focuses on numerical data that is statistically analyzed to objectively test the relationships between variables, the variables in this study are store atmosphere, customer experience, and customer satisfaction. The population in this study consists of all visitors to the Bagi Kopi coffee shop at the Kiara Artha Park branch in Bandung. In this study, the sampling technique used was nonprobability sampling, specifically incidental sampling. Incidental Sampling is a technique for determining a sample based on chance, meaning anyone who happens to encounter the researcher by chance can be used as a sample, provided that the person encountered is deemed suitable as a data source. In this study, the calculation to determine the sample size used an infinite population type because the exact population size is unknown, and the Cochran formula was applied. Based on the calculation of this formula, the minimum sample size (n) was determined to be 96 respondents. To achieve optimal and better results, the sample size was rounded up to 100 respondents, which is expected to adequately represent the population. The criteria for selecting respondents for this study are as follows:

- a. Consumers who have visited and made a purchase at the Bagi Kopi branch at Kiara Artha Park in Bandung
- b. Consumers aged 17 years or older
- c. Willing to complete the research questionnaire

Data collection was conducted through the distribution of questionnaires that respondents completed on their own, either in person or via digital media, in order to achieve broader participation. Each variable in the study was broken down into a number of indicators measured using a five-point Likert scale, ranging from strongly disagree (1), disagree (2), somewhat agree (3), agree (4), and strongly agree (5).

4. Results and Discussions

Result

Respondent Profile

In this study, the sampling technique used was nonprobability sampling, specifically incidental sampling. Incidental sampling is a technique for selecting a sample based on chance; that is, anyone whom the researcher happens to encounter by chance can be included in the sample, provided that the person encountered is deemed suitable as a data source (Sugiyono, 2023). A total of 100 respondents participated in this study, all of whom were customers who had visited the Bagi Kopi branch at Kiara Artha Park in Bandung. Respondent characteristics were analyzed to provide an overview of the sample's demographic composition, including

gender, age, and occupation. Understanding these characteristics is important because demographic factors can influence how consumers form perceptions and make evaluations. A detailed profile of the respondents is presented in Table 1.

Table 1. Respondent Characteristics

Description	Frequency
Gender	
Male	27%
Female	73%
Age	
17 – 25 years	93%
26 -30 years	5%
>31 years	2%
Occupation	
Students	85%
Employee	10%
Other	5%

The results of the study show that the majority of respondents were female, totaling 73 people or 73%, while male respondents numbered 23 people or 23%. In terms of age, the majority of respondents were in the 17–25 age group, totaling 93 people or 93%, while respondents aged 26–30 numbered five people or 5%, and those over 31 years old were only two people or 2%. Based on employment status, the majority of respondents were students, totaling 85 people or 85%, followed by employees at 10 people or 10%, and “other” categories at five people or 5%. The dominance of female respondents, young age groups, and students indicates that coffee shops are more popular among young people, particularly women and students. This is influenced by the coffee shop’s comfortable, aesthetically pleasing atmosphere, which supports various activities such as studying, working, discussing, gathering with friends, and taking photos. Additionally, the evolution of modern lifestyles and the influence of social media have further driven coffee shops to become both recreational spaces and a means of self-expression for the younger generation.

Validity and Reliability Test Result

The data used in this study consists of primary data collected through a questionnaire distributed to 100 respondents who had visited the Bagi Kopi branch at Kiara Artha in Bandung. This data was used to identify the influence of the atmosphere coffee shop and customer experience on customer satisfaction at the Bagi Kopi branch at Kiara Artha in Bandung. The following are the results of the validity and reliability tests for the research questionnaire items prior to analysis using descriptive and confirmatory analysis, as presented in Table 2, Table 3, and Table 4.

Table 2. Validity Test Results X1, X2

Atmosphere Coffee shop(X1)				Customer Experience (X2)			
Item	r calculated	r table	Description	Item	r calculated	r table	Description
P1	0,699	0,195	Valid	P20	0,688	0,195	Valid
P2	0,598	0,195	Valid	P21	0,683	0,195	Valid
P3	0,636	0,195	Valid	P22	0,678	0,195	Valid
P4	0,605	0,195	Valid	P23	0,664	0,195	Valid
P5	0,747	0,195	Valid	P24	0,691	0,195	Valid
P6	0,722	0,195	Valid	P25	0,663	0,195	Valid
P7	0,604	0,195	Valid	P26	0,720	0,195	Valid

P8	0,578	0,195	Valid	P27	0,693	0,195	Valid
P9	0,667	0,195	Valid	P28	0,713	0,195	Valid
P10	0,666	0,195	Valid	P29	0,650	0,195	Valid
P11	0,738	0,195	Valid	P30	0,767	0,195	Valid
P12	0,676	0,195	Valid	P31	0,725	0,195	Valid
P13	0,650	0,195	Valid	P32	0,728	0,195	Valid
P14	0,743	0,195	Valid	P33	0,638	0,195	Valid
P15	0,775	0,195	Valid	P34	0,712	0,195	Valid
P16	0,687	0,195	Valid	P35	0,629	0,195	Valid
P17	0,725	0,195	Valid	P36	0,728	0,195	Valid
P18	0,660	0,195	Valid	P37	0,600	0,195	Valid
P19	0,687	0,195	Valid	P38	0,700	0,195	Valid

**Table 3. Validity Test Results Y
Customer Satisfaction (Y)**

Item	r calculated	r table	Description
P39	0,681	0,195	Valid
P40	0,619	0,195	Valid
P41	0,702	0,195	Valid
P42	0,715	0,195	Valid
P43	0,796	0,195	Valid
P44	0,721	0,195	Valid
P45	0,761	0,195	Valid
P46	0,730	0,195	Valid
P47	0,766	0,195	Valid
P48	0,723	0,195	Valid
P49	0,874	0,195	Valid
P50	0,809	0,195	Valid
P51	0,684	0,195	Valid
P52	0,778	0,195	Valid

The results of the validity test, conducted with a sample size of 100 respondents and a significance level of 5%, yielded a table r value of 0.195. The analysis results indicate that all items in the variables atmosphere coffee shop (X1), customer experience (X2), and customer satisfaction (Y) have calculated r values greater than the table r value (calculated r > table r), so all items are deemed valid and suitable for use as research instruments.

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Tipping Point	Description
Atmosphere Coffee shop(X ₁)	0,934	0,60	Reliable
Customer Experience (X ₂)	0,938	0,60	Reliable
Customer Satisfaction (Y)	0,936	0,60	Reliable

Based on the results of the reliability test for the three variables, the Cronbach’s alpha values were all greater than 0.60. This indicates that all items within the three variables can be considered reliable and are suitable for use as research measurement tools.

Descriptive Analysis

Descriptive analysis was conducted to identify respondents’ perceptions of the research variables, namely store atmosphere, customer experience, and customer satisfaction.

This analysis focuses on the average score for each variable to determine the general trend of respondents' ratings of the statements presented in the questionnaire. A summary of the descriptive statistics for each variable is presented in Table 5.

Table 5. Results of the Descriptive Analysis

Variable	Score Percentage (%)	Category
Atmosphere Coffee shop(X1)	78.23%	Good
Customer Experience (X2)	77.47%	Good
Customer Satisfaction (Y)	76.51%	Good

The summary of respondents' responses regarding the atmosphere coffee shop Coffee shop variable yielded an actual score of 7.432, representing 78.23% of the total score. This value falls within the interval of 6.460–7.980 or 68%–84%, thus falling into the "good" category. Thus, it can be concluded that the atmosphere coffee shop at the Bagi Kopi branch in Kiara Artha Park, Bandung, can generally be considered good. The summary of respondents' responses regarding the "customer experience" variable yielded an actual score of 7.360, with a score percentage of 77.47%. This value falls within the range of 6.460–7.980 or 68%–84%, thus falling into the "good" category. Thus, it can be concluded that the customer experience at the Bagi Kopi branch in Kiara Artha Park, Bandung, can generally be considered good. The summary of respondents' responses regarding the customer satisfaction variable yielded an actual score of 5.356, with a score percentage of 76.51%. This value falls within the range of 4.760–5.880 or 68%–84%, placing it in the "good" category. Thus, it can be concluded that customer satisfaction at the Bagi Kopi branch in Kiara Artha Park, Bandung, is generally good.

Verification Analysis

Correlation Coefficient Analysis

The variables in this study are Atmosphere Coffee shop(X1), customer experience (X2), and customer satisfaction (Y). The correlation coefficients between the variables were calculated using the Pearson product-moment correlation formula with the assistance of SPSS version 27, yielding the following results:

Table 6. Correlation Coefficients Between Variables

		Correlations		
		Atmosphere Coffee Shop	Customer Experience	Kepuasan Konsumen
Atmosphere Coffee Shop	Pearson Correlation	1	.919**	.872**
	Sig. (2-tailed)		<.001	<.001
	N	100	100	100
Customer Experience	Pearson Correlation	.919**	1	.924**
	Sig. (2-tailed)	<.001		<.001
	N	100	100	100
Kepuasan Konsumen	Pearson Correlation	.872**	.924**	1
	Sig. (2-tailed)	<.001	<.001	
	N	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS 27 output presented in Table 6, the results of the correlation analysis can be interpreted as follows:

1. The correlation coefficient obtained between café atmosphere (X1) and customer experience (X2) is 0.919. This indicates a very strong relationship.
2. The correlation coefficient obtained between café atmosphere (X1) and customer satisfaction (Y) is 0.872. When interpreted, this correlation coefficient falls into the category of a very strong relationship.

3. The correlation coefficient between customer experience (X2) and customer satisfaction (Y) is 0.924. When interpreted, this correlation coefficient falls into the category of a very strong relationship.

4.

Path Analysis and Hypothesis Testing

According to the correlation coefficient between the variables Atmosphere Coffee shop(X1) and “customer experience” (X2), the next step is to calculate the path coefficients using Path Analysis with the help of SPSS 27, as follows:

Table 7. Path Coefficient Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-970.948	2193.485		-.443	.659
	Atmosphere Coffee Shop	.116	.079	.142	1.456	.149
	Customer Experience	.628	.077	.794	8.134	<.001

a. Dependent Variable: Kepuasan Konsumen

As shown in Table 7, the standardized beta coefficient for the atmosphere coffee shop variable (X1) is 0.142. Meanwhile, the standardized beta coefficient for the customer experience variable (X2) is 0.794.

Partial Hypothesis (t-Test)

In Table 7, it can be seen that the SPSS 27 output shows a t-value of 1.456 and a P-value (sig) of 0.149 for the atmosphere coffee shop variable. Since the t-calculated value is smaller than the t-table value ($1.456 < 1.985$) and the significance level of $0.149 > 0.05$, the atmosphere coffee shop does not have a significant effect on consumer satisfaction. Meanwhile, the t-value for the customer experience variable regarding consumer satisfaction is 8.134 with a P-value (sig) of 0.001. Since the t-value is greater than the critical t-value ($8.134 > 1.985$) and the P-value is less than 0.05 ($0.001 < 0.05$), customer experience has a significant effect on consumer satisfaction.

Simultaneous Hypothesis (F-Test)

Simultaneous hypothesis testing (F-test) aims to determine whether the atmosphere coffee shop and customer experience influence customer satisfaction. Therefore, a hypothesis test was conducted, yielding the following results:

Table 8. Simultaneous Hypothesis (F-Test) Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7737171024	2	3868585512	291.410	<.001 ^b
	Residual	1287716151	97	13275424.23		
	Total	9024887175	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Customer Experience, Atmosphere Coffee Shop

Table 8 shows that the calculated F-value is 291.410. This value is then compared with the critical F-value in the F-distribution table. With $\alpha = 0.05$, $df1 = 2$, and $df2 = 97$, the critical F-value is 3.09. In accordance with the hypothesis testing criteria, H_0 is rejected and H_1 is

accepted, meaning that the atmosphere coffee shop and customer experience simultaneously influence customer satisfaction at the Bagi Kopi branch in Kiara Artha Park, Bandung.

Coefficient Determination

The results of the analysis of the coefficient of determination for the variables Atmosphere Coffee shop and customer experience in relation to customer satisfaction, conducted using SPSS, are as follows:

Table 9. Coefficient Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926 ^a	.857	.854	3643.546

a. Predictors: (Constant), Customer Experience, Atmosphere Coffee Shop

Table 9 shows that the coefficient of determination (R-squared) is 0.857. This indicates that the contribution of the variables atmosphere coffee shop (X1) and customer experience (X2) to customer satisfaction (Y) is 0.857, while the residual value from other variables not examined or the epsilon value is $e = 1 - 0.857 = 0.143$. Thus, the following path diagram (Path Analysis) is obtained:

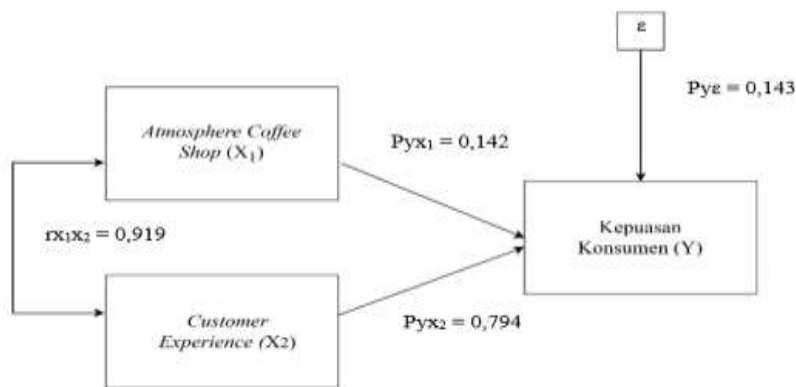


Figure 1. Diagram Path Analysis

Calculation of Direct and Indirect Effects

This study employed path analysis to determine the direct, indirect, and total effects of each independent variable on the dependent variable. The results obtained from the calculations performed using path analysis are as follows:

Table 10. Direct and Indirect Effects Results

Model	Path Analysis	Direct	Indirect		Total Effects
			X1	X2	
X1 versus Y	0,142	2%		10,3%	12,3%
X2 versus Y	0,794	63%	10,3%		73,3%
Total Effects					85,6%

Table 10 shows that the variables Atmosphere Coffee shop(X1) and customer experience (X2) account for 85.6% of the variance in customer satisfaction (Y) at the Bagi Kopi branch in Kiara Artha Park, Bandung.

Discussion

In practice, although there are still some aspects that are not yet optimal, the Bagi Kopi branch at Kiara Artha Park in Bandung has made efforts to create a comfortable and enjoyable atmosphere coffee shop for visitors. This is evident from the fact that the majority of respondents gave positive feedback on various aspects of the coffee shop's ambiance; thus, overall, the atmosphere at the Bagi Kopi branch at Kiara Artha Park in Bandung can be considered good. The Bagi Kopi branch at Kiara Artha Park in Bandung has strived to provide a good customer experience for visitors. This is evident from the predominance of positive responses given by respondents regarding the various experiences they had while at the coffee shop. Thus, overall, the customer experience at the Bagi Kopi branch at Kiara Artha Park in Bandung can be considered good. Overall, although there are still some aspects that need improvement, the Bagi Kopi branch at Kiara Artha Park in Bandung has made efforts to provide good satisfaction to visitors. This is evident from the majority of respondents who gave positive ratings regarding the atmosphere, service, and experiences they had during their visit. Thus, it can be concluded that the level of customer satisfaction at the Bagi Kopi branch at Kiara Artha Park in Bandung is generally good.

The results of the data analysis in this study indicate that the Atmosphere Coffee shop variable has a positive but not significant effect on customer satisfaction at the Bagi Kopi branch in Kiara Artha Park, Bandung. This positive effect suggests that the better the atmosphere coffee shop perceived by customers, the more likely customer satisfaction is to increase. However, this effect is not significant because the results of the partial test (t-test) show a significance value greater than 0.05 ($0,149 > 0,05$). This means that the atmosphere coffee shop has not been able to exert a strong direct influence on consumer satisfaction. The results of this study do not fully align with the theory proposed by (Bimo & Bethani, 2025), which states that atmosphere coffee shop refers to the arrangement of the store environment designed to create a sense of comfort for consumers and is capable of indirectly influencing consumer behavior. However, the results of this study align with the research by (Francesco, 2021), as the findings indicate that atmosphere coffee shop does not have a significant effect on consumer satisfaction.

The results of this study indicate that customer experience has a positive and significant effect on customer satisfaction at the Kiara Artha Park branch of Bagi Kopi in Bandung, as evidenced by a p-value of $0.001 < 0.05$. This means that the better the customer experience perceived by consumers, the higher the level of customer satisfaction. These results align with research (Markus et al., 2023), which states that customer experience is a subjective consumer response formed through interactions between consumers and companies. This finding is consistent with research by (Fitri & Kustoro, 2024), which states that customer experience has a significant influence on customer satisfaction. This suggests that a better customer experience can increase customer satisfaction. This is supported by research by (Dinar et al., 2025), which found that a better customer experience leads to higher levels of customer satisfaction.

The analysis of the data, which was subsequently validated through a simultaneous hypothesis test (F-test), revealed that the calculated F-value was 291.410. This value was then compared with the critical F-value in the F-distribution table. With $\alpha = 0.05$, $df_1 = 2$, and $df_2 = 97$, the critical F-value was found to be 3.09. In accordance with the hypothesis testing criteria, H_0 is rejected and H_1 is accepted, meaning that, simultaneously, the atmosphere coffee shop and customer experience influence customer satisfaction at the Bagi Kopi branch in Kiara Artha Park, Bandung. These findings align with the research by Habibi et al. (2025), which states that there is a positive and significant relationship between the atmosphere coffee shop and customer experience on customer satisfaction. This means that the better the atmosphere

coffee shop and customer experience provided by the company, the higher the level of customer satisfaction will be.

5. Conclusion

Based on the research results, it can be concluded that the atmosphere coffee shop, customer experience, and customer satisfaction at the Bagi Kopi Kiara Artha Park branch in Bandung City are generally in the good category. The atmosphere coffee shop is considered capable of creating a comfortable atmosphere for visitors, although it has not had a significant influence on customer satisfaction because consumers also consider other factors such as product quality, service, price, and experience during their visit. Meanwhile, customer experience is proven to have a positive and significant influence on customer satisfaction, which shows that a pleasant experience through service, staff affection, facilities, and the perceived atmosphere can increase the level of customer satisfaction. Simultaneously, the atmosphere coffee shop and customer experience have a positive and significant influence on customer satisfaction, so that if the atmosphere and experience received by consumers are in accordance with expectations, it will create a sense of comfort, pleasure, and satisfaction with the products and services provided by the Bagi Kopi Kiara Artha Park branch in Bandung City.

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